

# DUMELA



Newsletter from Botswana Sweden Friendship Association No 2/2016

## Dear BOTSFA members

When the idea of writing a book to commemorate Botswana's 50th Anniversary of Independence Anniversary, was conceived, little did I understand how much work would be involved. The preparations started on October 1, 2011, on a boat to Åland, Finland. Thirty-one BOTSWA members, including Ambassador Bernadette Rathedi and her staff, were part of the day trip. Due to the importance of the project, the group spent a significant amount of time on the boat brainstorming how best to tackle the process. Where would we start; what would be the scope of the book's coverage; who would be the core audience, etc.? Following Ambassador Rathedi's departure, the Embassy continued to provide invaluable support under the leadership of Ambassador Lameck Nthekela.

I had been appointed chairperson of BOTSFA in March 2011 and was rather nervous about taking on the rather heavy project on the association's agenda. Five members of BOTSWA, Per Järtby, Viera Larsson, Ulla Odqvist, Mats Ögren Wanger and I took up the challenge of coordinating the writing of the book. Shortly following the commencement of the project, Roger Bergström joined the team, replacing Ulla Odqvist. The teamwork progressed well, but with challenges. There was slow progress initially but when word went round regarding the unique project, more and more people started showing interest. Seventy people contributed with articles and photograph, turning

the book into the informative and colourful piece it has turned out to be.

As we get ready to celebrate Botswana's milestone achievements on September 30, 2016, Dumela has deemed it necessary to dedicate this issue to Botswana 50. Each of the Editorial Team members relay the experience of putting together »Botswana-Sweden 50 years of partnership, 1966–2016« in efforts to safeguard the final outcome and quality of the 224-page book. The book is a great success!

To those who will be celebrating the Independence Anniversary in Sweden, SKÅL; and to those who will be part of the auspicious occasion in Botswana, PULA!

Julia Majaha-  
Järtby  
BOTSFA,  
Chairperson



### MEMBERSHIP FEES

- Individual: SEK 175
- Family: SEK 300 (incl. children up to 15)
- Student: SEK 100
- Institution: SEK 500

### Welcome to BOTSFA!

Plusgiro 85 10 39-8, or Bankgiro 428-6472

For an update of records, please send an e-mail to [AndersHj@botsfa.nu](mailto:AndersHj@botsfa.nu) with the name(s) and contact details of the renewal or payment for new membership.

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# Editorial story ...

When we took up the challenge to embark on the journey of writing a book, least did we know how it would come out. The five of us were excited about the prospect of working together and on a project that was close to our hearts and of general interest to friends of Botswana. We did not know from the beginning if we would be able attract writers and find photos to go with the stories. But by the end of the project we had a plateful. Now we have a book that that will be launched in Sweden and Botswana in September, marking a true commemoration.

**JULIA AND ROGER** What would the book cover? Who would be interested in the book? Who would be willing to contribute a story based on their experiences of the partnership? How would we capture a balanced blend of voices from the Swedish and Botswana experiences? How much space would we allocate to each chapter? We spent hours on end discussing these and other issues that would be relevant to the theme of the book.

Guided by the discussions we had on the 2011 boat trip to Finland, we contacted individuals in Botswana and Sweden for contributions. When the articles started trickling in, we realised that the size of contributions, and even quality, differed significantly by writer and subject matter. Most contributors were overenthusiastic even though we, at times, had to deal with empty spaces as not all articles came in as promised. Most articles were far too long to fit into the spaces we had allocated to the chapters and there were some overlaps among some authors. So we became the "choppers" and "pruners" in ensuring a balanced outcome.

To ensure a shared overview, we split the chapters between us, edited and swapped for »second opinion«. Once we were both satisfied that we had done all possible within our limitations, we decided to ask Tim Greenhow, a member of BOTSFA who has English as a mother tongue, to assist with the final language editing. Tim went beyond editing the language to providing very helpful explanations. Thank you Tim!

The final typo and other corrections were left to us. But, even with the zeal that we had in ensuring a mistake-free book we, after the printing of the book, found some minor slippages. All in all, we are very satisfied with the outcome.

**VIERA** I love to work with visual communication. I feel fulfilled when I manage to combine text with pictures or other visual means to make the story and message clear, understandable and interesting. I like to work with educational or documentary issues – »real life« stories.

To work as a visual artist and graphical designer, one

needs to master specific skills. I have many years of experience in this field so the design responsibility for working on the »Botswana 50« book did not alarm me, but I felt that it would be a very big task – and it was. In the common chain of design work, the text is written and edited before it comes to the graphical section. The pictures that go with the text are also selected to make sure that there is a good feel to the visual message to a story. We had thousands of photos and other pictures to choose from.

The lay-outing of the book presented a challenge as more than 70 writers contributed articles at different-times! Pictures varied in quality and size. Very early in the process, we agreed on a »story board« (showing »what goes where«). This story board was justified, reorganised, edited and some pages needed to be re-done, re-designed and replaced many times. But, thanks to the good teamwork, we finally managed to put the puzzle together – and to our full satisfaction! None of the members of the Editorial Team was a professional book maker. The process was an excellent learning lesson. Nevertheless, our commitment and attitude to the work never failed. I would not start this project again right now ... but, who knows, maybe in ten years' time, there will be a need to do some updating!

**PER AND MATS** By the end of the project, we had collected 2 700 pictures in the form of prints, slides and digital images both in Sweden and Botswana. Some even came as far as Australia and the USA. There was lots of scanning as only photos taken in recent years were digital. The image quality (resolution) ranged from very poor to excellent, making it difficult to make the final selection for printing. Out of the collection from at least 50 photographers, we ended up settling for 270 pictures for the book. We also had some video interviews that made an excellent audio and visual combination in providing an appreciation of the stories. The interviews with former Presidents Masire and Mogae, former Minister of Foreign Affairs, Dr Gaositwe Chiepe and first Head of Sida to Botswana, Mr Torsten Johansson, were a pleasure to watch and listen to. These are interviews that tell the stories of the partnership between Botswana and Sweden and will go down in history as special voices on a unique relationship.

The project pictorially revealed much that has been archived on the two countries' relationship and was an eye opener as to the collections of pictures that people have on Botswana. Soon after the book went to print, we realised that there were many hidden treasures, particularly pictures taken by those who were in Botswana in the early years of its development. Perhaps some other group or groups will embark on a new project. There are volumes and volumes of pictures out there and the Botswana 50 collection is available digitally.

## Dumelang dear BOTSFA members!

Spring/summer has arrived in Botswana! We have, however, had the mildest winter I can remember. You know it is spring when the aloes in the bush show off their majestic flowers. Those of you who have driven to Molepolole this time of year know what I'm talking about. All those magnificent aloe marlothii in full bloom!

Botswana is preparing for the great 50th anniversary. The official logo is now at every traffic circle on entering Gaborone. There are Botswana flags from most street lights, mobile towers, etc. T-shirt vendors are to be seen everywhere selling official and not so official anniversary T-shirts in the Botswana colours. On Fridays people are encouraged to wear the colours and every week one sees more and more people doing so. There is definitely a feeling that something is about to happen. The official plan, though, is proving to be a bit of a challenge as getting information on the programme for the celebrations is not easy. I gather this is proving to be frustrating to the organisers of the BOTSFA trip to Botswana.

Great news though is the upcoming launch of the BOTSFA book on September 28. I have a hard copy on my desk that I am very impressed with. All of you who have worked so hard in making this book a reality should be very proud. Well done to you all! We are looking forward to meeting the Botsfa delegation at both the book launch and at the dinner we are hosting at Sanitas on the 29th.

Welcome, travel safely and see you soon!

*Kent Nilsson*  
Swedish  
Honorary Consul





▲ Discussions on boat to Finland



▶ Working session



▲ Delivery from printer



## Botswana 50

▶ Delivery packaging



▲ Distribution cross-check



◀ Mission accomplished!

