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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 breath-taking locations around the world.

Tagline / Slogan

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Through Maasai Eyes

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Foreword

For the past two decades, Basecamp Explorer has been pioneering responsible tourism in Kenya's Maasai Mara. Just as we marked our 20th Anniversary in November 2018, we also hit a key milestone in our environmental efforts: over 140,000 trees have been planted and protected to date at our flagship camp, absorbing more than 11,000 tons of carbon dioxide in 2018. With this, Basecamp Explorer is on target to not only offset our own footprint but the carbon footprint of over 5,000 international guests by end of 2019. We also witnessed the entrepreneurial spirit of the Maasai women working at our Basecamp Maasai Brand (BMB), now in its 15th year of operation, as they surpassed their annual sales target, and worked with the Talek community to recycle over 16 tons of plastic.

This 2018 Sustainability Report highlights these achievements and others. All our programs are aligned to the United Nations Sustainable Development Goals (UN SDGs), and merge our business strategy with our desire to transform the lives of the local Maasai community and the greater Masai Mara ecosystem as a whole. Apart from the sustainable development goals highlighted in this report, we continue to deliver on 16 of the 17 UN SDGs. Our initiatives include advancing economic opportunity for women, rethinking waste & water management, improving conservancy monitoring, and joining together with key stakeholders to bring critical skills training to unemployed youth, all while working to counter the effects of climate change.

We would like to thank our partners, guests, and staff, for without their support these impacts would not be possible. And while these challenges are local, the impact is global, and addressing them requires creating awareness and inclusive participation from the heart of the Masai Mara. With your assistance, we look forward to together, continuing the work for a stronger Maasai Mara, Kenya, and planet, where all wildlife and people thrive.

Svein Wilhelmsen
Founder, Basecamp Explorer /
Chair Basecamp Explorer Kenya

Jeremiah Mutisya,
CEO, Basecamp Explorer Kenya

Basecamp Maasai Brand (BMB)

Since its inception in 2013, The Basecamp Maasai Brand (BMB) has provided economic opportunity for women while preserving the tradition of beading, one that has been handed down for generations. Today, 158 women are employed in the workshop, ages 17 to 60 years, almost all of whom have never before participated in the labor market.

In 2018, these dedicated and entrepreneurial women surpassed their sales target, totaling USD 85,000. This translated to a 13 percent increase in the women's earnings from 2017.

This sales growth can be attributed to additional training in beading techniques, which allowed the women to introduce new designs of a higher quality. It was also

supported by the increase in sales from international orders, accounting for 38% of the total (USD 32,345). This increased interest from this market has positioned the BMB for continued growth into 2019 and beyond, particularly when the workshop moves to an improved facility in the soon-to-be realized Enjoolata Centre.

The impacts of this success increase the women's ability to directly provide food, clothing, education, and healthcare for their families in a traditionally patriarchal society.

This shift promotes women's inclusion in key financial decision making as well as increases their participation in broader conservation efforts, building more widespread support.





“With the increase in income I received from the Basecamp Maasai Brand in 2018, I was able to purchase 15 Solar Panels for my home. This source of light allows my children to stay inside and do their studies after dark. It also allowed me to contribute something to our homestead.

I feel proud and strong.”

Noola Mala, 45 years

Waste Cleanup & Management

Over the past few years, Basecamp Explorer has introduced glass bottles and organic composting at our camps, greatly reducing plastic and non-biodegradable consumption.

But our efforts also extend to Talek village, a Maasai settlement on the edge of the National Reserve with very poor waste management. In 2018, we collected about 16 tons of plastic, 30 bags of metallic bottles, and 500 sacks of tetra pack packaging for further recycling. Basecamp continues to create awareness in Talek on the need to collect, separate, and properly dispose waste materials, resulting in a cleaner landscape.

Water Catchment: Cleaning and community sharing

We constructed the necessary structures on a new borehole to connect the neighboring community, providing hundreds of people with access to safe drinking water. This borehole also helps sustain young tree seedlings during dry months of the year, ensuring they are able to develop to maturity, where constant watering is not needed.

Basecamp also has plans to dig a sand dam to provide additional water for livestock and trees. Diversifying our water capturing mechanisms helps ease the dependence on boreholes as the only source of water in this region, where droughts are common and rains often sporadic.



Ecosystem Management

Mara Naboisho Conservancy

We are founding members of and the largest tourism operator within Naboisho Conservancy, an award-winning community conservancy covering 50,000 acres that provides monthly land-lease payments to 500 landowners and their families. We are committed to ensuring its ongoing ecological and social success by continued investment and support for infrastructure and wildlife security improvements.

In March 2018, we opened Leopard Hill our 4th Basecamp Explorer camp, the 3rd in Naboisho Conservancy. As part of the conservancy’s management plan, these additional bed night fees go directly toward further ensuring the financial sustainability of this unique partnership between tourism operators and Maasai

landowners for the benefit of people and wildlife.

Also in 2018, we repaired roads damaged by extensive rains. We also set up a communication tower at Enor Onkon ranger station, which allows rangers to communicate on radios at any location throughout the entire conservancy.

These two improvements increase the speed at which rangers are able to respond to wildlife emergencies and other problems.

We also oversaw the construction of 3 new traffic barriers – on the western, southwestern, and north western sides of the conservancy – which are able to host rangers full time at adjacent staff quarters. This further increases conservancy security.



Community Vocational Training & Capacity Building:

Maasai Mara Wildlife Conservancies Association (MMWCA)

Mara Vocational Training Program

As part of our ongoing support of Maasai Mara Wildlife Conservancies Association (MMWCA), Basecamp Explorer Foundation (BCEF) and Norwegian Agency for International Cooperation and Quality Enhancement in Higher Education (Diku) are heavily involved in a groundbreaking partnership.

This joins together 7 vocational training institutions in the Mara to see 1,800 unemployed youth receive critical skills training over the next 4 years.

In 2018, the first year of the program, 114 students were enrolled in accredited programs ranging from Human Resource Management to Culinary Arts. 118 students graduated from these institutions receiving support.

Koiyaki Guiding School (KGS)

Basecamp Explorer is a long-time scholarship sponsor for students at the Koiyaki Guiding School (KGS) in Naboisho Conservancy. We have also gone on to hire more than 30 graduates as interns and full-time staff.

In 2018, we assisted KGS in hiring a new principle to strengthen and improve the curriculum and program, and celebrated with the 20 male and 10 female graduates.

We are working closely with KGS as they look to provide Tourism Operators in the Mara and throughout Kenya with well-rounded expert staff, able to thrive at not only guiding but in hospitality and management roles. This will be done in partnership with Maasai Mara University and Kenya Utalii College, and international institutions such as the South African Wildlife & Tourism College (SAWC).





“KGS taught me to take a scientific approach on wildlife and wildlife handling, and how to handle difference races of people. Basically, the school introduced me to the world.

I picked up an American family recently and the 9 year-old boy told me, “this is better than 4D!” It’s amazing that kids appreciate the importance of wildlife, and that we can learn from them, too. Many of the families I meet after a safari decide to support community projects, like providing a water harvesting system, and this makes me really proud.

But the most rewarding thing is seeing my people, local people, getting benefits from tourism.

People are starting to realize that wildlife and conservation are good, and can be economic drivers for the community.



Nature Showcase Project: Basecamp Nature Forest – Rewild the Mara

Since its establishment 20 years ago, the Basecamp reforestation area has grown steadily and significantly. It now holds 140,000 trees comprising 62 different species.

In 2018, with the support of our partner Ypsomed AG and other CSR partners, Basecamp planted roughly 25,000 trees, and increase of over 20% from 2017. An additional 70,000 seedlings are ready for transplanting at the onset of the long rainy season in April 2019.

Impacts of the plantation

Ecological

- Improves rainfall and climate change mitigation
- Preserves more than 62 plant and 304 bird species currently existing in the area.
- Enhances Basecamp Explorer's tourism product range to include bird watching, educative bird & nature walks, and tree identification exercise for students.

- Fosters stronger relationships with the partner families and the community through creation of employment as well as improving the economies and livelihoods of the surrounding communities.
- Restoration offers new livelihood opportunities for forest dependent communities, like the possibility of beekeeping and honey social enterprises.

Research

- Creates a platform for the study of bird species, their behaviors, and international conservation concerns.
- Enhances research opportunities for socio-economic, ecological, and medical values of local plant species.
- Enhances research opportunities on animal species, plant diversity and carbon sequestration biosystems



Looking Ahead

Enjoolata Awareness & Training Centre

“Enjoolata!” in Maasai language describes the joy felt when something hidden becomes known. The groundbreaking for this centre, designed to serve as a hub for the community, eco-tourism partners, local and National authorities, NGOs, scientists, and media, is set for 2019. It will house, in addition to community stakeholder organizations, a larger and improved workshop for the Basecamp Maasai Brand.

Preparation for work to begin on the Enjoolata Training and Awareness Centre are under way. The Centre’s diagrams have been updated in line with available space and user needs and work will begin by the end of quarter one in 2019.

For 2019, we’ve set the goal to plant 100,000 trees in our reforestation initiative. For the BMB, we aim to realize their full potential as an internationally recognized fashion jewelry brand, with over 50 percent of sales coming from online sales. We look forward to hearing stories of success from Maasai youth in our training programs, and will support their employment wherever possible.

We’ve also chosen to prioritize our individual fundraising campaign this year on increasing access to clean water. This includes building a water catchment and treatment facility to provide the community, livestock, and trees with safe water. To learn more about this program and to support this effort, [click here](#).



The Profit Aspect

In 2018, Basecamp increased its revenues by 36%, continuing a positive growth pattern from 2016 and 2017. This can be attributed to our dedication to efficiently improving our service delivery including increasing the number of guests by 37 percent.

In support of the Community and natural resource projects, Basecamp received grants amounting to USD 168,000 in 2016, USD 150,000 in 2017 and USD 170,000 in 2018 (a 13 percent increase from 2017).

The figures below illustrate Basecamp's financial success.

Basecamp Explorer Kenya Shareholding Structure

Shareholder	Percentage (%)
Basecamp Explorer Group Members	60%
NORFUND	39%
Others	1%
Total	100

Total BCEK Revenue in USD from 2016 – 2018

	2016 (audited figures)	2017 (audited figures)	2018 (unaudited figures)	Percentage Growth (2017 to 2018)
Gross Revenue (USD)	2,740,000	3,579,000	4,874,000	36%
Net Profit (USD)	45,000	323,000	232,000	-28%

Annual Land lease and conservancy fees paid in USD

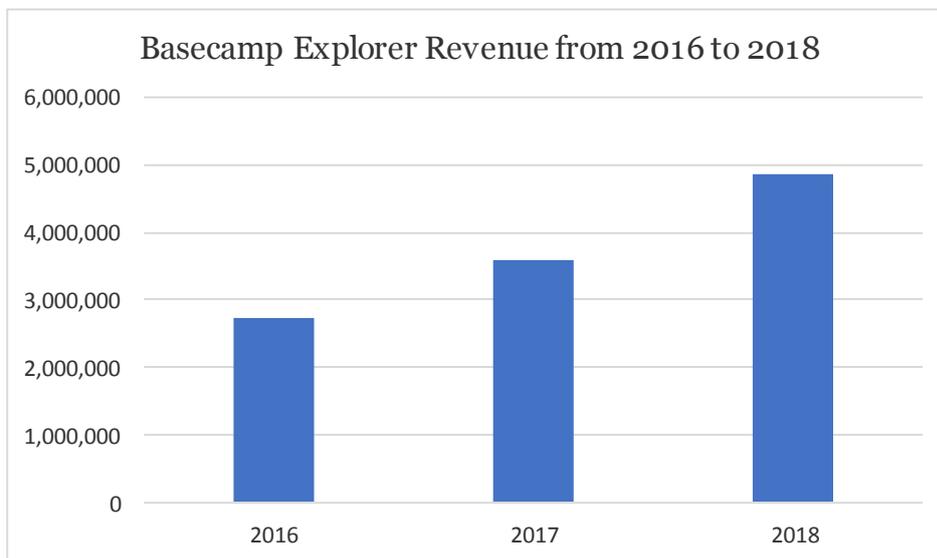
Year	Annual Amount (USD)
2016	277,000
2017	400,000
2018	592,000

Basecamp Explorer Revenue and Bed nights Growth from 2016 to 2018

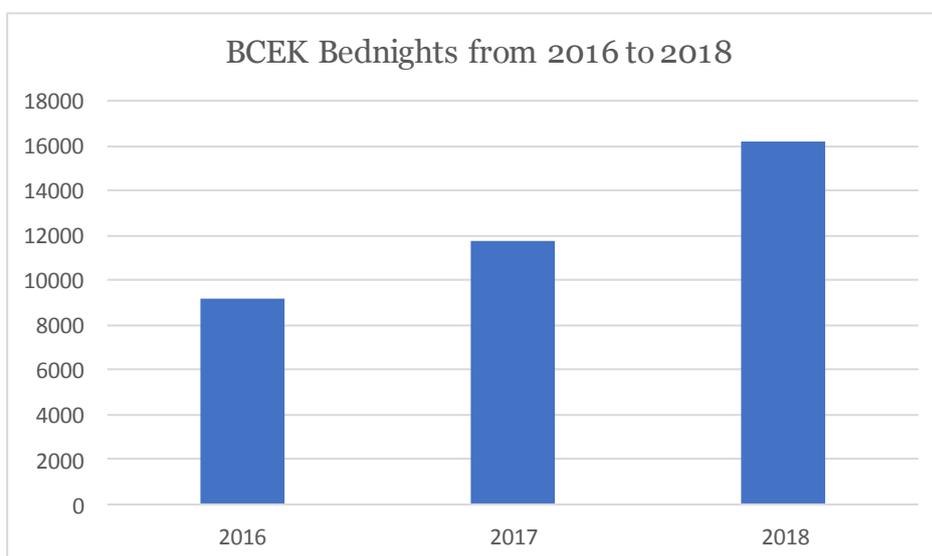
Year	Bed nights	Revenue (USD)
2016	9,171	2,740,000
2017	11,792	3,579,000
2018	16,230	4,874,000

* Basecamp’s gross revenue grew by 36 percent in 2018, an increase of about 5 percent from the previous year.

Basecamp Explorer Revenue from 2016 to 2018



Basecamp Explorer Bed nights from 2016 to 2018



Number of operating beds as at 31st December 2018

Capacity	Beds	No. of Days	Total (2018)
BCMM	38	365	13,870
Naboisho Camps	54	365	19,710
			33,580
Paid bed nights			16,230

Percentage of Excellent TripAdvisor Reviews as at December 2018

Camp	Total no. of reviews (%) (2018)	% of excellent reviews (2018 only)
Leopard Hill	23	91
Eagle View	47	87
Wilderness Camp	11	90
Basecamp Masai Mara	61	88

BCEK Employees as at December 2018 (Nairobi and Masai Mara)

	Male		Female		Total
	Other departments	Askaris	Other departments	Askaris	
Nairobi	10	N/A	10	N/A	20
Mara	100	39	22	N/A	161
Total	110	39	32	N/A	181

Capacity Building for BCEK staff in 2018

Training	No. of Participants
Hospitality training across BCEK camps	34
Occupational First aid, safety and fire training	18

We need you to make our sustainability efforts a success. Partner with us in our two key projects for 2019:

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

Our priority and campaign this year is for the **Water catchment and treatment project** which requires a borehole, rain water catchment and treatment facility and sand dams. Your contribution will help us provide the local community with safe drinking water for the people, livestock and will also be used in the reforestation project above.

Our **Waste Management project** enables us to collect plastic and glass garbage from within the camps and in the Talek village area and recycle these for sustainable use. The waste management project continues to help clean up and sanitize the Talek area collecting several hundred bags of papers, glass and plastic bottles, which are then separated at the collection point ready for recycling.



Celebration 20 years of partnership in Masai Mara

During the month of November 2018, Basecamp Explorer celebrated 20 years of partnership with the local Maasai community in Masai Mara. In attendance were partners and local administration officers as well as the local Masai community.

Looking back at the last 20 years, it is evident that the success of Basecamp's sustainable efforts was the purpose, passion and persistence of all stakeholders. With your support, we look forward to 20 years and more of sustainability in Masai Mara.



Welcome dance performed by members of the community



Planting tree to commemorate event



Panel discussions



Meeting with members of the community

Basecamp Explorer Kenya Awards and Recognition: www.basecampexplorer.com/awards/

1. 2018 Basecamp Explorer Kenya awarded Silver Winner in the African Responsible Tourism Awards Best Responsible Cultural Experience Category
2. 2018 Basecamp Explorer Kenya Highly Commended in the African Responsible Tourism Awards for Best Reporting on the Global Goals (SDGs)
3. 2017 Basecamp Explorer Kenya awarded Global Gold Winner in the Green World Environmental Awards Tourism/Leisure Category
4. 2017 Basecamp Masai Mara, awarded second runners up by Sustainable Tourism and Travel Agency in the Solid Waste Management category
5. 2017 Basecamp Masai Mara, awarded the Traveler's Choice Award by Jumia Travel
6. 2016 Basecamp Explorer Kenya, awarded Africa Green Champion - International Green Apple awards in the Environmental Best Practice category
7. 2016 Mara Naboisho Conservancy, home to Eagle View & Wilderness Camp, selected one of the Top 100 Global Sustainable Tourism Destinations
8. 2016 Mara Naboisho Conservancy, Overall Winner African Responsible Tourism Awards & winner in the Best for Wildlife Conservation category
9. 2015 Basecamp Explorer Kenya, awarded the Skal Sustainable Tourism Award
10. 2015 Basecamp Explorer Kenya, awarded Tourism for the Future Awards in the Community Development Award category
11. 2014 Ecotourism Kenya presented Mara Naboisho Conservancy with the Eco Warrior Award for Best Community Conservancy
12. 2013 Eagle View, Mara Naboisho, selected as one of the world's 25 Best Eco Lodges by National Geographic Traveller Magazine
13. 2013 Eagle View, Mara Naboisho, awarded Silver Eco Rating by Ecotourism Kenya
14. 2012 Ecotourism Kenya presented Basecamp Masai Mara with the Eco Warrior Award for Best Eco Rated Facility of the Year
15. 2009 Basecamp Masai Mara, awarded Skal International Eco tourism Award in the Rural Accommodation Category