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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**

*BASECAMP EXPLORER KENYA*

*Through Maasai Eyes*

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## Foreword

Sustainable Tourism is now one of the fundamental aspects of safari and tourism across the globe. The need for authentic interactions with the local community is steering the tourism industry forward at a fast pace. Nonetheless, it is important that the tourism destinations preserve their pristine state despite the increasing number of visitors every year.

For Basecamp, we have aligned our activities to the United Nations Sustainable Development Goals (UN SDGs) and this 2019 Mid-Year report highlights our efforts in sustainability. With the adverse effects of climate change resulting in melting glaciers and increased temperatures in Masai Mara. Basecamp, is playing a small but significant role in reversing these effects. To date, we have planted over 170,000 trees in the Talek region in Masai Mara absorbing over 4,000 tons of carbon in the first half of 2019 alone. In 20 years, these same number of trees will absorb over 81,000 tons of carbon.

The women's activities help, our activities help light up their houses through the installation of solar panels as well as providing food, clothing and shelter for their families. All these activities are financed from the proceeds earned from the sale of the unique beaded items created in the Basecamp Maasai Brand (BMB) enterprise.

We are on course to complete construction of the Enjoolata Centre, an innovative awareness centre that will tell the story of the iconic wildlife in Masai Mara as well as the story of the Maasai people who have lived alongside this wildlife for generations.

All these activities and more have been made possible by the support of our partners, guests' and staff. Your unwavering support helps us transform the Masai Mara region.

### **Svein Wilhelmsen**

Founder, Basecamp Explorer /  
Chair Basecamp Explorer Kenya

### **Hans Christian Magnus**

Managing Director, Basecamp  
Explorer Foundation

### **Jeremiah Mutisya**

CEO, Basecamp Explorer Kenya

### **Mara Naboisho Conservancy**

The importance of conservancies for the protection of wildlife cannot be over emphasized. Today, 65% of wildlife is found outside of government protected areas and with the continuous conservation efforts the wildlife continues to thrive.

Naboisho Conservancy continues to be at the forefront, demonstrating successful community partnerships. To be a success, the strengthened collaboration with the local Maasai families is key.

In June this year, members of Naboisho Conservancy renewed their leases for a period of 25 years with a 60% increase in lease fees. This is a testament to the importance of maintaining the integrity of the pristine wildlife habitat and the gains in conservation.

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

Forging strong relationships is an integral part of Basecamp's operations. These collaborations have enabled to achieve our goals and aspire forward. One such partnership is with the Maasai Mara Wildlife Conservancies Association (MMWCA), the regional umbrella body for conservancies in Masai Mara.

In 2019, MMWCA still continues to focus on strengthening its operations by helping create an environment that allows conservancies in the Mara to operate in a successful manner.

MMWCA continues to help improve the capacity of the local Maasai community through its support of vocational training institutions that will provide the youth with an opportunity to receive skills and training over the next 3 years.





### Basecamp Nature Forest – Rewild the Mara

Our strategic objective is to plant 250,000 trees in the next 2 years and 500,000 trees over a 5 year period. This not only helps to “green” the Masai Mara, but it helps to offset the carbon footprint generated by our guests. Moving us closer to being carbon neutral, for all guests traveling with us, by the end of 2019.

To date we have planted over 170,000 trees, 38,000 of which were planted in the first half of 2019. We aim to plant 80,000 trees by the end of December 2019. Today’s tourist seeks sustainable destinations and we would like to create an environment that allows them to experience exceptional safaris in a responsible manner.



**38,440**

**Trees planted in 2019**

**178,440**

**Trees planted to date**





## Waste Cleanup & Management

From 2020 onwards, Kenya banned the use of single use plastic bottles in National Parks and conservation areas across the country. But this may not necessarily reduce the number of plastic bottles littering the Talek village in Masai Mara, we need a cleanup.

To address the issue of plastic and other forms of waste generated in our and neighboring camps, as well as the Talek village, Basecamp's waste management project aims to clean up the area and knowledge share with the local community the proper methods of waste disposal.

In the first half of 2019, Basecamp collected over 11,000 kg's of plastic waste. We recycled about 600kgs of the plastic materials. The recycled waste can be converted into useful materials, such as post's for fencing. In addition to the plastic waste, Basecamp also collected about 2,000 kg's of glass which will undergo a recycling process in Nairobi.

## Water Catchment: Cleaning and community sharing

With an annual rainfall of about 1100mm in the Mara, there is very little surface water in the region, especially during the dry months of the year.

To provide the local Maasai community with a source of safe drinking water and also to cater for the newly planted trees in the Basecamp Nature Forest, Basecamp drilled borehole in the first half of 2019. With this in place, the local Maasai community has an additional source of safe drinking water, further reducing the amount of time the Maasai women and girls spend in search of water. The Maasai girls can now spend this allocated time in school, and the women can rather spend the time in income generating activities, enabling and providing a better quality of life.







### Basecamp Maasai Brand (BMB)

The Basecamp Maasai Brand (BMB) is more than just an art-and-craft centre for the local Maasai women. It's a setting that enables the women to share knowledge on how to make sound financial decisions and how to provide quality lives for their families, all while fulfilling the fundamental goal of creating unique beaded items for sale.

In line with BMB's objective of providing economic empowerment for the local Maasai women, and reintroducing and maintaining traditional Maasai skills, the products are made. To appeal to its clients, in the first half of 2019, the Basecamp Maasai Brand modernized traditional items, creating unique pieces such as beaded mugs.

Early this year, as part of its strategic plan for growth and expansion, BMB signed an agreement for vocational training with Maasai Mara Wildlife Conservancies Association (MMWCA).

The project will start later this year, training the Maasai women on contemporary technique and design, as well as making a manual that can be used in training.

In the second half of 2019, BMB aims to increase the amount of raw materials purchased and used, by hiring procurement assistant to help with purchase and restock of the BMB sales outlets. With the launch of the Enjoolata Centre set to take place towards the end of this year, BMB will have a better art and craft centre. Making more space for work, as well as storage of the work.

In the first half year, BMB's online sales cater for 38% of their total revenue. The remaining 62% coming from the on the ground sales. The BMB website will further boost online sales.







### Koiyaki Guiding School (KGS)

The capacity building is key, to provide the Maasai youth with required skills for the job market, Koiyaki Guiding School (KGS), a capacity building institution supported by Basecamp Explorer was established to enhance the Tourism based competency skills for the young Maasai men and women.

To date, 331 students have graduated from the institution including 61 females. 70 – 80% of the employees in Naboisho camps are from the local Maasai community, many of whom are graduates from KGS. This provides additional socioeconomic benefits to the students and their families.

With the support of Basecamp Explorer Foundation (BCEF), MMWCA and other partners, KGS will relocate to a neighboring conservancy, Pardamat, in an expansion plan expected to begin in 2020/2021. This will be called the Wildlife and Tourism College (WTC). The WTC is located in a strategic area for the continuing work with both the MMWCA and the local and greater Masai Mara community. We are happy to announce that the grant for building the college is achieved, and we are now looking for donors to run the upcoming college.

### The Enjoolata Centre

Construction of the Enjoolata Centre located at the Basecamp Masai Mara grounds is almost complete and will be opened in November 2019. The Enjoolata Centre will include information on the iconic wildlife of the Masai Mara, the Maasai people and culture. As well as information on the various global threats, such as climate change, and the solutions Basecamp Explorer is providing to address these challenges.

Through awareness creation, the Enjoolata Centre aims to inspire all stakeholders to come together for a change. The innovative program will help enhance Basecamp's guests' safari experience, creating an even more holistic safari experience in the Masai Mara.

### Looking Ahead

Our efforts in sustainability are an integral part of our operations. We have a dream to create a sustainable place for people to live and for wildlife to thrive. This dream includes among others, reduced inequalities, quality education, a green Masai Mara and an exceptional safari experience for all guests. We appreciate the support of our donors and partners who have helped us get this far. We look forward to many more years of working towards realizing this dream.



**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 25,000 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, 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.

Our **Waste Management project** enables us to collect plastic and glass garbage from 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 paper, glass and plastic bottles, which are then separated at the collection point ready for recycling.

We will have approximately 5,000 guests this year. 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!



## Matrix on the projects based on the UN Sustainable Development Goals (SDG's)

	BMB	Basecamp Nature Forest	Waste Mgt	Naboisho Conservancy	KGS	MMWCA	Enjoolata Centre	Water Catchment
SDG 1: No poverty	✓	✓	✓	✓	✓	✓	✓	✓
SDG 2: Zero hunger	✓	✓	✓	✓	✓	✓	✓	✓
SDG 3: Good health & well-being	✓	✓	✓	✓	✓	✓	✓	✓
SDG 4: Quality education					✓		✓	
SDG 5: Gender equality	✓	✓		✓	✓	✓	✓	✓
SDG 6: Clean water & sanitation		✓						✓
SDG 7: Affordable & clean energy		✓	✓					
SDG 8: Decent work & economic growth	✓	✓	✓	✓	✓	✓	✓	✓
SDG 9: Industry, innovation & infrastructure		✓	✓	✓		✓	✓	
SDG 10: Reduced inequalities	✓	✓		✓	✓	✓	✓	✓
SDG 11: Sustainable cities & communities	✓			✓		✓	✓	
SDG 12: Responsible Consumption & production	✓		✓				✓	✓
SDG 13: Climate action		✓	✓					✓
SDG 15: Life on land		✓		✓		✓		✓
SDG 16: Peace, justice & strong institutions				✓		✓		
SDG 17: Partnerships for the goals	✓	✓	✓	✓	✓	✓	✓	✓

\* BCEK does not deliver on only 1 SDGs (SDG 14)