The Great Labyrinth of Africa

Inspiring mankind to be mindful of its carbon footprint

CSI PROPOSAL

Use the power
of your brand
for good.

This is your chance to:

- Be part of something big.
- Reach the whole world with an important message.
- Make a real, tangible difference.
- Create something unique & beautiful for future generations.
- Leave a lasting legacy.
- Be remembered for all time.

Imagine building something so big you can see it from space!

The Great Pyramid of Giza
230m x 230m

Every time you drive your car or use electricity you produce carbon emissions that are harmful to the planet and people.

Your company vehicles
and staff members
help to make South Africa
one of the biggest polluters
in the world.

Picture this…

1 African elephant weighs 5 tonnes.

Can you picture 100 million elephants?

South Africa releases over 500 million tonnes of poisonous CO2 into the atmosphere each year.

That's shocking!

Let's do something about this…

Reducing **South Africa's** carbon footprint is a **critical national issue** that requires an **urgent response** from our country's **business leaders.**

511 million tonnes

The amount of carbon dioxide that South Africa releases into the atmosphere each year.

9.18 tonnes

South Africa's carbon emissions per capita; that's nearly double the world average at 4.49 tonnes.

24%

Percentage increase in South Africa's carbon emissions from the consumption and flaring of fossil fuels since 1996.

South Africa is among the highest per capita emissions in the developing world.

We have a

BIG IDEA,

and we'd like to share it with

YOU.

We're going to build the largest labyrinth in the world made from 90 000 Spekboom trees

Expect global media coverage!

This global landmark will serve as a living monument to environmental preservation on our planet.

Our campaign message

Be mindful of your carbon footprint

Why a Labyrinth?

A labyrinth is a pattern of pathways that weave in a circle around a central point. You walk through the pathways to get to the center.

A labyrinth is not a maze. There is only one way in and one way out, so you don't need to think about where you're going.

Labyrinths are powerful landmarks that intrigue and fascinate people from all walks of life throughout the world.

They've got ancient roots. They're found on Greek pottery, on Spanish petroglyphs, rock carvings, and on the floors of medieval cathedrals in Europe.

Today, there is a global revival of labyrinths and tourists flock to see and experience them.

Labyrinths promote contemplation, meditation, introspection and **mindfulness.**

Why Spekboom?

Succulent tree native to South Africa

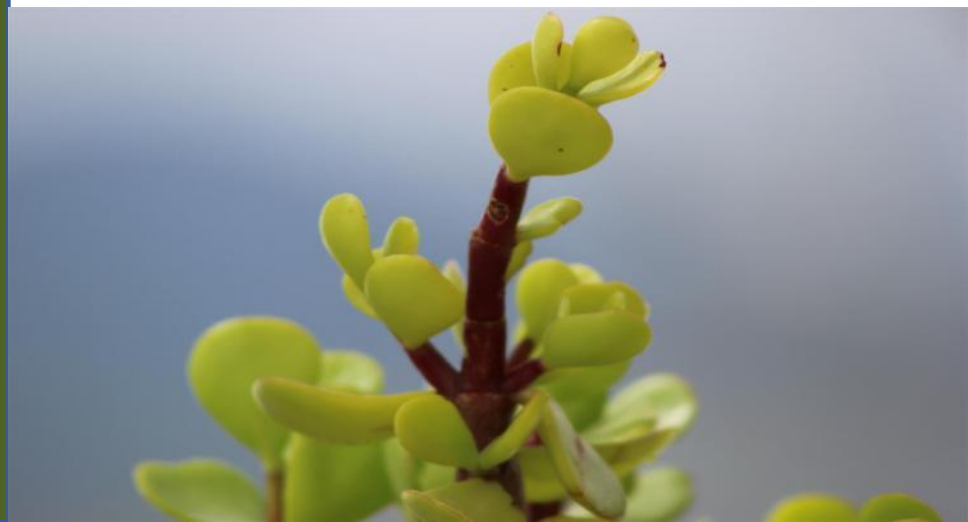
Reach between 2m and 5m tall & live to be 200 years old

Are 10 times more effective at reducing carbon than tropical rainforest trees

1 mature Spekboom can remove 8.5kg of CO^2 per year

They can survive frost, fire, and drought.

They are very easy to propagate.



Planting
Spekboom
trees
25cm apart
creates a
beautiful,
natural,
evergreen
hedge.

The back story…

Micro propagation through entrepreneurship in townships

Scaled up to township nurseries

Blossomed into 150,000 Spekboom trees

www.wonderplant.co.za

Meet our Tree-preneurs:

At Wonder Plant: We established a network of micro-tree nurseries in townships and empowered previously disadvantaged people to earn sustainable livelihoods by growing Spekboom trees for us to supply our projects and customers.

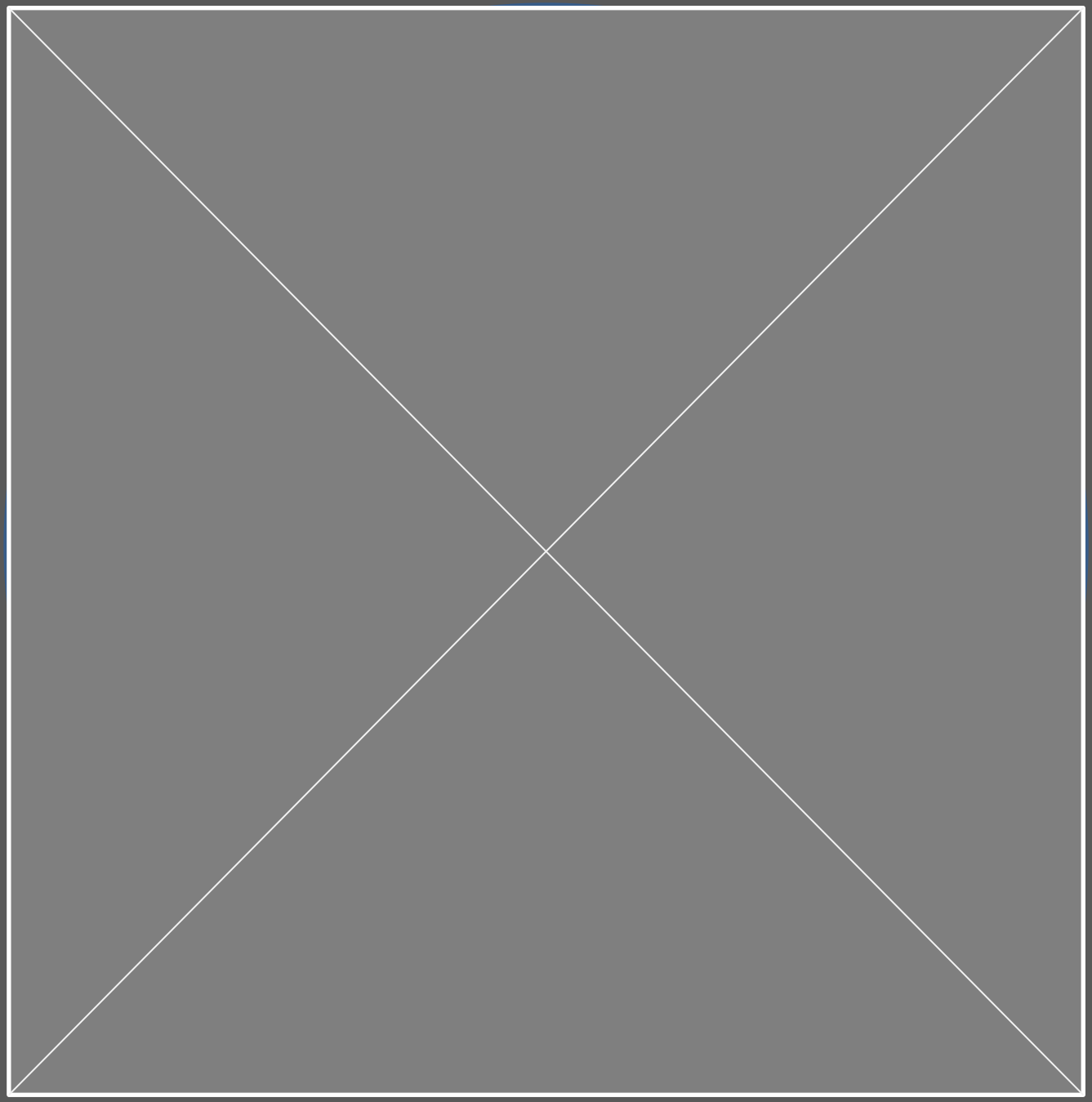
No seriously! Imagine building something so big you can see it from space!

The Great Pyramid of Giza

Join us

The Great Pyramid of Giza

230m x 230m



The Great Labyrinth of Africa

230m x 230m

Our goal is to build a labyrinth as big as the Great Pyramid of Giza.

The Gueret Labyrinth – France

20,000 visitor pa

R120 entrance

6 hectre site

Ours is bigger!

Naming Rights

You can purchase naming rights for as many metres of hedging as you can afford and enjoy full brand recognition on site and in our social media

BRONZE RIGHTS (500 available)

10m = R5,000

SILVER RIGHTS (50 available)

100m = R50,000

GOLD RIGHTS (10 available)

500m = R250,000

PLATINUM RIGHTS (3 available)

1000m = R500,000

Your funds will be employed to help us purchase the land, plant the trees, sustain the project team and drive the marketing engine for worldwide media coverage.

4 trees per metre

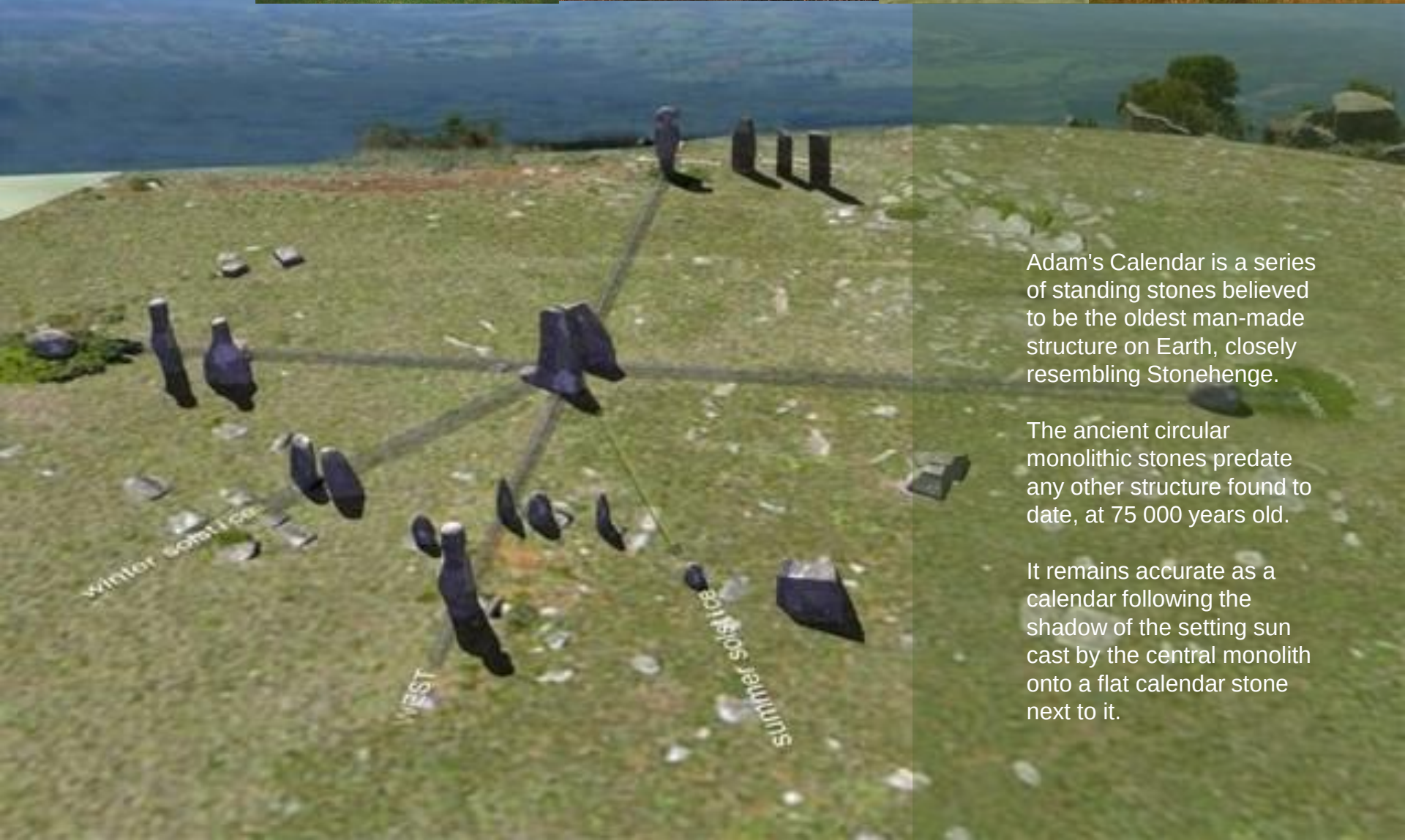
Your sponsored trees will still be living in 200 years.

Every Lane in the Great Labyrinth is named after the family or company that purchased the naming rights made visible on site through various ways.

Living legacy investment

The Great Labyrinth of Africa

SPECIAL PROJECTS



Adam's Calendar is a series of standing stones believed to be the oldest man-made structure on Earth, closely resembling Stonehenge.

The ancient circular monolithic stones predate any other structure found to date, at 75 000 years old.

It remains accurate as a calendar following the shadow of the setting sun cast by the central monolith onto a flat calendar stone next to it.

The Great Rock Exhibition

We plan to identify and transport 37 giant rocks from around South Africa to build a mammoth rock calendar that is aligned to the equinoxes and the seasons.

The metaphor is mankind may destroy itself if we don't do something to reduce our carbon emissions, and the Great Rock exhibition will remain in place for millions of years as testament to our lost civilization.

Photo:
First two imported rocks at the Great Labyrinth

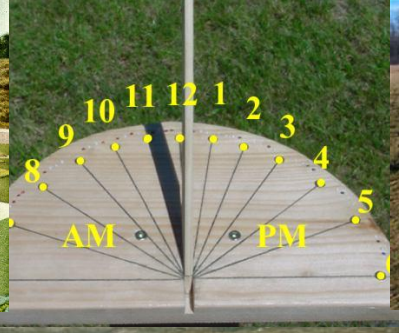
The Great Toposcope

A toposcope is a kind of graphic display erected at viewing points on hills or mountains, or on plateaus, which indicates the direction, and usually the distance, to notable landscape features which can be seen from that point.

We aim to build a giant toposcope surrounding the inner circle of the Great Labyrinth (54 metres in diameter). The 2 metre wide walk way will be paved with 360 engraved tiles, marking out the distance to the world's leading cities, sacred sites and geographic icons.

This will be the biggest toposcope in the world and a primary feature of the Great Labyrinth, which every visitor is sure to walk.

The Great Spekboom Sun Dial

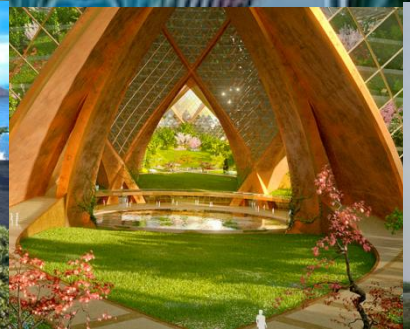


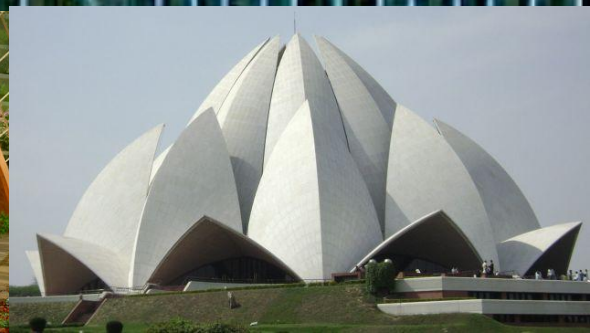
A **sundial** is a device that tells the time of day when there is sunlight by the apparent position of the Sun in the sky. In the narrowest sense of the word, it consists of a flat plate (the *dial*) and a *gnomon*, which casts a shadow onto the dial. As the Sun appears to move across the sky, the shadow aligns with different *hour-lines*, which are marked on the dial to indicate the time of day. The *style* is the time-telling edge of the gnomon, though a single point or *nodus* may be used. The gnomon casts a broad shadow; the shadow of the style shows the time.

We plan to build a massive 30sm sun dial made of Spekboom to signify time is precious in the fight against climate change.

The Great Protea of Hope

We aim to construct an iconic building / sculpture covering the core of the Great Labyrinth. It will be in the shape of a Protea – our national flower - with a globe in the centre. Each of the six petals of the Great Labyrinth will be covered by an overhead petal of the Protea. The petals of the Great Labyrinth will represent the earth elements.





The Great Labyrinth of Africa

THE PROPAGATION PRINCIPLE

PROPAGATION:

Noun:
To produce a new plant using the parent plant.
"the propagation of plants by root cuttings"

Verb:
The action of widely spreading and promoting an idea.
“the supporters propagated the belief that humanity should be mindful of its carbon footprint.”

Synonyms:
Spreading, spread, promotion, communication

Use your Power of Influence

Personal & Professional

Inspire others to buy lanes, too!

A CALL TO ACTION

Spekboom:
One Spekboom tree produces many shoots every year. These shoots can be clipped and replanted to create new plants. Thousands of trees can be propagated over time. **Wonder Plant**, our supplier, started out with 300 plants and by applying the **PROPAGATION PRINCIPLE** produced over 200,000 trees in a few years.

Our Campaign:
We're applying the **PROPAGATION PRINCIPLE** to recruit supporters for The Great Labyrinth of Africa. Folks who sponsor lanes are encouraged to recruit two (or more) new supporters to help us propagate the belief that we must be mindful of our carbon footprint. Our true measure of success isn't just building the Great Labyrinth, it's the number of people who sponsor lanes and inspire others to join our important campaign in the fight against climate change.

Drive with a clean conscience.

Join us – Get involved today

JOIN US

Inspire everyone in the world to be mindful of their carbon footprint

Wonder Plant is a Heart Charitable Investment Trust portfolio venture

JOIN OUR MISSION FOR SOCIAL & ENVIRONMENTAL CHANGE

By supporting **The Great Labyrinth of Africa** project, you have the rare opportunity to be part of a pioneering force for environmental preservation in South Africa. We invite you to engage with us to further explore the sponsorship and branding opportunities of this unique initiative. This is your chance to use your leadership position to help bring about social and environmental transformation for future generations. Your funds will be employed to help us purchase the land, plant the trees, sustain the project team and drive the marketing engine for worldwide media coverage. The project will be self-sustaining through access fees charged to visitors of The Great Labyrinth of Africa and the continued propagation and sales of Spekboom trees. By supporting this important project, you can and will make a huge difference to the lives of the previously disadvantaged people who Wonder Plant empowered to grow the 90,000 Spekboom trees. Please visit our website for more details, or call us to arrange a site visit. We'd love to show you our work and introduce you to our team.

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wonder plant

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