



BECAUSE IT'S MORE THAN JUST A SAFARI...

As well as being a leading provider of wildlife, marine and cultural safaris, our ethos lies in protecting the pristine wilderness areas of Africa and including the local communities in this process. To achieve this effectively, our sustainability strategy, encapsulated by the 4Cs of Commerce, Conservation, Community and Culture, was developed.

The principles of each C are explored briefly below.

COMMERCE

Commerce deals with our ecotourism offerings and products – Wilderness Safaris, Explorations, Collection and Air – and is perhaps the most critical element to sustainability in the modern world. We can only make a difference in Africa if we are doing well. If our business is profitable, based on sound business principles and on good, solid morals and ethics, then we can make good on our promise to make a difference.

CONSERVATION

There are two elements in Conservation:

Environmental Management Systems deal with how we build and manage our camps in the most eco-friendly way possible. For this we use minimum standards, renewable energy technologies and education of staff and guests.

Biodiversity Conservation covers the understanding, management and protection of the wildlife and ecosystems with which we are involved. Where relevant, we help to protect these, promote the reintroduction of indigenous species, and rehabilitate natural environments through vegetation management. In short, we attempt to fulfil our obligations as custodians of some of Africa's precious wild places.

COMMUNITY

Our community includes our committed staff, our partners in the travel industry, our guests, and the communities in, or adjacent to, the areas where we operate. We believe in honest, mutually beneficial and dignified relationships with our community partners in ways that deliver a meaningful and life-changing share of the proceeds of responsible ecotourism to all stakeholders. Our mechanisms include community-centric employment, joint ventures (equity, revenue share, traversing fees), education (children's camps, bursaries) and training, social and health benefits, capacity building and infrastructure development (schools, crèches, clinics, etc.). In this way we hope to ensure sustainability beyond the lifespan and reach of our organisation.

CULTURE

Culture is a multifaceted element that governs respect for the culture of all employees as well as remote rural communities surrounding the conservation areas. This is reflected in: a healthy social environment in camp; area-appropriate camp design, décor, entertainment and meals; respect for traditional rights within and surrounding the conservation area; guest visits to traditional villages and homesteads; and communication of the area's traditional culture to guests and staff.

