



Sustainability Report 2021

Basecamp Explorer
Basecamp Explorer Foundation
Saruni Lodges



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)






BASECAMP
EXPLORER™


BASECAMP
EXPLORER™
FOUNDATION


Il Samui
Masai Mara & Samburu - Kenya



We're thrilled that in 2021, Basecamp Explorer and Saruni have come together! Saruni is a collection of safari lodges in Kenya's private conservancies, from Samburu to the Maasai Mara. Both Basecamp Explorer and Saruni have pioneered conservation practices in Kenya for the past few decades. The merger of both companies will provide our guests with a safari circuit that includes seven separate properties in the Maasai Mara and two in Northern Kenya. This includes expanding our community initiatives and support to Sera and Kalama conservancies – allowing us to reach thousands more.

This work is more important now than ever. According to the 2020 Living Planet Report, there has been a 68 percent drop in species populations between 1970 and 2016. Changes in land-use and increases in human-wildlife conflict were among the major factors that contributed. The Basecamp Explorer Foundation (BCEF) continues to support conservancies as a land protection strategy that ensures both local people, wildlife, and responsible tourism can not only co-exist, but thrive. We are making huge strides in this through community programs and education – in fact, we are scaling them – including our waste management initiative into Pardamat Conservation Area by mid-year. Our model was tested during the COVID-19 period, however BCEF successfully continued its support to conservancies and their landowners through the generous contributions of donors, allowing this trust to remain.

On the horizon, BCEF is developing a carbon offsetting project as an additional alternative source of revenue for the conservancies. The Wildlife Tourism College of Maasai Mara is scheduled to open in August of this year, an exciting and large step to achieving one of our biggest objectives: to ensure that youth in the region have access to high-quality education.

We applaud our forestry team's efforts as they work hard to mitigate the effects of climate change. The BCEF forest will have close to 350,000 trees planted in the Talek plots by the end of 2022!

We express gratitude to our partners, guests, and staff, without whom these impacts would not be possible. While these issues are local, they have global ramifications. With your help, we look forward to continuing our work together to make Kenya a lasting place for both wildlife and people.

ASHE OLENG (THANK YOU)

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

Our Core Initiatives



CLIMATE ACTION



LIFE ON LAND



PARTNERSHIPS FOR
THE GOALS

While these 3 areas are our focus for 2021-2023, taken together, our programs also address the remaining 14 United Nations Sustainable Development Goals, including broader societal targets on poverty reduction, education, employment, and strong institutions.





Reforestation



Located nearby the upcoming Wildlife Tourism College (read more about that on page 13), it will also serve as a living classroom for botany classes and volunteer opportunity for visitors.

We have also identified the Nyakweri forest as an opportunity to educate the local community on the importance of preventing deforestation, and in turn, preserving diminishing community knowledge of native flora.

Finally, together with various ecosystem stakeholders, we aim to scale a carbon offsetting program, which in the long term, has the potential to be an alternative and sustainable source of revenue for conservancies.

Our reforestation project began in 2000 on 30 acres of land surrounding Basecamp Maasai Mara, with aims to restore the Talek river ecosystem by addressing deforestation, ground erosion, and illegal sand harvesting. It has been a landmark success, playing a key role in restoring the natural quality of the Talek river. Over 80 different species of 62 indigenous trees and bushes have been documented, along with over 300 different bird species and reptiles.

In total, the forest has grown to over 300,000 indigenous trees, including 44,000 planted in 2021 alone.

We set out to prove this could be a solution to be replicated in similarly degraded areas across the region, and now we are set to implement this at scale. For example, we have identified 20 acres in Pardamat Conservation Area ripe for reforestation.





Drought Mitigation



According to the World Health Organization, one out of every three people is affected by water scarcity. In the Mara ecosystem, it is estimated that close to 90% of families still use unsafe water for drinking. Waterborne infections are common since the water is shared with cattle and wildlife. Women and girls also bear the responsibility of providing water for their families, so it is vital they have safe, convenient access in order to make this less of a burden and have more time to dedicate to literacy, attending school, or other income generating opportunities like Basecamp Maasai Brand.

Climate change makes this even more of an urgent concern: floods and droughts are becoming more frequent as rainfalls pattern become more irregular.

The good news is that sustainable solutions exist. To date, BCEK has restored two springs in Pardamat Conservation area and built three boreholes in Talek, which together provide clean water to 6,000 residents.

Those springs, the Imbitin and Koyiaki, also provide piped water to towns and schools.

At the Enjoolata Centre, we have created a rainwater harvesting system on the flat canvas roof, which drains into a 100,000-litre tank. The tank is currently full and being used to irrigate the organic vegetable garden. This supplies our camps with a range of fresh vegetables as well as supports the needs of over 500 community members.

In the future, the project intends to construct two sand dams along the Talek river in order to store water from the seasonal Talek river – another relatively low-capital, long-term solution.





Further Climate Action Initiatives



We're also focused on other improvement projects. For example, at Basecamp Maasai Mara, the first phase of our organic garden is complete – supplying farm to table cuisine for our guests and fresh produce for the community.

This is also a huge reduction in the footprint that results from importing food from Nairobi by road.

One of the major issues facing the Mara landscape's developing urban areas is a lack of efficient garbage management, particularly single-use plastic. Even though 70– 80% of African solid waste is recyclable, only 4% is, a far cry from the African Union's goal of African cities recycling at least 50% of their waste by 2023.

Of the Mara settlement areas, only Talek, thanks to our program, recycles waste products.

For the past 6 months, the project has collected 3000 kg of plastic and sent it to Nairobi for recycling. As a result of our work, Talek Centre remains one of the cleanest centers in the Mara landscape. We now look to replicate the project's successes in additional centers, specifically in Aitong in Pardamat Conservation Area, which is projected to start this year.





Naboisho Conservancy



the Maasai Mara National Reserve. This includes walking safaris, exciting night safaris with infrared light, and a limit on the number of safari vehicles that can surround an animal sighting. All of this adds to the unique and intimate experience Naboisho offers.

Naboisho has recently increased its ranger force to continue to guard against human wildlife conflict and other crimes in the conservancy. It is currently in the process of electing a new landowners committee, an important step for continued strong governance and communications.

The conservancy has won numerous high-profile awards, and it has one of the highest lion densities in Africa.

Basecamp Explorer was a key partner in the development and creation of Naboisho Conservancy, which means 'Coming Together' in Maa, in 2010. It is the second largest conservancy in the area with 54,446 acres. Basecamp Explorer has four camps in the conservancy: Eagle View, Wilderness Camp, Leopard Hill, and the Dorobo Mobile Camp.

The land in the conservancy is leased for a 25-year period, demonstrating the landowners'

significant long-term commitment to wildlife conservation and the conservancy's survival. 95% of the workforce in the tourism camps in Naboisho comes directly from the local community. When staying in Naboisho, a portion of the conservancy fee paid by visitors is used to pay for leases, bursaries, and community projects.

Guests are also able to enjoy more special access to wildlife viewing than is available in





Pardamat Conservation Area



NI BULL Melbye Arkitektur Interiør AS
Arkitekter

The Wildlife Tourism College (a mock-up of the campus is pictured above), a cattle enterprise, and commercial tourism development are all key pillars of a long-term, interlinked sustainable revenue plan for Pardamat Conservation Area (PCA).

PCA is the only triple use (people-wildlife-livestock) conservancy in the Mara region, where its landowners have agreed to dedicate their land to conservation while remaining to live and work

on it. It shares a border with four conservancies and is an important wildlife corridor.

The creation of these sustainable revenue models in PCA will secure critical land for wildlife movement throughout the Mara, while creating higher education and employment opportunities, reducing livestock numbers, improving livestock quality, and providing lease payments to landowners.

These benefits all have many spillover effects as well. For every income, it is estimated that 7 people benefit.

BCEK's commercial cattle pilot program continues to be successful. The entire herd is expected to be sold this year at 50% profit, all of which will be used to buy a new, larger herd.

PCA is also in the process of acquiring an airstrip to facilitate easier access to the conservancy. This will benefit the College as well as future commercial tourism development.

Despite these positive steps, issues persist. The Maasai, who have historically been semi-nomadic pastoralists, are turning to a more sedentary and modern lifestyle. This increases the chance of human wildlife conflict in the area.

A solution for this is a predator-proof boma to house the livestock at night. BCEK has provided 40 to date, with 60 planned to be distributed this year. Hiring more rangers is another solution – 7 more have been hired this year, 5 of whom are female. Another ongoing issue is fencing, which limits the free movement of wildlife. With the continued work to remove them, the community is gaining awareness of the problem and we have begun to see the construction of new fencing level off. This must continue.



Enjoolata! Centre at Basecamp Maasai Mara



“Enjoolata!” is a Maa word that expresses delight when something concealed becomes known. The centre is founded on the idea that at any time, the next Enjoolata! moment could change the course of history.

Located at Basecamp Maasai Mara, the centre’s exhibition spaces provide visitors in-depth information regarding the Mara, its wildlife, and the Maasai culture – past, present, and future.

It also profiles the BCEF projects, giving visitors an opportunity to learn more about our important work.

The centre also houses the BMB workshop and store, a video editing facility for visitors, MMWCA's planned community radio station, conference facilities, and a library, all of which link to an open courtyard for events and films.

Enjoolata! is available for training and conferences upon request from stakeholders, as well as to the local community. For example, this year Hardwick Dental Team set up a 5-day dental clinic to provide dental care to camp workers and the surrounding community – treating over 250 people.

The centre also provides visitors the opportunity to interact with – and take part in – the beadwork craft process.

Its was designed by Mellbye Arkitektur Interiør AS and is recognized for its excellent representation of the local livelihood, tradition, history, and cultural heritage of the Maasai community.

It was recently honored for its distinctive and sustainable architectural style by the Architectural Association of Kenya, winning the Award of Excellence 2022.





Basecamp Maasai Brand



Basecamp Maasai Brand (BMB), which launched in 2003, now employs 158 women who use their cultural traditions to create one-of-a-kind beadwork.

75% of sales revenues go directly to the women, and the rest is used to acquire new supplies. This income empowers women to be able to make important financial decisions in their family – such as purchasing solar panels for their homes or gaining access to better healthcare.

BMB has also expanded its product line and created new designs, which attract international attention. In fact, they have been invited to show at the Artisan Resource Trade Expo in NYC this August.

These items are also now sold at the Saruni camps, doubling BMB's local footprint.

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





Wildlife Tourism College of Maasai Mara



The Koyiaki Guiding School (KGS) was established to provide youth in the local community with access to high-quality post-secondary education. Since its founding, KGS has graduated over 350 guides, a third of them women, setting a precedent for gender equality.

Last year, KGS received 200 admission applications, the most since the school's inception, prompting the school to enroll far more students, 44 in total.

KGS needs more space, and youth need even more education as hiring needs evolve. Such is the inspiration for the Wildlife Tourism College of Maasai Mara (WTC). It not only relocates KGS, but it also expands its curriculum and provides 3 additional diploma programs: hospitality management, wildlife technician, and environmental studies.

The concept for the WTC also includes an international student camp, where visitors can take short courses and further their engagement with the ecosystem. There will also be a research camp to host those from leading Universities. Revenue from these guests will go to support the operating costs of KGS.

A successful partnership and student, teacher, and graduate exchange program with the leading Southern African Wildlife College (SAWC) as well as other participating Universities is also planned for further cross-cultural immersion.

Critically, it will be located in Pardamat Conservation Area, the Mara's only triple-use conservancy, where people, wildlife, and livestock live together in harmony. Revenue from the WTC will not only support land lease agreements for landowners but also projects that further support the revitalization of the area.





Maasai Mara Wildlife Conservancies Association

www.maraconservancies.org



Basecamp Explorer Foundation is the largest donor to the Maasai Mara Wildlife Conservancies Association (MMWCA) with the aid of our funders and in partnership with USAID. MMWCA was founded to provide the best possible support to any present or prospective Mara Conservancy, as well as promote social and economic improvement projects, with a focus on gender equality.

MMWCA continues to fund conservancies' operational expenditures, such as ranger salaries and motor

vehicle operating costs, with the support of Mara conservancies emergency COVID-19 funds. It goes without saying that the global pandemic was felt particularly hard by the Maasai, but with MMWCA's leadership, a disaster was avoided.

MMWCA is also aligned with our goal to provide high-quality education and employment to young men and women

of the region. Together with Human Practice Foundation, MMWCA is rebuilding the local school infrastructure.

Specifically, nine institutions have been identified to receive almost \$3 million USD to construct new classrooms, renovate existing ones, and install water harvesting equipment to improve kids' access to safe drinking water.

Similarly, with support from the Obel Foundation, MMWCA is conducting an education program targeted at increasing female attendance at school and reducing dropout rates in order to improve their academic achievement.

MMWCA is also supporting the training of 20 rangers from various conservancies, 10 of which will be women. This focus addresses gender inequality by increasing women's participation in conservation and predominantly male roles.

Finally, with BCEF assistance, MMWCA is making significant progress in its efforts to promote new conservancies and wildlife corridors. Four MMWCA conservancies – Mara Siana, Olderkesi, Lemek, and Mara Naboisho – had their management plans officially published (gazetted), increasing the total number of gazetted plans among Mara conservancies to nine.

Finally, in December 2021, MMWCA signed an important Memorandum of Understanding with the Narok County Government - a sign of vitally needed collaboration on the future needs of the ecosystem.



Coming Together



Basecamp Explorer Kenya and Saruni lodges & camps came together – the meaning of ‘Naboisho’ in 2021. Both organizations have championed community-based approaches since their founding. It also expands Basecamp Explorer Kenya’s reach into Northern Kenya.

By way of background, historically northern Kenya has been neglected by governments and deprived of private sector investment with poverty rates reaching as high as 97%.

It bears the brunt of climate change evident from recurrent and prolonged drought, habitual food insecurity, malnutrition, disease outbreaks, depleted and degraded natural resources such as water, soil, and loss of biodiversity. This has had clear negative socio-economic and environmental impacts.

By expanding our reach to Sera and Kalama Conservancies, we will provide direct financial support for an estimated 11,100 people.

Sera and Kalama community conservancies cover an area of 122,535 and 839,022 acres and are home to Saruni Rhino Camp and Saruni Samburu. For reference, that is almost 20 times the size of Naboisho Conservancy.

The two conservancies also fall within the important Ewaso Nyiro ecosystem, home to 50% of the country’s rhinos and 20% of its elephants.

The efforts of the Samburu community to effectively balance their needs while safeguarding and preserving wildlife and other natural resource has made Kalama and Sera a safe home for various endangered species. Wamba and Ewaso Nyiro seasonal rivers are the main source of water for the community members, their livestock, and wildlife.

BCEF-KE’s key partner in the region is the Northern Rangelands Trust, an umbrella organisation for community conservancies in Northern and Coastal regions of Kenya, similar to MMWCA.

We will focus our initial work in these conservancies on increasing access to clean water by constructing sand dams, which are more appropriate for the landscape, as well as capacity building for young girls and women. We look forward to sharing more about our specific work in the Sera and Kalama conservancies our mid-year sustainability report.



Our Targets



CLIMATE ACTION

Continuing to support and scale natural restoration of degraded land in the Greater Maasai Mara through reforestation.

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



LIFE ON LAND

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



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.

Support access to clean water, education, vocational training, and capacity building in Sera and Kalama Community Conservancies for the benefit of their residents.

Basecamp Group

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

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