

HIKER'S NETWORK

SEARCH AND RESCUE

The above organization is very active in the field and in the mountains, in so many ways.

They are also one of the most active service providers for wilderness rescues in the Western Cape. @safetymountain tracking is another initiative of theirs.

In order to create awareness around safety in the outdoors, it has conceived the **#opwhiteflag** campaign.

Aims:

- To use social media and others, to spread the word.
- To do this in a fun way, much like with the "Ice Bucket Challenge".
- To get the various sectors of the outdoor fraternity to unite.
- To let visitors to the various outdoor areas know, that they need to be alert.
- To promote safety.
- To show that we recreate in a responsible fashion.
- To show that we want to enjoy nature and the outdoors, in peace.

Message:

- To let criminals know, that we are fed up with being victims..
- To urge SANParks, SAPS, CoCT and Cape Nature, to improve on their service delivery.

How:

- Hikers, mountain bikers, climbers, cavers, surfers, divers, paragliders, cable car goers, trail runners and beachgoers etc, will take pictures of their groups, or selfies at their favourite spots, vantage points, locations or landmarks.
- Displayed in the picture, will be a **white flag, piece of white fabric, white paper or even a piece of white plastic.**
- **No white clothing items etc will suffice.** The idea is, that the group must be seen as to have made a special effort in order to join in on the campaign.
- These pictures then get posted via social media, or emailed to *ecomates101@gmail.com*

