

WILDERNESS

Discover Earth's Ultimate,
Untamed Places

BE AN IMPACT HERO

Your guide to understanding the
Wilderness Impact Strategy





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YOU ARE
OUR
IMPACT



Embrace your role in our Impact strategy!

Whether your office is in a building or the bush, your every action is another step on our journey to help protect Earth's ultimate, untamed places.



OUR PURPOSE

To increase the world's
wilderness, together.





OUR IMPACT STRATEGY

At Wilderness, we are determined to have the greatest positive impact possible on our world's wildlife, wilderness and local communities. Our mission is to double the amount of land we help protect in the next decade. It's a vision we'll never stop striving to achieve, and it is why we do what we do each day.

In this booklet we unpack the ways in which our new impact strategy works and how your role helps make a positive difference to people, wildlife and the environments we operate in.

THE TWO HALVES OF WILDERNESS



HOSPITALITY

By bringing guests to discover the beating pulse of Earth's ultimate untamed places...

Our hospitality success enables our conservation impact efforts...

The more guests and partners we involve in our purpose...



The story of our business is best told in two halves.
Hospitality and Conservation.
Both are equally important and deeply linked.



CONSERVATION

...we impact communities and governments through payment of land-use rentals and fees, resource royalties, employment, and by using locally sourced produce in our camps.

...allowing us to establish a conservation economy to support education programmes and further empowerment initiatives, as well as to alleviate human-wildlife conflict.

...the greater the impact we can have on helping to protect these iconic, wild destinations.



OUR GOAL

At Wilderness we want to increase the world's wilderness together, doubling the land we help protect by 2030. And then to double it. Again and again and again.

AREA UNDER OUR INFLUENCE

Currently 2.3 million hectares

2030

5 million hectares

FUTURE

Double it again and again

IMPACT PILLARS

The three areas that guide our investment decisions and determine our conservation priorities as a business.



EDUCATE



- Ensure child health and wellness
- Develop needed school infrastructure
- Grow the footprint of the Children in the Wilderness programme
- Provide education scholarships for learners

EMPOWER



- Lease and park fees and resource royalties paid to governments and community trusts
- Support community trusts to increase trickle-down of benefits to community members
- Support food security for local communities
- Promote and create tourism supply chain-related job opportunities
- Support needs-based community development programmes

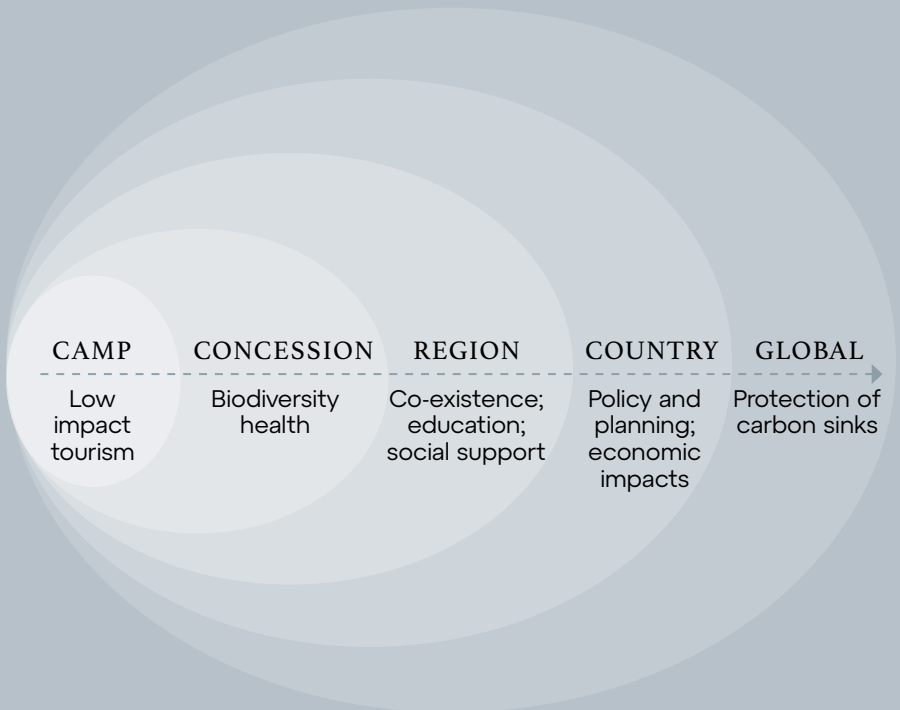
PROTECT

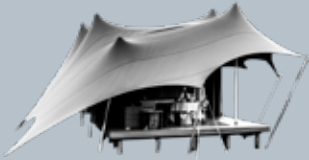


- Encourage protection of wildlife from people and people from wildlife
- Monitor and continuously improve methods and systems that sustainably manage waste, water and energy at our camps
- Protect large-scale habitats in order to avoid the release of carbon into the atmosphere
- Support community-led anti-poaching and wildlife monitoring initiatives

OUR SPHERES OF INFLUENCE

Where can you see our impact? It starts at our camps but extends far beyond that to ensure a lasting difference is made.





CAMP

- Employment and training of local staff
- Strict adherence to our Group Environmental Management Standards
- Sharing the natural world with guests from around the world



CONCESSION

- Contributing lease and park fees to communities and national wildlife departments to protect these areas and create incentives for conservation
- Wildlife research and monitoring
- Hands-on conservation activities



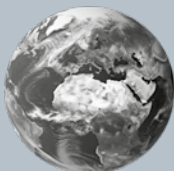
REGION

- Creation of conservation economies which lead to local economic development
- Mitigating human-wildlife conflict and providing incentives for wildlife tolerance
- Supporting education and empowerment



COUNTRY

- Supporting the improvement of the policy and institutional environment to expand the conservation economy and support conservation and development



GLOBAL

- Investing in landscapes that protect carbon sinks





EDUCATE - SUCCESS STORY

CHILDREN IN THE WILDERNESS





Through Eco-Clubs and the Youth Environmental Stewardship programme at schools, annual Eco-Camps, and our vitally important Scholarship Programme, we are nurturing the future environmental guardians of Africa.

EMPOWER - SUCCESS STORY

EMPOWERING LOCAL PEOPLE THROUGH PAYMENTS FOR USE OF THEIR RESOURCES



Growth of
conservation
economies creates
jobs and reduces
poverty.



PROTECT - SUCCESS STORY

HUMAN-WILDLIFE CO-EXISTENCE



Working with neighbouring communities, we aim to reduce human-wildlife conflict and foster co-existence.







ANSWERS TO FREQUENTLY ASKED QUESTIONS

OI

What does environmental and social IMPACT mean to Wilderness?

- Beyond being the department's name, Impact encompasses the actual operational objectives of our business. Think about...
 - The payments we make to our Government and concession landlords, which gives value to the wildlife and ultimately helps protect the wilderness;
 - The employment opportunities we offer by operating in remote wilderness areas;
 - The knock-on effect of buying local;
 - Our support for conservation and local development projects, and how this increases the effectiveness of these projects;
 - How our Group Environmental Management Systems (GEMS) help minimise any negative impacts from our operations.
- Positive impact is “baked into our business” – it happens whether we are profitable or not.
- Our Wilderness Impact Strategy guides us, and our dedicated Impact staff in each of the eight countries where we operate are responsible for implementing the strategy.
- Our three Impact Pillars – Educate, Empower and Protect – clearly describe the outcomes we are all working towards.
- We don't necessarily do all of the community and conservation work ourselves; in many cases, there are excellent organisations which have already made massive progress in their fields. In these cases, we opt to collaborate with them rather than try and recreate the wheel ourselves – these are our Impact Partners.

02

You say that Impact is “baked into the business”, but I’m not in the Impact team. How am I part of our Impact?

- The one key element that powers all of our Impact is this:
 - Paying guests who travel to our various Wilderness destinations. Without this, there is no Wilderness, and certainly no positive impact through local empowerment, education and conservation.
- In our business your role falls into one of the following key functions of what we do:
 - You get guests to travel with us
 - You host guests while they travel with us
 - You are a support service that ensures the above two are able to happen (strategically, commercially and legally).
- Your role in the business ensures that paying guests continue to travel to our various Wilderness destinations – we don’t get to make an impact without this.
- Getting guests into our areas is only the start; once they are there, we need to inspire them to also become supporters of our Impact mission. Guests can do this by travelling with us again or donating to the Wilderness Trust (or preferably both).

03

What Impact work do we want to DO ourselves?

- In many instances, we have the resources and the knowledge to implement Impact initiatives ourselves, using our own staff and other resources;
- In this case, the following programmes are our implementation priorities:
 - Group Environmental Management Standards (GEMS)
 - Children in the Wilderness (CITW)
 - Concession fauna and flora monitoring
- Where we do not have the resources and expertise, or there are already recognised experts in place, we support these impact partners in their work.

04

How can we best SUPPORT Impact work?

- The most effective way we can support our Impact partners is through fundraising.
- We are also able to support more practically through our own knowledge and capabilities, as well as through logistical support, transport, equipment, access to private areas, etc.
- Funds for this work are available from two sources – Wilderness donations and guest donations.
- The Wilderness business donates directly to partner organisations.

05

Why do we need the WILDERNESS TRUST?

- The Wilderness Trust accepts donations from our guests and other supporters.
- The Trust receives monies from third parties who might be reluctant to make donations to the Wilderness business itself.
- A trust is a fiduciary relationship in which a trustor (the donor) gives another party, known as the trustee (Wilderness Trust), the right to hold funds for the benefit of a third party.
- The Wilderness Trust is independent of the Wilderness business, with its own board, Chairperson and bank account.
- The Wilderness Trust is a non-profit entity and is fully transparent in all of its management of donor funds. This structure gives donors the security of knowing their funds will be managed responsibly.

06

Why don't we just get our guests to DONATE DIRECTLY to our partners?

- We want to be sure that all of our efforts result in real change.
- In order to do that, we need to be involved in the work, either by implementing it or funding it. Our partner organisations are also required to report back to us on the details of their results.
- We have our own Theory of Change that describes the changes we would like to see. All of our impact work, and that of our partners, should align with this, so that we are able to ensure that all efforts result in change.

07

When someone asks what WILDERNESS DOES for the environment, conservation and communities, how should I answer that?

Set the scene and give context

- We need to start by stating what it is that we are trying to achieve.
- We know that no one, single approach will help us change things (remember it is complex), and so we focus on three different, interconnected, Impact Pillars: Educate, Empower and Protect.

We are led by clear outcomes

- From these pillars we have set three broad outcomes, and this is how we answer the question above:
 - We want to grow the conservation economy
 - We want to improve access to education and learning
 - We want to increase peaceful co-existence between wildlife and people.

We need to be sure we are making a change

- We don't lead by listing projects that we implement or fund. We lead by talking about the CHANGE our efforts have led to.
- Assessing if we are actually making a change takes time, effective processes and honest reflection. We need to be transparent about our efforts.
- It is critically important that, once we have assessed our effectiveness, we adapt our processes to improve how we do things.
- We do not obsess over amounts of funding donated or numbers of projects supported. We are obsessed with Impact (change), and if our efforts are leading to it.

Our first Impact Outcome is “to grow the conservation economy” – what is the “conservation economy”?

- In simplest terms, the conservation economy is the cycle of economic activity that results from the intersection of tourism and conservation, to the benefit of the country, the environment and local communities.
- Wilderness is a commercial operation that pays for the use of the areas where we operate and the wildlife in those areas. These payments add value to wildlife and wild areas and ensure these are maintained or, ideally, expanded.
- Our business also stimulates the growth of a number of other businesses, such as those that provide us with building materials, vehicle mechanical equipment, food and beverage items, uniforms, furniture and art.
- We employ large numbers of staff in remote rural areas with few other employment prospects.
- We can adjust and change how we purchase, so that our commercial activity supports entrepreneurs and companies that are doing good for local people and the environment. For example – instead of purchasing beef from commercial farms a long distance away from our camps, we purchase beef from local farmers who are following wildlife-friendly farming techniques (such as those that keep cattle safe from lions). By doing this, we are not only increasing the revenue earned by local farmers and their families, but we are also supporting farming techniques that help to protect lions from poisoning after they are caught killing cattle. By simply re-arranging our beef supply chain, we are growing the “conservation economy”.

09

Is there somewhere I can see the results from our impact efforts?

- Impact Reports are produced periodically for each of the countries we operate in. These reports include results from our efforts under each of our three Impact Pillars: Educate, Empower and Protect.
- An Annual Report will also be produced for the Wilderness Trust to transparently show all monies raised over the period and how it was spent. This report will make reference specifically to funds DONATED by our guests and other funding partners.
- Stories and updates of specific projects are produced throughout the year and appear either as press releases or on our Wilderness website blog (The Journal).

10

What impact work are we currently doing and where it is happening?

It should be remembered that Impact happens simply as a result of our business. In addition, we support projects that span our three Impact Pillars in all our areas of operation. The following pages show examples from each of the pillars. This is not a complete list, but rather just a few of the projects to showcase the scope of our work and impact.

EXAMPLE PROJECTS

EDUCATE

OUTCOME

Children's access to learning is improved

PROJECT

COUNTRY



FOOD GARDENS
Support food-garden expansion



Botswana, Namibia, Rwanda



CHILDREN IN THE WILDERNESS
Eco-Clubs



Botswana, Kenya, Namibia, Rwanda, Tanzania, Zambia, Zimbabwe



SCHOLARSHIPS
Pay for school attendance costs



Namibia, Rwanda, Zimbabwe



TEACHER SUPPORT
Pay stipends for young teachers



Zimbabwe

EXAMPLE PROJECTS

EMPOWER

OUTCOME

The conservation economy grows

PROJECT

COUNTRY



PROVIDING MARKETS FOR SMALL BUSINESS OWNERS

Purchase beef, beer, millet and trees from local farmers



Botswana, Rwanda



STAFF TRAINING AND DEVELOPMENT

Employment of people from surrounding communities



Botswana, Kenya, Namibia, Rwanda, Tanzania, Zambia, Zimbabwe



EARTH TO PLATE FOOD GARDENS

Wilderness camps purchase the farmers' produce



Rwanda, Zimbabwe

EXAMPLE PROJECTS

PROTECT

OUTCOME

People and wildlife are better protected from each other

PROJECT

COUNTRY



HUMAN-ELEPHANT
CO-EXISTENCE
Water provision to reduce
conflict



Botswana



HUMAN-LION
CO-EXISTENCE
Work with partners like
CLAWS and the Lionscape
Coalition



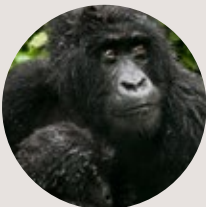
Botswana, Kenya,
Namibia, Rwanda,
Tanzania, Zambia,
Zimbabwe



WILDLIFE RANGERS
Anti-poaching, training and
monitoring projects



Namibia, Rwanda,
Zimbabwe



REFORESTATION AND
REWILDING
Habitat expansion and
protection



Rwanda

A black and white photograph showing a large array of solar panels. In the foreground, a person's hand is visible, using a light-colored cloth to clean one of the panels. The panels are arranged in rows, and the background shows more panels extending towards the top of the frame. The overall scene is outdoors, likely on a rooftop or a dedicated solar farm.

Thank you for being
part of the impact we
have on our wilderness



We are the pioneering collective
increasing the world's iconic wilderness,
bringing guests to discover the beating
pulse of Earth's ultimate, untamed places.