



ubuntu

From Idea to Impact: Leading Ubuntu
Magazine with a Global Volunteer Team

14th of October – Manon Verijdt



Welcome



Introduction

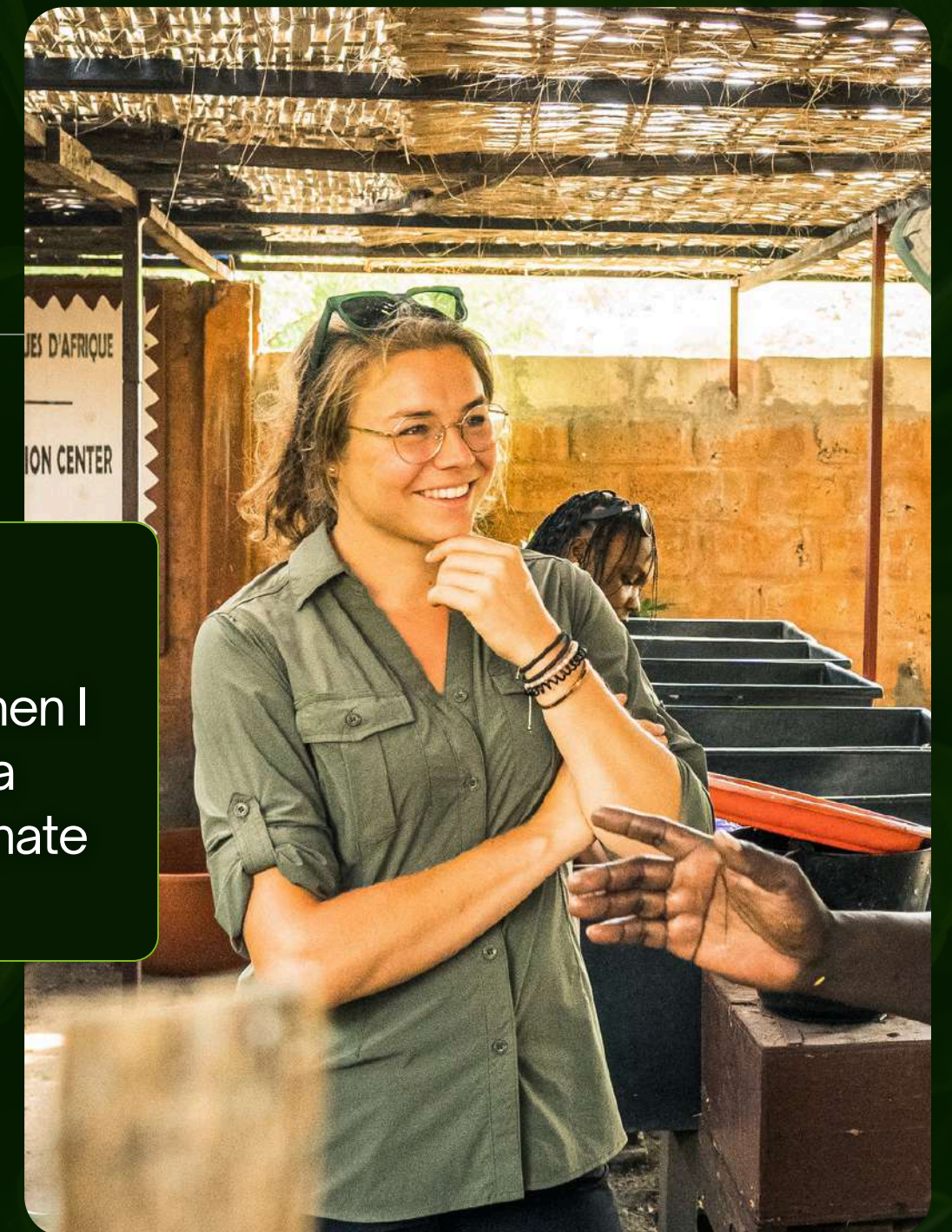


Deep-seated passion for nature

Applied Biologist, but unfamiliar with conservation

Not one dream or vision for the future. It took me a while to figure out my purpose.

Everything changed when I learned I'm a multipassionate



A **Seed** was Planted



Visitor at The
Future for
Nature Award
Show



Combining
my passions
and skills



But no
knowledge of
business or
publishing



What is **Ubuntu** Magazine?

Not a blog, but a true magazine. Currently free and online

Positive stories from those making a true difference

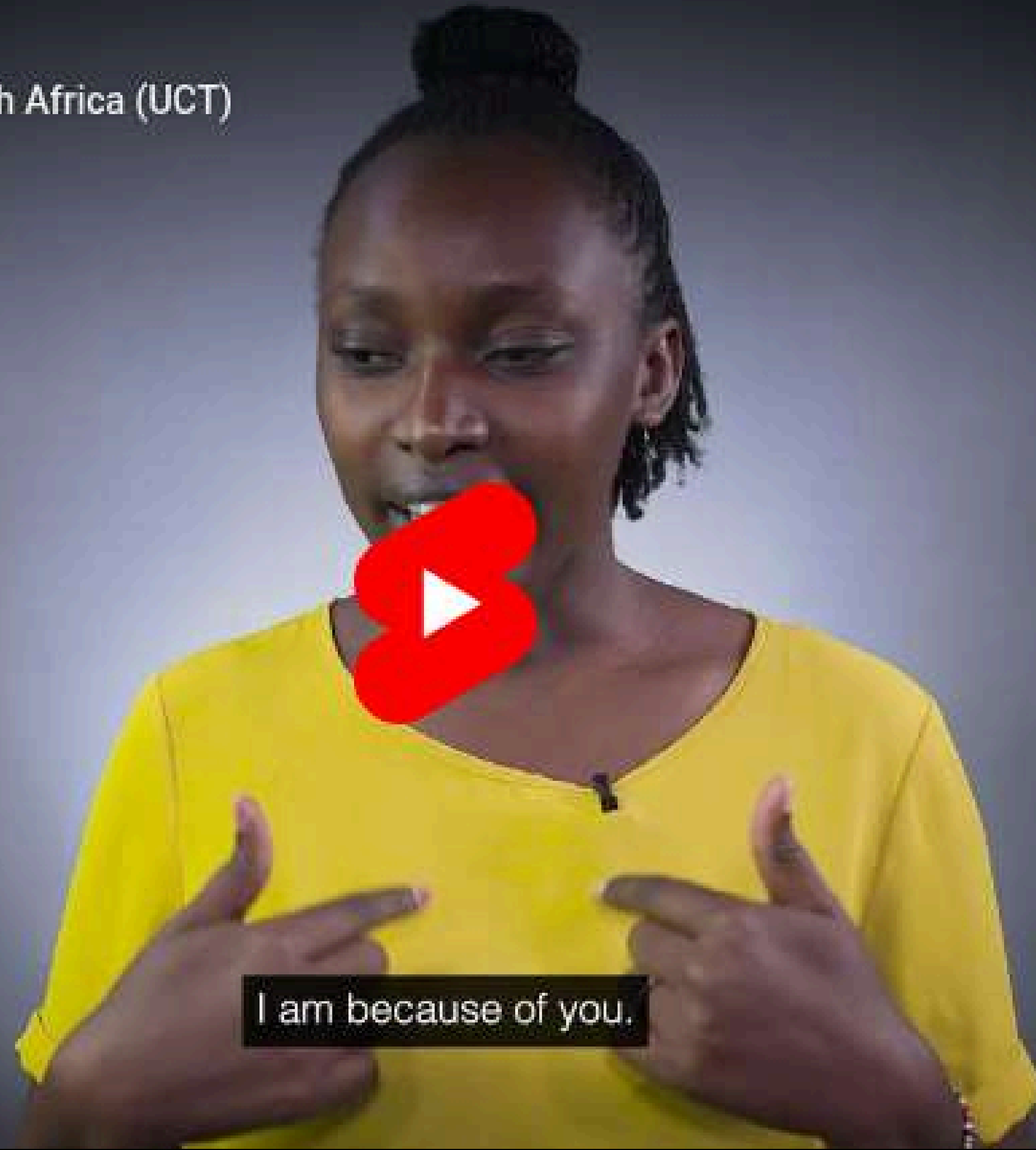


Everyone can be a conservationist



What Ubuntu means to us

 University of Cape Town South Africa (UCT)



I am because of you.



“Ubuntu I am, because we are”



Taking My First Steps



I only had a vague idea of what I wanted, like an out of focus picture

Finding volunteers with skills I didn't possess was a vulnerable task

My network was my net worth. It saved my idea from dying before I got started



Mistakes I Made



Promising things that might not be possible



Shaping my vision together with too many people



Disbalance in working IN vs. ON the organization





**“I was afraid people
would only join me with
the promise of money”**





The Art of Growing The Team

Purpose and passion overrule skills,
always

Onboarding is a crucial step in creating the
foundation of a sustainable team member

Personal communication and close ties
are more difficult to maintain online

Present opportunities and chances for
growth

Setting a clear vision. People want to
follow a leader and want to feel aligned

The impact we **Make**

- Created relatability among peers
 - Roughly 150 stories shared
Spreading optimism
-



- Inspiring readers to apply their skillset to conservation



- Connected various organizations, creating opportunities & realizing growth
-



Leadership

Trust

Resilience

Only by Starting
You Will Learn

Your Idea is Worth It - Shape It, Start It, Share It



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THANK YOU!



Q&A

