



**BASECAMP  
EXPLORER™**

**MIDYEAR REPORT 2018**

Basecamp Explorer Kenya /  
Basecamp Explorer Foundation

**COMMUNITY EMPOWERMENT &**

Sustainable Tourism



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**Dear Friends and Partners,**

It has been a busy and productive 6 months in the first half of 2018 and we are delighted to share our midyear summary with you. Leopard Hill, our newest camp in Mara Naboisho Conservancy, began operations this year with incredible acceptance by the market evidenced by the bookings we continue to receive. The camp's unique aspects and design such as the tents star bed motorized roof have made us stand out in the travel market in Masai Mara and across Kenya.

With a close proximity to the Masai Mara National Reserve, Leopard Hill adds to the uniqueness of the Basecamp circuit by offering additional signature activities such as horse riding safaris and wellness activities including Yoga and massage. The signature first class service, exceptional wildlife experiences and authentic Maasai interactions will continue across all our camps.

Our ambition to green Masai Mara is becoming a reality through the Basecamp reforestation initiative. We have planted over 25,000 trees between January and June and we draw closer to our 2018 target as well as our overall target to plant 500,000 trees over the next 3 – 5 years. In relation to community empowerment, the Basecamp Maasai Brand (BMB) has diversified its product line adding more fashionable items in a bid to establish BMB as a fashion jewelry organization.

These and other remarkable milestones are incredible to reflect upon. Your partnership continues to give our efforts depth as we create a sustainable community in the Mara with a greater impact for the Maasai people.

We hope this midyear summary is informative. The end year report will provide a broader overview of Basecamp's operations and finances.

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

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

## **Ecosystem Management**

### **Mara Naboisho Conservancy**

The success of Mara Naboisho Conservancy's tourism model has led to the establishment of other conservancy's under a similar model. This increases the area under conservation in the Mara and greatly contributes to safeguarding the pristine Mara Serengeti ecosystem.

Forming part of the activities for January to June 2018, Naboisho Conservancy has improved its infrastructure and made it easier to access the conservancy. Several major roads have been fixed and security heightened by setting up three new barriers. One barrier lies on the western side of Naboisho Conservancy

and two additional barriers lie on the south western side on Naboisho Conservancy.

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

Between January and June 2018, Maasai Mara Wildlife Conservancies Association (MMWCA) added 30 parcels of land with a total acreage of about 1,200 acres to the much needed conservation area in Masai Mara.

In addition, Basecamp Explorer Foundation (BCEF) has secured a Norwegian grant of about USD 1.1 – 1.2 million (depending on the exchange rate to NOK). The funds, to be disbursed over a 4 year period, will empower Maasai youth across the Mara in a project to be implemented by MMWCA.



## **Nature Showcase Project**

### **Reforestation – Rewild the Mara**

The Basecamp reforestation area has grown by an additional 25,000 trees in the first half of 2018 with an additional 15,000 seedlings in the nursery awaiting transplanting. The target number of trees to be planted over the next few months is 100,000 trees.

This initiative has generated a lot of interest in the community. Over the first 6 months of 2018, about 6 schools both primary and secondary visited the nature project to learn about the importance of conservation and reforestation. In addition to the students who went on to plant trees in their schools, the local Maasai community are also planting indigenous trees in their homesteads.

### **Q & A with Mwana Ole Masiyioi**

#### **Q: Are members of the Maasai community interested in tree planting?**

A: Yes, we get community members who visit us to learn about environmental conservation and ask about the trees they should plant in their homesteads. When we walk around the area, we now see more trees planted outside Basecamp which is good.

#### **Q: Do you encourage the younger generation to plant trees?**

A: Yes, I do. Students from primary and secondary schools visit the tree plantation to learn about reforestation. Whenever they visit, I teach them about the importance of trees, how to transplant and care for the trees and I also give them a few seedlings to plant in their schools.

#### **Q: What motivates you to carry out this project?**

A: I see the benefits of the trees and when the young people ask about conservation and what they should do or how they should care for the trees, I am encouraged because I know this project will continue for generations even when we are not here.

#### **Q: What would you say to those who have not yet embraced tree planting as a form of conservation**

A: I would encourage them to plant many trees. Previously, the area around Basecamp in Masai Mara was dry and without vegetation. It is no longer an arid area and the rivers now have more water even if they are still seasonal rivers. There is a very big difference in the area today as a result of the tree plantation.



## **Waste Cleanup & Management**

The Basecamp 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.

Despite daily collection of waste from the selected camps and the Talek Centre, the greatest challenge experienced in this project is the slow attitude change amongst the members of the community who do not dispose waste in the proper manner. Basecamp continues to create awareness amongst the community members on the need to collect, separate and properly dispose waste materials.

## **Water Catchment:**

### **Cleaning and community sharing**

The additional borehole to help provide safe drinking water to the community is now in place. Over the next few months, all the piping and required structures shall be laid down making it easier for the Maasai women and girls to collect water for their families.

This project will provide safe drinking water to hundreds of people from the local Maasai community leaving the Maasai girls with more time for education and the Maasai women with more time to take care of their homesteads and participate in income generating activities.



## **Community Vocational Training & Capacity Building:**

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

Basecamp Explorer's efforts to reduce the gender equality gap and empower Maasai women and girls is realized through the Basecamp Maasai Brand (BMB). This economic empowerment program provides an opportunity for over 150 Maasai women and girls between 18 – 60 years to use their traditional knowledge and skills to earn a living.

During the first half of 2018, BMB women received training on how to improve and create beaded items of a much higher quality. With an aim to establish the Basecamp Maasai Brand as a fashion jewelry organization, BMB have diversified its product line to include more than 10 new fashion designs. Despite the demolition of the BMB Art and Craft Centre which will be replaced by a better equipped Centre at the soon to be built Enjoolata Centre, BMB has realized over Kshs 3.3 million in the

first half of 2018 with the highest sales coming from online sales. With more marketing in place, BMB will hit its projected annual target of Kshs 8.5 million.

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

Education provides opportunities for the youth enabling them find reliable sources of income that help better their lives. For the young men and women at the Koiyaki Guiding School, the skills they earn go beyond earning a living as they help improve the experiences of the visitors to the conservancies in Mara and also serve as ambassadors for conservation when they interact with guests.

With the academic year almost coming to an end the KGS students are set to begin their internship placements in various camps across Masai Mara and Amboseli National Park. The internship program will run for about 7 weeks, one week longer than the usual internship program allowing the students to put into practice their guiding skills during the peak travel season.



## **Enjoolata Awareness & Training Centre**

The Enjoolata Training and Awareness Centre aims to be a unique differentiator that adds strength to Basecamp's position as a leader in sustainable tourism. It will be a new and innovative edutainment centre that will open the door to various tourism segments locally and internationally. The objective of the Enjoolata Centre is to encourage the community spirit and inspire people to come together through awareness creation.

In the first half of 2018, the centre's concept was defined and a plan laid out for construction of the centre which is set to begin early 2019. The centre will house the new BMB art and craft centre, a community radio station run by the Friends of Masai Mara (FOMM)

and display artifacts on Maasai community and culture as well as introduce the visitors to the Basecamp community projects.

## **2018 & Beyond**

Basecamp Explorer shall this year celebrate 20 years of partnership with the local Maasai community. This has only been made possible due to your support and continued partnership. Our everyday actions are what contribute to the greater impact visible in Masai Mara and beyond. We appreciate your efforts even as we look into the future and design ways in which we can continue to transform the lives of the local Maasai community.

