

*Asilia*

GENUINE SAFARIS | GENUINE DIFFERENCE

PI

POSITIVE IMPACT REPORT  
VOLUME 1

TOGETHER, WE CAN HAVE A POSITIVE IMPACT IN EAST AFRICA.  
WITH THE SUPPORT OF OUR IMPLEMENTING PARTNERS AND YOUR CONTRIBUTIONS,  
HERE IS WHAT WE HAVE ACHIEVED IN THE LAST YEAR.

THANK YOU FOR YOUR SUPPORT.



## OUR STORY

### ASILIA AFRICA IS ONE OF EAST AFRICA'S LONG-STANDING SAFARI COMPANIES

Meaning 'genuine' or 'authentic' in Swahili, we've built a reputation for incredible safari experiences and our unwavering commitment to empowering both people and nature alike in the region.

Asilia was built by passionate people with deep roots in East Africa's original family-run safari companies: Rekeru Camp in 1986 and Oliver's Camp in 1992. In 2004, they combined their experience, family spirit and commitment to East Africa and formed Asilia. Together, they sought to offer safari experiences paired with conservation efforts that bring meaningful change to the region. Today, we are a fast-growing, leading safari operator, employing nearly 1,000 people in 19 bespoke camps and lodges in Kenya, Tanzania and Zanzibar.

Staying in our camps is only half the story when you join Asilia on safari. We believe that tourism should be used for good and, when

practised responsibly, can be a driving force in both the conservation and development of East Africa. This belief guides everything we do — from where we source our energy and materials used at camps, to how we hire and empower local staff and work alongside community and conservation programmes.

When you choose Asilia for your safari holiday, you're supporting these efforts and many other conservation initiatives across some of East Africa's crucial wilderness areas.

Our promise to you: A genuine safari that makes a genuine difference.

## OUR VISION

To empower the crucial wilderness areas in East Africa to thrive, benefitting local people and nature alike.



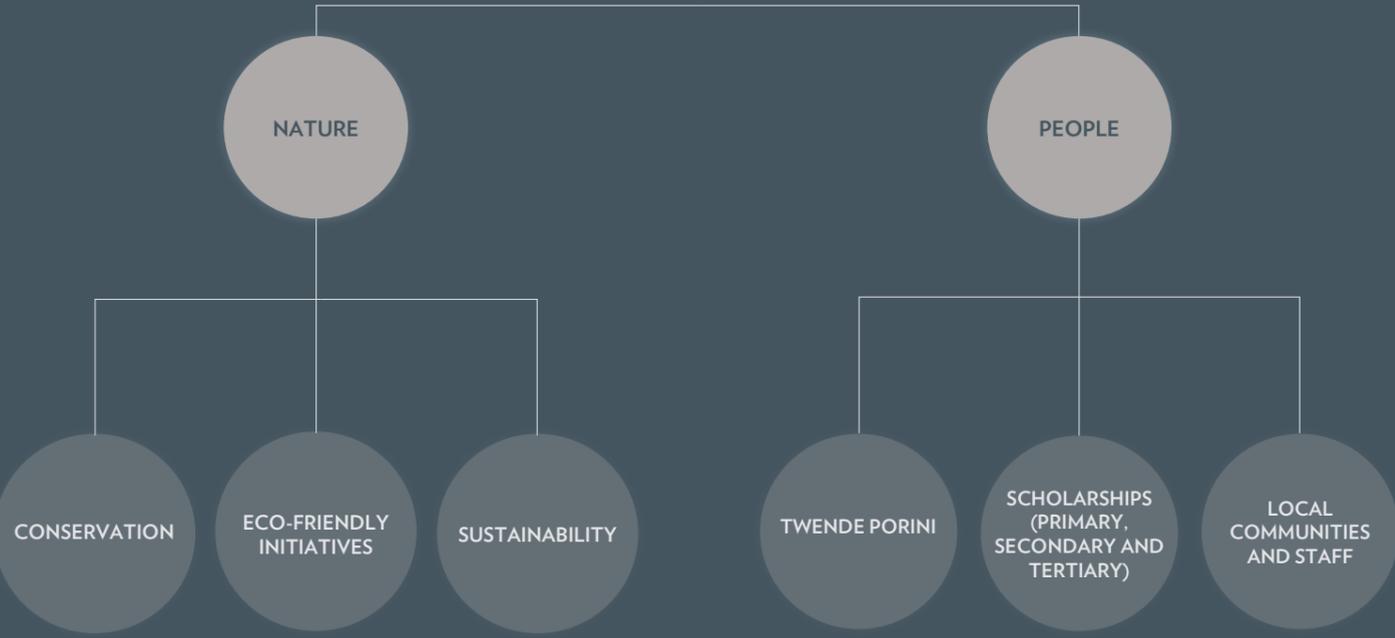


# OUR APPROACH

In East Africa, growing human populations often conflict with the conservation of the natural environment. Asilia's Positive Impact work supports projects that equally work to improve the lives of local people and protect surrounding nature. With the support of key implementing partners, we have adopted an 'areas approach,' whereby we consider how to holistically protect whole areas and ecosystems at a time. Together, we look beyond the core wilderness areas of our camp locations to include the buffer zones and corridors that sustain these regions. In a world where pockets of protected wilderness are becoming smaller and smaller, natural passages are essential to keeping these core wilderness areas intact. Your contributions support our implementing partners — experts in the areas, local people and ecosystems in East Africa — and their programmes that address educational, social and economic development of local communities, as well as conservation issues within these regions.

## AREAS

- Masai Mara
- Oi Pejeta Conservancy
- Serengeti National Park
- Tarangire National Park
- Rubondo Island National Park
- Ngorongoro Conservation Area
- Ruaha National Park
- Selous Game Reserve
- Zanzibar



## OUR IMPLEMENTING PARTNERS

We couldn't achieve our goals in Positive Impact without the help of our implementing partners. Asilia's Positive Impact team builds relationships with various nonprofit community development and conservation organisations on the ground that we call implementing partners. Working hand-in-hand with these organisations, we're able to best understand the needs of the regions where we operate to help support projects aligned to our Positive Impact goals.

SERENGETI CHEETAH PROJECT

SOUTHERN TANZANIA ELEPHANT PROGRAM  
**STEP**

SIMANJIRO GRAZING EASEMENT PROJECT

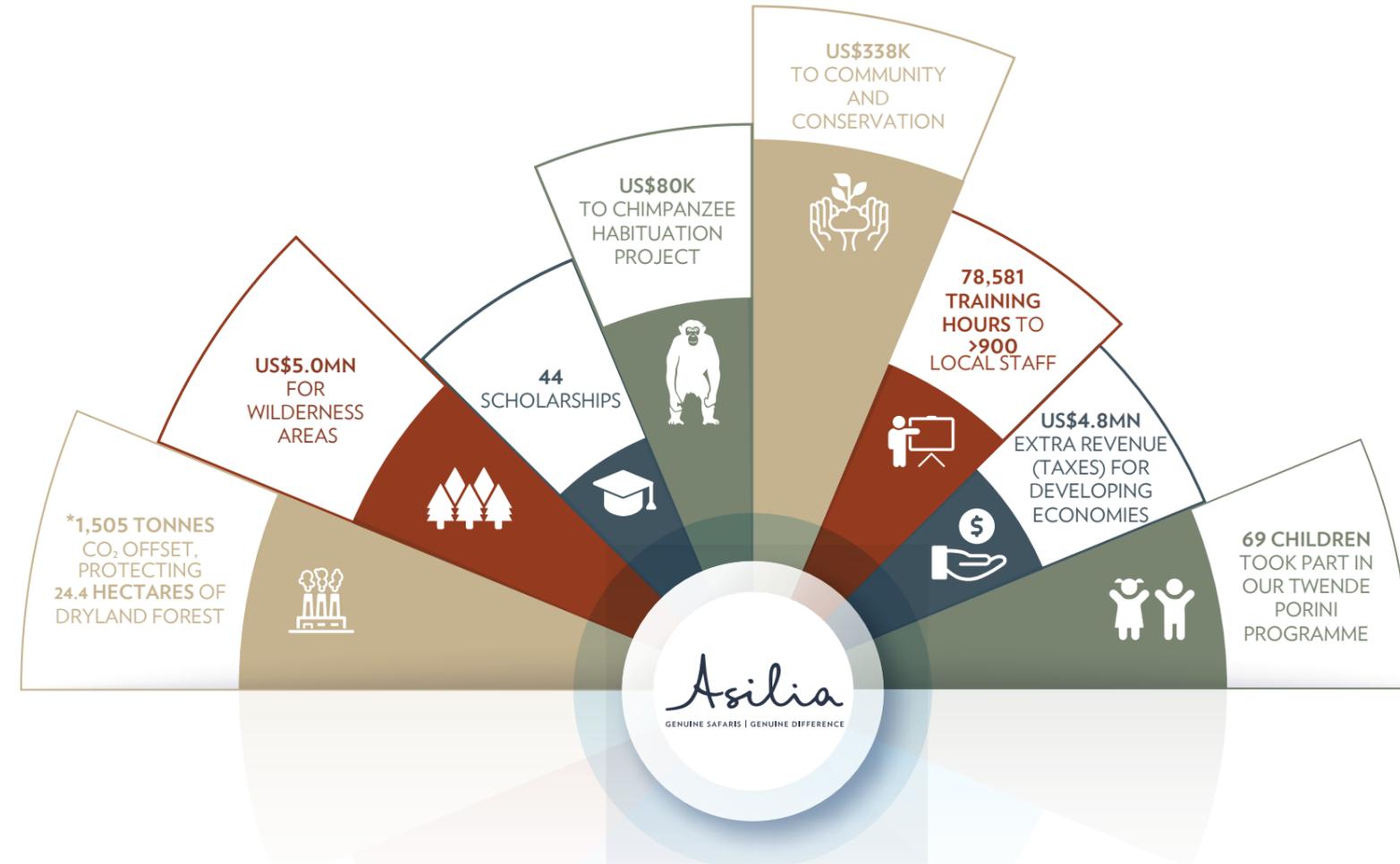


Kamitei Foundation



# OUR POSITIVE IMPACT CONTRIBUTIONS

## REPORTING ON AUDITING FIGURES FROM JUNE 2018-MAY 2019



*\*The total company carbon footprint, including safari operations, management flights and electricity in offices is 1,505 carbon tonnes.*





## MAA TRUST

### SUPPORTING FEMALE ENTREPRENEURSHIP WITH THE MAA TRUST

The Maa Trust works with community-owned conservancies in the Masai Mara in Kenya to support the protection of wildlife, Maasai culture and ecosystems. Through research-based evidence and community feedback, the nonprofit's funds are directed to develop alternative sustainable livelihoods, water and health projects and education and skills initiatives that empower local Maasai community members to support the conservation and development of their region.

Asilia has worked with the Trust's Maa Beadwork social enterprise since 2016, employing local women to create hand-beaded items to sell to tourists and nearby camps to purchase for sale to their guests. In the past year, Asilia's contributions have supported microfinance training for 579 women — including training on loans and savings pools — as well as capacity building outreach in water, sanitation and hygiene; human-wildlife conflict prevention measures; nutrition; and first aid, reaching 800 households.

Narropil, a 31-year-old Maasai mother of four, has worked with Maa Beadwork for seven years. From the income she's earned through her handicraft skills, she has been able to invest the money she's earned in starting a business selling shukas (traditional brightly colored fabrics worn by the Maasai people), shoes and other items on market days, helping provide for her family.

"With the regular income I earn, I'm now able to pay for my children's school fees and uniforms," Narropil says. "As a family, we are now able to afford most of our needs and my work is helping transform our family for the best."

Since Maa Beadwork's inception in 2013, it has grown substantially and is now reaching financial sustainability, employing nearly 600, who in 2019 earned US\$34,000.

To learn more about the Maa Trust, visit [themaatrust.org](http://themaatrust.org).





## TRAINING AND DEVELOPMENT

### INVESTING IN LOCAL TALENT TO LEAD ASILIA CAMPS

Asilia is committed to hiring and training local village and community members across our 19 properties in Kenya, Tanzania and Zanzibar. We employ 30 percent of our staff from local communities, and 30 percent of our managers are female. We have also increased our total staff count of continental citizens to 99 percent, with less than 1 percent from outside of Africa.

The 2018-19 year brought a record-breaking number — nearly 80,000 hours — of training, development and upskilling of our staff in four key programmes: Asilia Assistant Manager Training, Asilia Guide and Walking Guide Training, Asilia Chef Training, and Asilia Waiter/Service Training. With our total annual training hours up 65 percent from the previous year, the impacts are seen not only across our game drives and the hospitality guests receive on a daily basis, but also on the education, income and wellbeing of our staff and their families and communities.

Meet Moinga Timan, our head guide at Kimondo. Hailing from a remote corner of the Eastern Serengeti in Tanzania, Moinga's family is from one of the few actively practising Maasai clans, called the Purkos. As a boy, his mother boldly enrolled him in school, where he was chosen by the Tanzania National Parks Authority to take part in organised trips to the national parks. It was there he discovered his love for wildlife and dream to work in guiding.

At the age of 20, Moinga was selected among 500 applicants to join the Asilia Guide Training programme. Upon completing the intense training, he received a final placement in the Serengeti. Since then, Moinga has progressed from trainee guide to lead walking guide and has also served as head guide in several camps across the Asilia portfolio. In 2019, he was voted the Best Male Safari Guide of 2019 and at just 27, enjoys a rewarding career doing what he loves — introducing guests to the wildlife of his home country.

## KEY TRAINING OBJECTIVES AND HIGHLIGHTS IN 2018-19

### ASILIA ASSISTANT MANAGER TRAINING

The Asilia Assistant Manager Training programme was implemented in May 2015 and has been successful in empowering local citizens to fill positions of leadership in the hospitality industry. To date, 16 candidates have qualified and operated as assistant camp managers across Asilia's portfolio. The programme runs over a 12-month period divided into three terms, during which candidates progress through three levels. Course candidates cover all aspects of safari camp management — from basic stock control all the way through to different cultures of our international guests. We believe that our camp leadership is fundamental to getting the basics right with our hospitality staff, evident in our genuine hospitality culture and family feel at camp.

### ASILIA WALKING GUIDE TRAINING

Since implementing this programme in 2015 at Ruaha National Park, Asilia has trained and certified 12 new walking guides, significantly increasing the number of Tanzanian-born walking guides — a role previously predominantly held by foreign guides. Asilia walking guides have been trained in line with industry best practice through a one-year vocational programme. The result is an industry-recognised graduate walking guide, competent in leading guests on safe walks in the bush areas where big game animals reside. Since the first course completed in 2015, Asilia now has a citizen walking guide in each region where camps offer walking safaris. The Asilia Walking Guide Training programme is regarded as the benchmark in East African walking guide training.

### ASILIA CHEF TRAINING

The 2018-19 year saw an increased focus on the training of Asilia's chefs and on our in-camp food offering. Head Chef Trainer Ryan Weakley has consolidated training with annual comprehensive chef-training courses conducted across the group. This is followed up by continual, on-the-ground training with trainers travelling across camps and conducting on-site training sessions. This has resulted in vast improvements in both the food offering and costs, as well as teaching an invaluable skillset to locally trained camp staff.

### ASILIA WAITER/SERVICE TRAINING

In line with other training disciplines, Asilia waiter training quickly followed in the footsteps through formal waiter training courses for both new and existing waiters. Annual recruitment sessions for new, locally based staff were also formalised. Presently, we have trained over 140 staff, all hired from nearby communities to our camps, and our feedback on food and beverage service is the highest it's ever been. Asilia also makes use of Lobster Ink, a leading online training platform that accelerates learning and builds workforce capacity. The Lobster Ink learning library and training platform continue to be highly beneficial in improving English language ability among service staff and see increased traction throughout the group.

# MARA ELEPHANT PROJECT

## PROTECTING EAST AFRICA'S MAJESTIC WILDLIFE WITH THE MARA ELEPHANT PROJECT

An East African safari isn't complete without a sighting of the African elephant. However, in recent years, the elephant population in the Greater Mara ecosystem in Kenya has been heavily threatened by land encroachment, forest degradation through grazing and fires, illegal timber logging and heavy wildlife poaching. Asilia is proud to work with the Mara Elephant Project (MEP) since 2018 to help protect these majestic creatures and conserve the greater Mara ecosystem.

At the backbone of the project are the over 50 rangers in MEP's patrol units who work to protect elephants and conserve one of Kenya's most important ecosystems. They are at the forefront of anti-poaching and de-snaring operations, as well as human-elephant conflict mitigation. MEP rangers work in difficult conditions — often living out in the field for months at a time — and need to know that their families are taken

care of in order to focus on their job. One of the largest costs for parents living and working in Kenya is education and MEP rangers are no exception. In the last year, Asilia has helped fund MEP's Ranger School Fees Program, providing school fees in full for up to two children of each ranger. This offer extends to primary, secondary, university or vocational education and includes boarding and day school.

"MEP's rangers are vital to the conservation of the Mara ecosystem," Marc Goss, the CEO of MEP says. "MEP is constantly looking into programmes to incentivize [our rangers] and funding their children's education with the support of Asilia is a great way to begin."

To learn more about the Mara Elephant Project, visit [maraelephantproject.org](http://maraelephantproject.org).



# OUR ACCREDITATION AND HOW TO DONATE

## ASILIAGIVING

AsiliaGiving is our online donation platform for the implementing partners we work with. Every Asilia guest automatically makes a donation of US\$5 per person per night to AsiliaGiving when staying with us. We ensure that 100 percent of these contributions reach the field projects of our community development and conservation implementing partners.

## HOW TO DONATE

For those who wish to donate, please visit our online donation platform at [asiliagiving.org](http://asiliagiving.org).



Responsible Tourism Tanzania (RTTZ) audited eight of Asilia's camps in the country – Dunia, Namiri Plains, Oliver's, Little Oliver's, Sayari and the Olakira, Ubuntu and Kimondo Migration Camps – for sustainability and awarded them Tree Level, the highest fully qualified level of sustainability. We have since introduced our own eco-performance for internal use to ensure we adhere to the standard set out by RTTZ.



Asilia Africa remains the only safari company in Africa certified by the Global Impact Investment Rating System (GIIRS). With a Platinum level rating, we have further raised the bar by improving our GIIRS score by four points in the 2018-19 year, putting Asilia in the top 10 percent of recognised impact companies worldwide.



We offset 1,505 tonnes of CO<sub>2</sub> in East Africa for the first half of the financial year of 2018-2019. This is the equivalent of taking about 80 mid-sized cars off the roads for one year. As a result, we were able to protect approximately 24 hectares of dryland forest in the Yaeda Valley, home to East Africa's last remaining hunter-gatherers, the Hadzabe.



All of our camps in the Mara – Encounter Mara, Mara Bush Houses, Naboisho and Rekeru – have been recognised at the highest level of Gold Eco-Rated by Eco Tourism Kenya.



As a result of receiving Tree Level ratings in Tanzania and Gold Level ratings in Kenya, all of the aforementioned camps have been recognised by Fair Trade Tourism as leaders in sustainable African tourism. A recent study found that Asilia is far ahead of its competitors with nearly 50 percent of its portfolio accredited to global sustainability levels.



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For more information, please visit [asiliagiving.org](https://asiliagiving.org)