

LAND AND LIFE FOUNDATION

Elewana Collection | Sopa Lodges | Cheli & Peacock Safaris| Explorer

SUMMARY IMPACT REPORT 2024





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LAND & LIFE FOUNDATION

Our Vision is a sustainable future where communities and wildlife thrive together across conservation areas, safeguarding our planet for future generations.

The Land and Life Foundation serves as the sustainability arm for our family of brands, steering our commitment and dedication to best practices in sustainability in East Africa. Our Purpose is to actively drive positive environmental and social change across all our properties' operations, ensuring that we contribute meaningfully to the well-being of the ecosystems and communities that we operate in.

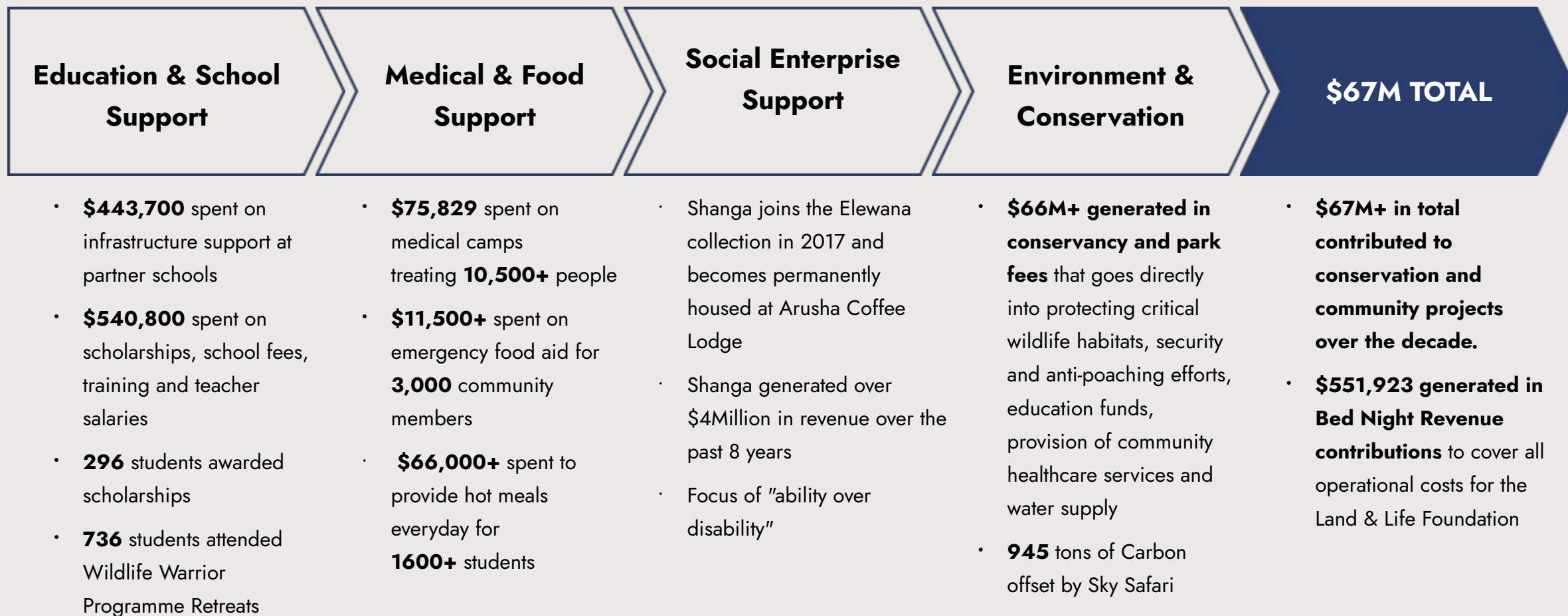
We strategically operate within key wildlife areas, including National Parks, National Reserves, Conservancies and Wildlife Management Areas. Our projects are deliberately positioned near our properties where possible, to optimise accessibility and logistical efficiency. This approach enables our guests to deeply engage with the local culture while actively supporting our sustainability and conservation initiatives.

We are proud to confirm that our operational costs are entirely funded by bed night contributions from the Elewana Collection, Sopa Lodges, Cheli and Peacock Safaris and Explorer. In 2024, the amount generated in bed night revenues was \$235,000.

Therefore, every cent of every donation we receive is fully invested into our projects, ensuring that every contribution makes a direct and meaningful impact.



THE PAST DECADE IN REVIEW 2013-2023



STRATEGIC PILLARS

Best practices in sustainability encompass a range of strategies and actions aimed at reducing environmental impact, promoting social responsibility, and ensuring economic viability. These practices are designed to support long-term ecological balance and resource efficiency. Our three strategic pillars - people, partnerships, and planet - serve as the foundation of our mission and activities



People:

Emphasises our commitment to fostering a diverse and inclusive environment, ensuring that we support the well-being and development of our employees and the communities we serve.



Partnerships:

Highlights the importance of collaboration with various stakeholders, including other organisations and community groups, to drive collective impact and advance shared goals for sustainability.



Planet:

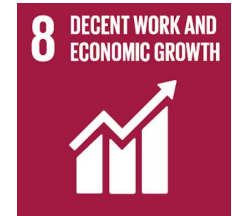
Reflects our dedication to environmental stewardship, guiding us to implement sustainable practices that minimise our ecological footprint and promote the health of our ecosystems.

ALIGNMENT WITH UN SDGS

Every project or program we undertake is guided by our 3 strategic pillars (People, Partnerships & Planet), contributing to 9 of the 17 UN Sustainable Development Goals (SDGs).



People



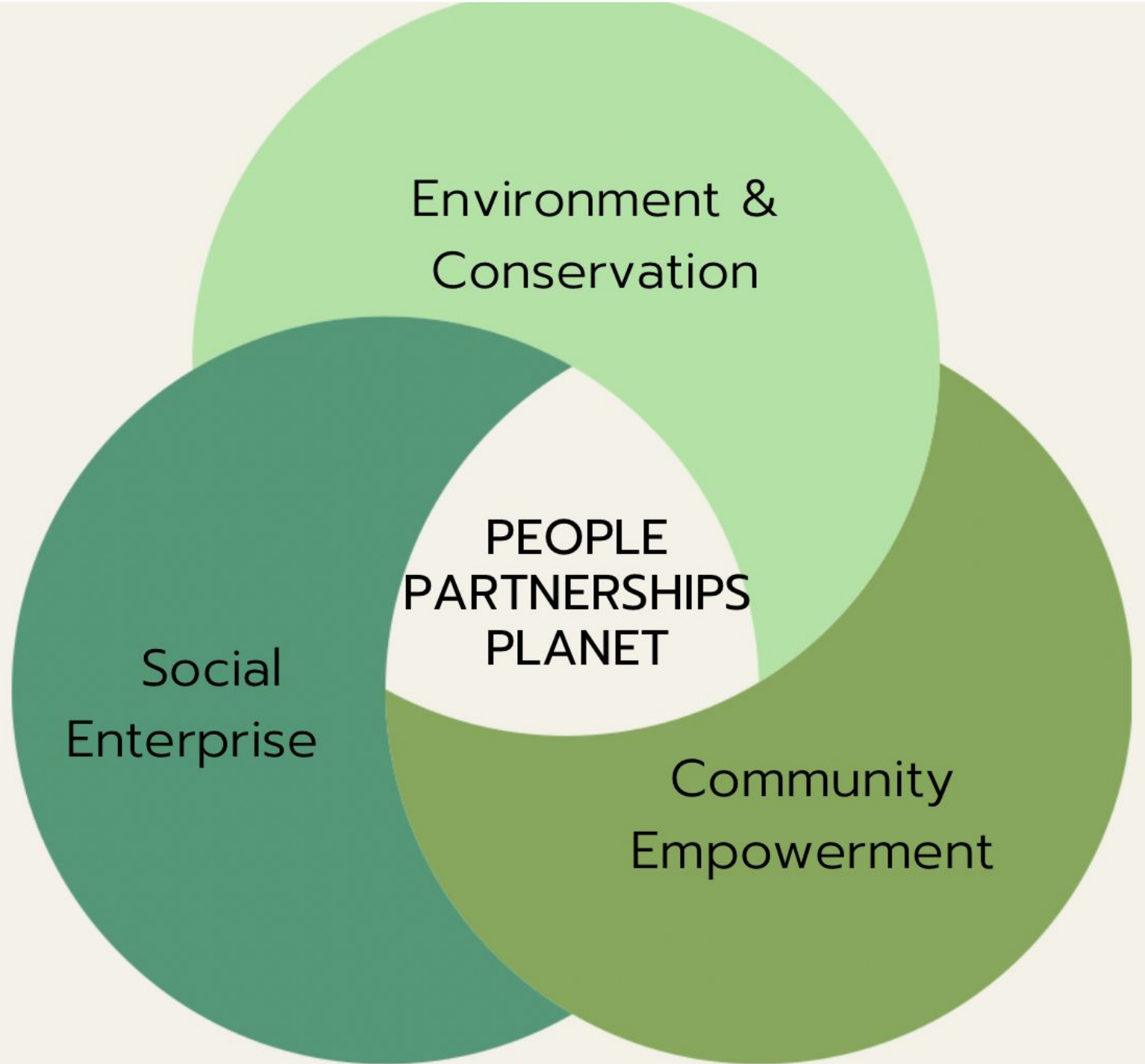
Partnerships



Planet



2024 PRIMARY FOCUS AREAS





PEOPLE: Community Empowerment

1. Job Creation & Economic Impact

2,236 direct jobs sustained by the Group supporting over 10,500 livelihoods.

> \$ 5M + generated in conservancy and park fees in 2024, directly funding wildlife conservation, anti-poaching, habitat restoration, community infrastructure development, local employment and community health and education outreach.

Growth of ancillary supply chains in agriculture, transport, and local craftsmanship through the tourism sector.

2. Education

\$78,000+ spent on **30** scholarships and school fees for 800 children, including training and teacher's salaries

\$3,000 spent on school infrastructure including the provision of 50 desks and a water tank in 2024

\$2,700 generated for school fees and school wildlife clubs through the "Art for Conservation: Canvas for Change" programme launched in 2024

3. Empowerment & Inclusion

950 girls and women benefited from reusable sanitary towel distribution

1200 community members trained on menstrual health and hygiene in an effort to reduce stigma and increase awareness.

2000+ individuals benefiting daily from the provision of clean water supply in Amboseli through the solarisation of a second borehole in 2024

\$71,000 spent on school feeding programmes with nearly 2,000 children being fed daily hot meals

1200 women received training in financial literacy and artisan skills development in Loisaba in 2024 (*see case study below*).

1,000+ patients received cataract surgeries through the free clinic sponsored in Loisaba with conjunction with the Pankaj Foundation

\$3,000 spent in HPV testing kits in the Mara North

20 Youth supported to participate in a two day Conservation Conference in Arusha, Tanzania

Case Study: Chui Mamas – Empowering Women & Protecting Wildlife

The Chui Mamas, a women's empowerment group in Laikipia, is transforming lives through entrepreneurship and conservation advocacy. Comprised of over 1,000 Maasai women from communities facing high levels of human-wildlife conflict, drought and other challenges,, they have built sustainable livelihoods by engaging in beading, soap-making, dressmaking, and tailoring. These crafts provide economic independence while preserving their cultural heritage.

In 2024, Land and Life trained over 1,000 women in financial literacy, product design and development and marketing skills for their locally produced products.

Recognizing the impact of Land & Life Foundation, a Chui Mama member expressed:

“Land & Life has given us the opportunity to expand our skills and improve our lives. With their support, we have learned not only how to grow our business but also how to protect the wildlife that shares our land.”

Beyond their entrepreneurial success, the Chui Mamas are active conservation ambassadors, educating local communities on the importance of coexistence with wildlife. Their efforts help mitigate conflict, ensuring that conservation benefits both people and nature.

This initiative showcases how empowering women with skills and economic opportunities leads to stronger conservation efforts and more resilient communities, reinforcing SafariCo's commitment to sustainability and inclusive growth.



**CHUI MAMA'S FINANCIAL
LITERACY AND PRODUCT
DESIGN TRAINING**



MENSTRUAL HEALTH CAMPAIGN
COMMUNITY AND SCHOOL WORKSHOPS





PARTNERSHIP: Social Enterprise

Shanga isn't just a workshop, it's a movement.

Since 2007, it has provided dignified employment for people with disabilities, incorporating recycled materials into glassware, handmade jewelry, and textiles.

Shanga became part of the SafariCo Group in 2017 as part of their commitment to supporting sustainable social enterprises and providing long-term stability. Located on the grounds of Elewana Arusha Coffee Lodge, Shanga's open workshop includes areas for glass-blowing, weaving, sewing, Tinga Tinga painting, bead-making, and metalwork, with a shop displaying their handmade products (*see case study below*).



Shanga's Impact in 2024

54 people

Employed at Shanga in 2024, of which
60% are people living with disabilities

20% return

>20% net profit margin generated annually with profits being reinvested back into the Land and Life Foundation

18 tons

Of glass recycled annually

35,500 litres

Of waste oil used to power the furnaces - which would otherwise have ended up in a landfill

>US\$ 4m

Generated in total revenue over the past 8 years

Case Study: Shanga's Transformative Impact on Winfrida's Life

Winfrida's journey embodies Shanga's mission of empowering individuals with disabilities through sustainable employment and skill-building. Before joining Shanga, she faced significant barriers in finding meaningful work. However, through Shanga's inclusive training programs in beadwork, weaving, and glassblowing, she not only developed valuable skills but also found a community that recognized her potential.

Reflecting on her experience, Winfrida shares:

"Shanga has given me more than just a job, it has given me confidence and the ability to support myself. I feel proud to be part of a team where I am valued and where I can inspire others."

Through Shanga, Winfrida has gained financial independence, self-confidence, and a renewed sense of purpose, demonstrating how inclusive employment models can break barriers and uplift communities. Her story is a testament to Shanga's commitment to creating lasting social change while promoting sustainability.

From Waste To Works Of Art: Inside Tanzania's Shanga Workshop

Lippe-McGraw, J. (2025, March 4). Forbes

<https://www.forbes.com/sites/jordilippemcgraw/2025/03/04/from-waste-to-works-of-art-inside-tanzanias-shanga-workshop>

SHANGA OVERVIEW



PLANET: Environment and Conservation

1. Protection of Critical Biodiversity & Wild Spaces

2.2M hectares of key wildlife areas protected.

\$79.2M invested in park fees, funding conservation, anti-poaching, and habitat restoration in the last decade.

21 Northern Black Rhinos translocated to Loisaba Conservancy, restoring the species after 50 years of absence (*see case study below*).

Protection and Expansion of habitat areas

In Rwanda, at the new Elewana Primates Camp for example, we will **reforest 4000 hectares** of land in conjunction with the government. In addition, over **6000 hectares of land** is also leased with no further plans for development in the Masai Mara and Amboseli regions in order to protect wildlife corridors and untouched spaces.

750 + trees planted by staff and guests across our properties in 2024

Compliance to International Standards of Best Practice for Environmental and Safety laws and regulations across all new construction sites, including mechanisms to track risks and to ensure Climate Mainstreaming Strategy is adhered to.

Sustainable construction practices and supply chains with green design principles aligned to IFC's Edge certification process. Recently, the newly renovated Serengeti Explorer Lodge has creatively repurposed large quantities of old building materials, and the upcoming Ngorongoro Explorer is set to follow suit. For instance, old roofing shingles are being reimaged as exterior wall cladding, offering an innovative and sustainable design solution.

2. Carbon Reduction & Renewable Energy

A reduction in SafariCo's carbon footprint by 19% in 2024 with a total Carbon Footprint of 5,926 tCO2e, from the baseline year (2022).

All off-grid Elewana properties have PV solar installations to mitigate fossil fuel consumption.

> \$ 1M invested in renewable energy installations since Covid

388+ tons of carbon offset through SkySafari in 2024.

85% on property diesel consumption reduction at Sand River Mara in 2023/24 through PV solar installations.

3. Eco Ratings & Sustainability Initiatives

Global Sustainable Tourism Council (GSTC) recognised certification across all our Kenyan properties and GSTC aligned accreditation in the Tanzanian properties.

Internal Environmental Audits conducted at all properties in 2024

Zero-waste commitment - No single-use plastics, composting initiatives, and recycling programs across all properties reducing landfill waste.

380+ lodge staff trained in natural resource management and sustainability in 2024.

Case Study: A Historic Rhino Relocation for Conservation Impact

In a historic conservation milestone, Elewana, in partnership with key conservation organizations, successfully translocated 21 critically endangered Northern Black Rhinos to Loisaba Conservancy early last year—restoring the species to a landscape where they had been absent for 50 years due to poaching and habitat loss.

Tom Silvester, CEO of Loisaba Conservancy, emphasized Elewana's crucial role:

"The partnership with Elewana has been invaluable in making this relocation possible. Their commitment goes beyond luxury safaris; they actively support sustainable wildlife conservation that benefits both the environment and local communities."

This project not only enhances biodiversity but also strengthens anti-poaching efforts, community engagement, and long-term sustainability. At the heart of this conservation victory lies Elewana Collection, the sole provider of accommodation in Loisaba, ensuring that guests experience the significance of this achievement firsthand. Through this initiative, Elewana continues to demonstrate its commitment to wildlife conservation, working alongside global and local stakeholders to ensure that future generations can witness the majesty of these incredible creatures in the wild.



RHINO RELOCATION
LOISABA

LOISABA CONSERVANCY
KENYA

LOOKING AHEAD

Looking ahead, the Group are expanding our luxury safari footprint into new greenfield developments in key conservation areas across East Africa with 6 new camps and lodges expected to be added to the portfolio.

Over the next five years, the Land and Life Foundation is also expected to receive an additional \$5 million in bed night fees, separate from existing revenue which covers operational costs. This new funding will allow us to significantly expand our community and environmental programs, driving lasting positive change and making a meaningful impact on the landscape and in the communities for future generations.

Together, are shaping the future of travel in East Africa as we continue redefining luxury and sustainable tourism.

