

LAND AND LIFE FOUNDATION

2025 HIGHLIGHTS



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 2025, the amount generated in bed night revenues was over **\$258,000**.

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

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:

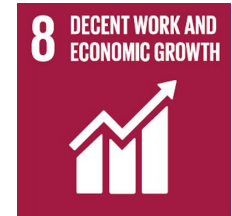
Reflects our dedication to environmental stewardship, guiding us to implement sustainable practices that minimise our ecological footprint and promote the health of our ecosystems.

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



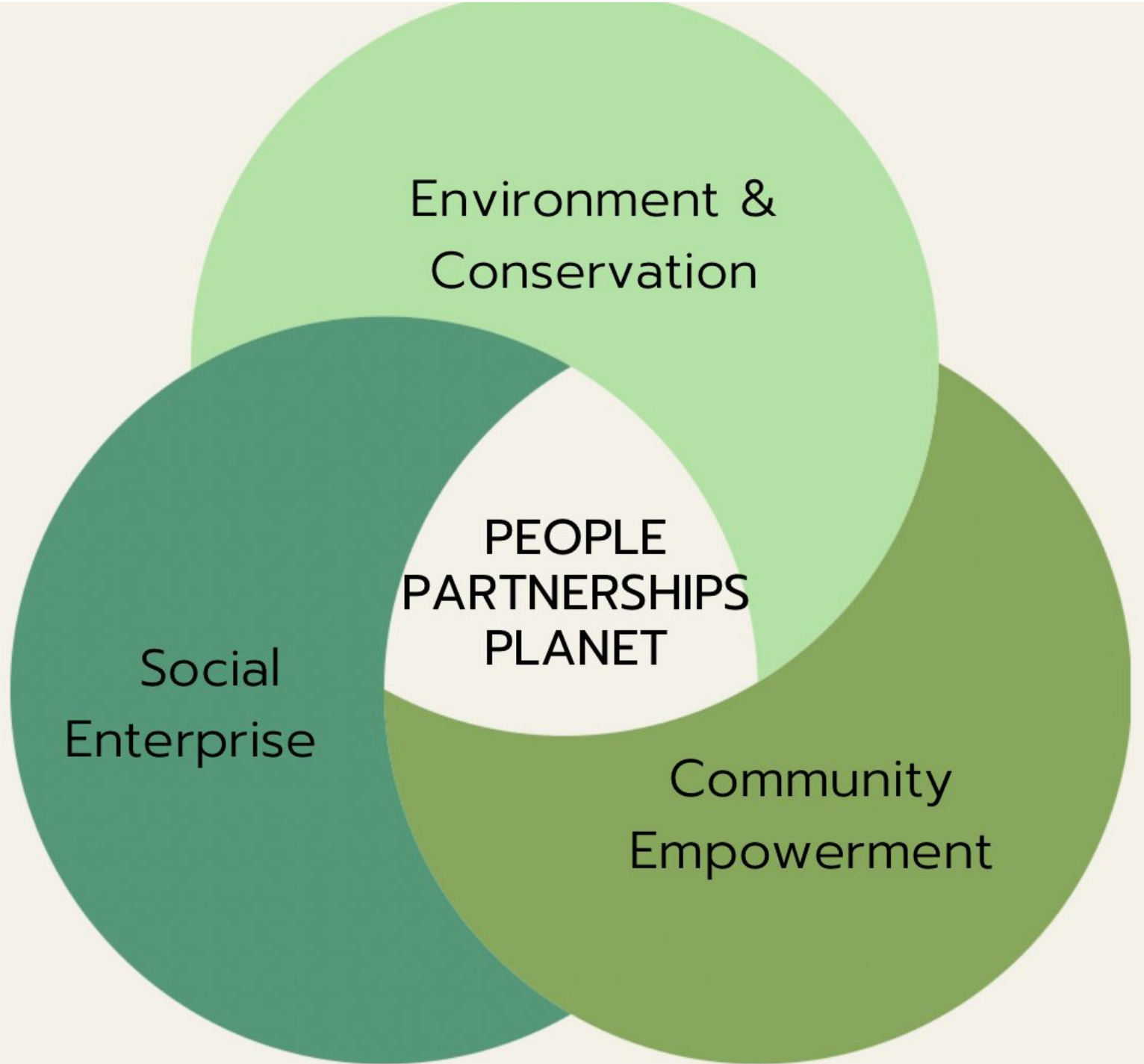
Partnerships



Planet



2025 PRIMARY FOCUS AREAS



PEOPLE: Community Resilience & Empowerment

1. Job Creation & Economic Impact

2,381 direct jobs sustained by the Group supporting over 11,100 livelihoods.

> **\$7M** generated in conservancy and park fees in 2025 by Elewana, directly funding wildlife conservation, anti-poaching, habitat restoration, community infrastructure development, local employment and community health and education outreach.

2.

Education

32 scholarships supported for school fees and tertiary education

Over **\$16,000 USD** spent on school infrastructure including the provision of desks, computers and sports equipment.

\$15,000 generated for school fees and school wildlife clubs through the “Art for Conservation: Canvas for Change” programme launched in 2024. 102 children participated in this programme

3. Empowerment & Inclusion

1500 girls and women received reusable sanitary towel kits

2500+ community members and children 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 perpetuity

23 women received on-going training in financial literacy and artisan skills development in Amboseli in a continuous programme to improve income generating activities



Art for Conservation: Canvas for Change

Canvas for Change has proven to be a powerful platform for engaging young people in conservation through creativity. By combining art, environmental education, and community partnerships, the programme has empowered students at three schools in Amboseli to express and better understand the conservation challenges facing their landscapes.

Importantly, the initiative has generated tangible financial impact, with over nearly USD 20,000 raised through the sale of printed greeting cards and tote bags featuring the students' artwork, purchased by guests at our properties. These funds directly support school fees and wildlife clubs, strengthening access to education while nurturing the next generation of conservation stewards.

See [link](#) for photos





PARTNERSHIP: Shanga

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 2025

67 people

Employed at Shanga in 2025, 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

30 tons

Of glass recycled in 2025

35,000 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, with gross revenue at \$760,800 in 2025

Shanga Team Building

At Shanga, we believe the greatest impact is created when people come together—not only to work, but to connect, learn, and grow as one. Our recent two-day team-building experience was a celebration of inclusion, creativity, and shared purpose. Thoughtfully designed and professionally delivered, it created space for meaningful connection, laughter, and collaboration across the entire team.

The programme was intentionally structured to ensure that everyone could participate fully, with activities adapted for both able-bodied and differently abled team members. This inclusive approach reinforced one of Shanga's core values: that every individual, regardless of physical ability, has something valuable to contribute. By designing activities that welcomed different strengths, paces, and ways of engaging, the experience fostered a strong sense of belonging and mutual respect.

Through creative group challenges, hands-on projects, and interactive games, team members stepped outside their usual roles and explored new skills. Glassblowers tried weaving, beaders experienced glassblowing, and colleagues using wheelchairs were supported to engage in new workspaces and activities. There were no time pressures or rigid expectations—only encouragement, collaboration, and curiosity.

The experience strengthened bonds across departments, roles, languages, and abilities, offering new perspectives on the patience, skill, and dedication behind each craft. Captured by a professional photographer, the moments of learning and connection continue to inspire the team long after the event.

The result was a more connected, motivated, and unified Shanga team—one that truly reflects the power and value of inclusive collaboration.

Please see the [link](#) to the video here

Additional Shanga Highlights in 2025

1. Glass Bridge Programme

In November 2025, Shanga had the great honor of hosting a special creative partnership that brought together global craft traditions and community-centred ingenuity through the Glass Bridges. For ten days, master glassblowers from Murano, a place world-renowned for centuries of glassmaking excellence - travelled to Arusha to work side-by-side with the artisans of Shanga. Under the guidance of Venetian masters, this unique workshop united two distinct artistic worlds: Murano's deep historical techniques and Shanga's inventive approach to recycled materials. More than a technical exchange, this collaboration was a meaningful cultural dialogue. It was an invitation to explore how creativity crosses boundaries, enriches communities and opens new possibilities for expression. The Shanga workshop buzzed with energy, curiosity and new friendships as skills were shared, stories were exchanged, and common ground was found in glass. See video on next slide [Link](#) to photos here

2. Feature in Forbes - in March 2025. Please see link [here](#)

3. Training of women's group at Tarangire Treetops

Shanga had the privilege of supporting the artisans at the Maasai Boma near Elewana's Tarangire Treetops by sending our talented beaders to offer training, share new techniques, and help refine their beautiful craft. In 2025, the mamas at the boma requested a top-up training session. We sent Happy, one of our incredible team members, and the experience was nothing short of special. As a fellow woman and artist, she connected deeply with the ladies at the Boma. They exchanged stories, skills, laughter. The bond between Shanga and this Boma is a meaningful one. Our shared roots go deep, and it's always an honour to work together, uplift each other, and create something lasting — not just in craft, but in community. (RHS photo)



Glass Bridge Program



PLANET: Sustainable Environment and Conservation

1.

Protection of Critical Biodiversity & Wild Spaces

2.2M hectares of key wildlife areas protected.

>\$80 M invested in park fees, funding conservation, anti-poaching, and habitat restoration in the last decade.

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.

Over **6000 hectares of land** is also leased in the the Masai Mara and Amboseli regions with no further plans for development in order to protect wildlife corridors and untouched spaces.

All new construction sites comply with **international best-practice standards for environmental and safety laws**, supported by risk-tracking mechanisms and adherence to the Climate Mainstreaming Strategy.

In 2025, Elewana Collection strengthened its green design approach through **IFC EDGE**, a global green building certification developed by the World Bank Group. EDGE supports cost-effective reductions in energy, water, and embodied carbon. Elewana now has three in-house trained EDGE experts driving continuous improvement across our properties

2.

Carbon & Renewable Energy

Elewana reduced its carbon footprint by 8% in 2025, to a total of 2,092 tCO_{2e}, down from 2,280 tCO_{2e} at the 2022 baseline and representing a further 4% reduction from 2024 (2,195 tCO_{2e}).

Carbon footprint for our entire family of brands decreased by **22%** from the 2022 baseline year.

\$225,000 invested in renewable energy and energy-efficiency upgrades in 2025, with over \$1M invested since COVID.

290+ tons of carbon offset through SkySafari in 2025.

5% continuous reduction on diesel consumption at all Elewana properties in 2025.

67% of Elewana properties use PV solar as their primary power source, while 20% are connected to the national grid, which is supplied by over 90% renewable energy.

3.

Eco Ratings & Sustainability Initiatives

Global Sustainable Tourism Council (GSTC) recognised certification across all properties with 8 receiving a gold rating 7 receiving the equivalent of silver.

Zero-waste commitment - composting initiatives, recycling programs, and no single-use plastics across all properties reducing landfill waste. Waste in Kenya is recycled with Taka Taka Solutions. Plastic waste in Tanzania is recycled with Green Venture.

148,000 litres of rain water harvested, **80% of properties** have vegetable gardens and **50% have zero-energy charcoal fridges** for storage of vegetables and fruits

1,400+ lodge staff trained in natural resource management and sustainability in 2025, with over 204 hours of training logged.

Additional highlights in Sustainability

Our Group, through the Land and Life Foundation, is proud to be a **signatory of the Glasgow Declaration on Climate Action in Tourism**, reinforcing our long-term commitment to climate responsibility within the hospitality sector. Guided by our Climate Action Plan, we have committed to a **minimum 5% continuous annual reduction** of the Group's carbon footprint relative to our 2022 baseline, with the goal of achieving a 40% reduction in greenhouse gas emissions by 2030. We are already on track toward this target, having **achieved in 2025 a 22% reduction in our Group carbon footprint from the 2022 baseline**.

Our commitment to responsible design was also recognised nationally when Elewana Collection was named **1st Runner Up in the Nature, Heritage, and Tourism category at the Kenya Green Building Society (KGBS) 2025 Conference & Expo**. This award reflects our dedication to embedding sustainability in both design and daily operations.

Across our portfolio, sustainability performance remains strong: of 15 properties, 8 achieved Gold ratings and 7 achieved Silver ratings under Ecotourism Kenya and Responsible Tourism Tanzania (RTTZ). Together, these milestones demonstrate a measurable commitment to protecting the landscapes, wildlife, and communities that define our destinations.

