

Journey Of Water  
Drakensberg, South Africa  
March 2026



## SUMMARISED MEDIA OVERVIEW DOC

16 JULY 2025 // 30 October 2025 // 5 December 2025 // 23 January 2026

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## CLIENT BRIEF

**From:** George Kalathil <GKalathil@wwf.org.uk>

**Subject:** JOW Photo Briefing

**Date:** 24 October 2025 at 10:34:17 GMT+1

**To:** "john@explore4knowledge.com" <john@explore4knowledge.com>

**Cc:** Candice Meyer <cmeyer@wwf.org.za>, Kristy Moore <KrMoore@wwf.org.uk>, Bronwen Wilson <brwilson@wwf.org.uk>, David Roskin -Thomas <DRoskin-Thomas@wwf.org.uk>

### Journey of Water South Africa Content Collection Briefing

#### Why we want these photos and videos

The purpose of this is to capture content that will be useful to disseminate information after the South Africa Challenge and to be used by Reckitt and WWF across our future communications. We are gathering content to inform and inspire Reckitt employees. We want to be able to showcase what the challenge was like, and give a taste of the sense of adventure that was experienced.

This briefing list is not exhaustive, other photos and videos are much appreciated.

#### What scenery do we want to see?

We want to feel a **sense of scale**, to really showcase this incredible opportunity and journey.

The **breadth and sheer size of landscapes** would be great to capture.

We are wanting to present a **journey** –

- Things like moving water and water related imagery is core. Images of the landscape are appreciated.
- A vision of a 'challenge' is appreciated – i.e. this isn't easy, but it's worthwhile and exciting.
- Depending on locations visited – footage and photography of some of Reckitt's site/usage of water, to contrast with natural scenery and freshwater, to showcase the full 'journey'. Project areas for Reckitt and WWF would be ideal, and can be advised upon enroute by WWF staff.

B roll (*supplementary or secondary footage to enhance the main footage by providing context, visual interest, or smoothing transitions*) – shots of flowing water, shots of running water from a tap, slow, swooping shots of scenery are helpful.

#### Other photos/footage to capture

**People** – We would like to see photos and videos of staff interacting, talking, listening, walking, eating together, in motion/action etc. We would like to see a few shots of the whole group together.

We want to bring together a **feeling of community**, of educating and of respect, as well as teamwork and a sense of adventure! We would like to see staff interacting with local community members, shots of the community members (if appropriate and consent is obtained)

**Wildlife** – if possible, any shots of wildlife would be appreciated, no matter what this is.

This is not exhaustive, please take your initiative in capturing content!

## e4k® CONTENT LOOK & FEEL

We will be working on a journalistic style of photography and image capture.  
Combination of expedition storytelling, product and wedding photography.  
We looking at incorporating a UGC feel with cinematic delivery, clean crisp images and content.

### Soweto2Sodwana

<https://www.explore4knowledge.com/soweto2sodwana/>

Final Video Product / Main Video Deliverable  
<https://youtu.be/F9V-tJMzQbw>

YouTube Series Links:

In Field Upload 1: <https://youtu.be/ZNS8eCCOnX4>

In Field Upload 2: [https://youtu.be/Mdcl\\_ZRPVbM](https://youtu.be/Mdcl_ZRPVbM)

In Field Upload 3: <https://youtu.be/2Bw822YiV7I>



### Transkei

Part 1 Teaser:

<https://youtu.be/ixLWrYy7IsE>

Part 1 Long Form:

<https://youtu.be/EFmsOXYyICs>

Part 2 Teaser:

<https://youtu.be/Zm7ubclVW80>

Part 2 Long Form:

<https://youtu.be/UaHC1DTvl0M>

Part 3 Teaser:

<https://youtu.be/hFMp5MoXJQ8>

Part 3 Long Form:

[https://youtu.be/PWc52aW\\_Tlo](https://youtu.be/PWc52aW_Tlo)

Part 4 Teaser:

<https://youtu.be/svBYb8kprMU>

Part 4 Long Form:

<https://youtu.be/UHyQlq80JR4>



## e4k® CONTENT TO DELIVER

- 1) WWF Reckitt Delivery
- 2) E4K Delivery
- 3) Special Story – Stream Protection Narrative.
- 4) e4k History Video

### 1) WWF Reckitt Delivery Deadlines:

| Delivery | Date                            | High Level                                                                                                                                                                                                                                                       | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Photos   | 21 March 2026<br>End of Project | 2-3 images from each day.                                                                                                                                                                                                                                        | 50 images per day minimum<br>Crisp Clear Edited<br>Rich Colour Pallet                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Photos   | 30 Days Post Project            | 100 Images for the client.<br>Focused on holistically capturing the experience across the journey.                                                                                                                                                               | <ul style="list-style-type: none"> <li>- Activity</li> <li>- People<br/>(note 2 people cannot be photographed at all)</li> <li>- Vehicles / Equipment</li> <li>- Location Names and Place Markers</li> <li>- Branding and Product Placement</li> <li>- Speakers and Story Tellers</li> </ul> <p>PHOTO TYPE / STYLE</p> <ul style="list-style-type: none"> <li>- Drone</li> <li>- Under Water Split Shots</li> <li>- Photos</li> <li>- Night Sky</li> <li>- Fire Side</li> <li>- Flash Photos</li> </ul> |
| Video    | 60 Days Post Project            | 1-2 min highlight reel with VO<br><br>4 parts mini-series <ul style="list-style-type: none"> <li>- Head waters</li> <li>- Middle Reaches</li> <li>- Community</li> <li>- Lessons Learned</li> </ul> 4 Vertical Reels Per Day<br><br>Interviews with participants | <p>VIDEO TYPE / STYLE</p> <ul style="list-style-type: none"> <li>- Drone</li> <li>- Under Water Split Shots</li> <li>- Time Lapse</li> <li>- Night Sky</li> <li>- Fire Side</li> <li>- UGC (Paddle / Hike)</li> <li>- Interviews</li> <li>- Speeches</li> <li>- Voice 2 Camera</li> </ul>                                                                                                                                                                                                               |

### High level Summary of Activities:

|                                                                                                        |                                                                            |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Welcome Dinner<br>Drive to Drakensberg<br>Specialist Speakers<br>Daily Briefs<br>Professional Speakers | Mini SASS<br>Alien Clearing<br>Paddle<br>Bio Blitz – iNaturalist<br>Potjie |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|

## 2) E4K Delivery Deadlines:

This is focused on telling the e4k logistics story BTS for the project, to use for marketing and showcasing the project to future clients in a unique and immersive experience-based way.

| Delivery | Date                 | High Level                                                                                                                                                                                                                                            | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Photos   | 60 Days Post Project | BTS images: ACTIVITY <ul style="list-style-type: none"> <li>- Logistics</li> <li>- Equipment</li> <li>- Long hours</li> <li>- Prepping areas</li> <li>- Building Camps</li> </ul>                                                                     | 50 images per day minimum<br>Crisp Clear Edited<br>Rich Colour Pallet<br><br>SPECIAL IMAGES E4K: <ul style="list-style-type: none"> <li>- Flash based portraits of staff in the field</li> <li>- Action Photos of Staff</li> <li>- Built Image of all the branded vehicles parked with flash filled lighting</li> <li>- Group photo of all staff and flash filled image of this as well.</li> <li>- Astro Images with Vehicles and Glamping Camp</li> </ul> |
| Photos   | 60 Days Post Project | BTS images: STAFF <ul style="list-style-type: none"> <li>- People</li> <li>- Team Members</li> <li>- Staff Uniform</li> <li>- Staff interactions with clients</li> <li>- Staff telling stories</li> <li>- Staff Meetings pre and post trip</li> </ul> | SPECIAL IMAGES JOW: <ul style="list-style-type: none"> <li>- Flag Image at the top of Tugela Falls</li> <li>- Harnessed into the chain ladders</li> </ul>                                                                                                                                                                                                                                                                                                   |
| Video    | 90 Days Post Project | BTS Video:<br>To showcase what it takes to build a e4k project, as well as the project partners and the meetings.<br><br>This project took a year of active planning and meetings.                                                                    | VIDEO TYPE / STYLE <ul style="list-style-type: none"> <li>- Drone</li> <li>- Under Water Split Shots</li> <li>- Time Lapse</li> <li>- Night Sky</li> <li>- Fire Side</li> <li>- UGC (Paddle / Hike)</li> <li>- Interviews</li> <li>- Speeches</li> <li>- Voice 2 Camera</li> </ul> SPECIAL V2C <ul style="list-style-type: none"> <li>- Voice to camera of teams and what e4k is and how they work with e4k</li> </ul>                                      |

### 3) Special Story – Stream Protection Narrative

We are awaiting final brief and confirmation from WWF and Reckitt, with a deadline of 6 February. However, regardless of whether the brief is received, this story will still be captured in the field as a **YETTI story**.

This location represents **one key stop along the Journey of Water project** and requires the capture of **dedicated video and still imagery**.

This stop is critical to the Journey of Water narrative. It represents the **core reason the project exists** and directly reflects what **Reckitt funds globally with WWF: Water Access Projects – specifically Stream Protection**.

#### What Is Stream Protection?

In this community, residents walk into the mountains to collect water using buckets, carrying it back down to their homes daily.

**Unprotected Spring:** The unprotected water source consists of a vertically buried cement stormwater pipe. Community members collect water directly from this pipe. To reduce risk and contamination, the community has improvised protection using old mattress frames and wooden poles to:

- Prevent cattle access
- Reduce pollution
- Stop children from falling into the source

**Protected Spring System:** The protected spring is an engineered system where the stream is safeguarded at its source within the mountainside. Water is then piped downhill through a sequence of JoJo tanks designed to fill in order.

This system ensures:

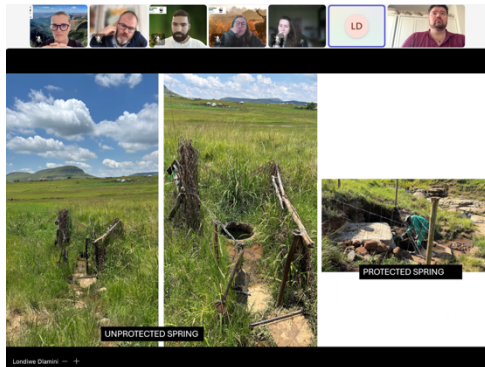
- Water remains a **shared resource**
- If upstream users misuse or overconsume water, downstream users are directly affected
- Built-in accountability within the community

In addition, the village has access to a **communal tap**, providing a central and safer point for water collection.

#### Narrative Importance:

This location visually and emotionally demonstrates:

- Why stream protection matters
- The difference between unprotected and protected water access
- The real-world impact of WWF and Reckitt's global water access funding



### Key stories at this site:

So they **do not want** an “EU” saviour projects of people coming in to save the locals.

#### Possible Topics:

- What is Stream Protection
- Why is Reckitt Securing Water Access as part of their 2030 plan
- How is this work enabling water access
- Benefits to the community
- Community Story

#### Possible Content Angles:

- Content Capture options are UGC based, would like translators and community champions
- An interesting side story is a husband and wife in the area, both farmers.  
The wife took water from the stream protection project in her area, but the husband did not. The wife has a visibly stronger yield and harvest, with more fertile land now.

#### Site Location:

**Original:** 28° 52' 59" S, 29° 22' 30" E

**Decimal format:** Latitude: -28.883056 Longitude: 29.375000

**Google Maps:** <https://www.google.com/maps?q=-28.883056,29.375>

**OpenStreetMap:** <https://www.openstreetmap.org/?mlat=-28.883056&mlon=29.375#map=15/-28.883056/29.375>

## Initial planned activities for the day:

This is a draft, we are waiting on the final plan of day.

| Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Suggested Shot List |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <p>Morning Brief</p> <p>Arrival at Location: Protected</p> <p>Talk WWF / Reckitt</p> <p>Understand what this is about and what a protected site looks like.</p> <p>Travel to unprotected site</p> <p>Walk up river and carry water down to understand the current situation (maybe get locals to carry water) and then get participants.</p> <p>Then divide into 4 teams and work on 4 elements of the protection process.</p> <ul style="list-style-type: none"> <li>- Remove old</li> <li>- Prep new</li> <li>- Dig trenches</li> <li>- Lay pipes</li> <li>- Jo Jo Tank</li> <li>- Cement</li> <li>- Taps</li> </ul> <p>Finished product</p> <p>Water coming out of the tap – celebration</p> <p>Group celebration at end</p> <p>They also want interviews with locals</p> <ul style="list-style-type: none"> <li>- Community champions</li> <li>- Translators</li> <li>- Community win stories</li> </ul> |                     |

#### 4) Special E4K History Video Delivery

This is a who is e4k video, the idea is to have a piece to camera with strategic / specific people that we will be able to use on the website as a “introduction to e4k series” as we relaunch the brand.

The idea is to do an interview with John Lucas, focusing on a series of questions around e4k as a brand, where it has come from and where it is going. We can use archive footage from past expeditions to cut to interesting projects and footage.

| Main Interview Questions: | General Questions for staff:                                                                                                                                                                                                                                                                                                                            | Partners & Clients                                                                                                                                                                                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| John (Founder)            | <p>GP (Logistics + Opps)<br/>Nancy (Bookings / Travel)<br/>Steve (Expedition Medic)</p> <p>Cam (Media Lead)<br/>Fritz (Images and Equipment)</p> <p>Karl (Specialist + Team)<br/>Talita (Education + Team)</p> <p>Niel (Director NGO)<br/>Gustav K (Director NGO)</p> <p>Ernst (Supporter)<br/>Johann (T4A)<br/>Johann (Geography)<br/>Matt (Legal)</p> | <p><b>Partners</b><br/>Pavs (WWF)<br/>Kritanya (WWF)<br/>Chris (Abalobe)<br/>Bruce (Fresh Water Research)<br/>Penny (Kenya)<br/>Catherine (Miss Earth)<br/>Mike (RADD)</p> <p><b>Clients:</b><br/>Bron (WWF UK)<br/>Michelle (Reckitt)<br/>Random JOW Participants</p> |

#### The Idea moving forward and how these interviews could form the basis of e4k content moving forward.

This work forms part of the Explore4Knowledge brand relaunch for 2025–2026. Our aim is to intentionally build a strong, consistent brand presence through video content that reflects the full depth of what E4K does.

We are moving away from isolated, project-led content — where an expedition is shared and followed by long periods of silence — toward a series-based storytelling approach. This enables us to tell ongoing stories that spotlight our people, our processes, and the broader E4K offering as a travel, logistics, consulting, and media powerhouse.

At its core, this content is about showing how E4K builds what does not yet exist, delivering purpose-led expeditions that turn ambition, ideas, and complex briefs into real-world outcomes.

## E4K Delivery Deadlines:

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## e4k® Media QnA Examples and Prompts

Below are **role-based interview question packs** for your **overview video + interview series**, written to match Explore4Knowledge's "**Education Through Adventure / purpose-led expeditions**" positioning and the **Journey of Water 2026 (Reckitt x WWF)** context.

### Founder Interview Pack (John Lucas)

#### A. Origin + ethos (brand DNA)

- What problem were you trying to solve when you started Explore4Knowledge?
- "Education Through Adventure" — what does that **look like in the field** (not as a slogan)?
- What are you **not** trying to be (travel company, NGO, production house, etc.) — and why?
- What's the biggest misconception people have about purpose-led expeditions?

#### B. What E4K uniquely does

- What does "purpose-led" mean in practice: **logistics, safety, science, community, story**?
- Why do partners trust you with hard-to-run trips (remote access, risk, high standards)?
- How do you ensure this is **not** "impact theatre" but real outcomes?
- What does "luxury with purpose" mean without compromising integrity?

#### C. Impact + credibility (proof without bragging)

- What awards/recognition mattered to you most — and why?
- What are your **non-negotiables** for ethics, conservation, and community dignity?
- How do you measure success (learning outcomes, conservation outcomes, content outcomes)?

#### D. Storytelling + media (how you avoid the saviour narrative)

- How do you tell community stories **without centering outsiders**?
- What does "earned narrative" mean for you (who speaks, who frames, who benefits)?
- How do you brief a crew so the field story stays honest?

#### E. Journey of Water / Tugela (series spine)

- Why is water the right lens for this expedition and this partnership?
- What do you want a Reckitt participant to feel on day 1 vs day 8?
- What are the "moments" you know will change someone?

#### F. Closing (vision)

- In 5 years, what would make you say E4K did its job?
- What's the next frontier you're building that "doesn't exist yet"?

## Logistics & Operations Interview Pack

### A. What viewers don't see

- When people watch the expedition film, what's the **invisible work** that made it safe and smooth?
- What does "field-ready" mean for vehicles, comms, medical, routing, contingency?
- What's the biggest operational risk in this terrain—and how do you reduce it?

### B. Safety + duty of care

- How do you decide the right difficulty level and adapt for a mixed group?
- What are the rules participants must follow for safety and for respect?
- What's your system for daily briefings, headcounts, emergency response?

### C. Experience design

- How do you balance "challenge" and "accessibility" without watering down the experience?
- How do you build a trip that's transformational **without forcing emotion**?
- What do you do to help participants show up well in communities (behaviour, photos, gifts, language)?

### D. Collaboration in the field

- How do you coordinate with WWF teams, community leadership, land managers, and partners?
- What's the protocol when plan A fails (weather, water levels, access changes)?

## Staff Interview Pack (Guides, Educators, Field Leads, Community Liaisons)

### A. Role + responsibility

- What's your role on this expedition, and what does "a good day" look like for you?
- What's one moment you've seen where learning "clicked" for a participant?

### B. Learning + interpretation

- How do you teach complex water ideas simply—in the middle of a hike / river day?
- What do you want people to understand about **shared water systems** and consequences upstream/downstream?

### C. Community-first storytelling

- How do you ensure community members are not treated like "backdrop"?
- What's the right way for guests to ask questions, take photos, and participate respectfully?

### D. Personal

- What keeps you doing this work when it's difficult?
- What have local communities taught you that you didn't expect?

---

## Expedition Media Team Interview Pack (Producer / DP / Photographer / Editor)

### A. Intent + ethics

- What's the line between documenting reality and directing it?
- How do you avoid the "hero shot" that accidentally becomes a saviour narrative?

### B. Approach in the field

- What are your rules for filming in communities (consent, context, dignity)?
- How do you capture authenticity when people are camera-aware?

### C. Story structure for this series

- What's the core arc of Journey of Water (beginning → shift → outcome)?
- What are your "story beats" you're hunting daily (problem, effort, trade-offs, proof, reflection)?

### D. Deliverables + "what good looks like"

- What do you need from each interviewee to make the edit work (specificity, examples, numbers, emotion)?
- What's the one soundbite you want from each role: Founder / WWF / Reckitt / participant / community?

## Travel Specialists Interview Pack (DMC, Travel Designers, On-ground coordinators)

### A. Designing access with integrity

- How do you create "unmatched access" without disrupting places or people?
- What's your approach to selecting partners, accommodation, routes, suppliers?

### B. The "purpose" layer

- How do you build an itinerary where impact isn't an add-on but part of the experience?
- What's the difference between "voluntourism" and what you're doing here?

### C. Participant experience

- What do you do to reduce friction (uncertainty, packing anxiety, cultural uncertainty) so people can fully engage?
- What's the most important mindset you want participants to bring?

## Participants Interview Pack (Reckitt2026SA + general)

### A. Before the expedition (baseline)

- Why did you say yes to this?
- What do you think you'll learn about water that you don't know yet?
- What are you most nervous about (physicality, culture, expectations)?

### B. During (capture short "diary" moments)

- What surprised you today?
- Describe the moment you realised water is a **system**, not a thing.
- What did you see that changed how you think about "shared resources"?

### C. Reflection (meaningful, not cheesy)

- What did you *feel* when you met people living with different water realities?
- What's one assumption you had that you're reconsidering?

### D. Action (after)

- What will you do differently at work because of this?
- What will you do differently at home because of this?
- If someone asked "why should I care about source protection?" what would you say in 10 seconds?

### E. General QnA (usable as cutdowns)

- In one sentence: what is the Journey of Water?
- In one word: what did this week give you?

## Client Interview Pack (Reckitt + WWF-facing + general)

### A. The "why" (avoid saviour framing)

- Why is Reckitt investing in water stewardship / access, and why now?
- What does success look like that's **owned by communities**, not brands?

### B. Partnership mechanics

- Why WWF as a partner—what does WWF enable that you couldn't do alone?
- How do you choose projects and ensure local leadership is central?

### C. From strategy to lived reality

- What's the value of putting leaders in the field instead of only reading reports?
- What do you want participants to take back into decision-making?

### D. Accountability + credibility

- How do you measure progress (outputs vs outcomes)?
- What do you do when trade-offs appear (community needs, ecological needs, operational constraints)?

### E. Closing

- What would you want a viewer to understand about this work in one line?
- What's the message to communities: "this is what we're here to do—and what we're not here to do"?

## Quick add-ons (useful on shoot)

### "Specificity prompts" (when answers go vague):

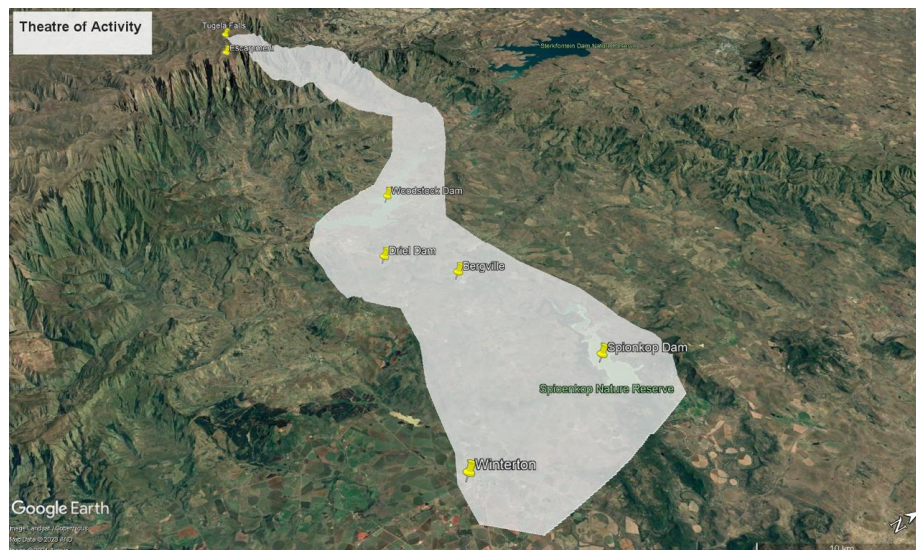
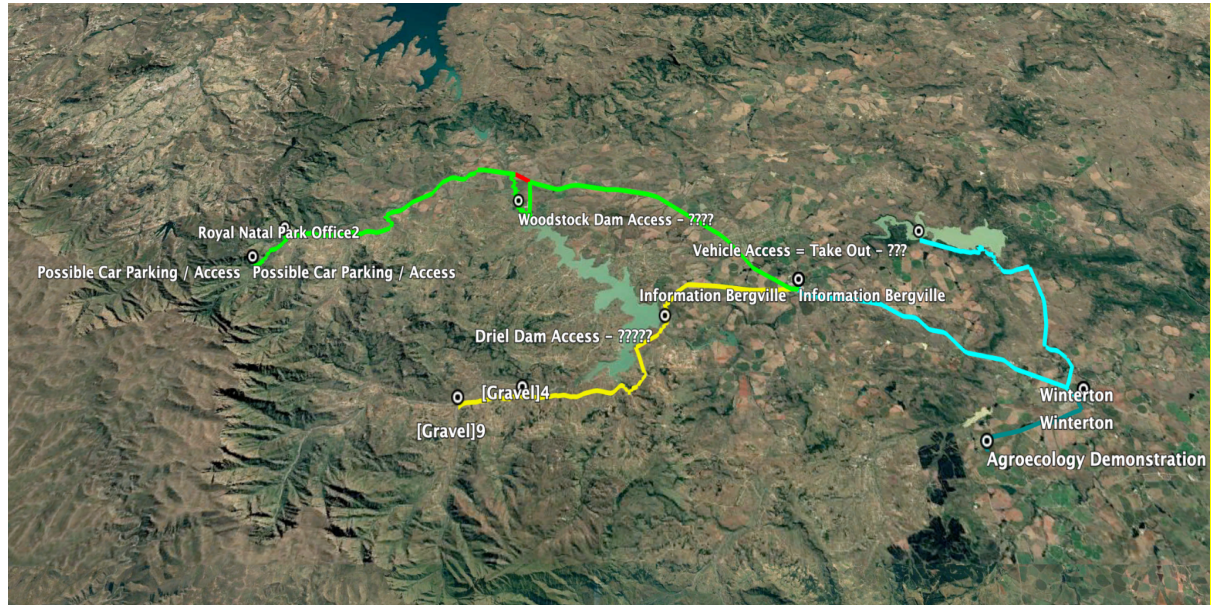
- "Can you give me a moment that shows that?"
- "What changed—before vs after?"
- "What did that look like day-to-day?"
- "Who was involved locally?"
- "What would have happened if this didn't exist?"

### On-camera "permission" line (community + dignity):

- "Is it okay if we film while you explain this in your own words?"

## ROUTE MAP

Look in the Expedition and Project Share Drive for Routes.



## LOCATION LINKS AND IMAGES

### Chain Ladders and Amphitheatre Hike



<https://www.facebook.com/share/r/19d4szCvVy/?mibextid=wwXlfr>  
<https://www.facebook.com/share/r/1DXMQ2chC6/?mibextid=wwXlfr>  
<https://www.facebook.com/share/r/1DGEaRGijV/?mibextid=wwXlfr>  
<https://www.facebook.com/share/p/1PQfZ1pqmW/?mibextid=wwXlfr>

<https://www.facebook.com/share/r/19d4szCvVy/?mibextid=wwXlfr>  
<https://www.facebook.com/share/r/1DXMQ2chC6/?mibextid=wwXlfr>  
<https://www.facebook.com/share/r/1DGEaRGijV/?mibextid=wwXlfr>  
<https://www.facebook.com/share/p/1PQfZ1pqmW/?mibextid=wwXlfr>

## ANNEX

### Annex 1: Links and Share Drive

#### Full Project Breakdown:

<https://reckitt2026sa.explore4knowledge.com>

#### Share Drive: 26\_01 e4k - JOW - Reckitt - Media Opps

[https://drive.google.com/drive/folders/1m0q9xPq0HAyyGSr\\_M7CVH6a4Vhli1m-c?usp=sharing](https://drive.google.com/drive/folders/1m0q9xPq0HAyyGSr_M7CVH6a4Vhli1m-c?usp=sharing)

- Day to Day Itinerary // Hour By Hour Itamaraty
- Drone Permit Application
- Media Brief Document
- Stream Protection Brief
- Working Notes

#### Mapping Software

<https://drive.google.com/drive/folders/1wvQm5dPZbxJjFyz1xrE8CtzX10AV49GE?usp=sharing>

#### Expedition: Routes in Main JOW Opps Folder

Google Earth / Base Camp / Google Maps Format

[https://drive.google.com/drive/folders/1nwLChmXwHv8SKVxmcnOFExtZzTnYtltb?usp=share\\_link](https://drive.google.com/drive/folders/1nwLChmXwHv8SKVxmcnOFExtZzTnYtltb?usp=share_link)

## Annex 2: Brand Launch / Relaunch Ideas

### Explore4Knowledge

#### Brand Video Framework | 2025–2026 Relaunch

#### Core Brand Idea

**“We build what does not yet exist.”** We turn ideas, ambitions, and impossible briefs into lived experiences — through travel, logistics, consulting, and storytelling.

E4K exists at the intersection of:

- Purpose-led expeditions
- Operational excellence
- Education through lived experience
- Media that earns its meaning in the field

This is not about documenting trips. This is about **showing how things get built**.

#### 1. Brand Narrative (The Through-Line)

**Old model:** Project → Hero film → Silence → Next project

**New model:** Series → People → Process → Purpose → Proof → Continuity

E4K content should answer one recurring question:

**“How do you build something that hasn’t been done before — and do it responsibly?”**

#### 2. Video Content Pillars

##### Pillar 1: *Building What Does Not Exist*

###### (Vision + ambition)

Stories about:

- Taking on briefs others say no to
- Designing expeditions from zero
- Turning “what if” into “we did”

Tone: thoughtful, bold, honest Key voices: Founder, Ops, Design, Clients

##### Pillar 2: *Purpose-Led Expeditions*

###### (Why we go, not just where)

Stories about:

- Why this place, now
- Why purpose changes how travel works
- What happens when learning is embodied

Journey of Water lives **here**, but as a *case study*, not a one-off.

##### Pillar 3: *The People Who Build It*

###### (Human-first, internal credibility)

Stories about:

- Guides, ops leads, media teams, logistics specialists
- Decision-making under pressure
- Invisible work that enables “effortless” experiences

This is how you move away from faceless excellence to **earned authority**.

## Pillar 4: Systems, Not Moments

### (Consulting + thinking)

Stories about:

- Water as a system (?)
- Travel as a system (?)
- Learning as a system (?)
- Impact as a system (?)

These are quieter, smarter pieces that position **E4K as a thinking partner**, not just a delivery engine.

## Pillar 5: In the Field, As It Happens

### (Continuity + authenticity)

Stories about:

- What changed today
- What failed
- What surprised us
- What we're still figuring out

UGC-style, low-friction, frequent.

## 3. Series-Based Content Formats (Key Shift)

### A. Flagship Series (Anchor)

**6–10 episodes | 5–8 min**

Examples:

- *Journey of Water*
- *Building the Impossible*
- *Inside an Expedition*

Released episodically → becomes the backbone of the brand year.

### B. Short Series (Always-On)

**8–20 episodes | 45–90 sec**

Examples:

- *One Decision We Had to Make Today*
- *What People Don't See*
- *This Almost Didn't Work*

Feeds LinkedIn, Instagram, site embeds.

### C. Human Series

**Profiles | 60–120 sec**

Examples:

- "Meet the Ops Lead"
- "Why I Guide"
- "How We Keep People Safe"

This builds trust faster than any manifesto.

### D. Thinking Pieces

**Solo or paired interviews | 2–4 min**

Examples:

- "What makes an expedition ethical?"
- "Why access matters more than aid"
- "When purpose complicates logistics"

This positions E4K as **consulting-grade**, not influencer-grade.

#### 4. Publishing Rhythm (Fixing the Gaps)

##### During expeditions:

- 2–3 short pieces per week (**not live**)
- 1 reflective or systems-based clip

##### Post-expedition (8–12 weeks):

- Weekly short-form
- Bi-weekly longer episodes

##### Between expeditions:

- Team + thinking content continues
- No silence periods

The goal is not volume — it's **presence**.

#### 5. Where Journey of Water Fits

##### Journey of Water is:

- A **flagship case study**
- A **proof point** for purpose-led expeditions
- A **training ground** for your series model

##### It should generate:

- 1 long-form anchor film
- 1 episodic series
- 10–20 short cuts
- Team, ops, and thinking spin-offs

It becomes fuel for the **entire brand system**, not a standalone campaign.

##### Final Positioning Shift

##### E4K on video should feel like:

- A workshop
- A field notebook
- A design studio
- A logistics control room
- A place where big ideas get tested against reality

Not polished. Not performative. (?)

**Credible. Human. Built in the field.**