



Impact Report 2023



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Our year In review



As the sustainability arm of our esteemed group of hospitality companies - the Elewana Collection, Sopa Lodges, Cheli and Peacock Safaris and SkySafari - we are honoured to share this report with you, highlighting our activities in 2023.

Sustainability remains at the core of our ethos, and this report reflects our unwavering commitment to integrating environmental, social, and economic considerations into every facet of our operations. At the Land and Life Foundation, we understand that our actions today shape the world of tomorrow. We are dedicated to minimising our environmental footprint, protecting biodiversity, and working closely with local communities to strengthen their resilience to climate change.

This year, we achieved significant milestones in our sustainability journey. By enhancing energy efficiency, reducing greenhouse gas emissions, and promoting renewable energy sources, we achieved a 10% reduction in carbon emissions across all our properties.

This report showcases our progress, achievements, and challenges as we strive towards our sustainability goals and our commitment to responsible corporate citizenship, transparency, and accountability.

We extend our deepest gratitude to our stakeholders, whose continued support and collaboration inspire us to innovate and lead in sustainability. Together, we can build a more resilient and equitable world.

Special thanks to our group of hospitality companies, whose contributions from bed night revenues cover all our operational and head office expenses, ensuring that 100% of every donation goes directly to the projects we support.

Thank you for joining us on this important journey.

Warm regards,

Nabila Wissanji
CEO, Land and Life Foundation

Our vision & mission

Mission

To harness the power of our group of companies to ensure that every guest's journey has a direct positive impact on our planet and its people.

Vision

A sustainable future where communities and wildlife thrive together across conservation areas, safeguarding our planet for generations to come.





Our purpose

We are committed to ensuring that best practices for sustainability and conservation are employed across the Group and that we are active agents of positive change in protecting Africa's environment and its communities. Our 3 P's strategic framework below, represents our commitment to environmental protection, social inclusion, and economic growth, guiding every project and program we undertake.



I. People

We focus on the well-being of individuals and communities that live in proximity to our camps and lodges, as well as those that are employed within the Group. This approach promotes community-driven development, recognising that sustainable and effective solutions are more likely to emerge when communities are active participants of the initiatives undertaken.



II. Partnerships

This pillar highlights the importance of working together with various stakeholders, including other organisations, communities, governments, and nonprofits. Building partnerships can lead to more effective and holistic solutions to complex challenges.



III. Planet

Promote practices and policies that are environmentally responsible, involving efforts to reduce carbon emissions, conserve natural resources, protect ecosystems, and promote sustainable development.

Where we operate

We operate in key wildlife areas like National Parks, National Reserves, and Conservancies. Our properties are strategically located near our projects, providing easy accessibility and logistical benefits. This enables our guests to immerse themselves in local culture and contribute to our sustainability and conservation efforts.

Property Kenya

Loisaba Tented Camp
Loisaba Lodo Springs
Loisaba Star Beds

Elsa's Kopje Meru

Elephant Pepper Camp

Sand River Mara

Tortilis Camp Amboseli

Amboseli Sopa Lodge

Project/School

Ewaso Primary School
Morijo Primary School

Ura Gate Primary School
Ololomei Primary School
Aitong Medical Centre
Embiti Primary School

Esiteti Primary School
Borehole & Permaculture
Tree Planting Project

Tanzania

The Manor Ngorongoro
Arusha Coffee Lodge
Tarangire Treetops
Kilindi Zanzibar

Ganako Primary School
Shanga
Randilen Wildlife Management Area
Kilindi Secondary School



Looking back at the past decade (2012-2022)



\$445,000

spent for construction and renovation at our partner schools



\$110,000

spent on scholarships



268

students awarded with scholarships



\$330,000

used to support school fees, salaries, and repairs benefitting **750** students



736

students attended Wildlife Warrior Program retreats



11,000+

people received medical support



\$85,000+

spent on medical camps in the Mara North



880+

students in Meru benefitted from a school feeding program



3,000+

people received emergency food support in Amboseli



\$36,000+

spent on conservation support



300,000+

seedballs distributed



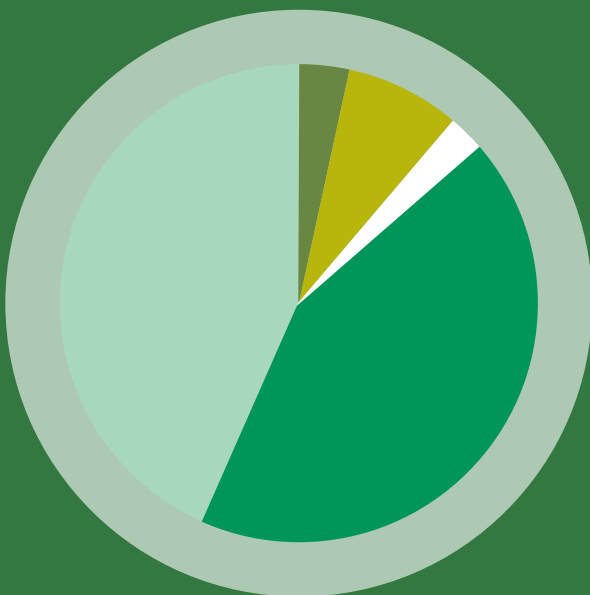
60+

turtle nests protected

2012-2022 Summary

Direct program expenditure

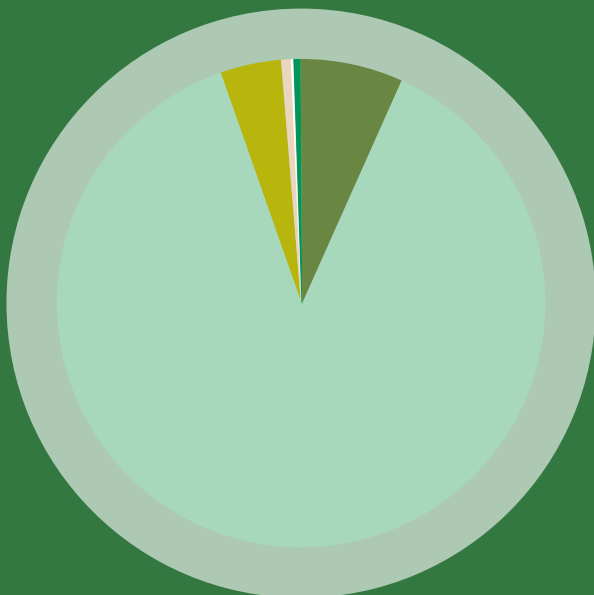
Over the 10 year period in question, L&L spent **\$1M** towards its programmes, broken down into the specific categories shown below:



- School Infrastructure and Support \$456,430
- Scholarships and Training \$447,243
- Medical Support \$83,639
- Conservation \$36,108
- Community Support \$25,418

Indirect contribution to conservation

\$45 million spent through the payment of park fees, rents and levies was also made through the Elewana Collection in the period 2012-2022 in addition to the direct program expenditure by Land and Life. These funds go directly into the reserves, conservancies, parks and wildlife management areas to cover costs related to protecting critical wildlife habitats, security and anti-poaching efforts, education funds and other community projects



- Conservancy & Park Fees \$40,292,904
- Rents \$3,046,485
- Tourism Fund & Levy \$1,942,549
- Land & Life Foundation \$281,614
- Assets acq to support Conservation \$237,288
- Donations & Education Support \$25,837

2023 & Onwards

In line with our strategic pillars, the 3 Ps' (People, Partnerships & Planet), and after much deliberation and consultation, we have decided to focus our priorities and core programme activities on the following three main areas:



1. Environmental management & conservation

- i) Reduce Greenhouse gas (GHG) emissions
- ii) Conduct environmental management audits
- iii) Protect land and biodiversity through conservation

2. Impact driven community development

- i) Support local communities to build improved food security, economic empowerment and climate resilience.
- ii) Provide scholarships and mentorship programs for high school students.
- iii) Ensure fair employment opportunities for local communities

3. Social enterprise growth & support

- i) Promote Shanga and increase the number of disabled people being employed
- ii) Commit to at least 90% of products in the retail shops across the properties being handmade and produced in the region
- iii) Engage with organisations to support sustainable and local supply chains.

2023 in Summary

1. Environmental management & conservation

Overall goal: To achieve net zero emissions and support efforts to ensure communities actively participate in conservation efforts and reap the benefits from this.

In 2022, we actively started our journey towards net-zero emissions and reducing our environmental impact. Key initiatives included measuring greenhouse gas emissions and conducting internal environmental management audits at each of our properties.

1.1 Carbon footprint measurement



Developed in-house carbon footprint calculator



Two complete years' worth of carbon footprint data



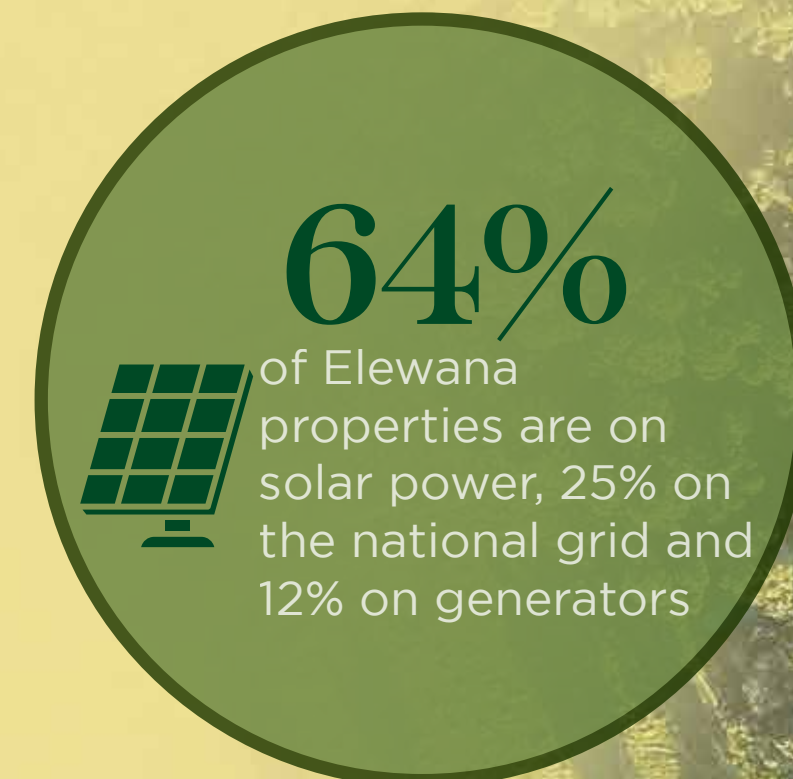
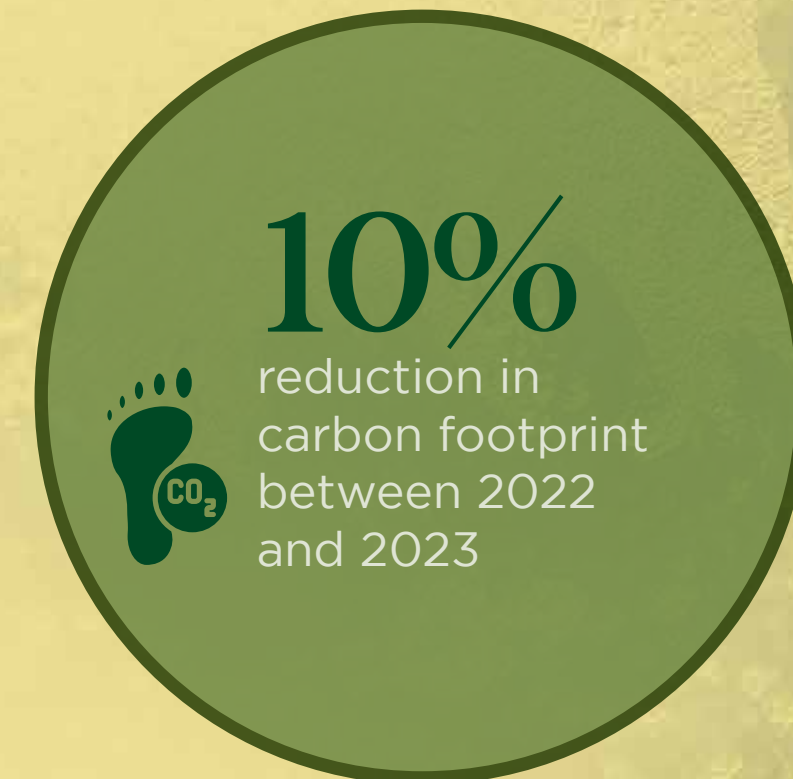
This data is instrumental in enabling individual properties to reduce their activities contributing to greenhouse gas emissions



In the last quarter of 2023, Sand River Mara successfully installed a Photovoltaic (PV) and Battery Energy Storage System (BESS). The property's carbon footprint is projected to decrease by 45% in 2024

1.2 Environmental management audits

We developed a comprehensive internal audit tool that assesses each property's effectiveness in 12 critical areas. Through this process, quantitative scores are generated that serve as critical benchmarks in our sustainability journey, providing clear indicators for areas of improvement and guiding our ongoing efforts towards environmental responsibility.



1.3 Conservation efforts



Through the Elewana Collection and Sopa Lodges’ lease, and conservation and park fees, we contributed to the conservation of **3 Million ha** of critical wildlife areas in Kenya and Tanzania



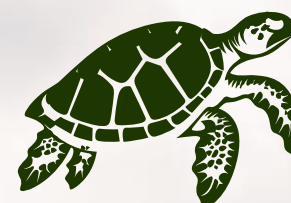
\$ 7 million in fees go directly into the reserves, parks, conservancies and wildlife management areas to cover costs related to protecting critical wildlife habitats, security and anti-poaching, and more



Additional funds were also directed towards Human-Wildlife Conflict prevention through partners in sensitive areas that are seeing a rise in this conflict which impacts local communities lives and income



Launched Indigenous Tree Planting Projects at Amboseli Sopa Lodge and Lake Nakuru Sopa Lodge to increase vegetation cover, local biodiversity, and soil health, by planting various Acacia species and Olea africana



Supported a protected section of the beach used as a turtle hatchery near Elewana’s AfroChic Diani, which successfully hatched **13** turtle nests and released **1186** turtle hatchlings into the Indian Ocean



2. Impact driven community development

Overall goal: To improve the quality of life of the communities we operate in while ensuring that they ultimately become the owners of these efforts.

2.1 Provision of clean running water at Esiteti primary school, Amboseli



Provided to over
800 + students
1000 + Individuals
\$66,000 + was spent



Constructed wildlife
and cattle water
troughs at a suitable
distance to reduce
human-wildlife
conflict



Paid community labour was
used wherever possible to
dig the trenches for the
water pipes and build rock
walls etc



School kitchen
gardens irrigated



2.2 Education & school infrastructure



10 students graduated from secondary school through our scholarship program



\$12,000 allocated to scholarships, benefiting 35 students who received either full or partial funding



\$82,000 in funding supported **800+** students at Esiteti Primary School, covering their school fees, staff salaries, and maintenance costs



50 new desks provided at Ura Gate Primary School in Meru.



3 classrooms and toilet blocks built at Ganako Primary School in partnership with the county government in Ngorongoro.

2.3 Other programs



Emergency food aid for **3,000+** community members provided in Amboseli



Various school supply donations across all partner schools delivered including sports equipment, sanitary ware, and school supplies



140 students and teachers in Loisaba benefitted from a school feeding program



680+ students and teachers at Esiteti Primary School in Amboseli received daily hot meals

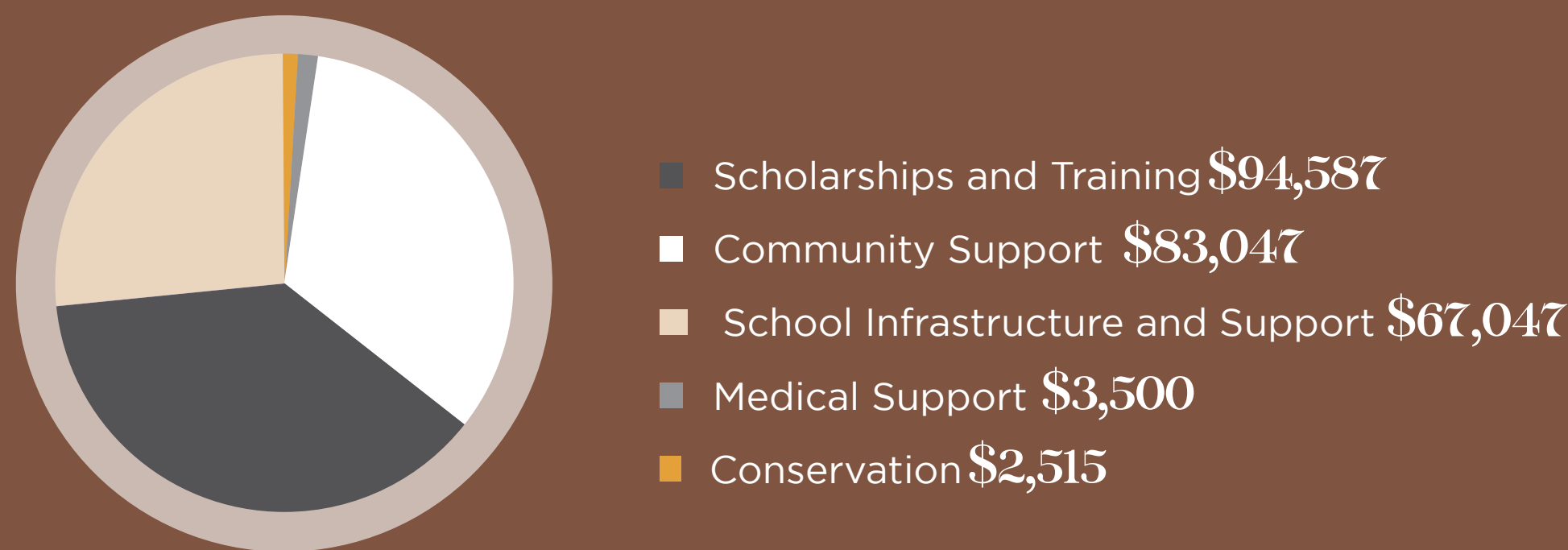


A mentorship program was launched for scholarship students at **2** of our properties

2023 Summary

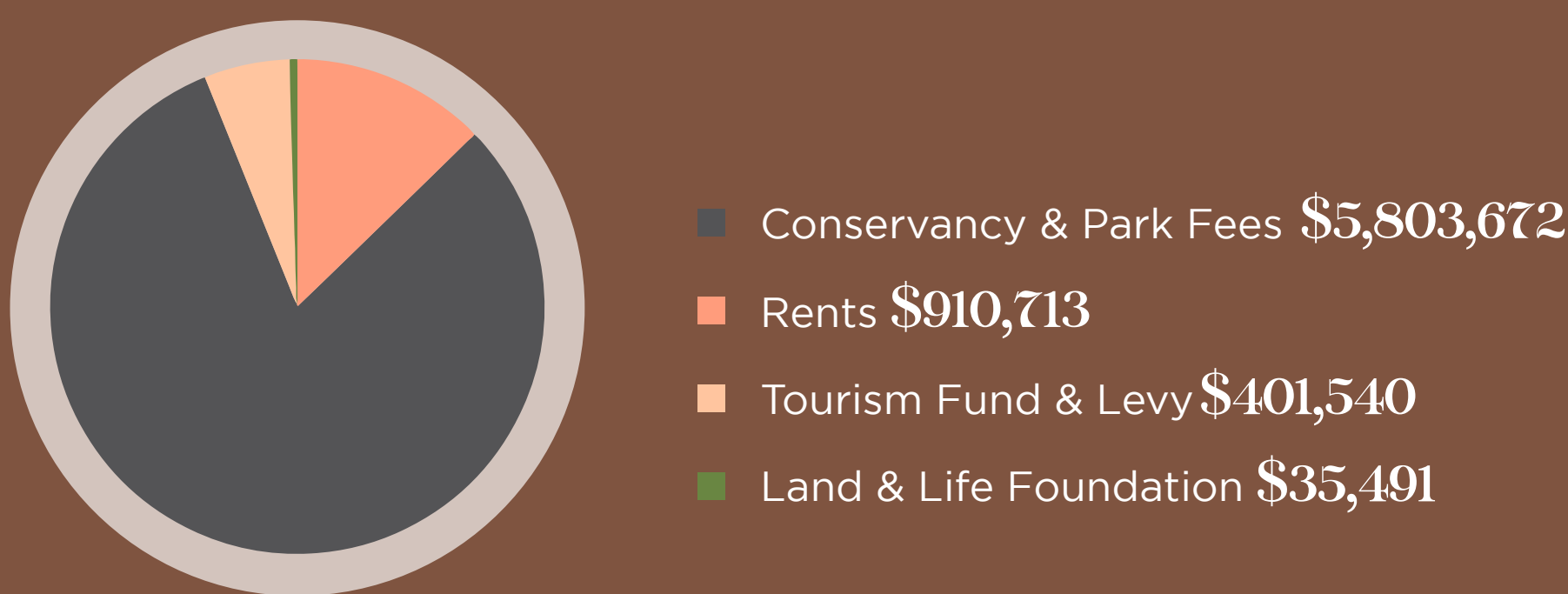
Direct program expenditure

In 2023, L&L spent over **\$250,000** towards its programmes, broken down into the specific categories shown below:



Indirect contribution to conservation

\$7 million through the payment of park fees, rents and levies was also made through the Elewana Collection in 2023 in addition to the direct program expenditure by Land and Life. These funds go directly into the reserves, conservancies, parks and wildlife management areas to cover costs related to protecting critical wildlife habitats, security and anti-poaching efforts, education funds and other community projects



Social Enterprise & Livelihood Growth

Overall Goal: Meaningfully impact the lives of people living with disabilities as well as those from economically underserved communities.

3.1 Shanga

Shanga, an artisanal social enterprise known for its exquisite glassware, jewellery, and woven homeware, joined the Elewana Collection in 2017. It offers unique handmade gifts while prioritising sustainability through recycling of materials.

Located within Elewana Arusha Coffee Lodge, the enterprise embodies the principle of “Ability over Disability,” demonstrating this commitment in every facet of its operations. Shanga’s mission extends beyond providing employment; it seeks to dismantle the barriers and stigma faced by individuals with disabilities in East Africa. By fostering a safe and supportive work environment, Shanga enables marginalised individuals to contribute meaningfully to their families and communities.



Shanga provides an exceptional mission employing people with disabilities in creating unique art and gifts. The tour is inspiring, and the products are high quality. It was a pleasure supporting these artists.



What an incredible initiative! An experience not to be missed in Arusha. Humbled and blessed by the privilege of a day spent at Shanga and all the amazing people who work there.



This may be the most off-the-beaten track, unexpected, unintended creative training program and place of employment for people with disabilities that I have encountered in the world!



54 people
Shanga employed
32 of whom
were people with
disabilities



18 tons
of used glass
per year is
recycled
on average



35,500 litres
of waste oil was
used to run the
glass-blowing
furnaces and related
equipment



\$576,335
Shanga's gross
revenue for 2023



30%
increase over the 2022
gross revenue



16,392
visitors were received
at the workshop
and shop

All profits generated are reinvested into the enterprise, supporting ongoing skills development and growth. From its modest beginnings with a small team, Shanga has evolved into a self-sustaining social enterprise, continuing to empower its workers and enrich its community.

3.2 Property retail stores

In 2023, we made a commitment as a company to ensure that moving forward, at least 90% of the products in our retail spaces across the properties are handmade and produced in the region.

- Focus on handmade regional products that have social impact, are environmentally sustainable and benefit communities on the ground.
- Partnering with local communities and small enterprises neighbouring the properties to design and create local high-quality guest gifts which are then purchased by Elewana
- Supporting exchange visits between community groups and between community groups and Shanga, to foster skills development and an exchange of ideas related to artisan products such as beading, dressmaking, soap making and more

3.3 Supporting local & sustainable supply chains

In our efforts to enhance sustainability in our supply chain, reduce our carbon footprint and support local communities and businesses, we have engaged in several initiatives, especially in our food offerings at the properties, including:

- Collaborative local partnerships in regenerative farming practices without the use of antibiotics and hormones and a focus on local season produce.
- Local fresh sourcing and reduced dependence on imported tinned food items.
- On-site 'shambas' growing certain produce in-house, reducing waste and improving ingredient quality.
- Removing all products with palm oil.



Our commitment to future generations



Committing to future generations involves taking steps today that ensure a better, more sustainable, and more equitable world for those who come after us. Sustainability for us is about ensuring the long-term viability of our operations by considering their environmental, social, and economic impacts.

Our sustainability journey has come a long way, and we strive to improve our practices daily. We pledge to continue supporting the communities and wildlife in the areas we occupy while making a meaningful impact.

The impact we make in any community drives our decision-making and project implementation. This ensures that each community within our reach benefits tangibly from our projects. We want future generations to experience the intrinsic beauty of East Africa's landscapes, people, and wildlife. That's why we stand by our vision to create a sustainable future for the communities and wildlife with whom we share this land.

How you can help



Find us on social:

 @landandlifefoundation

 @landandlifefoundation

Partners

