



Table of Contents

Vision and mission	2
Foreword	3

Ecosystem Management

Natural Resource Management: Mara Naboisho Conservancy	4
Natural Resource Management: Maasai Mara Wildlife Conservancies Association (MMWCA)	4

Nature Showcase Project

Reforestation – Re-wild the Mara	5
Waste Cleanup & management	6
Water Catchment: Cleaning and community sharing	6

Community Vocational Training and Capacity Building

Basecamp Maasai Brand (BMB)	7
Koiyaki Guiding School (KGS)	7
Enjoolata Awareness & Training Centre	8
Looking ahead	8

Economic Sustainability

The Profit Aspect	9
Partner with us	13
Our 20 Year Celebration	14
Awards and recognition	15

Our Vision and Mission

Basecamp Explorer Kenya (BCEK) delivers on triple bottom line, anchoring our result to the UN- SDGs framework, as well as telling a global story - a key part of our storytelling universe.

Vision statement

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

Mission statement

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

Brand Positioning Statement

Unique experiences and tailored comfort for tourists, protecting and showcasing the most breath-taking locations around the world.

Tagline / Slogan

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Through Maasai Eyes

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Foreword

We are delighted to present our 2018 sustainability report in which we highlight our efforts in sustainability over a 12-month period. In the past year, we strengthened our relationship with our key partners and with the local Maasai community further advancing our commitment to sustainability. We continue to look at how our everyday activities can address the challenges experienced in Masai Mara and aim to have an impact that reaches beyond the Mara region.

With about 5,000 guests a year, Basecamp intends to be carbon positive inclusive of all guest travel by the end of 2019. In our efforts to achieve this goal while addressing climate change, we had planted and protected 140,000 trees by the end of 2018, an increase of more than 20 percent in tree cover in 2018 alone. With these number of trees, we are able to absorb about 50,000 tons of carbon. This would not be possible without the support of our partners.

The local Maasai women in the Basecamp Maasai Brand (BMB) – now in its 15 year of successful operation - increased their product line with more designs translating to sales both in the online platform and through the curio shop in Masai Mara. This helped BMB achieve and surpass the 2018 annual budget of USD 80,000. For the Maasai women, this is not just revenue earned from sales, it is the key to a better life and the ability to provide food, clothing, healthcare and education for their children. In 2018, one of the local Maasai women bought 15 solar panels to light up her homestead, a demonstration of how the sale of unique beaded items can transform one's life.

Today, we are particularly conscious of how much plastic comes in and out of our camps in the Mara. We have collected 2,000 bags of plastic waste – equivalent to about 16 tons of plastic, from our camps and the neighboring Talek village, making it more cleaner than it was previously and the community more aware of how to properly dispose waste.

Even in Masai Mara, we face the global challenges at a significant level. Despite the local challenges the impact is global and this is what we aim to do even with the solutions we provide. Addressing such issues requires creating awareness and inclusive participation right from the heart of Masai Mara. With your assistance we continue to address these areas as we further our commitment to creating a positive community as well as a better place for wildlife to thrive and people to live.

Svein Wilhelmsen
Founder, Basecamp Explorer /
Chair Basecamp Explorer Kenya

Jeremiah Mutisya,
CEO, Basecamp Explorer Kenya

Ecosystem Management

Mara Naboisho Conservancy

Security in the conservancies requires a number of factors to ensure its success one of which is improved infrastructure. In Naboisho Conservancy, a number of infrastructural areas have been addressed making it easier and better to monitor movements within the conservancy.

Roads were repaired after the long rains in 2018 and with a communication tower set up at Enor Onkon, rangers can now communicate with ease throughout the conservancy on 2-way walkie talkies. 3 new barriers have been set up in the conservancy. On the western side of the conservancy, the Seketa/Ngila area now has a barrier and staff quarters that can host rangers full time. Additional barriers include Ilbaan on the South Western side with a ranger's post and manned full time as well as the Olesere barrier on the North Western side of the conservancy that includes staff quarters.

Maasai Mara Wildlife Conservancies Association (MMWCA)

In 2018, the Maasai Mara Wildlife Conservancies Association's (MMWCA), main focus areas was in strengthening already existing institutions including Koiyaki Guiding School, the Mara Discovery Centre, Masai Mara University and the Mara Training Centre by building capacity and developing curriculum so as to have better skilled students from these institutions.

With the support of Basecamp Explorer Foundation (BCEF), Oslo - Norway and DIKU - Norwegian Agency for International Cooperation and Quality Enhancement in Higher Education, MMWCA is providing livelihood support for the local Maasai community. In addition, MMWCA aims to diversify revenue streams within the conservancies through the establishment of livestock enterprises in Pardamet Conservancy. This enterprise will be in addition to a similar establishment in Mara North Conservancy.



Basecamp Nature Forest – Rewild the Mara

Since its establishment 20 years ago, the Basecamp reforestation area has grown significantly and now holds about 140,000 trees comprising of 62 different species that have been planted and protected over the years.

With the support of Ypsomed AG and other CSR Partners, in 2018 alone, Basecamp planted about 25,000 trees with an additional 70,000 seedlings ready for transplanting at the onset of the along rainy season in March/April 2019. The trees planted in 2018 increase the total number of trees planted and protected by more than 20 percent.

Impact of the plantation

Ecological Impact

- Improved rainfall and climate change mitigation
- Preserve more than 62 plant and 304 bird species currently existing in the area.

through creation of employment as well as improving the economies and livelihoods of the surrounding communities.

- Restoration offers new livelihood opportunities for forest dependent communities (possibility of beekeeping)
- Provision of wildlife with food, shelter and breeding grounds. Some species also find a safe haven away from their predators within the forested areas.

Impact on research

- Create an ecosystem for bird watching, study of bird species, their behaviors & international conservation concerns
- Enhance research on socio-economic, ecological & medical values of local plant species
- Enhance research opportunities on animal, plant diversity, species and carbon sequestration biosystems



Waste Cleanup & Management

As a sustainable organization, we are now more conscious of how much plastic we use on a day to day basis. The introduction of glass bottles in the camps has considerably reduced the number of plastic bottles required.

We have collected about 2,000 bags of plastic - equivalent to about 16 tons, from our camps and the neighboring Talek village, making Talek much cleaner than it previously was. In addition, we have also collected 20 to 30 bags of metallic bottles and 500 sacks of tetra pack packaging. With the participation of the local community, the Basecamp waste management project is now creating a major impact on the neighboring Talek village. The area is much cleaner and the community members more responsive towards properly disposing waste.

Water Catchment: Cleaning and community sharing

With the additional borehole in place the piping and required structures laid down, the community will have access to water once the infrastructure investment is completed. Apart from providing safe drinking water to neighboring land owners and hundreds of people from the local Maasai community the boreholes help sustain young tree seedlings during the dry months of the year. This ensures the trees grow to an age where they do not require the much needed attention and constant watering.

Additionally, Basecamp aims to fundraise for rain water catchment and also to dig sand dams that will provide water for the livestock and the trees. Having both a sand dam and rain water catchment is crucial to ease the dependence on a borehole as the only source of water.



Community Vocational Training & Capacity Building:

Basecamp Maasai Brand (BMB)

2018 was an exceptional year for the Basecamp Maasai Brand (BMB). Despite the various challenges that include operating from an incomplete work space as they await relocation to the new Enjoolata Centre, the BMB women surpassed their set target making total sales of USD 85,000.

Additional training in beading techniques and the introduction of the new designs contributed to the success of BMB in 2018. From the total sales made in the year, USD 32,345 (38%) came from international orders while USD 45,642 (54%) came from sales from the curio shop and USD 7,011 (8%) came from local orders.

With the steady growth in revenue over the years and as a result of a very successful 2018, the BMB women received USD 25,500 more in payment as compared to 2017.

For Maasai women, beading is a way of life and it's a skill handed down from one generation to the next. Each girl starts developing her skill from the age of 4 – 5 years.

BMB recognizes this skill and offers opportunities to these local Maasai women in a bid to help transform their lives.

Koiyaki Guiding School (KGS)

KGS makes an enormous contribution to the guiding and safari experiences in Masai Mara. With at least 30 graduates each year, the institution provides capable guides who find gainful employment in the Mara and in other safari regions across Kenya.

In 2018, apart from hiring a new principal to head the institution, 30 (20 male and 10 female students) graduated from the institution.

To improve the education level at the institution, KGS is collaborating with Maasai Mara University to develop its hospitality courses. For 2019, to further improve its curriculum, KGS will partner with more institutions such as the South African Wildlife & Tourism College (SAWC) & the Kenya Utalii College. Finding gainful employment for the youth is one of the biggest challenges in the community, our support for vocational training is trying to meet some of these needs.



Enjoolata Awareness & Training Centre

Preparation for work to begin on the Enjoolata Training and Awareness Centre is under way. The Centre's diagrams have been updated in line with available space and user needs and work will begin by the end of quarter one in 2019.

The centre is expected to be ready by mid-August and will display artifacts on Maasai community and culture, wildlife as well as introduce visitors to the Basecamp community projects.

Looking Ahead

Our sustainable efforts, aligned to the United Nations Sustainable Development Goals (UN SDGs), merge our business strategy with our desire to transform the lives of the local Maasai community and Masai Mara as a whole.

In 2019, we aim to grow our reforestation initiative by planting at least 100,000 trees and also encourage the local community to actively engage in reforestation and conservation. For Basecamp Maasai Brand, each unique item beaded brings them closer to realizing their dream of being a fashion jewelry organization. Not just these, but with all our sustainable projects we aim to translate our activities into measurable objectives.



The Profit Aspect

Continuous organizational activities have seen Basecamp's revenue grow significantly between 2016 and 2018. With an annual increase in revenue over the last 3 years, Basecamp grew its revenue by 36 percent in 2018. The figures below represent the significant strides we have made economically especially over the last 12 months. To get us here, we have become more efficient and effective by improving on our service delivery. It's more than just about the safari in Masai Mara, it's about creating an experience that will stay with each guest for the rest of their lives. We believe that each day on the Savannah is different- and a jewel in itself - and we strive to create that uniquely memorable experience for each and every guest, both young and old.

Basecamp Explorer Kenya Shareholding Structure

Shareholder	Percentage (%)
Basecamp Explorer AS	38%
NORFUND	39%
ZAFARIS AS	10%
Basecamp Explorer Foundation	12%
Others	1%
Total	100

Total BCEK Revenue in USD from 2016 – 2018

	2016 (audited figures)	2017 (audited figures)	2018 (unaudited figures)	Percentage Growth (2017 to 2018)
Gross Revenue (USD)	2,740,000	3,579,000	4,874,000	36%
Net Profit (USD)	45,000	323,000	232,000	-28%
Grants	168,000	150,000	170,000	13%

Annual Land lease and conservancy fees paid in USD

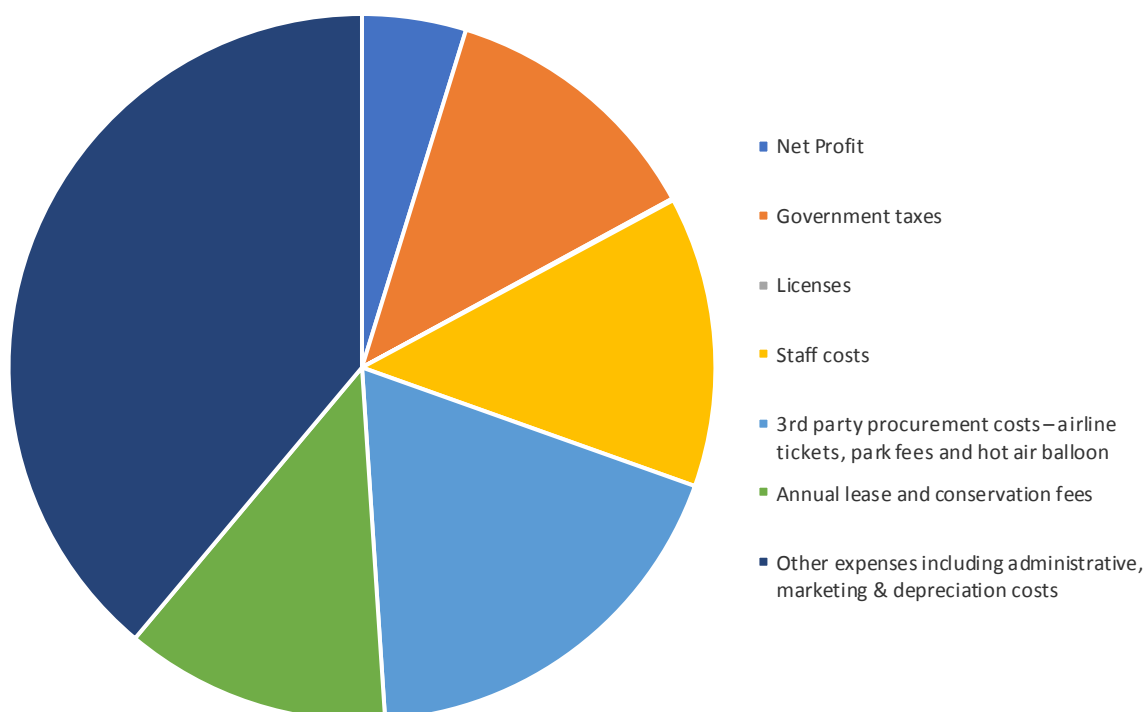
Year	Annual Amount (USD)
2016	225,000
2017	279,000
2018	450,000

*Annual land lease and conservancy fees figures only include fixed lease fees

Stakeholder Sharing (2018) – unaudited figures

	Item	Amount (USD)	As a percentage of Total Revenue
1.	Net Profit	232,000	5%
2.	Government taxes	600,000	12%
3.	Licenses	4,000	0.1%
4.	Staff costs	648,000	13%
5.	3 rd party procurement costs – airline tickets, park fees and hot air balloon	902,000	19%
6.	Annual lease and conservation fees	592,000	12%
7.	Other expenses including administrative, marketing & depreciation costs	1,896,000	38.9%
	Total Revenue	4,874,000	100

Stakeholder Sharing (2018) - unaudited figures

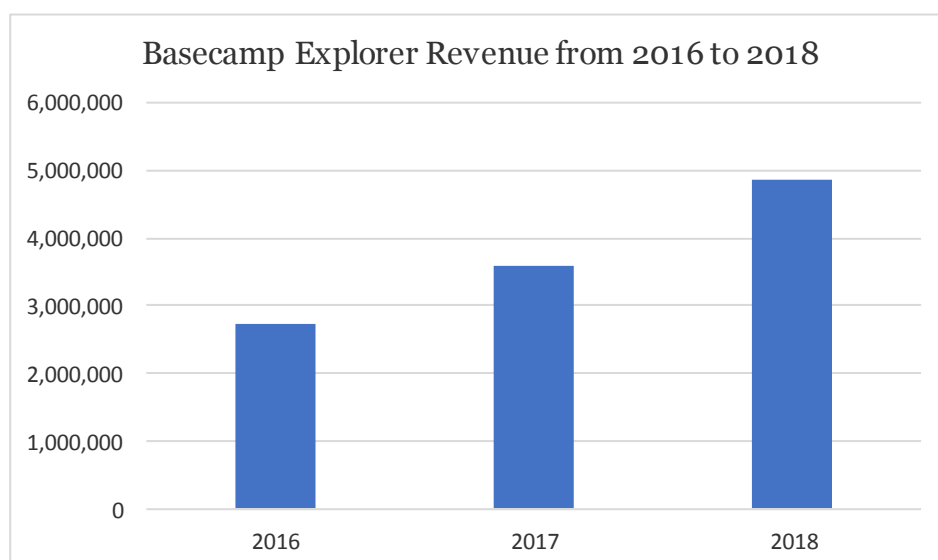


Basecamp Explorer Revenue and Bed nights Growth from 2016 to 2018

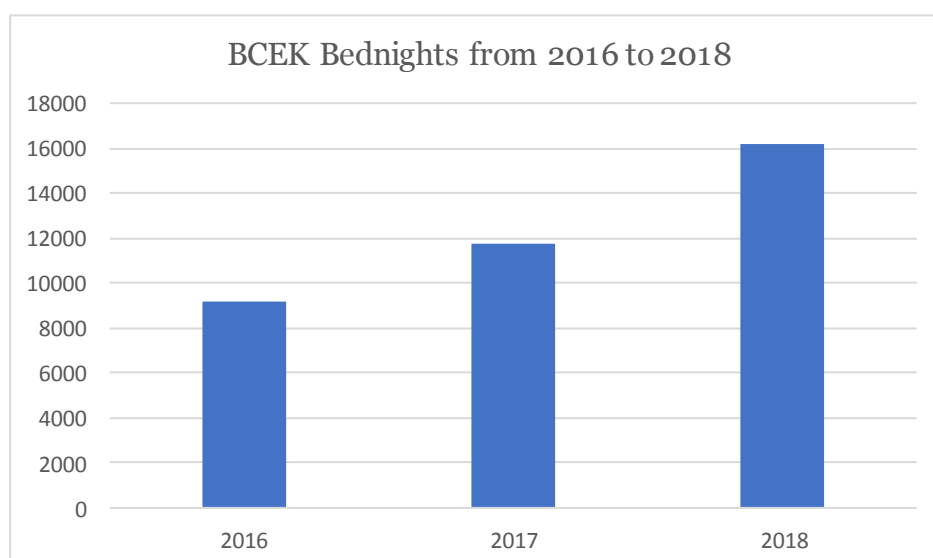
Year	Bed nights	Revenue (USD)
2016	9,171	2,740,000
2017	11,792	3,579,000
2018	16,230	4,874,000

* Basecamp's gross revenue grew by 36 percent in 2018, an increase of about 5 percent from the previous year.

Basecamp Explorer Revenue from 2016 to 2018



Basecamp Explorer Bed nights from 2016 to 2018



Number of operating beds as at 31st December 2018

Capacity	Beds	No. of Days	Total (2018)
BCMM	38	365	13,870
Naboisho Camps	54	365	19,710
			33,580
Paid bed nights			16,230

Percentage of Excellent TripAdvisor Reviews as at December 2018

Camp	Total no. of reviews (%) (2018)	% of excellent reviews (2018)
Leopard Hill	23	91
Eagle View	47	87
Wilderness Camp	11	90
Basecamp Masai Mara	61	88

BCEK Employees as at December 2018 (Nairobi and Masai Mara)

	Male		Female		Total
	Other departments	Askaris	Other departments	Askaris	
Nairobi	10	N/A	10	N/A	20
Mara	100	39	22	N/A	161
Total	110	39	32	N/A	181

Capacity Building for BCEK staff in 2018

Training	No. of Participants
Hospitality training across BCEK camps	34
Occupational First aid, safety and fire training	18

We need you to make our sustainability efforts a success. Partner with us in our key projects:

Are you interested in supporting our sustainability initiatives? We aim to raise USD 20,000 for each of the projects below.

Our priority and campaign this year is for the **Water catchment and treatment project** which requires a borehole, rain water catchment and treatment facility and sand dams. Your contribution will help us provide the local community with safe drinking water for the people, livestock and will also be used in the reforestation project above.

Our **Waste Management project** enables us to collect plastic and glass garbage from within the camps and in the Talek village area and recycle these for sustainable use. The waste management project continues to help clean up and sanitize the Talek area collecting several hundred bags of papers, glass and plastic bottles, which are then separated at the collection point ready for recycling.

We will have approximately 5,000 guests this year. Just USD 5 from each of our guests will help us achieve our first goal – significantly reducing the plastic destroying the local environment with its health effect on livestock – people and wildlife. Be part of our sustainability movement by enquiring at the reception and get involved today!



Celebration 20 years of partnership in Masai Mara

During the month of November 2018, Basecamp Explorer celebrated 20 years of partnership with the local Maasai community in Masai Mara. In attendance were partners and local administration officers as well as the local Masai community.

Looking back at the last 20 years, it is evident that the success of Basecamp's sustainable efforts was the purpose, passion and persistence of all stakeholders. With your support, we look forward to 20 years and more of sustainability in Masai Mara.



Welcome dance performed by members of the community



Planting tree to commemorate event



Panel discussions



Meeting with members of the community

Basecamp Explorer Kenya Awards and Recognition: www.basecampexplorer.com/awards/

1. 2018 Basecamp Explorer Kenya awarded Silver Winner in the African Responsible Tourism Awards Best Responsible Cultural Experience Category
2. 2018 Basecamp Explorer Kenya Highly Commended in the African Responsible Tourism Awards for Best Reporting on the Global Goals (SDGs)
3. 2017 Basecamp Explorer Kenya awarded Global Gold Winner in the Green World Environmental Awards Tourism/Leisure Category
4. 2017 Basecamp Masai Mara, awarded second runners up by Sustainable Tourism and Travel Agency in the Solid Waste Management category
5. 2017 Basecamp Masai Mara, awarded the Traveler's Choice Award by Jumia Travel
6. 2016 Basecamp Explorer Kenya, awarded Africa Green Champion - International Green Apple awards in the Environmental Best Practice category
7. 2016 Mara Naboisho Conservancy, home to Eagle View & Wilderness Camp, selected one of the Top 100 Global Sustainable Tourism Destinations
8. 2016 Mara Naboisho Conservancy, Overall Winner African Responsible Tourism Awards & winner in the Best for Wildlife Conservation category
9. 2015 Basecamp Explorer Kenya, awarded the Skal Sustainable Tourism Award
10. 2015 Basecamp Explorer Kenya, awarded Tourism for the Future Awards in the Community Development Award category
11. 2014 Ecotourism Kenya presented Mara Naboisho Conservancy with the Eco Warrior Award for Best Community Conservancy
12. 2013 Eagle View, Mara Naboisho, selected as one of the world's 25 Best Eco Lodges by National Geographic Traveller Magazine
13. 2013 Eagle View, Mara Naboisho, awarded Silver Eco Rating by Ecotourism Kenya
14. 2012 Ecotourism Kenya presented Basecamp Masai Mara with the Eco Warrior Award for Best Eco Rated Facility of the Year
15. 2009 Basecamp Masai Mara, awarded Skal International Eco tourism Award in the Rural Accommodation Category