



Sustainability Report

Midyear 2020

Basecamp Explorer Kenya

Coming Together

Vision

To demonstrate how to conserve key global ecosystems through co-existence between wildlife and humans

Mission

To lead in social and environmental impact, using profitable tourism as the commercial instrument (triple bottom line approach)







The COVID-19 pandemic has effected us all, but as they say, the show must go on. I have never been more proud of the team's continuing contributions to Kenya's Maasai Mara ecosystem highlighted in our mid-year 2020 sustainability report.

As you'll read, despite unprecedented challenges, our beloved mamas at the Basecamp Maasai Brand distributed food and basic needs to over 1,000 people. Our partners in Naboisho provided wildlife rangers with masks, hand sanitiser, and information on COVID-19 precautions so they could continue their vital work to combat incidents of poaching.

We also prepared 80,000 seedlings ready to be planted this fall in our reforestation efforts, and engaged with stakeholders in Pardamat Conservation Area to grow the project substantially in this Conservancy as well as hopefully to the Loita Plains in the near future.

A new rainwater catchment system at our Basecamp Maasai Mara camp will provide a sustainable water source for over 500 people while also irrigating a new community vegetable garden, the fresh produce now used in our kitchen to reduce our reliance on outside sources contributing to reduced food waste and further reduction in CO2 emissions.

The halt in tourism had a few bright spots. One is a reduction in plastic waste in urban centres like Talek, but our team took this opportunity to prepare to scale our recycling program as it resumes.

Another is that it gives us all an opportunity to reflect on why we do the work we do: so that both the wildlife and people in the Mara can not only co-exist but thrive. We hope to count on your continued support.

Ashe Oleng!
(Thank you)

Svein Wilhelmsen
Founder, Basecamp Explorer Kenya
Chair, Basecamp Explorer Foundation

Our COVID-19 Response

On August 1st, we reopened three of our four camps to guests - Basecamp Maasai Mara, Eagle View, and Leopard Hill. Wilderness Camp will follow as soon as market demand further rebounds. It is great to be able to share our beloved wildlife and Maasai family again.

Our team undertook painstaking efforts to ensure the safety of our staff and guests prior to this, which will be an ongoing process in the coming months.

In June, we began working with Response-Med, a leading provider of remote medical support on implementing a phased reopening program in accordance with requirements set by the Kenya Ministry of Health, World Health Organization, and World Tourism and Travel Council. This included health & hygiene inspections, a 4-day all staff training, and the procurement of communication materials such as prevention measures for guest front areas, hand washing, sanitisation, and mask wearing posters, social distancing floor decals, and others.

As the image to the right shows, we implemented these protocols throughout the guest experience. We also worked with Response-Med to train an on-site medical team member qualified to administer any necessary first aid. And most importantly, developed a facilitation plan to ensure immediate medical attention and emergency evacuation if needed.



PREVENTATIVE MEASURES

The health and wellbeing of our staff and guests is our priority, as well as ensuring that the unique experience of staying with Basecamp Explorer is retained. The measures we have adopted in our camps go above and beyond the minimum government standards to offer complete comfort and security to our guests. We have also relaxed our booking terms and conditions to provide you with peace of mind.

WHAT TO EXPECT?

TEMPERATURE SCREENING

Temperature screening will be undertaken for all guests on arrival at the property using a non-contact thermometer. All staff and suppliers will also be screened on arrival at the property on a daily basis.

PERSONAL HYGIENE

Alcohol based hand sanitizers will be readily available throughout the property including in vehicles and when guests are being transferred and are on game drives.

PERSONAL PROTECTIVE EQUIPMENT

Guests will be required to wear face masks at all times when moving around public areas of the property. All staff will wear face masks at all times and certain F&B and housekeeping staff will also wear disposable gloves.

SOCIAL DISTANCING

We have reduced the maximum occupancy at all properties to limit social contact of guests and staff and, wherever possible, we will ensure guest rooms are evenly spread throughout the property. All public areas have been comfortably spaced.

DINING

We have expanded our in-room dining experience to enable guests to dine privately.

INDIVIDUAL PLATING

In general, all meals and snacks will be individually plated in controlled environments under strict hygiene standards.

CLEANING SCHEDULE

We have augmented our cleaning and disinfecting schedule and public areas are fully cleaned at least twice daily. Dining and bar areas will be cleaned after every sitting. High touch surfaces (door handles, torches, light switches etc.) will be sanitized frequently.

HOUSEKEEPING

Rooms will continue to be cleaned daily, however our housekeeping staff will not clean a room whilst it is occupied by a guest. Turn down service will be offered should a guest request it.

LAUNDRY

All hotel linen will be washed in keeping with guidelines recommended by the CDC. Guest laundry services will continue to be available.

LUGGAGE

All luggage handled by our staff will be disinfected before delivery to guest rooms.

VEHICLES

We have reduced the passenger capacity of our vehicles to ensure safe distancing. Vehicles will be thoroughly disinfected after every trip and hand sanitizers will be available for passengers.

PAYMENT

In order to prevent the spread of COVID-19, we prefer not to accept cash on our properties. Contactless modes of payment such as credit cards and Mpesa are available.

SUPPLIER CONTROLS

All suppliers to the property will undergo temperature screening and all goods will be disinfected and/or washed when delivered.



Our Core Sustainability Initiatives



LIFE ON LAND



CLIMATE ACTION



PARTNERSHIPS FOR THE GOALS

These programs, taken together, directly address all of the 17 United Nations Sustainable Development Goals, including broader societal targets on poverty reduction, education, employment, and strong institutions.



NABOISHO CONSERVANCY



On March 28th 2010, Naboisho – which means “coming together” in Maa language – was formalized when the landowners signed 15-year land leases to dedicate it to wildlife conservation. This long term lease agreement has now been extended to a 25 year lease agreement, more than 80% of Naboisho landowners have signed on, showing a tremendous long-term commitment to the model.

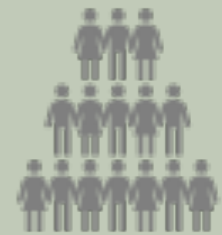
The core economic model of Naboisho Conservancy is the fixed lease fee paid by tourism operators which goes directly to

sustaining the monthly lease fees. In addition, landowners benefit from controlled grazing, community projects, and badly needed jobs for Maasai youth.

Naboisho Conservancy covers 53,446 acres, and is the second largest of 15 Conservancies in the area. Each month, 613 landowners receive a monthly lease payment in exchange for dedicating their land to wildlife conservation.

When you stay in Naboisho Conservancy, \$116 per person/per night - approximately 25% of Basecamp’s income - goes directly to supporting conservation efforts, including lease payments, the salaries of 50 rangers, and school scholarship support for Maasai children.

On April 22nd, we launched a crowdfunding campaign to support these costs during the COVID-19 pandemic. We are proud to announce that we raised **\$125,000.**



To anyone who contributed, thank you for your generosity during such a difficult time for everyone. This “coming together” is the spirit of Naboisho.





Pardamat Conservation Area



Pardamat Conservation Area (PCA) is the only Mara Conservancy that is premised on a dual-use model, where the communities' 850 landowners have legally registered their 26,000 hectares of land as a wildlife area while remaining to live and work on it. PCA shares borders and wildlife dispersal areas with Naboisho, Olare Motorogi, Lemek, and Mara North Conservancies, and serves as a migration route from the Loita Plains to the Mara Triangle and Maasai Mara National Reserve. Being adjacent to other conservancies exposes communities in PCA

to human-wildlife conflicts while receiving limited benefits from tourism, as it has no camps. This is not due to its potential - PCA's lush, hilly, and forested terrain is ripe for wildlife as is its dual-use model for unique tourist offerings - but for its heavily fenced settlements and overgrazed land. The main livelihood in PCA remains pastoralism: 90% is agricultural land where income is generated through the sale of livestock, sheep, and goats. More than 50% of PCA landowners own leased land in other conservancies that it borders. It is estimated that for every person

receiving a lease payment, 7 people benefit. This amounts to a majority of PCA residents receiving benefits from both pastoralism and existing land lease payments. But this alone, unfortunately, will not be sustainable in the future under the current status quo. Population growth in the Greater Mara is estimated to be 8% annually, three times the national average. There will soon be too many people to rely on land parcels alone to generate sustainable income. Not only this, if economic pressures continue to push Maasai families to alternative land use like fencing for crops, wildlife will continue to be threatened in the surrounding conservancies, which make up over 67% of the entire ecosystem, putting the entire existing system at risk.

These marginalised landowners welcome further development in PCA. A 5 year, 2017-2022 management plan details this and was highly participatory and involved both internal and external stakeholders. Due to its critical importance, Basecamp Explorer Foundation through its partners have provided funding to landowners to lease the most important wildlife corridors.

These first phases of 15,000 total acres open to wildlife conservation, funded through 2022, have already seen enormous change in the habitat for wildlife, with a population of resident wild dogs returning after 30 years.



Pardamat Conservation Area



Basecamp Explorer plans to launch a pilot guest offering on a hilltop in PCA, with stunning 360 degree view over the entire Mara ecosystem. This will be an upgrade to our Dorobo seasonal camping experience, and guests will have the opportunity to reach the camp by an incredible walking safari. Long term, the terrain offers excellent outdoor activities currently unavailable in the Mara including hiking, mountain biking, and horseback riding.



Please contact our sales and marketing team for more information.

(continued)

PCA landowners agreed to remove fencing to open an additional 1800 acres. The covered wood will be recycled to use in a reforestation project, modelled after our initiative at Basecamp Maasai Mara, at community schools, churches, and clinics. To continue this work and ensure PCA is financially sustainable in the long-term, a holistic approach is needed to address the urgent economic needs of the community to support

conservation efforts. This must include engaging for-profit tourism investment.

We are also fundraising for another 10,000 acres, as well as comprehensive livelihood improvements including access to quality education, sewage, clean water, and improved health services. The first water sharing project, revitalising a natural spring so that close to 2,000 individuals can benefit, will be operational this fall. Another key initiative is the upcoming Wildlife Tourism College, read more on page 15.





Reforestation



Our inaugural initiative, tree-planting, was established in 2000 to revive the Talek river ecosystem by addressing the pressing issues of deforestation, ground erosion, and illegal sand harvesting.

At the start of the year, the forest held over 200,000 trees. This spring, we prepared 80,000 seedlings for planting this fall, well on track to meet our target to plant 150,000 trees in 2020 alone. 350,000 trees offset the CO2 emissions of international travel for 4,375 guests, and sequester 26,250 tons of carbon annually, and 525,000 tons over a

20 year period. A project manager was also hired to oversee the project and its rapid expansion into Pardamat Conservation Area and Loita Plains.

These efforts have transformed the location into a 'micro-climate', with improved rainfall, animal diversity, and soil qualities. To date, there have been more than 300 identified bird species in the area, 62 indigenous species of plants restored, and 5 more inches of soil depth.



6,000kg
average carbon emitted per trip



75kg / year
average carbon sequestered per tree



80 trees
required to carbon offset per trip

We estimate each tree costs
\$0.50 to \$1 to plant and care for.

Basecamp has the capacity, including securing almost 2,000 acres of additional land, to continue to plant up to 200,000 trees annually with increased funding.





Further Drought Mitigation



In 2018, the University of Notre Dame's Global Adaptation Initiative Index ranked Kenya 36th among all countries in vulnerability to climate change effects - 152nd in terms of preparedness to deal with these effects.

Kenya's mean annual temperature has been increasing at a rate of 0.34 degrees Celsius per decade over the last 30 years, resulting in unpredictable weather patterns - prolonged drought in the dry season and dangerous flash floods in the wet season. We saw this in effect this January, when the Talek River

flooded, causing an evacuation of Basecamp Maasai Mara and temporary closure.

Meanwhile, in the Mara ecosystem, it is estimated that close to 90% of families still use unimproved water sources. There is an urgent need for systems to provide sustainable and equitable access to safe drinking water, particularly as the possibility of dangerous drought increases. Increasing access to convenient sources of water not only impacts the health of the community, it enables young girls to continue their

education and mothers to participate in income generating activities.

A solution has been found in the form of community rainwater harvesting systems. Each structure consists of a slanted iron sheet roof raised on tall posts which drain into a water storage tank. The tanks are guaranteed for 20 years, and only cost \$100 per year to maintain.

Together with our partners, Basecamp Explorer build one such system this spring at our Basecamp Maasai Mara camp - with a 1,500 square meter roof and 100,000 litre tank that can support camp needs, 500 community members, and irrigate the new vegetable garden. This is in addition to the 3 boreholes community members can access. With additional support in 2020, we plan to build two sand dams in the Talek River to further support sustainable water harvesting while increasing the soil density and protecting against erosion.





Additional Climate Action Initiatives



As small trading and settlement centres in the periphery of conservation areas grow, poor waste management poses an increasing risk to wildlife and our rivers - single use plastic can travel all the way to Lake Victoria from the Talek and Mara River. In the past years, we have ramped up our recycling efforts in Talek and 10 lodges bordering the Talek river, and partnered with a new organisation in Nairobi to further efforts toward a more circular economy. All plastic waste now collected in community clean up is converted into a fibre to be used in the production of clothing like t-

shirts. To date, the initiative has collected hundreds of bags of paper, 225kgs of glass, and 3,445kgs of plastic bottles. While a reduction in waste was seen this spring and summer, we purchased a dedicated land cruiser and increased our planned pick up coverage for when normal tourism resumes.

We also refurbished the existing solar power systems at Basecamp Maasai Mara and Eagle View to ensure bare minimum use of the back up generator, and made schedule

adjustments to reduce power use. These camps also received new charcoal refrigeration systems, which provide effective cold storage of perishable foods, further reducing reliance on the solar systems. All our camps are using new eco-friendly (and COVID-19 certified) cleaning products for all housekeeping, kitchen, and food & beverage areas.

At Basecamp Maasai Mara, we will build a larger vegetable garden, which reduces the amount of outsourced food production that must be transported by road to the Mara, and is now being utilised by both the community and our chefs.

We've made big commitments to further reduce our footprint by the end of 2020. This includes becoming fully plastic free in all our camps, providing each guest with a reusable water bottle and removing any single use plastic from our procurement. We also have plans to water meters in all of our camps to track and reduce water usage considerably, leaving more available for the community.

We already produce a very low amount of food waste, but we are working to have one of the lowest percentages of any safari camp.



Basecamp Maasai Brand



Basecamp Maasai Brand (BMB) is more than just an art and craft enterprise. These 158 local women have not only benefited from a steady stream of income for their families, and inclusion in key financial decision making, but also the growing societal recognition of their natural ability to thrive as entrepreneurs. They also advocate for young girls. In early 2020, the BMB mamas conducted a mother-daughter forum for 20 girls, with covered topics such as female genital mutilation (FGM), teenage pregnancies, and early marriage.

During the start of the COVID-19 pandemic, the mamas also distributed food and basic needs to over 1,000 people through the support of Basecamp Explorer Foundation donors.

Basecamp's unwavering support for female leaders is also exemplified in our own company. We employ 40% of all female guides in the Mara. 25% of our camp managers and half of our assistant camp managers are women.

Currently, over half of sales comes directly from guests visiting the BMB shop at Basecamp Maasai Mara or purchasing items displayed at other camps.

International sales and private orders are available year-round. It is a great way to continue to support the BMB mamas from afar.

Orders can be placed by contacting jemimah@basecampexplorer.com





Enjoolata! Centre at Basecamp Maasai Mara



“Enjoolata!” In Maasai language describes the joy felt when something hidden becomes known, when something concealed becomes revealed. The centre is founded on the idea that at any time, the next Enjoolata! moment could change the course of history.

An innovative and integrated centre, Enjoolata! includes two large exhibition rooms, showcasing the wildlife of the Mara, history of the Maasai, climate challenges and solutions initiated by Basecamp Explorer.

It also houses the BMB workshop and store, a video editing room for guests, a planned community radio station implemented by MMWCA, conference facilities, and a library, which all connect to an open courtyard for events and films.

Enjoolata! is used as a training centre for primary and secondary students, as well as youth. Earlier this year, the centre hosted two groups of students from Koiyaki Guiding School, a group of stakeholders from Pardamat Conservation Area, and hundreds

of our own guests interested in learning more about Maasai culture through the experience of hands-on bead working.

We are also in the final stage of developing a national and international sustainability education program, anchored at the Enjoolata!’s facilities. It will span the areas of the Mara community-based conservation model, livelihood improvement, rangeland management, and female entrepreneurship and be customisable for various groups in age and size.

The Enjoolata! serves as the heart of why we are here, from where all else flows.

Practical Sustainability Education



If you are interested in more information regarding Basecamp’s upcoming initiatives for high school, university, post-graduate, and adult continuing education groups, please contact sarah@basecampexplorer.com



Wildlife Tourism College of Maasai Mara



The Wildlife Tourism College of Maasai Mara (WTC) will build on the legacy of the Koiyaki Guiding School, which has graduated over 350 trained Maasai safari guides since its opening in 2005, including many of our own guides.

At the start of the school year, KGS received 200 applications for admissions, the highest in the school's history. As such, 44 students are currently studying at KGS' small campus in Naboisho, making the move to the larger and

expanded WTC even more urgent for the local community.

The WTC will be unparalleled in its approach to advanced curriculum, interdisciplinary learning, and cross-cultural immersion while facilitating the highest caliber research not seen elsewhere in East Africa. In addition to safari guiding, it will offer degrees in hospitality management, wildlife technicians, and environmental studies - the latest in high-level training needed for future employment, including climate change adaption and natural

resource management.

A strategic partnership and student, teacher, and graduate exchange program with the leading Southern African Wildlife College (SAWC) as well as other participating Universities are planned. The campus includes an international student safari camp, allowing unique integration of global and local Maasai students, allowing for genuine social growth and citizenship education.

The WTC will also host researchers, with participants from 5+ key international institutions including the Smithsonian, Colorado State University, Oxford Brooks, and Aarhus Denmark, part of the 'One Mara' Research Hub.

Finally, its profit sharing model will support not only both local student scholarships and operating expenses, but also the expansion and sustainability of Pardamat Conservation Area, where it will be located.

The WTC site is expected to break ground in the Fall 2020 and will welcome its first class January 2022.



Maasai Mara Wildlife Conservancies Association

www.maraconservancies.org



MAASAI MARA WILDLIFE CONSERVANCIES For The Greater Good

SUSTAINING MARA CONSERVANCIES DURING AND BEYOND COVID-19

Moderator

			
Daniel Senia MMWCA Chief Executive Officer	Francis Nkoiol Conservancies Council Chairman, MMWCA	Greg Monson Founder of Ki-hicho Camps / Chamecos East Africa	Judy Keger-Cora Founder of Sustainable Travel & Tourism Agenda

LIVE WEBINAR
Friday 5th June 2020
FRIDAY 11/06/20 5PM

Join us for a MMWCA webinar where we will discuss the current state of conservancies in the Maasai Mara and how partners are coming together to ensure that conservancies, people, and wildlife survive the COVID-19 crisis.

Register for free on the zoom link below:
<https://us02web.zoom.us/j/86415736329>

 www.maraconservancies.org  @MaraConservancies  @ConsacMMWCA



Our Targets



LIFE ON LAND

Secure **10,000 additional acres** in Pardamat Conservation Area for the free movement of wildlife.



CLIMATE ACTION

Plant **1 million trees** by 2025.

Scale waste collection & recycling program in two large Mara settlements.

Expand access to clean water for an additional **5,000 community members**.

Reduce camp waste by **50%** and increase local food supply.



PARTNERSHIPS FOR THE GOALS

Through the Enjoolata! Centre and the Wildlife Tourism College partnership, establish Basecamp Explorer as a pioneer and **leader in education-based tourism**.

Directly impact over **20,000 additional community members** through large-scale livelihood improvement projects across the Mara.





Basecamp Groups Major Long-Term Partners

AKO Foundation
Aqua Nirvana Foundation
Born Global
Bull Arkitekter
C. Sinding Family
Derma Nordic
DIKU
Ecolux
FERD
Floriss
Hvitserk
Karisa Maasai Brand
Kristiansand Dyrepark
LGT VP
Mellbye Arkitekter og Interiør
MMWCA
Norad
Norfund
Norrøna
Odd Harald Hauge
R. Indahl Family
Summa Foundation
Terje Resell
YPSOMED

“Ultimately conservation is about people. If you don’t have sustainable development around wildlife parks, the people will have no interest in them and the parks will not survive.”

- Nelson Mandela

For more information about all our projects and to join our community of supporters, please contact foundation@basecampexplorer.com

