



The Maasai say “Enjoolata!” to describe the joy felt when something hidden becomes known, revealed. To create more “Enjoolata moments” going forward, BCEK will establish the Talek Community Center “Enjoolata” (TCC) in the midst of its birthplace – the Basecamp Maasai Mara in Talek. The philosophy of the TCC is founded on BCEK’s belief that the best ideas, solutions and results are generated in a community of likeminded people. At the TCC, people come together understanding that everybody can contribute to safeguarding the Maasai Mara. Individual strengths add up to collective power, forming a strong basis for the co-creation of game-changing models, tackling existing and future challenges for the Maasai Mara, its people and wildlife.

Context

The Maasai Mara is one of the world’s most important habitats for wildlife, biodiversity and the indigenous Maasai people. For centuries, the Maasai and their livestock co-existed with the wild animals in harmony with nature. With the introduction of civilization, this original balance has been lost, putting the Maasai Mara ecosystem as we know it on the brink of extinction: wildlife population and biodiversity are severely diminished, and the Maasai face the risk of losing their culture while struggling to find a place in the economic system of a globalized world.



The Maasai have an expression – **Enjoolata** – that they use to describe the joy felt when something hidden becomes known, when something concealed becomes revealed. Enjoolata is what happened to the Norwegian business man Svein Wilhelmsen and the Maasai chief Ole Teak at a night in 1998, when they were sitting around a camp fire. The respected Maasai elder told a worrying tale about the threats facing his people. Listening to chief Taek, a – until then - hidden idea revealed to Wilhelmsen, a growing sense of **Enjoolata** that led to a life-changing decision. On the spot, he dedicated himself to founding a company that would care – for its people, the local communities and environment. Basecamp Explorer Kenya (BCEK) was born – transforming lives through responsible tourism and leaving a positive footprint on our planet ever since.

Thanks to the **Enjoolata** moment nearly twenty years ago, BCEK has pioneered several award-winning initiatives, such as the Mara Naboisho Conservancy, the tree plantation and carbon offsetting project. They are regarded as role models for effective community-based tourism in making the Maasai people equitable partners in the management of their lands and preserving their home - the Maasai Mara ecosystem.

BCEK has made a significant contribution in implementing projects that effectively and sustainably protect the wildlife, secure its habitat, preserve the cultural heritage of the Maasai, and empower the local people and their communities.



In order to...

- ... **leverage the value created** since the Enjoolata moment in 1998, and share best-practices and the success stories from 20 years of responsible, community-based tourism experience
- ... **connect stakeholders locally and globally**, enabling them to be part of the solutions
- ... **scale positive impact potential** in the Maasai Mara by sharing proven solutions
- ... **collaborate to replicate effective models** (programs, projects etc.) in other regions
- ... **raise awareness, drive innovation** and trigger more “Enjoolata moments” going forward

BCEK will be establishing the Talek Community Center “Enjoolata” in the midst of its birthplace – the Basecamp Maasai Mara in Talek (Narok County).

Talek Community Center “Enjoolata”

The purpose of the TCC is to serve as a center and meeting point for the community of Maasai people, eco-tourism partners, community and national authorities, NGOs, tourists, scientists, foundation and media representatives – generally all people and organizations who are interested in the conservation of the iconic habitat of the Maasai Mara, the protection of its wildlife population, the preservation of the Maasai cultural heritage, and the empowerment the Maasai people and their communities.

The TCC is a platform aiming to

- **Empower Maasai people** and **build capacities** in local communities
- **Connect** likeminded people
- **Facilitate collaboration** and vital cooperation between communities and conservancies in key areas such as infrastructure, security and anti-poaching, capacity building, knowledge sharing, branding, wildlife research
- **Showcase BCEK’s pioneering model** and like-minded tourist operators of responsible community-based tourism and other effective, scalable high-impact solutions and best practices
- **Share** other successful solutions for creating a stronger Maasai Mara of tomorrow
- **Raise awareness** locally and globally on key issues related to the survival of the Mara ecosystem – and sharing these experience also for the conservation of other global ecosystems of critical importance

The ambition for the TCC is to become a

- **Leading center** for youth education (vocational training) and empowerment of the local people and their communities
- **Go-to-destination/** the source of first choice for anybody interested in experiencing, studying, supporting, collaborating, and exchanging on the Maasai Mara ecosystem, its wildlife, natural habitat, and the culture and people of the Maasai tribe
- **Hub** for the preservation and authentic experience of the Maasai culture – visitors experience the Maasai way of living like in no other place in the world; in the replica Manyatta – the traditional Maasai home - the centuries old Maasai cultural heritage becomes tangible
- **Meeting place** for sharing experiences, shaping the agenda and setting the mutual goals for responsible community-based tourism
- **Center of social entrepreneurship** and cutting-edge solutions in the Maasai Mara, collaborating with successful social enterprises from Africa and around the world

Positive impact

The TCC is a manifestation of BCEK’s

- **Vision and mission:** to preserve the Maasai Mara by implementing the triple bottom line as responsible tourism company
- **Alignment with the Sustainable Development Goals (SDGs),** representing “17 goals to transform our world”. BCEK, BCMM and all TCC visitors are contributing to **14 out of 17 SDGs** (1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 17)



Location and infrastructure

The TCC will be located within the area of the Basecamp Maasai Mara (BCMM) camp site – on a long term lease from a Maasai landowner. The site is centrally located at an easily accessible spot between the reception, tree plantation area and an accommodation facility for volunteers, pupils on a school excursion, researchers and other TCC guests/ partners (see area within the red circle).



Advantages of TCC’s positioning in the BCMM

- BCMM is a **showcase area** for best practice models in reestablishing biodiversity, reviving the ecosystem, capturing carbon emission, tackling the human-wildlife conflict, empowering local people with training and employment opportunities, building community infrastructure through water access points, resource and waste management.
- BCMM, the TCC, and the tourism industry are connected through a **triple-win situation**: BCMM guests become TCC visitors, and TCC visitors most likely will become paying safari tourists, securing growing employment opportunities for the local population, strengthening the economic stability of the Maasai Mara region and the Kenyan tourism industry as a whole, with wildlife-tourism having developed into the country’s leading foreign exchange earner.
- Situated along the Talek River on the boundary of the Mara Reserve and at the same time nearby the growing Talek village, BCMM is positioned in a **strategically critical and centrally located area**. This located, close to the village with rapid urbanization challenges for the Maasai communities, enables a deep understanding of the multi-dimensional challenges, own experiences and interactions with the local community, and an uninterrupted exposure to vast numbers of animals.
- BCMM has the **capacities to host** TCC visitors and guests, providing them with a best-in-class service, infrastructure, working facilities and collaboration possibilities situated in the micro-climate of the BCMM forest – an unparalleled location in the Maasai Mara for this purpose.

TCC offering

The TCC is a multi-functional facility that targets relevant stakeholders with a broad range of offerings. Apart from the TCC main building, the BCMM offers a number of additional sites surrounding the TCC (reforestation area, beading art center etc.)

The TCC offering comprises of three main categories:

- **Educational classes and job training** with special focus on vocational training for Maasai youth
- **Education and awareness raising** addressing mainly local Maasai, BCMM guests, partners, volunteers, researchers
- **Education and entertainment** about Maasai culture, wildlife and biodiversity, addressing mainly local Maasai, BCMM guests, partners, volunteers, researchers

See the full overview about the TCC offering in the appendix on page 6.

Financials

Main funding sources are:

- Financial and non-financial support from Basecamp
- Paid workshops hosted for partners, researchers etc.
- Fees earned for renting the TCC as an event venue
- Charitable donations by foundations, development agencies and private donors

Researchers, photographers etc. who share their insights/ work results with BCEK, also benefiting the broader Maasai Mara ecosystem, stay in the TCC guest facilities free of charge. Otherwise they are charged rates.

The access to and the use of the TCC is free of charge for the local Maasai communities, subsidized by a flat fee added to the BCMM guest's invoice – if they chose to support the TCC.

Funding needs

The total funding needs amount to **USD 100'000**, comprised of the following cost positions:

- TCC buildings/tents – including conference area for approx. 20 pax: USD 50'000
- TCC researcher/volunteer accommodation tents: USD 20'000
- Furniture, lamps: USD 10'000
- Equipment (computer, beamer, beamer screen, loud speaker etc.): USD 10'000
- Communication and marketing campaigns (launch and operations of year 1): USD 10'000

Committed partners

- **Kristiansand Dyrepark**, one of the main donors and strategic partners of Mara Naboisho Conservancy, has stated its strategic interest in developing a joint communication platform on development & environmental issues within the planned Talek Community Center “Enjoolata”. Today, Dyreparken welcomes one million visitors yearly, thus the importance of this possibility should be emphasized. Both Basecamp Explorer and Dyreparken would welcome discussions with NORAD on how to structure such communications and what content/issues should be emphasized for the combined audience in the Mara and in Kristiansand Dyrepark. Kristiansand Dyrepark and Basecamp Explorer will work out a detailed implementation plan for the developed communications strategy, and make their final investment decision on the idea once NORAD's decision on Basecamp Explorer's grant application has been taken.
- **Natija Dolic**, former Head of Marketing and Communications of LGT Venture Philanthropy, one of Basecamp Explorer's main strategic partners and funders for extending the Mara Naboisho Conservancy, has agreed to support and has already started working on the development of the TCC concept, and its communications and marketing strategy.

Reasons for funding the TCC

- The TCC is an **initiative that represents, enforces and scales best-in-class models** to sustain the



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Funding proposal

Talek Community Center “Enjoolata”

Maasai Mara ecosystem, protect wildlife, revive biodiversity, empower local communities and preserve the Maasai cultural heritage

- The TCC **attracts further tourists to the Maasai Mara**, securing growing employment opportunities for the local population, strengthening the economic stability of the Maasai Mara region and the whole Kenyan tourism industry
- The TCC **fills a critical gap for the local need of education**, job-training, awareness raising; there are no similar center in the Maasai Mara. The vision & programs will be shared and aligned with those of our partners under Maasai Mara Wildlife Conservancy Association

TCC offering	Target audience	Other areas used for TCC
Educational classes and job-training		
to run the tree plantation	Local Maasai	Reforestation area
to improve beading techniques	Local Maasai	BMB workshop
to qualify for wildlife guides	Local Maasai	all BCMM
to computer skills and internet usage especially in area of eco system conservation	Local Maasai	
to learn about entrepreneurship and tourism camp management	Local Maasai	all BCMM
Education and awareness raising about...		
the Mara's environmental, economic and social challenges	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	Reforestation area
Sustainable solutions for the human-wildlife conflict, revival for biodiversity	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	Reforestation area
Water management	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	Reforestation area
Waste management	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	BCMM's waste collection point
Carbon capturing	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	Reforestation area
Bird species	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	all BCMM
Tree species	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	all BCMM
Medicinal tree species	Local Maasai, BCMM guests, partners, volunteers, researchers, other TCC visitors	all BCMM
Education and entertainment		
Maasai culture		
Showcase Maasai housing and living	BCMM guests, partners, volunteers, researchers, other TCC visitors	Maasai Manyatta
Maasai dancing and signing	BCMM guests, partners, volunteers, researchers, other TCC visitors	Maasai Manyatta
Storytelling	BCMM guests, partners, volunteers, researchers, other TCC visitors	Maasai Manyatta
Events (panels, conferences etc.)	Local Maasai BCMM guests, partners, volunteers, researchers, other TCC visitors	Maasai Manyatta
Lectures by Maasai elders and documentary viewings	BCMM guests, partners, volunteers, researchers, other TCC visitors	Maasai Manyatta
Wildlife and biodiversity		
Events (panels, conferences etc.)	Local Maasai , BCMM guests, partners, volunteers, researchers, other TCC visitors	
Documentary viewings	BCMM guests, partners, volunteers, researchers, other TCC visitors	
Animal print reading and bird watching	Local Maasai, BCMM guests (especially families and children), partners, volunteers, researchers, other TCC visitors	all BCMM