



## **Disclaimer**

This Report is our first one aiming to give you a comprehensive overview of Basecamp Explorer Kenya's (BCEKs) Projects within community development/local capacity building and environmental protection.

It has been produced to the best of our ability and is based on our existing knowledge. Naturally, we can not take any responsibilities for omissions or errors.

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## **Table of Contents**

Vision and mission	2
Foreword	3
Stakeholder Engagement – Our Partners	4
Milestones	4
<b>Ecosystem Management</b>	
Natural Resource Management: Mara Naboisho Conservancy	5
Natural Resource Management: Maasai Mara Wildlife Conservancies Association (MMWCA)	6
<b>Nature Showcase Project</b>	
Reforestation – Re-wild the Mara	7
Waste Cleanup & management	8
Water Catchment: Cleaning and community sharing	8
<b>Community Vocational Training and Capacity Building</b>	
Basecamp Maasai Brand (BMB)	9
Koiyaki Guiding School (KGS)	10
Vegetable Garden	11
Enjoolata Awareness & Training Centre	12
Way forward	13
<b>Economic Sustainability</b>	
The Profit Aspect	14
Wildlife Statistics	17
Partner with us	18
BCEK Community Projects in Relation to Sustainable Development Goals (SDGs)	19
Monitoring and Evaluation	21
Figures per project	23
Awards and Recognition	24
Meet the Management	25

## **Our Vision and Mission**

Basecamp Explorer Kenya (BCEK) delivers on triple bottom line, anchoring our result to the UN-SDGs framework, as well as telling a global story - a key part of our storytelling universe.

### **Vision statement**

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

### **Mission statement**

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

### **Brand Positioning Statement**

*Unique experiences and tailored comfort for tourists, protecting and showcasing the most breathtaking locations around the world.*

### **Tagline / Slogan**

*BASECAMP EXPLORER KENYA  
Through Maasai Eyes*

## **Foreword**

When we began our operations 20 years ago, we realized that small strides were not getting us to where we wanted to be and we decided to rapidly scale up our operations.

We made a decision to engage in sustainable development which included reduction of poverty, distributional equity and integration of measurable sustainable objectives. All these activities added dimension to our business strategy. As a result, our everyday operations establish patterns that advance sustainability.

We empower the local Maasai women in Masai Mara enabling them support households and educate children. We promote the conservation of the world's most important wildlife area globally, the Masai Mara – Serengeti ecosystem and we have planted a large number of indigenous trees that have helped establish the only typical forest in Talek where we currently operate at a carbon positive level.

Currently, we operate four permanent high end camps plus one mobile camp which by end of 2018 will have 86 beds in operation. The camps form a circuit without pure transport distances and have different but complimentary designs offering unique safari experiences. Nonetheless, tourism in general provides a lot of positive aspects and contributions which also come with strategic dilemmas and costs, most importantly:

- CO2 emission due to travelling
- Possible negative impact on local culture & customs
- Possible increased inequality income wise
- Over tourism and exploitation of local communities

For the Basecamp Group, these and other challenges that stem from our activities should be fully recognized. They should be dealt with to the best of our ability & available resources as well as compensated for when possible in ways such as planting trees to offset CO2 emission. This is part of our understanding of responsible tourism.

As a result, today, our operations are aligned to the sustainable development goals and the successful integration of sustainability in our operations is evidenced in the local and international awards we continue to receive.

Ultimately, our goal is to create an in depth and lasting impact for the community by engaging in projects that ensure positive development for the local Maasai people and it's incredible nature & wildlife, the guest and the organization. Our strong commitment, investment and leadership steer us towards achieving sustainable development as we drive real change in the community and in Masai Mara as a whole. We endeavor to create an environment where guests have a better understanding of the world - and of themselves.

**Svein Wilhemsen**  
**Founder, Basecamp Explorer /**  
**Chair Basecamp Explorer Kenya**

**Jeremiah Mutisya,**  
**CEO, Basecamp Explorer Kenya**

## Stakeholder Engagement – Our Partners

Sustainability forms the need of almost all development in Sub Saharan Africa and will continue to form the basis for years to come. The long term benefits require the participation of all stakeholders and financial support thus plays a key role in the capacity building for the youth and the provision of opportunities for the local Maasai women. For Basecamp Explorer, the work we do depends on the continued support of our friends and partners. Our approach is anchored in sustainability and we have demonstrated that sustainable tourism can be integrated into a business model to ensure a positive impact for the Maasai community. For our tourism business we use the frame 'Responsible Tourism' – we find it more committing and more long term oriented.

Our continued growth and success is due to the support we receive from active partners who embrace our vision and believe in our dream. Our present active CSR partners are (in alphabetical order): Basecamp Explorer Foundation (BCEF) Norway, Basecamp Explorer Spitsbergen, Basecamp Foundation USA, Born Global, Bull Arkitekter, Dermanor, FERD, Floris, Hvitserk, Karisa Maasai Brand, Kristiansand Dyrepark, LGT Venture Philanthropy, Mellbye Arkitekter, NORAD, NORFUND, Senter for Internasjonalisering av Utdanning (SIU), SUMMA Equity, Terje Resell & Galleri Semmingsen, Ypsomed and a wide range of Private Philanthropists.

Combined they provide us with the resources that advance our sustainable projects. Together, our objectives focus on transforming the lives of the local people and particularly in addressing key areas such as poverty reduction, gender equality, environment, health and local capacity building/education.

### Milestones

**Tree planting:** Over 100,000 indigenous trees planted to date, BCEK camps are currently operating at a carbon positive level.

**Basecamp Maasai Brand (BMB):** Providing a source of employment to 158 Maasai women to-date, certified fair trade brand providing the Maasai women with 55% of the production price.

**The Maasai Mara Wildlife Conservancies Association (MMWCA):** 1,400 square KM land under conservation and benefitting more than 100,000 people by bringing together over 40 accredited tour operators and the local community.

**Mara Naboisho Conservancy:** Established in March 2010. Currently providing a guaranteed income to almost 600 local Maasai households and impacting directly and indirectly over 10,000 people in the locality. Overall Winner 2016 Africa Responsible Tourism Awards, Naboisho was recognized as a conservancy that truly and remarkably brings together community and wildlife conservation.

**Koiyaki Guiding School (KGS):** 80% of all employed guides in Masai Mara and Amboseli graduated from KGS.

**Waste Management:** Pilot waste management program that includes the local Maasai community, Talek town and neighboring camps. Our ambition is to manage waste for about 15 neighboring camps.

**Water Catchment and storage:** Provision of up to 50,000 litres of safe drinking water daily, to guests, staff and the local community.

**Enjoolata Awareness and Training Centre:** Culturally themed centre, to showcase, protect and enhance Maasai culture and serve as a research center for threatened species, birds, plants and wildlife.

## **Ecosystem Management**

### **Mara Naboisho Conservancy**

Basecamp Explorer was instrumental in establishing Mara Naboisho Conservancy, an innovative and effective partnership that benefits almost 600 local Maasai families through guaranteed revenue generated as lease fees. Recognizing that the only way to ensure the survival of the Masai Mara ecosystem is to develop nature-based and economically viable livelihood alternatives for local people, Basecamp Explorer, the local Maasai community and landowners established Naboisho Conservancy to safeguard the pristine ecosystem from subdivision and further degradation.

Since the formation of the conservancy in March 2010, there has been a dramatic increase in wildlife, with Naboisho now believed to have one of the highest lion densities in Africa and is home to over 220 recorded bird species. Most importantly, Naboisho's model of partnership, controlled grazing that allows integration of tourism with traditional Maasai cultural practices and joint-decision making

has established it as the leading community private sector partnership, and provides an estimated 300 jobs with further indirect benefits to approximately 10,000 local people. In 2017, BCEK paid USD 272,536 in annual land fees to the land owners. This greatly improves the livelihood of the Maasai families within the conservancy.

Over the last 8 years, Naboisho has acquired land under the conservancy growing the number of land owners to more than 600 and established a wildlife corridor that allows the movement of wildlife from the Masai Mara National Reserve into the Conservancy. In 2017, Naboisho improved its infrastructure and intends to focus on reduction of poaching as well as continued increase of land under the conservancy.

With additional funding, Naboisho Conservancy partners will mobilize more community members to lease their land for conservation and will sustain and create more wildlife corridors to ensure the free movement of wildlife within the Mara Serengeti ecosystem.



## **The Maasai Mara Wildlife Conservancies Association (MMWCA)**

MMWCA, an umbrella body for conservancies in Masai Mara, was established to conserve the Maasai Mara ecosystem, through a network of protected areas for the prosperity of the wildlife and the local Maasai community. To date, MMWCA has a total of 14 conservancies covering 135,458 ha and 6 proposed conservancies covering 26,811 ha. MMWCA currently has more than 40 tourism facilities that support payment of the monthly lease fees to the land owners.

Since it was established in 2014, MMWCA has increased the area under conservancies by reducing the number of families living within conservancies. In 2017, MMWCA purchased land adjacent to Olare Motorogi Conservancy to resettle families living within the conservancy and also protected lives within predation hotspots areas through predator

proofing of bomas. This helps reduce human wildlife conflict and promotes the coexistence of wildlife alongside the Maasai communities.

MMWCA intends to finalize on lease agreements with landowners and create more conservation space by pulling down fences in wildlife critical areas. As part of its 2018 goals and with more financial support, MMWCA will conserve more critical wildlife areas and support additional operational activities. MMWCA's future objective include securing 15,000 acres (6,000 ha) for the northern wildlife corridor of Pardamat Hills for livestock and wildlife dual use, completing a dam for cattle watering, registering at least 100 leases in key wildlife areas, creating inventory of land available for sale outside already conserved areas, obtaining exemption or reduced fees for conservancies and increasing the community's understanding on the importance of conservation.



## Nature Showcase Project

### Reforestation – Rewild the Mara

Changing weather patterns and extreme weather conditions are some of the effects of climate change felt in Masai Mara and across the globe. To combat additional environmental conditions such as degradation of the riverine, soil erosion and land degradation, Basecamp Explorer established the only typical forest along the Talek River in the Masai Mara region in Kenya. The trees planted in the Basecamp plantation have helped establish a conserved forest which now serves as a home to over 300 identified bird species and other small wildlife.

The Basecamp tree plantation holds over 100,000 indigenous trees which has greatly improved the climatic conditions in the Talek region. From a bare and drought stricken region, the tree plantation has created a micro climatic region with increased

rainfall and birdlife. Additionally, Basecamp has established the only nursery in the western region of Masai Mara which includes unique indigenous trees whose species would otherwise be lost.

From 2017 onwards, BCEK will plant 250,000 trees in the next 3 years and scale that up to 500,000 trees in five years. With an aim to be an exemplary organization in conservation, Basecamp has secured over 400 acres of land to set up a nature forest with activities such as bird watching, cycling and jogging. Additional financial support will enable Basecamp acquire more land and put up a better electric fence to protect the trees from destruction from wildlife.

BCEK is currently operating at a Carbon positive level. We absorb more than we emit and our aim is to be Carbon positive inclusive of all guest travel with us by end of 2019.



## **Waste Cleanup & Management**

As a responsible tourism operator, Basecamp Explorer cares about the management of waste in its camps and in the community surrounding the camps. Not only do we sort our waste, we also extend our waste management program to include the local Maasai community and neighboring camps. This has helped improve the sanitation and the standards of waste disposal in the Masai Mara region. With a high ambition of ensuring proper waste management, this program will primarily focus on improving sanitation in the Talek village and about 15 neighboring camps.

Basecamp educates the local Maasai community on the importance of proper waste management and provides each manyatta or Maasai homestead with a waste collection sack which is collected every 3 days. Biodegradable waste such as food leftovers is composted in a pit and utilized to enhance the vegetable garden that serves the camp. In 2018 we intend to eradicate the use of plastic bottles by using recyclable glass bottles in the camps. Basecamp also intends to build an incinerator to burn refuse and elevate the waste management project to a self sustaining level that will be made possible should the additional camps pay for the disposal of their waste. Additional funding, will cater for government licenses, structures, operational equipment and appliances including a solar panel, assortment chambers and pit and labor costs.

## **Water Catchment: Cleaning and community sharing**

Water as a resource in the Masai Mara region is under severe threat of depletion. The indiscriminate deforestation along the Mau Hills is considered the main cause of wide river flow fluctuations. Inadequate supply of clean water causes Maasai families to experience long hours in search of water which may result in consumption of water of poor quality. Basecamp has installed a water purification system that supplies up to 100 people a day with safe drinking water safeguarding the camp and the community from waterborne diseases.

In 2017, Basecamp successfully installed 1 more borehole adding much needed storage capacity to the already existing 50,000 litre storage tanks. Additionally, Basecamp will establish better water management systems and increase awareness on the importance of water conservation amongst the staff and guests. As a long term goal and with additional funding, Basecamp intends to install a water bottling plant and a water purifying machine that can purify about 50,000 litres of water daily. The efficiency of the water catchment and storage initiative can be enhanced through the utilization of better technology to desalinate and purify the water ensuring consistent and sufficient provision of water even during the dry months of the year.



## **Community Vocational Training & Capacity**

### **Building: Basecamp Maasai Brand (BMB)**

Lack of economic opportunities for women is a major global concern, which hinders gender equality and economic development worldwide. To enhance women's economic empowerment, Basecamp established the Basecamp Maasai Brand (BMB) in 2003. BMB, a not for profit Kenyan registered Community Based Organization (CBO) is a community based handicraft workshop that empowers Maasai women while preserving the traditional Maasai beading practice. Although this initiative cannot pay out any dividends to Maasai women or other stakeholders, it helps reduce poverty by providing a source of income to over 150 Maasai women indirectly benefitting about 600 people.

As a certified Fair trade brand, the BMB women receive 55% of the production price enabling them meet their basic needs while the remaining 45% is used to cover management costs and to buy materials. To date, 60% of the women have installed solar panels in their homes, educated their children to secondary school level and bought water tanks which provide them with clean water.

Additionally, the communal setting at the BMB workshop, enables the women share ideas and

engage in financial education where they learn how to save and borrow amongst themselves.

In the last 3 years, BMB has grown financially and is now profitable enabling the project support its overhead and administrative costs. In 2017, BMB received Kshs 7.5 million in sales earned from local, international and online sales. This success was attributed to improved quality of beaded items, an increased product range, additional insight from regular customers and online research as well as increased sales from camps in Masai Mara and the Basecamp gift shop. BMB's online sales currently stand at 57% of the total sales.

The BMB women envision a project with high quality items and a fully fledged business with outlets across Kenya which will be facilitated by a vehicle that will help deliver products to local shops and clients. The BMB initiative also needs a new production facility with more sitting space for the Maasai women and more storage space for the leather and beaded items. With proper lighting, the Maasai women can work for longer hours to complete and pack the beaded items for sale. A proper well maintained website and additional shops at other Basecamp properties such as Eagle View and Leopard Hill will help the BMB women provide their clients with more items and in turn increase their sales.



### **Koiyaki Guiding School (KGS)**

Basecamp Explorer Kenya supports a capacity building institution that trains young Maasai men and women in guiding and nature management courses. Since KGS began in 2005 more than 270 students have graduated a considerable proportion of these are women. Each class has approximately 30 students; of which 1/3 tend to be women. The school thus sets an important precedent for gender equality in higher education. To date Basecamp has employed about 10 guides from the Koiyaki Guiding School, one of whom was the first female guide in Masai Mara.

Over the last 13 years, KGS has recruited over 50 Maasai girls into the guiding program initially dominated by men and to date 80% of all trained guides in Masai Mara and Amboseli are KGS graduates. KGS has also successfully incorporated a program which helps students engage in cross

cultural and language interaction, tree planting and weekly game viewing with volunteers from the African Impact foundation in Masai Mara.

KGS will in 2018 partner with an institution of higher learning to raise the level of education from a diploma course, diversify the existing KGS courses, promote long term conservation of the Masai Mara, be financially sustainable and relocate to a different area within Masai Mara to allow for expansion of the institution. The expansion will provide KGS with additional facilities like an information hub with research material on cultural aspects for short term and long term courses. KGS currently receives about Kshs 12 million per year which cater for all operational costs. Additional financial support will sustain scholarships for the young Maasai men and women and increase the administrative team who will assist in the running, management and execution of day to day operations of the institution that are currently under the guidance of the principle.



## Vegetable Garden

Basecamp Masai Mara maintains a vegetable garden that serves as a source of fresh organic produce for the staff, guests and the local Maasai community. Production from this garden reduces the cost of purchasing and transporting vegetables from Nairobi which took place every 2 weeks.

Vegetables from the Basecamp garden are used to create dishes served at the camp all year round. Although the vegetable garden is relatively small, it contains a variety of vegetables that include mint leaves, parsley, thyme, teragone, rosemary, oregano and zucchini.

To ensure maximum utilization of the piece of land, the vegetables are grown in different beds and rotated based on each crop's disease potential and preferred soil fertility. The manure used in the garden is organic and comes from the recycled foods and vegetables in the camp.

The garden is currently a source of income for 2 people who till the land and take care of the crops to maturity. During a good harvest, the garden produces enough fresh vegetables for the staff, guests and the local Maasai community.



## Enjoolata Awareness and Training Centre

Enjoolata is a Maasai word used to describe a feeling of AWE! A feeling of joy when you come around a bend and experience, physically or mentally, something great and unexpected. That is Enjoolata!

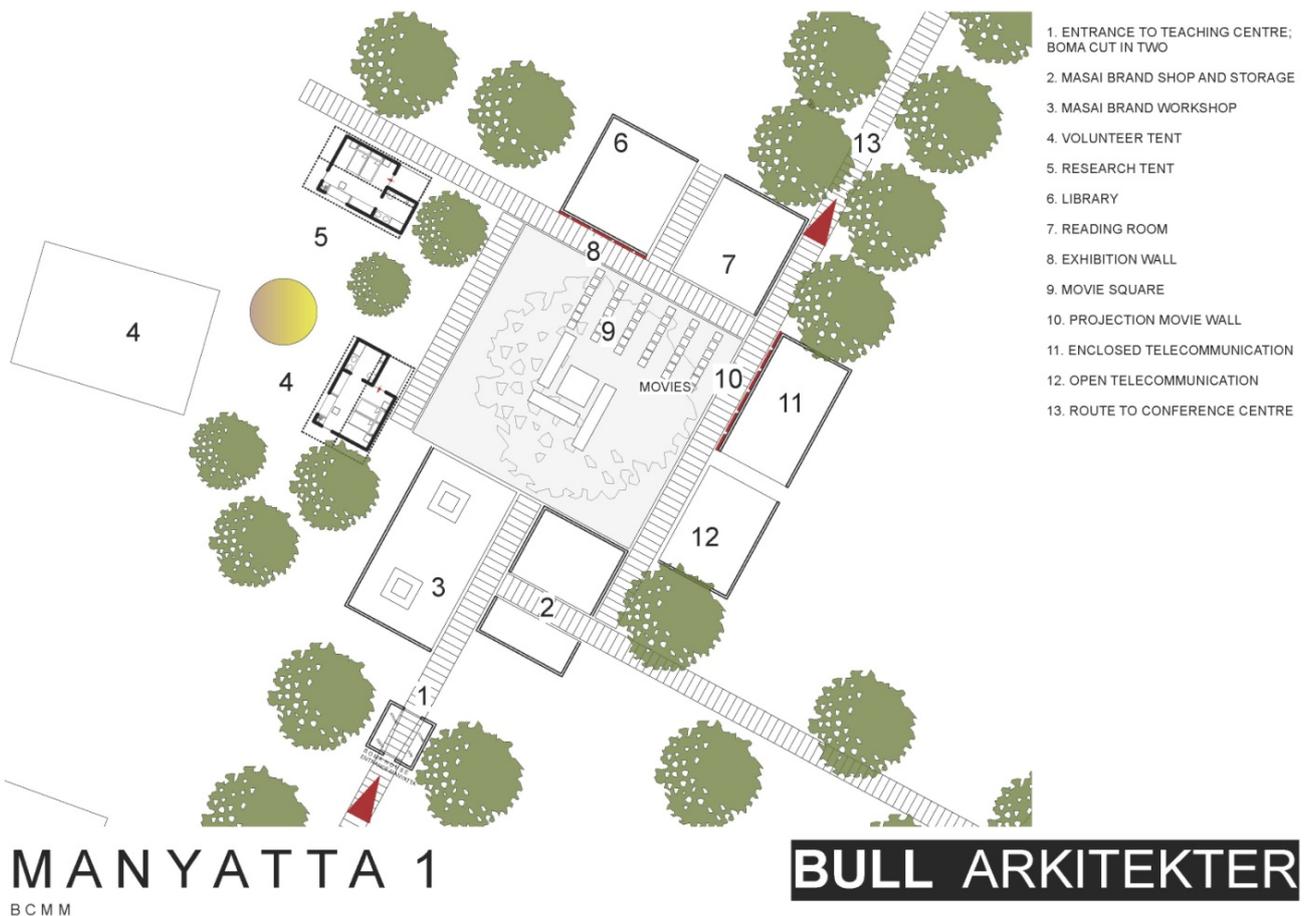
The Enjoolata Awareness and Training Centre will be a culturally themed vision & inspiration centre with education and entertainment, showcasing, protecting and enhancing the Maasai culture and the natural environment and its wildlife.

The centre will act as a source of information for research and further studies of some of the threatened species. The centre will also provide

information and research on materials on culture, birds, plants and wildlife.

The centre may have specific content pillars such as:

- Global ecosystems under threat – the solutions at work in Masai Mara Private Conservancies such as Mara Naboisho Conservancy.
- The need and ways to mobilize and incentivize local communities and other partners including guests.
- The role of Responsible Tourism to protect our nature & wildlife, with BCEK and other examples forming case studies.



Enjoolata Vision & Inspiration Centre – first draft

Inauguration planned for November, BCEK 20 Years Celebration!

## **Way forward**

In partnership with the local Maasai community, we have rapidly transformed our operations over the last two decades and our focus is to create a lasting impact in Masai Mara. We have realized the sustainable initiatives positively impact the local Maasai community and the Masai Mara as a whole. As an organization, we will continue to enhance the capacity of the Maasai men and women by providing them with opportunities that help improve their well being. Our priorities include investment in infrastructure and improvement on the quality of life through capacity training for the youth which will provide access to quality jobs.

Amongst the activities lined up is the establishment of the cultural themed Enjoolata centre and refurbishment of our properties to increase capacity for the guests and the staff. On a larger scale, being

part of Mara Naboisho Conservancy gives us an opportunity to be under the MMWCA umbrella. The benefits from the conservancy model are immense as they ensure the protection of the Masai Mara – Serengeti ecosystem by establishing objective solutions such as the establishment of wildlife corridors that allow movement of wildlife between the Masai Mara National Reserve and the conservancies.

With various activities such as the waste management project, the water catchment and treatment project and the cheetah project already earmarked for 2018 and beyond and in line with the SDG's, our agenda will address socio economic issues such as gender equality, environment, health, local capacity building/education and an end to poverty. With your support, we shall continue to transform the Masai Mara.

### Economic Sustainability – The Profit Aspect

BCEK is committed to deliver on triple bottom line – using UN SDGs as a reference framework. Triple bottom line commits us to deliver first class results on the people, planet and profit dimensions. So far we have presented the people and planet – social & environmental dimensions, this last part of our yearly report informs on our business deliveries. Without a profitable business, we will not be long term sustainable and we will not demonstrate that

our customers, our esteemed safari tourists appreciate our efforts and trust us to deliver on their expectations.

Without profit, it would not be possible to meet expenses such as salaries, expand the business through investment and support the community and the environment as a running business. Thus we want to transcend the often found belief of a contraction between the business and the Greater Good.

Please find below some key indicators of our business operations.

### Total BCEK Revenue in USD for 2016/2017

	2016	2017	Percentage growth
<b>Total Revenue (USD)</b>	2,740,000	3,579,000	30%
<b>Net profit (USD)</b> <b>(Net of grants)</b>	45,000	323,000	617%
<b>Gross investment</b>	300,000	320,000	6%

### Number of operating bed nights as at 31<sup>st</sup> December 2017

Capacity	Beds	No. of Days	Total (2017)
<b>BCMM</b>	34	365	12,410
<b>Naboisho Camps</b>	34	365	12,410
			24,820
<b>Paid bed nights</b>			<b>12,350</b>

### Annual land lease and conservancy fees paid in USD

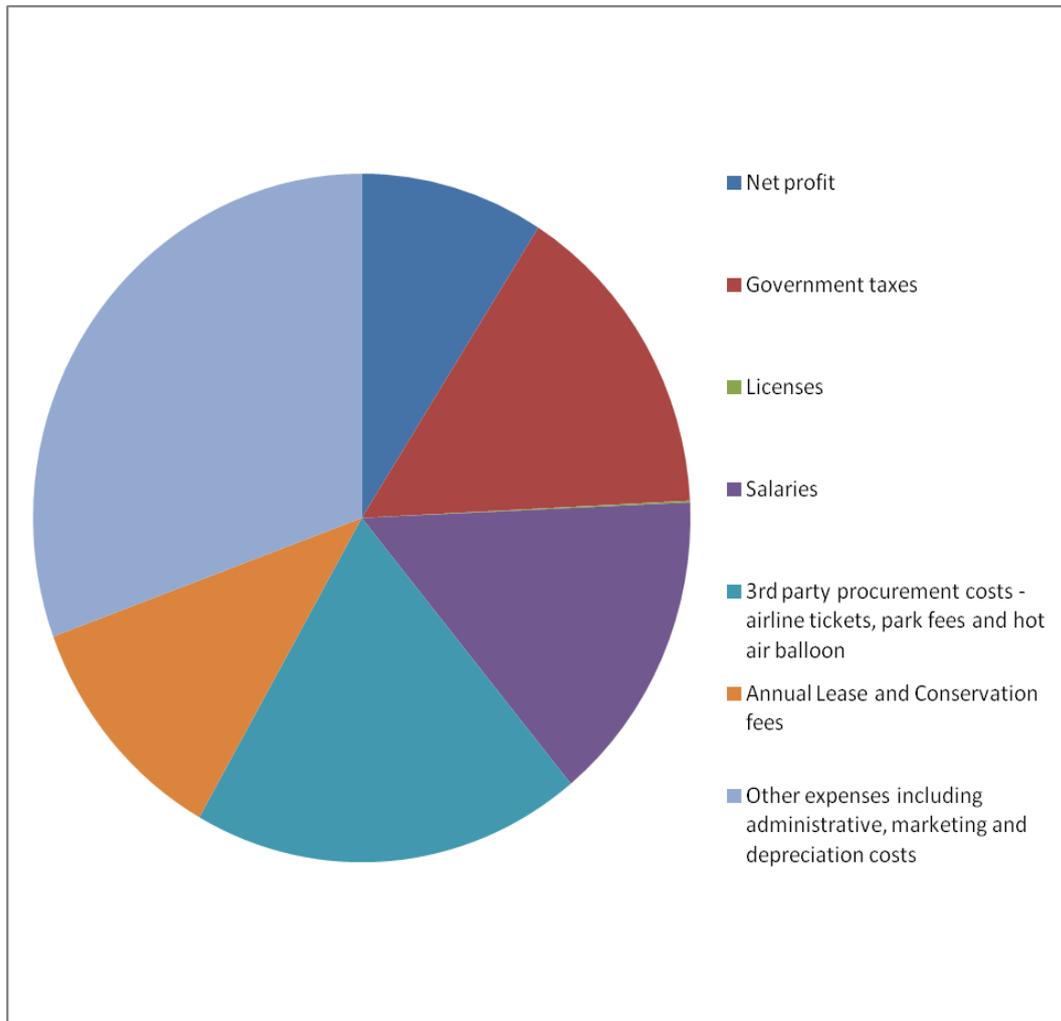
Year	Annual Amount (USD)
2016	277,000
2017	400,000

\*From 2017, Tourism Partners no longer pay government taxes for land lease and conservation fees

### Stakeholder Sharing (2017)

	Item	Amount (USD)	As a Percentage of Total Revenue
1	Net profit	323,000	9.0%
2	Government taxes	543,000	15.2%
3	Licenses	3,000	0.1%
4	Salaries	528,000	14.7%
5	3 <sup>rd</sup> party procurement costs - airline tickets, park fees and hot air balloon	687,000	19.2%
6	Annual lease and conservation fees	400,000	11.2%
7	Other expenses including administrative, marketing & depreciation costs	1,095,000	30.6%
	<b>Total Revenue</b>	<b>3,579,000</b>	<b>100</b>

### 2017 Stakeholder Sharing (USD)



### Percentage of Excellent TripAdvisor Reviews as at December 2017

Camp	Excellent Reviews	Poor Reviews	Month Poor Review Was Made
Basecamp Masai Mara	90%	1%	August 2007
Eagle View	94%	1%	September 2016
Wilderness Camp	96%	N/A	N/A

\* Leopard Hill ranking will be available from 2018

### BCEK Employees as at December 2017 (Nairobi and Masai Mara)

	Male		Female		Total
	Other departments	Askaris	Other departments	Askaris	
Nairobi	10	N/A	7	N/A	17
Masai Mara	53	21	11	N/A	85
<b>Total</b>	63	21	18	N/A	102

\*Female employees both in Nairobi and Mara constitute 17% of all BCEK employees while male employees constitute 61%. This is a ratio of employees excluding askaris where females are not eligible employees due to the nature of the tasks performed.

### Capacity Building for BCEK Staff in 2017

Training	No. of Participants
Occupational First aid, Safety and Fire Training	18
Environmental Management Training	21
Sustainable Travel and Tourism Agenda (STTA) Training	1

## Wildlife Statistics

Over the last four decades, it is estimated that populations of almost all the wildlife species have fallen by about 66% affecting the survival of the species. The causes of the decline include declining prey, human wildlife conflict and global warming. Nonetheless, the establishment of conservancies now bring tangible benefits to land owners ensuring the protection of wildlife in these areas<sup>1</sup>. Although it is estimated that there are less than 2,000 lions in Kenya, efforts by conservancies ensure a higher survival rate for wildlife. A 2016 estimate places about 420 lions in Masai Mara representing one of the highest lion densities in Africa<sup>2</sup>. Below are estimates of wildlife population in Masai Mara over the last four years<sup>3</sup>.

Wildlife	2014	2017	Percentage increase
Elephants	1,448	2,493	72%
Buffalo	7,542	9,466	26%
Giraffes	1,619	2,607	61%

Masai Mara has higher cheetah numbers than in many other places in Africa. There are roughly 31 adult cheetahs which have been spotted as indicated below. The information below is based on a 2016 report<sup>4</sup>.

Region	Number of cheetahs spotted
Masai Mara National Reserve	23
Mara North Conservancy	4
Mara Naboisho Conservancy	17
Olare Motorogi Conservancy	17
Ol Kinyei Conservancy	9
Other conservancies in Masai Mara	1 adult and 3 sub adults

<sup>1</sup> Ogutu Joseph, "Kenya's wildlife populations are declining markedly as livestock numbers grow," <http://theconversation.com/kenyas-wildlife-populations-are-declining-markedly-as-livestock-numbers-grow-66643>, (10 October, 2016)

<sup>2</sup> University of Oxford, "Scientists devise new method to give 'most robust' estimate of Maasai Mara lion numbers." ScienceDaily. ScienceDaily, [www.sciencedaily.com/releases/2016/12/161213093048.htm](https://www.sciencedaily.com/releases/2016/12/161213093048.htm), (13 December 2016).

<sup>3</sup> Anyuola Lena, "KWS census shows increase in wildlife population in Tsavo & Maasai Mara," <https://hapakenya.com/2017/06/23/kws-census-shows-increase-in-wildlife-population-in-tsavo-maasai-mara/>, (23 June, 2017)

<sup>4</sup> Kenya Wildlife Trust Mara Cheetah Project, "Mara Cheetah Project Kenya Wildlife Trust 2016 Progress Report," <http://www.maracheetahs.org/wp-content/uploads/2017/01/KWT-Mara-Cheetah-Project-Annual-report-2016.pdf>

**We need you to make our sustainability efforts a success. Partner with us in our key projects:**

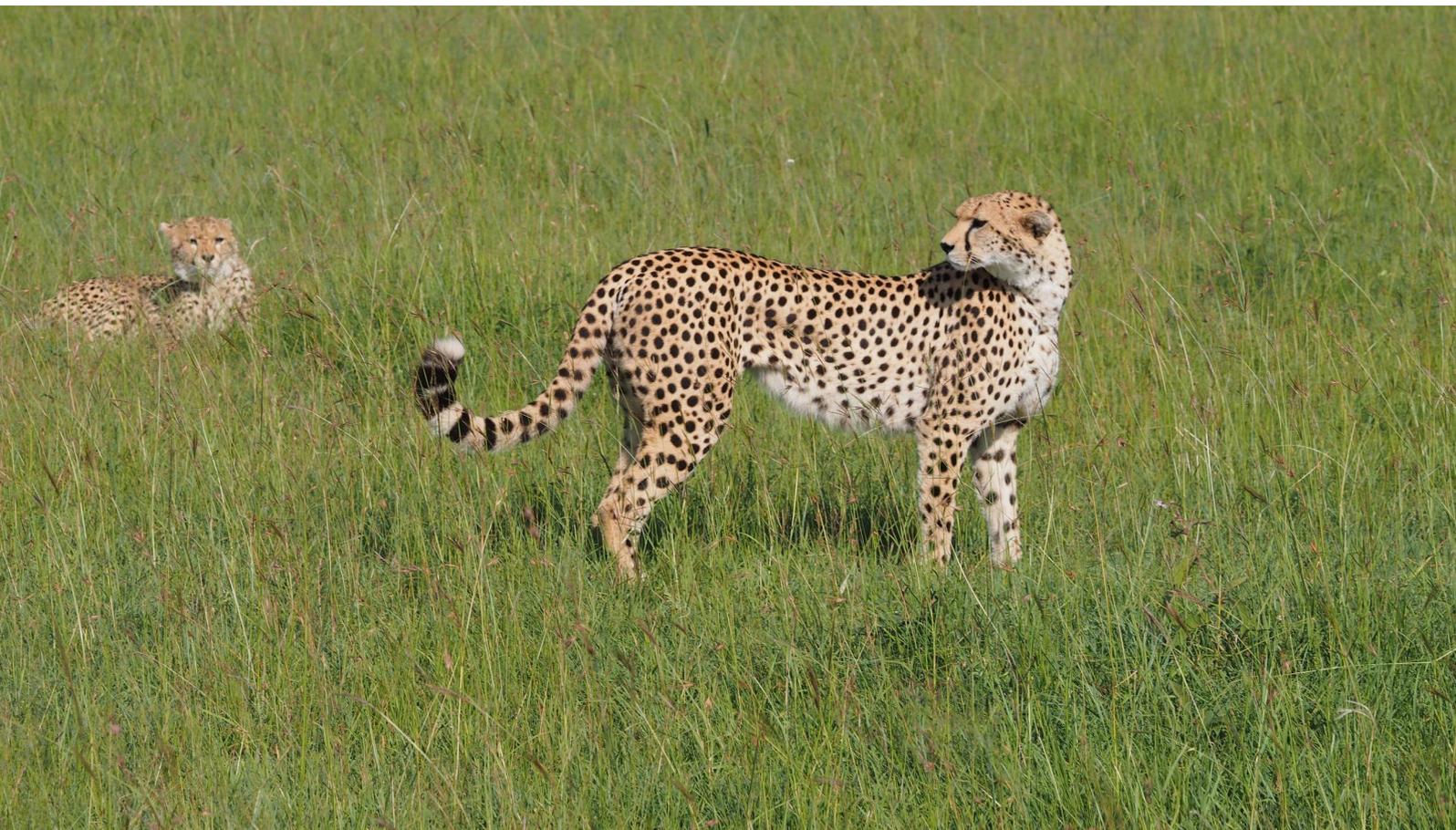
Are you interested in supporting our sustainability initiatives? We aim to raise USD 20,000 for each of the projects below.

For 2018, the first priority and our campaign this year is for the **Waste Management project**. Our newly launched waste management system is to collect plastic and glass garbage in the Talek village area and recycle these for sustainable use. A detailed write up will be available shortly.

The **Water catchment and treatment project** requires a borehole and a rain water catchment and treatment facility. Your contribution will help us provide the local community with more safe drinking water combined with use for the reforestation project above.

Your contribution to the **Cheetah project** will help safeguard these animals from imminent extinction. Our goal is to raise funds to advance ongoing research as well as community education & awareness building programs that will promote population monitoring alongside community-based conservation.

We will have approximately 4,000 guests this year. Just USD 5 from each of our guests will help us achieve our first goal – significantly reducing the plastic destroying the local environment with its health effect on livestock – people and wildlife. Be part of our sustainability movement by enquiring at the reception and get involved today!



<b>SDG</b>	<b>BCEK Community projects in relation to SDGs</b>
SDG 1 : No poverty	Basecamp Explorer Kenya creates job opportunities for the local Maasai people who are a marginalized community. Today the improved sources of income have greatly contributed to improved standards of living among the Maasai community. The jobs created and economic opportunities in the community projects provide a source of income for the local Maasai community.
SDG 2 : Zero Hunger	The employment opportunities and community projects provide the Maasai community with a source of income that enables them support their families. These funds cater for food, healthcare and education amongst other needs.
SDG 3: Good health & well-being	Basecamp has created a conducive work environment and fostered strong relationships with the local Maasai community at all ages, from the youth in KGS, to the Maasai women in BMB and the elderly land owners in Naboisho Conservancy. There is increased life expectancy among the local people and a better sense of belonging.
SDG 4: Quality education	Basecamp Explorer supports a capacity building institution that trains young Maasai men and women in nature based courses. Of the 270 students trained as guides in Koiyaki Guiding School over the last 13 years, KGS has recruited over 50 Maasai girls into the guiding program initially dominated by men setting precedence for gender equality in Masai Mara.
SDG 5: Gender equality	Lack of economic opportunities for women hinders gender equality and economic development worldwide. To help women in Masai Mara, Basecamp established Basecamp Maasai Brand (BMB), a community based handicraft workshop that empowers Maasai women while preserving the traditional Maasai beading practice. BMB provides the Maasai women with access to decent work and a steady source of income.
SDG 6: Clean water & sanitation	Water as a resource in the Masai Mara region is under severe threat of depletion due to deforestation in the water catchment areas. From the resources earned from community initiatives such as Basecamp Maasai Brand, the local Maasai community are able to buy water storage tanks that help them store water. The tanks ensure water is stored in a sterile environment and reduces the consumption of poor quality water as well as the time spent by Maasai girls and women searching for water for livestock and for their families.
SDG 7: Affordable and clean energy	Basecamp utilizes energy efficient lighting in the form of solar in all the camps in Masai Mara. This investment in clean energy helps meet the camps electricity needs and also helps protect the environment.
SDG 8: Decent work & economic growth	Basecamp creates job opportunities for the local Maasai people in Masai Mara who are employed in the camps. The community projects also provide opportunities that provide the community with a steady source of income from beading, guiding and lease fees activities while not harming the environment.
SDG 9: Industry, innovation & infrastructure	Mara Naboisho Conservancy is an innovative partnership between Basecamp explorer, like minded tourism partners and over 500 Masai families. Infrastructural development within Naboisho and the establishment of the unique private partnership project has enabled Naboisho provide income to over 500 landowners; create 300 jobs with indirect benefits to over 10,000 local people.
SDG 10: Reduced inequalities	Basecamp operates in Masai Mara, a marginalized region in Kenya. Through the capacity building projects that focus on education and job creation, Basecamp creates socioeconomic benefits for the local Maasai community. As a result, Basecamp reduces poverty and inequality for the Maasai people in Masai Mara.

SDG 11: Sustainable cities & communities	Mara Naboisho community is a unique partnership that has created a sustainable community for human and wildlife to thrive. Improved infrastructure within the conservancy and a strict policy that allows a restricted number of beds within the conservancy and a strict game viewing policy has reduced congestion and pollution within the conservancy. Provision of a land lease fees to over 500 landowners has helped reduce poverty within the community.
SDG 12: Responsible Consumption & production	Basecamp Maasai Brand products are made of recycled items such as local leather and beads. The eco-friendly waste disposal method involves garbage separation and composting in a clean well-fenced garbage disposal and composting area. This reduces the impact on the environment while reducing poverty through creating economic benefits for the local Maasai women.
SDG 13: Climate action	To date, Basecamp has planted over 100,000 indigenous trees establishing the only typical forest in the Talek region in Masai Mara. This has improved the climatic conditions in the region transforming the locality into a micro climatic region and increasing rainfall as well as birds and wildlife over the years.
SDG 14: Life under water	N/A
SDG 15: Life on land	Basecamp and other like minded partners established Mara Naboisho Conservancy to safeguard the pristine ecosystem from subdivision and further degradation. Since the formation of the conservancy in 2010, there has been a dramatic increase in wildlife, with Naboisho now believed to have one of the highest lion densities in Africa and is home to over 220 recorded bird species.
SDG 16: Peace, Justice and Strong Institutions	Since the beginning, Basecamp has partnered closely with the local Maasai community to develop models for conserving nature, established and supported community programs that have helped transform the lives in the region. The involvement of the local community in all aspects has strengthened the relationship between Basecamp and the community and also amongst the community members thus creating a strong community and a conducive environment for all and creating better places to visit and live in.
SDG 17: Partnerships for the goals	Long term sustainable benefits require the participation of all stakeholders and our continued growth and success is due to the support we receive from our partners across the world. Our approach has been anchored in integrating sustainability in our business model. Together with all stakeholders in the government, public and private sector, our objectives focus on sustainable development in Masai Mara.

\* BCEK does not deliver on only 1 SDG (SDG 14: Life under water)

## Sustainable Reporting – Project Summary

Since the beginning Basecamp Explorer has partnered closely with the Maasai people to develop models for conserving nature, empowered the local community, established and supported community programs aimed at enhancing capacity, raising awareness, improving living conditions, and wildlife development.

### Monitoring and Evaluation

Project	Aim	Input	Activities	Indicators	Output	Outcome	Impact
The Maasai Mara Wildlife Conservancies Association (MMWCA)	To conserve the Mara ecosystem, through a network of protected areas for the prosperity of the wildlife and the local Maasai community	Personnel i.e. rangers	Secure & protect land acquired for conservation	<ul style="list-style-type: none"> <li>• Size of acreage under conservation</li> <li>• Number wildlife species in the region</li> </ul>	<ul style="list-style-type: none"> <li>• Improved conservation and protection of the Mara ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in the number of conservancies under MMWCA umbrella</li> <li>• Increase in number of wildlife species, tourists and revenue generated from tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Securing more land for conservancies and conservation and diversifying revenue streams for the communities</li> </ul>
Mara Naboisho Conservancy	To safeguard the pristine Mara Serengeti ecosystem from subdivision and further degradation	Maasai land owners	Secure land for conservation by preventing subdivision & degradation	<ul style="list-style-type: none"> <li>• Number of land owners</li> <li>• Size of land under conservation</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in area under conservation</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in land owners and size of land under conservation as well as an increase in number of wildlife species</li> <li>• Controlled grazing that allows integration of tourism with traditional Maasai cultural practices</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in tourism and revenue generated from tourism for tourism partners and the local communities</li> </ul>
Reforestation (Re-wild the Talek area)	Revive the Talek river ecosystem and address deforestation and ground erosion	Seedlings Equipment Personnel	Planting and maintaining the trees to maturity	<ul style="list-style-type: none"> <li>• Number of indigenous trees planted</li> </ul>	<ul style="list-style-type: none"> <li>• Establish forest area holding up to 500,000 trees in 5 years</li> </ul>	<ul style="list-style-type: none"> <li>• Established micro climate</li> <li>• Increase in rainfall, birds and wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• Climate change mitigation, adaptation and prevention of soil erosion</li> </ul>
Waste Management	Reduce environmental degradation	Equipment Personnel	Collect and segregate waste	<ul style="list-style-type: none"> <li>• Number of community members properly</li> </ul>	<ul style="list-style-type: none"> <li>• Cleaner and healthier community</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in quantity of recyclable waste</li> </ul>	<ul style="list-style-type: none"> <li>• Better sanitation and aesthetic value of the Talek region and</li> </ul>

	through proper disposal of waste		Properly disposal of collected waste	disposing waste <ul style="list-style-type: none"> <li>• Number of camps involved in the waste management project</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in number of camps &amp; community members involved in proper waste disposal</li> </ul>	going to landfills <ul style="list-style-type: none"> <li>• Improved sanitation and standards of waste management in the region</li> </ul>	Masai Mara as a whole with an improved tourist expectation and experience
Water Catchment and storage	To supply clean and safe drinking water to the camps and the community	Equipment Personnel	Provide water storage tanks	<ul style="list-style-type: none"> <li>• Quantity of safe water supplied daily</li> </ul>	<ul style="list-style-type: none"> <li>• Healthier community</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in time spent in search of good quality water</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of safe drinking water and a healthier community</li> </ul>
Basecamp Maasai Brand (BMB)	To empower the local Maasai women so as to eradicate poverty	Equipment Supervisors Trainers	Beading using traditional Maasai beading practices	<ul style="list-style-type: none"> <li>• Number of empowered women</li> <li>• Number of beaded items created</li> </ul>	<ul style="list-style-type: none"> <li>• Beaded items for sale locally and internationally</li> </ul>	<ul style="list-style-type: none"> <li>• Increased revenue for the local Maasai women</li> <li>• Ability to meet basic needs for the families</li> </ul>	<ul style="list-style-type: none"> <li>• 60% of the BMB women have now purchased water tanks, installed solar panels in their houses and have educated their children beyond secondary school level</li> </ul>
Koiyaki Guiding School (KGS)	Create an environment for learning and equip local communities through education & training	Teachers Equipments Facilities	Train students in guiding and nature management courses	<ul style="list-style-type: none"> <li>• Number of students trained</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in the number of guides &amp; especially female guides</li> </ul>	<ul style="list-style-type: none"> <li>• Improved employment levels and standards of living for the local community</li> </ul>	<ul style="list-style-type: none"> <li>• Better level of guiding and tourism experiences for guests</li> </ul>
Enjoolata Awareness and Training Centre	Provide training, information and research materials on culture, birds, plants and wildlife	Equipment Personnel Facilities	Educate, showcase, protect & enhance Maasai culture	<ul style="list-style-type: none"> <li>• Quantity &amp; quality of research material available</li> <li>• Number of guests visiting the centre</li> </ul>	<ul style="list-style-type: none"> <li>• Better earning and improved standards of living for the employees</li> </ul>	<ul style="list-style-type: none"> <li>• Satisfied guests who will serve as ambassadors of the centre and of BCEK</li> </ul>	<ul style="list-style-type: none"> <li>• Available qualitative research materials on threatened species, culture, birds, plants and wildlife</li> </ul>

**Figures per project: Projects in which BCEK is the sole implementor**

<b>Project</b>	<b>Figures as at end of 2017 (Since project inception)</b>	<b>2017 only</b>	<b>2018 Projection</b>	<b>Qualitative milestones for 2018</b>	<b>Project Needs for 2018 (USD)</b>
Reforestation (Re-wild the Talek area)	Over 100,000 trees	15,000 trees	100,000 trees	<ul style="list-style-type: none"> <li>• Restore local plant species which will attract more birds and wildlife species</li> <li>• Improve microclimate through restoration and increase in carbon storage within the plantation</li> <li>• Increase tree cover and reduce encroachment of protected area from the market centre</li> </ul>	USD 50,000
Waste Management	N/A	5.4 tonnes of garbage collected	Approx. 14 tonnes of garbage will be collected	<ul style="list-style-type: none"> <li>• Pilot a waste collection management activity from 15 selected camps</li> <li>• Protect wildlife and livestock from polythene and plastic waste pollution</li> <li>• Maintain the hygiene and beauty of Talek town and its environments</li> </ul>	USD 20,000
Basecamp Maasai Brand (BMB)	USD 196,670	USD 75,000	USD 80,000	<ul style="list-style-type: none"> <li>• Improved quality and quantity of beaded items</li> <li>• Increased sales locally and internationally</li> <li>• Increased outlets across Kenya</li> <li>• Increased revenue for the Maasai women</li> </ul>	
Wildlife Research & Protection – Cheetah & Lion	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>• Enhanced conservation of the Big Cats in Masai Mara especially the cheetah &amp; Lion</li> <li>• Increase in number of cheetah and lion</li> </ul>	USD 20,000
Enjoolata	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>• protecting and enhancing the Maasai culture, the natural environment and its wildlife</li> <li>• Provision of qualitative research materials on culture, birds and wildlife</li> </ul>	USD 93,750
Koiyaki Guiding School (KGS)	Over 270 graduates	30 graduates	30 graduates	<ul style="list-style-type: none"> <li>• Increase in the number of well trained guides especially female guides</li> <li>• Better standards of living for the KGS graduates and the local Maasai community</li> </ul>	USD 50,000
Staff Capacity Building	N/A	40 members of staff trained in various areas	Approx. 40 members of staff trained in various areas	<ul style="list-style-type: none"> <li>• Increased efficiency in execution of tasks thus contributing to growth of the business</li> <li>• Improved staff performance and as a result increase in revenue for the organization</li> <li>• Enhanced organizational image in Masai Mara and beyond</li> </ul>	

\*Future BCEK projects: Possibly a secondary school in Talek Village & a community outreach and awareness building program

**Basecamp Explorer Kenya Awards and Recognition: [www.basecampexplorer.com/awards/](http://www.basecampexplorer.com/awards/)**

1. 2017 Basecamp Explorer Kenya awarded Global Gold Winner in the Green World Environmental Awards Tourism/Leisure Category
2. 2017 Basecamp Masai Mara, awarded second runners up by Sustainable Tourism and Travel Agency in the Solid Waste Management category
3. 2017 Basecamp Masai Mara, awarded the Traveler's Choice Award by Jumia Travel
4. 2016 Basecamp Explorer Kenya, awarded Africa Green Champion - International Green Apple awards in the Environmental Best Practice category
5. 2016 Mara Naboisho Conservancy, home to Eagle View & Wilderness Camp, selected one of the Top 100 Global Sustainable Tourism Destinations
6. 2016 Mara Naboisho Conservancy, Overall Winner African Responsible Tourism Awards & winner in the Best for Wildlife Conservation category
7. 2015 Basecamp Explorer Kenya, awarded the Skal Sustainable Tourism Award
8. 2015 Basecamp Explorer Kenya, awarded Tourism for the Future Awards in the Community Development Award category
9. 2014 Ecotourism Kenya presented Mara Naboisho Conservancy with the Eco Warrior Award for Best Community Conservancy
10. 2013 Eagle View, Mara Naboisho, selected as one of the world's 25 Best Eco Lodges by National Geographic Traveller Magazine
11. 2013 Eagle View, Mara Naboisho, awarded Silver Eco Rating by Ecotourism Kenya
12. 2012 Ecotourism Kenya presented Basecamp Masai Mara with the Eco Warrior Award for Best Eco Rated Facility of the Year
13. 2009 Basecamp Masai Mara, awarded Skal International Eco tourism Award in the Rural Accommodation Category
14. 2008 Basecamp Masai Mara, ranked one of the Top 10 Savannah Eco hotels by National Geographic
15. 2008 Basecamp Masai Mara, awarded Gold Eco Rating by Ecotourism Kenya

## Meet the Management



*BMB is a viable project and can really scale up to higher levels if we have a consistent customer willing to give the women orders on a regular basis.*

Jemimah Sairowua

*Please consider proper disposal of waste to help protect the environment.*

Dickson Taek



*By joining hands with the local community, conservation and tourism can be used to develop a community that engages in great conservation efforts.*

Nicholas Kaikai



*Plant more trees and maintain the existing forests. The importance of trees cannot be over emphasized.*

Mwana Ole Masiyoi

