



Sustainability Report

Midyear 2021

Basecamp Explorer LTD & Basecamp Explorer Foundation



**BASECAMP
EXPLORER™**

Coming Together

Vision

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

Mission

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





The French poet Antoine de Saint-Exupery once wrote, "Life has taught us that love does not consist of gazing at each other but in looking together in the same direction". If I had to summarize the actions we've taken as Basecamp Explorer thus far in 2021, it would be exactly this. Despite uncertainty and what sometimes seemed like unsurmountable challenges, we've proven that by moving forward, continuing on with what we do best - adhering to our values during times of trouble - we will succeed.

I sometimes remind myself that 'Safari' is the Swahili translation of the English 'Journey'. I know we have all been on our personal ones the past 18 months. With my greatest gratitude to our supporters, I wanted to share a bit of mine.

In all of my many recent trips to the Maasai Mara during the COVID-19 pandemic, I watched as every member of our Kenyan team continued working with the same spirit of determination, generosity, and overwhelming kindness that I saw when I first visited this country and we started the Basecamp concept in 1998.

That includes seeing a full evaluation underway in our Talek area reforestation project as we move toward expanding into a full carbon credit program that aims to scale throughout the Mara ecosystem. I also applauded the work in our efforts to continue waste management and recycling, partnering with more camps and improving the measurement of the outputs of the

program. Our beloved Mamas at the Basecamp Maasai Brand were moderately busy fulfilling large international orders and finalizing their web shop to further improve the project's reach and sustainability.

I was there when construction began on the Wildlife Tourism College of Massai Mara, which in partnership with our Enjoolata Centre at Basecamp Maasai Mara, will shape the future of awareness and higher education for youth in the Mara and beyond. This ensures our mission as a company and Foundation continues as Saint-Exupery saw it: together, in the same direction.

Finally, I have so much appreciation for our management and team, who moved into over gear despite working at a reduced salary to steer us through this storm. We are well on our way to recovery - we aim to reach 40% of our 2019 income this year. Though the rains have not yet fully left the Savannah, we can see the incoming rays of sun.

Ashe Oleng! (Thank you)

Svein Wilhelmsen

Founder, Basecamp Explorer Kenya; Chair, Basecamp Explorer Foundation



Our Core Sustainability Initiatives



CLIMATE ACTION



LIFE ON LAND



PARTNERSHIPS FOR THE GOALS

These programs, taken together, directly address all of the 17 United Nations Sustainable Development Goals, including broader societal targets on poverty reduction, education, employment, and strong institutions.





NABOISHO CONSERVANCY



On March 28th 2010, Naboisho – which means “coming together” in Maa language – was formalized when landowners signed 15-year land leases to dedicate it to wildlife conservation. This long-term lease agreement has now been extended to a 25 year lease agreement, with more than 80% of Naboisho landowners signed on to date, showing a tremendous long-term commitment.

The core economic model of Naboisho Conservancy is the fixed lease fee paid by tourism

operators, which goes directly to sustaining the monthly lease fees. In addition, landowners benefit from controlled grazing, community projects, and vital jobs for Maasai youth.

Naboisho Conservancy covers 53,446 acres, and is the second largest of 15 Conservancies in the area.

Each month, 613 landowners receive a monthly lease payment in exchange for dedicating their land to wildlife conservation.

Recent Updates from Naboisho Conservancy

Lease fees, once adversely affected by COVID-19, are progressing to a return of 100% of the full rate as tourism slowly but steadily rebounds.

A community bus has been planned to aid in the reduction of motorbike traffic along key access roads, which will improve conditions for ranger patrols and wildlife.

There will be an upcoming election for the landowners committee, a democratic system to represent the interests of all 613 landowners.

Our ongoing support to Naboisho, particularly landowners' youth, is critical as it continues to face human-wildlife conflict due to livestock loss and other Maasai traditions that threaten wildlife populations.





Pardamat Conservation Area



On November 9, 2020, landowners of Pardamat Conservation Area (PCA) signed new 15 year lease agreements, extending their existing agreements through January 2033. This is a remarkable achievement of grassroots communication with the community on the benefits of dedicating their land to wildlife conservation.

PCA is the only Mara Conservancy that is premised on a triple-use model, where the communities' 850 landowners have legally registered their 26,000 hectares of land as a wildlife area while remaining to live and work on it. PCA shares borders and wildlife dispersal areas with Naboisho, Olare Motorogi, Lemek, and Mara North Conservancies, and serves as a migration route from the Loita Plains to the

Mara Triangle and Maasai Mara National Reserve. Being adjacent to other conservancies exposes communities in PCA to human-wildlife conflicts while receiving limited benefits from tourism, as it has no camps. This is not due to its potential - PCA's lush, hilly, and forested terrain is ripe for wildlife as is its triple-use model for unique tourist offerings - but for its heavily fenced settlements and overgrazed land. This fencing has dramatically increased since 2014, before which it was almost non-existent.

The main livelihood in PCA remains pastoralism: 90% is agricultural land where income is generated through the sale of cows, sheep, and goats. More than 50% of PCA landowners own leased land in other conservancies that it borders. It is estimated that for every person receiving a lease

payment, 7 people benefit. This amounts to a majority of PCA residents receiving benefits from both pastoralism and existing land lease payments. But this alone, unfortunately, will not be sustainable in the future under the current status quo.

Population growth in the Greater Mara is estimated to be 8% annually, three times the national average. There will soon be too many people to rely on land parcels alone to generate sustainable income. Not only this, if economic pressures continue to push Maasai families to alternative land use like fencing for crops, wildlife will continue to be threatened in the surrounding conservancies, putting the entire existing system at risk.

(continued)



Pardamat Conservation Area



Due to its critical importance, Basecamp Explorer Foundation has provided funding to landowners to lease the most important wildlife corridors. These first phases of 16,500 total acres open to wildlife conservation have already seen enormous change in the habitat for wildlife, with a population of 2 resident wild dog packs totaling 16 returning after 30 years. There has also been an increase in sightings of lions, cheetahs, and elephants in the area.

PCA landowners also agreed to remove 30 existing fences to open an additional 4,163 acres. The covered wood has been recycled to use in a reforestation project, modeled after our initiative at Basecamp Maasai Mara, at community schools, churches, and clinics.

This spring, 78 cows in a pilot fattening program were sold for 3.79 million KES (~\$37,000 USD), and used to purchase a 2nd herd of 150 steers. This represents almost double the value of the

steers and is a positive step toward it succeeding as another revenue producing program.

But these strides toward humans, wildlife, and livestock living harmoniously together require heightened security efforts for the safety of all parties. PCA is currently protected by 20 rangers, who receive frequent training on how to handle incidents of human-wildlife conflict and other issues specific to the PCA model.

These trainings have resulted in swifter action when incidents occur and improved communication with Kenya Wildlife Service and the community. The force also recently received a new vehicle and 3 motorbikes to improve their ability to monitor the area.

We are also working to provide lion-proof bomas to keep livestock secure overnight. To date, 40 have been designated for installation in the second half of 2021.

To continue all of this work

and ensure PCA is financially sustainable in the long-run, a holistic approach is needed to address the urgent economic needs of the community to support conservation efforts. This must include for-profit tourism.



A traditional Maasai cow sells for ~30,000 KES (\$300 USD)



Cows from the fattening program sell for ~40,000 KES (\$400 USD)

At scale, this translates to a significant alternative revenue stream for landowners.



Reforestation



Our inaugural initiative, tree-planting, was established in 2000 to revive the Talek river ecosystem by addressing the pressing issues of deforestation, ground erosion, and illegal sand harvesting.

At the start of the year, an expert conducted a full analysis of our forest, which contains over 300,000 trees. This was done to prepare to scale a carbon credit program and promote the use of indigenous species, which is now the global consensus for successful large-scale reforestation programs.

Following the report, 24,312 exotic species in the forest were removed, and to date, 4,447 have been replaced.

The end of year target is to remove the remaining 19,688 trees deemed exotic through the extensive evaluation.

Additionally, we aim to plant an additional 75,000 trees in the Talek

area, which will require 70 acres. Negotiations with landowners are ongoing. The team has planted an additional 1,000 seedlings in already available plots.

A project manager has been hired to oversee the project in Talek, as well as its rapid expansion into Pardamat Conservation Area and the Loita Plains, where more land is available. The landowners in PCA, together with Basecamp

Explorer Foundation, have drafted an agreement and there is eagerness for the project.

Ultimately, in order to be successful in the long-term, we must educate local landowners on the importance of not only indigenous flora and fauna but to resist any deforestation, as it is cheaper to maintain an existing forest than to revive it.





Further Drought Mitigation



In 2018, the University of Notre Dame's Global Adaptation Initiative Index ranked Kenya 36th among all countries in vulnerability to climate change effects - and just 152nd in terms of preparedness to deal with these effects.

Kenya's average annual temperature has been increasing at a rate of 0.34 degrees Celsius per decade over the last 30 years, resulting in unpredictable weather patterns - prolonged drought in the dry season and dangerous flash floods in the wet season.

Meanwhile, in the Mara ecosystem, it is estimated that close to 90% of families still use unimproved water sources. There is an urgent need for systems to provide sustainable and equitable access to safe drinking water, particularly as the possibility of

dangerous drought increases. Increasing access to convenient sources of water not only impacts the health of the community, it also enables young girls to continue their education and mothers to participate in income generating activities.

A solution has been found in the form of community rainwater harvesting systems. Each structure consists of a slanted iron sheet roof raised on tall posts which drain water into a storage tank. The tanks are guaranteed for 20 years, and only cost \$100 per year to maintain.

Together with our partners, Basecamp Explorer built one such system in the spring at our Basecamp Maasai Mara camp - with a 1,500 square meter roof and 100,000 litre tank that

can support camp needs, 500 community members, and irrigate the new vegetable garden.

We also added an additional borehole, between Basecamp Maasai Mara and Leopard Hill Camp, that serves 1,500 people.

Looking ahead, we have plans to revive the Imbitin spring in Pardamat Conservation Area, which will pipe clean water to a school and additional access areas for the community.

This is in addition to the restoration of the Koiyaki natural spring, which will serve 1,500 community members with a sustainable source of clean water. We inaugurated this, pictured here, in November 2020.



Additional Climate Action Initiatives



As small trading and settlement centres in the periphery of conservation areas grow, poor waste management poses an increasing risk to wildlife and our rivers. Single use plastic can travel all the way to Lake Victoria from the Talek and Mara River. This year, we have ramped up our recycling efforts in Talek and 10 lodges bordering the Talek river, adding 4 new lodges and partnering with a new recycling center in Nairobi, Take Taka, to further efforts toward a more circular economy.

Since the beginning of the year, the project has collected 2,000 kgs of plastics from the Talek area and sent it to Nairobi for recycling. The project targets to expand its operation to PCA and Aitong to reduce single-use plastics. Our goal is to collect 1 ton of plastic bottles per month, translating to 4 tonnes per quarter.

We also refurbished the existing solar power systems at Basecamp Maasai Mara and Eagle View to ensure bare minimum use of the

back up generator, and made schedule adjustments to reduce power use. These camps also received new charcoal refrigeration systems, which provide effective cold storage of perishable foods, further reducing reliance on the solar systems. All our camps are using new eco-friendly (and COVID-19 certified) cleaning products for all housekeeping, kitchen, and food & beverage areas.

At Basecamp Maasai Mara, we will continue to expand our new vegetable garden - reducing the amount of outsourced

food production that must be transported by road to the Mara.

Finally, earlier this year, we also launched another exciting income-generating project for Maasai women in Talek area in order to diversify sources of income: beekeeping and the sale of honey. Not only is this an environmentally sustainable project, it further allows women to be included in important decisions regarding climate action, including the purchase of clean cooking materials and solar energy for their homes.





Basecamp Maasai Brand



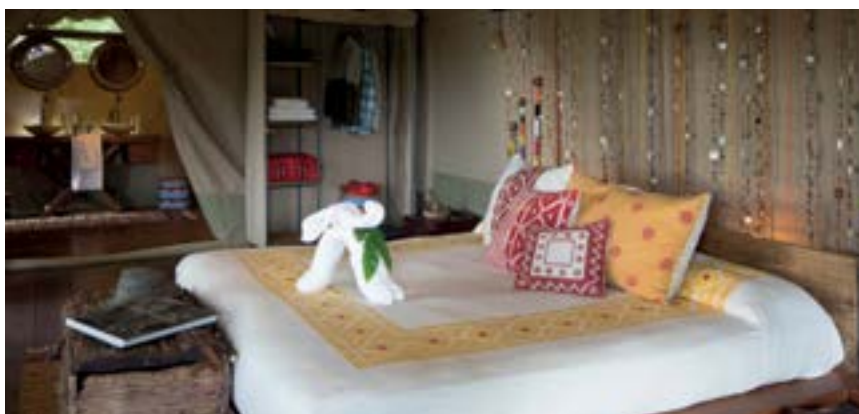
Basecamp Maasai Brand (BMB) is more than just an art and craft enterprise. These 158 local women have not only benefited from a steady stream of income for their families, and inclusion in key financial decision making, but also the growing societal recognition of their natural ability to thrive as entrepreneurs. They also advocate for young girls.

International support has been critical for the survival of the company, as up until COVID-19, the majority of sales were generated through local sales. Large orders from Kristiansand Norway, Dermanor, and Karisa Maasai Brand, allowed them to increase their revenues by over 2.3 million KES over last year. Basecamp Explorer is also utilizing

the products to redesign tents at its Talek Camp.

They also have been busy training: improving their techniques, making new designs, and using higher quality materials. This resulted in a consignment agreement with Angama Safari Camp, and, in August, a visit from two Fair Trade photographers interested in showcasing the products in German boutiques.

Basecamp's unwavering support for female leaders is also exemplified in our own company. We employ 40% of all female guides in the Mara. 25% of our camp managers and half of our assistant camp managers are women.



International sales and private orders are available year-round. It is a great way to continue to support the BMB mamas from afar.

Orders can be placed by contacting jemimah@basecampexplorer.com



Enjoolata! Centre at Basecamp Maasai Mara



“Enjoolata!” In Maasai language describes the joy felt when something hidden becomes known, when something concealed becomes revealed. The centre is founded on the idea that at any time, the next Enjoolata! moment could change the course of history.

An innovative and integrated centre, Enjoolata! includes two large exhibition rooms, showcasing the wildlife of the Mara, history of the Maasai, climate challenges and solutions initiated by Basecamp Explorer.

It also houses the BMB workshop and store, a video editing room for guests, a planned community radio station implemented by MMWCA, conference facilities, and a library, all which connect to an open courtyard for events and films.

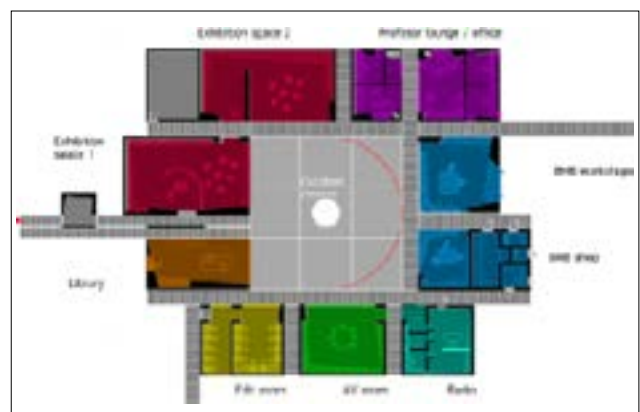
Enjoolata! is used as a training centre for primary and secondary students, as well as other youth. It is currently open to partners who would like to book for meetings and events.

This year, Maasai Mara Wildlife Conservancy Association has utilized the space for three conferences, and since its opening, hundreds of our own guests interested in learning more about Maasai

culture through the experience of hands-on bead working.

We are also in the final stage of developing a national and international sustainability education program, anchored at the Enjoolata!'s facilities. It will span the areas of the Mara community-based conservation model, livelihood improvement, rangeland management, and female entrepreneurship and be customizable for various groups in age and size.

The Enjoolata! serves as the heart of why we are here, from where all else flows.





Wildlife Tourism College of Maasai Mara



Increasing opportunity for Maasai youth has been a critical part of Basecamp Explorer's mission since our founding. The Wildlife Tourism College of Maasai Mara (WTC) will build on the legacy of the Koiyaki Guiding School, which has graduated over 350 trained Maasai safari guides since its opening in 2005, including many of our own guides.

The WTC not only relocates, expands, and greatly improves KGS, but also includes an international education and research centre for knowledge-seekers across the globe to study topics ranging from animal migration routes to anthropology and beyond.

The WTC will be unparalleled

in its approach to advanced curriculum, interdisciplinary learning, and cross-cultural immersion while facilitating the highest caliber research not seen elsewhere in East Africa. In addition to safari guiding, it will offer degrees in hospitality management, wildlife technician, and environmental studies - the latest in high-level training needed for future employment. A strategic partnership and student, teacher, and graduate exchange program with the leading Southern African Wildlife College (SAWC) as well as other participating Universities is planned. The WTC will also host researchers, with participants from 5+ key international institutions. Finally, its profit sharing model will support not only both local student scholarships and

operating expenses, but also the expansion and sustainability of Pardamat Conservation Area, where it will be located.

In 2020, capital funds for the initial construction were secured with leading support from Norad, LGT VP, AKO Foundation, and the Sinding and Indahal families, as well as operating expenses for the first three years of operation.

Ingrid Bull and Ajas Mellbye have designed the site, pro bono, that encapsulates the interconnected mission of the WTC.

In early 2021, ground broke on the project. It is expected to be operational by August 2022.



Maasai Mara Wildlife Conservancies Association

www.maraconservancies.org



Basecamp Explorer Foundation, through the support of our partners and alongside USAID, is the largest donor to Maasai Mara Wildlife Conservancies Association (MMWCA), which formed to provide additional comprehensive support to any current or future Mara Conservancy.

MMWCA has been focused on sustaining the Mara Conservancies throughout the pandemic with both National and International Institutions.

In June, USAID announced a USD\$2MIL project, Local Works, which aims to enhance the socio-economic growth and well-being of the local communities in the Mara landscape by improving the ecological integrity and economic value of the ecosystem. In August, Cabinet Secretary for Wildlife and Tourism Hon. Najib Balala today launched a €1.5 million support for Mara Conservancies from the German Government. The support is part of a €5m funding the German Government has advanced to the Mara through the Kenyan Government. The German Ambassador to Kenya, H.E. Annett Günther, attended the event.

They are also working to solidify new 25-year lease

agreements throughout the conservancies alongside expanding social and environmental projects.

This includes a focus on increasing women's participation in conservation and predominately male roles. This includes supporting 16 female rangers in the Mara, and conducting workshops to increase awareness. Finally, they continuously work to expand the area under conservation, and have made strong headway with landowners in the critical Nyekweri forest.





Our Targets



LIFE ON LAND

Secure **10,000 additional acres** in Pardamat Conservation Area for the free movement of wildlife.



CLIMATE ACTION

Continuing to support and scale **natural restoration of degraded land** in the Greater Maasai Mara.

Scale waste collection & recycling program in two large Mara settlements.

Expand access to clean water for an additional **5,000 community members**.

Reduce camp waste by **50%** and increase local food supply.



PARTNERSHIPS FOR THE GOALS

Through the Enjoolata! Centre and the Wildlife Tourism College partnership, establish Basecamp Explorer as a pioneer and **leader in education-based tourism**.

Directly impact over **20,000 additional community members** through large-scale livelihood improvement projects across the Mara.



Basecamp Groups Major Long-Term Partners

AKO Foundation
Aqua Nirvana Foundation
Born Global
Bull Arkitekter
C. Sinding Family
Derma Nordic
DIKU
Ecolux
FERD
Floriss
Hvitserk
Karisa Maasai Brand
Kristiansand Dyrepark
LGT VP
Mellbye Arkitekter og Interiør
MMWCA
Norad
Norfund
Norrøna
Odd Harald Hauge
R. Indahl Family
Summa Foundation
Terje Resell
YPSOMED



[Click image to play on YouTube](#)

Fernweh: German “Far Sickness”



In January 2020, a family of travel journalists visited Basecamp Maasai Mara and shot a truly beautiful video that features our sustainability projects and mission.

Thank you, Beyer Family!





**BASECAMP
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Join Us Today

To learn more about supporting these initiatives, please contact us.

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