



WILDERNESS

## PIONEERS OF PURPOSE

Earth's staggering biodiversity is in a state of crisis and species are disappearing faster than ever in human history.

We are privileged to have the right to operate in some of the world's last true wilderness areas, and feel we have a responsibility to act. For now, and for future generations.

# IMPACT STRATEGY

## CONSERVATION TOURISM

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



### 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...



### 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.

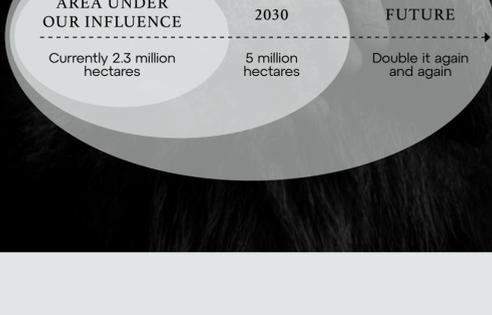
...allowing us to establish a conservation economy to support education programmes and further empowerment initiatives, as well as to alleviate human-wildlife conflict.

...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.



## IMPACT PILLARS

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



## 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
  - 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

## THEORY OF CHANGE

Our work is never done. We're constantly measuring our success and making adjustments, using a framework we call Theory of Change.



### EMPOWER

- Maximise the amount paid in lease fees/royalties to governments and community trusts
- Support community trusts to ensure better trickle-down of benefits to all community members
- Ensure food security for local communities
- Promote the natural tourism supply chain-related job opportunities
- Offer 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

### 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



Conservation-economy growth

Peaceful co-existence of people and wildlife



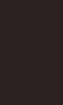
Decreased habitat conversion

Decreased human-wildlife conflict



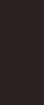
## PARTNERS FOR CHANGE

We can't do it alone. Staff, guests, local communities, government, businesses and conservation partners are all part of this journey.



### INVESTORS

Working with investors who share our vision and support our activities



### DONORS

Supporters from around the world donate through the Wilderness Trust



### GUESTS

Choosing us means you directly contribute to our impact



### STAFF

Our passionate staff host our guests, implement our initiatives and care for our wild places



### CONSERVATION PARTNERS

Creating a collaborative ecosystem that applies collective resources to maximise our impact together; partners include communities, governments, businesses and NGOs



### WILDERNESS TRUST

The Trust oversees implementation of those aspects of our impact strategy that are funded by donors



### GOVERNMENT

Working with the governments in the countries where we operate, together we can create successful conservation economies



### CHILDREN IN THE WILDERNESS

Building future ambassadors for wildlife and wilderness; we support Eco-Clubs, host Eco-Club camps, fund scholarships and assist in the provision of school infrastructure



### LOCAL SUPPORT

Working with our community partners and neighbours towards a better future for all

CLICK HERE TO VISIT OUR WEBSITE

[www.wildernessdestinations.com/impact](http://www.wildernessdestinations.com/impact)