



The *Why* of Wilderness

OUR VISION

- 🔥 Conserve and restore Africa's wilderness and wildlife.
- 🔥 Create life-changing journeys.
- 🔥 Inspire positive action.

OUR STRATEGY

- 🔥 Continue to build sustainable conservation economies.
- 🔥 Grow into new African countries and work with governments and other stakeholders to entrench the true value of sustainable authentic ecotourism.
- 🔥 Share best practice with the safari industry.

OUR 4Cs are at *the* VERY HEART *of* OUR BRAND FIRE



LEADERSHIP

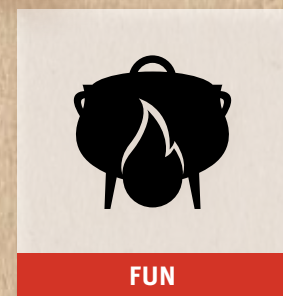


DEDICATION



RESPECT

OUR VALUES
protect the flame
of OUR brand fire and guard
our internal *culture*



FUN

We are a community of people dedicated to conserving and restoring Africa's wilderness and wildlife through authentic, sustainable ecotourism

The *Why* of Wilderness

Why we do what we do

After nearly 35 years in business it is sometimes hard to remember why you started out and what you originally hoped to achieve. Often the initial founders have moved on to other projects and the company purpose may have morphed as leadership and market conditions changed. Not so with Wilderness Safaris; our *raison d'être* is today even more firmly defined, entrenched and embraced than ever before. We know why we exist and we know what we are trying to achieve.

Simply put, we are dedicated to conserving and restoring Africa's wilderness and wildlife, and we use high-end ecotourism to do this. **Our model is responsible and sustainable, changes people's perspectives on the planet, and inspires those exposed to it to effect positive change in their own lives and own spheres of influence – whether as a captain of first world industry or a goatherd in rural Kaokoveld.**

We understand that our model can make a difference further afield, and we have provided *pro bono* consultancy to organisations with a shared environmental vision on five other continents. We want to see places like Patagonia, the Amazon and the Pantanal, the Arctic and Antarctic, the Tibetan Steppe, Borneo, the Urals, the Australian Outback and Papua New Guinea conserved, protected and sustained into perpetuity. Nonetheless it is Africa that we are passionate about, Africa where we are most skilled and Africa where we are focused on making the biggest positive difference possible.

This little booklet is a celebration of 14 reasons to believe in a business model like Wilderness Safaris: short reviews of conservation and community projects, and the achievements over the last 35 years of which we are most proud.

The complexity, emotion and significance of each one is impossible to convey in these pages, but we hope it will ignite your own memories, experiences, passions ... and actions.

Reasons to *believe*

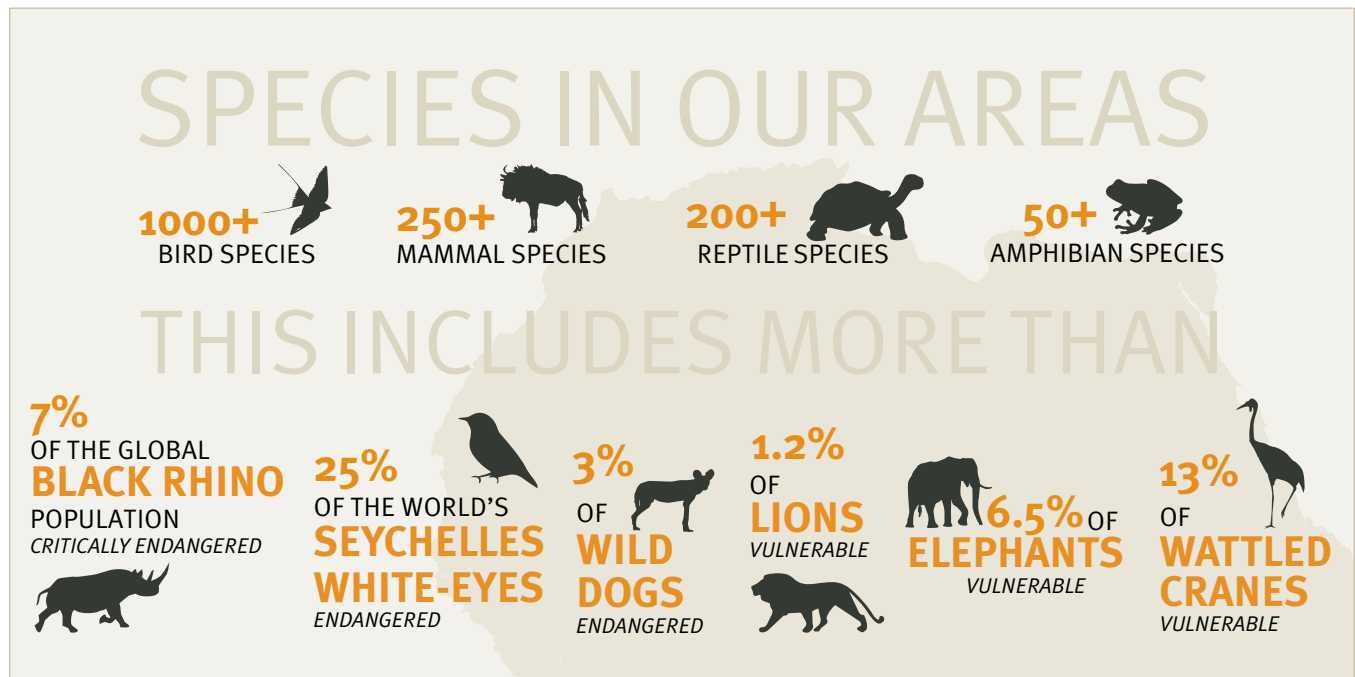
No. 1.....	Environment is at the Heart Ecotourism presence and biodiversity conservation.....	Since 1983
No. 2.....	Our Journeys Change Lives "To travel is to really discover and experience"	Since 1983
No. 3.....	A Light Camp Footprint Pioneering environmentally-sensitive camp architecture	Since 1985
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No. 13.....	Seeing the (Sun) Light Solar power and carbon emission reductions	Since 2008
No. 14.....	Great Apes and Rainforests Reforesting Rwanda's endemic-rich Albertine Rift.....	Since 2015

Since 1983 ...

No. 1 Environment is at the *Heart*

Ecotourism presence and biodiversity conservation

We help protect more than 2.5 million hectares across 8 biomes harbouring 33 IUCN Red List mammal, bird and reptile species.



Africa is alone amongst the continents in the persistent existence of a mega-fauna that lives side by side with humans. With some 1 111 mammal species and an array of large charismatic mammals simply not found anywhere else on earth the continent is unique.

It is also a continent battling rampant population growth, development and extraction of natural resources. If biodiversity cannot demonstrate commercial or social value it is all too often relegated to the irrelevant or unimportant. Ecotourism can and has changed that!

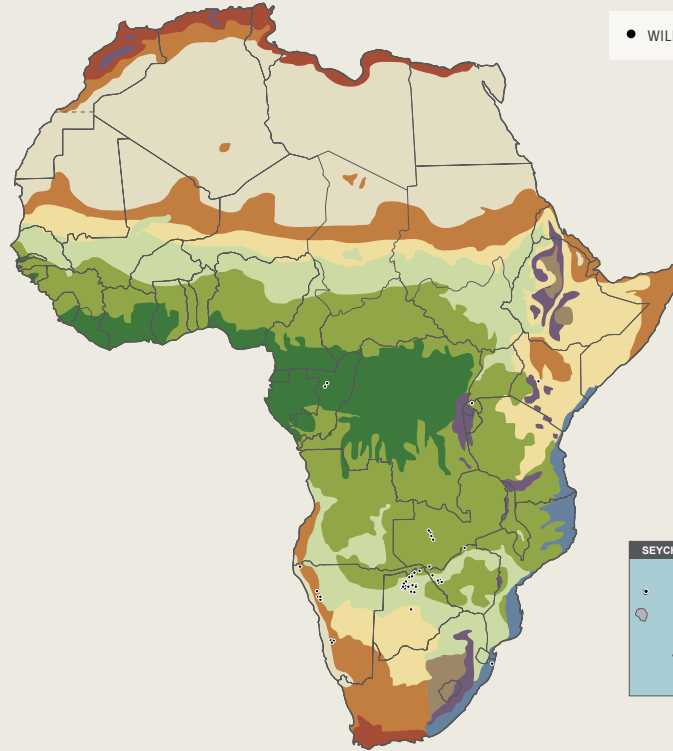
But, it is not enough to operate in the savannah only. Serious ecotourism companies need to migrate the model into less well known and even more threatened ecosystems and prove the merit of conserving these spaces and species.

Why do we believe?

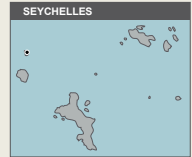
- We are present in **8 biomes** and 5 centres of endemism.
- We traverse and help protect more than **2.5 million hectares** of prime African wilderness land.
- We help protect **33 different IUCN red list species**, all of which are increasing in our areas.
- In 2015 we were awarded a **medal of Meritorious Service** by the government of Botswana for our contribution to the country.

AFRICAN BIOMES

- DESERT
(Namib; Sahara; Danakil)
- SEMI-DESERT
(Karoo; Sahel; Chalbi)
- ARID SAVANNAH
(Kalahari; Masai Steppe; Ogaden)
- GRASSLAND
(Highveld; Abyssinian)
- MEDITERRANEAN SCRUB/FYNBOS
- EAST AFRICAN COASTAL FOREST AND SCRUB
- DRY WOODLAND
(including Mopane)
- MOIST WOODLAND
(including Miombo)
- TROPICAL RAINFOREST
(Congo Basin; Upper Guinea)
- AFRO-MONTANE FOREST AND GRASSLAND
(Drakensberg; Nyika; Albertine Rift; Abyssinian Highlands)
- GRANITIC INDIAN OCEAN ISLANDS
(Seychelles)



● WILDERNESS CAMPS

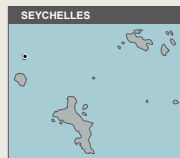


AFRICAN CENTRES OF ENDEMISM

- GUINEO-CONGOLESE REGION
- ZAMBEZIAN REGION
- SUDANIAN REGION
- SOMALI-MASAI REGION
- KAROO-NAMIB REGION
- CAPE REGION
- AFRO-MONTANE REGION
- SEYCHELLES

ZONES OF TRANSITION

- A) GUINEO-CONGOLIAN-ZAMBEZIAN
- B) GUINEO-CONGOLIAN-SUDANIAN
- C) LAKE VICTORIA REGIONAL MOSAIC
- D) ZANZIBAR-INHAMBANE REGIONAL MOSAIC
- E) KALAHARI-HIGHVELD REGIONAL TRANSITION ZONE
- F) TONGALAND-PONDOLAND REGIONAL MOSAIC
- G) SAHEL TRANSITION ZONE
- H) SAHARA REGIONAL TRANSITION ZONE



Since 1983 ...

No. 2 Our Journeys *Change* Lives

“To travel is to really discover and experience...”

We believe that our 2 500 staff and the more than 40 000 guests who travel with us each year are exposed to new ways of viewing the world and our place in it.

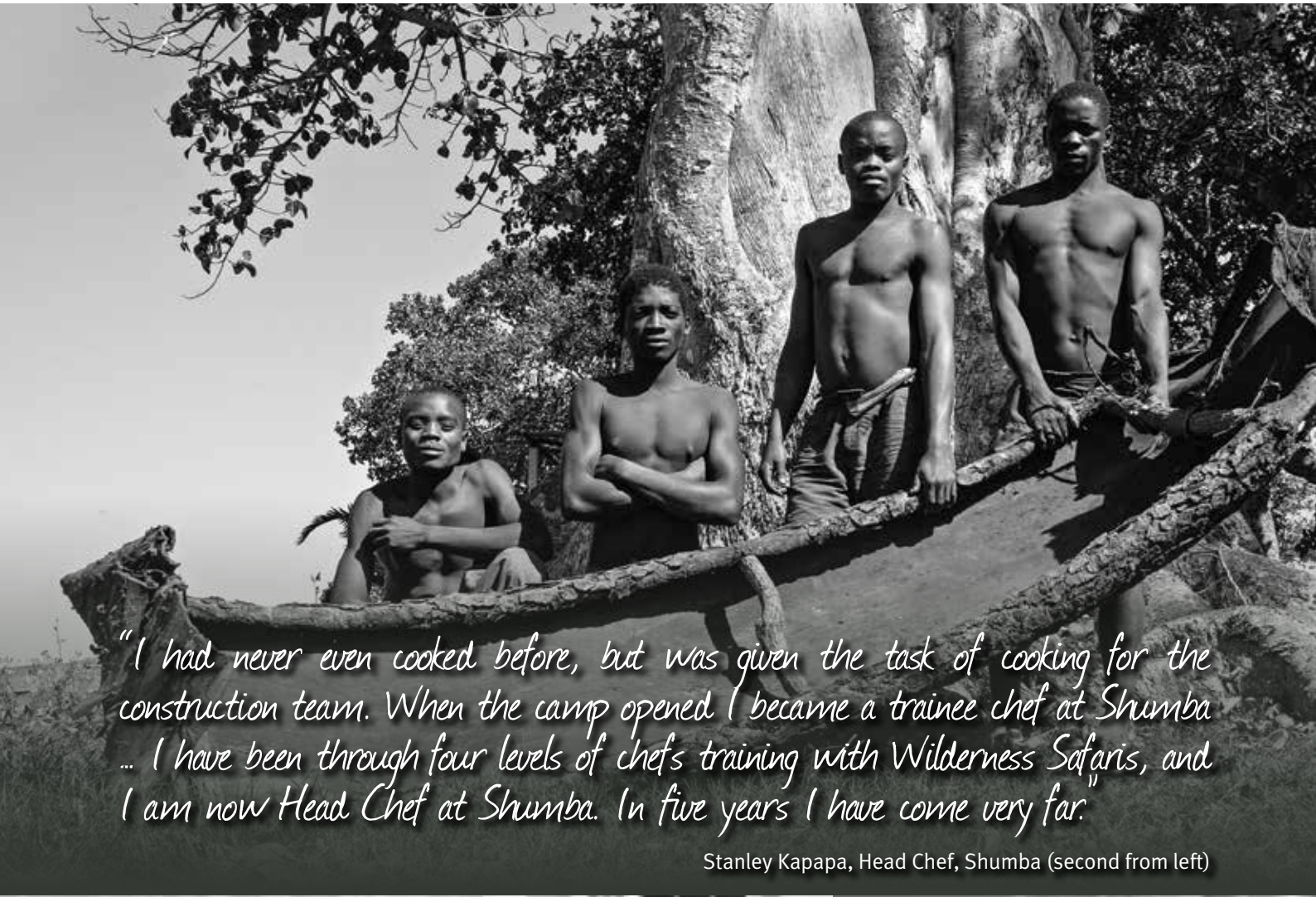
Put simply, to journey is to travel from one place to another. It can mean much more than that though. A well-known Setswana proverb “go tsamaya ke go bôna” translates as “to travel is to really discover and experience.”

There can be no doubt that travelling opens the mind and is a learning experience. We believe our guests experience life-changing journeys with us as they are exposed not only to new landscapes, cultures and ecosystems, but also to new ways of viewing the world, our place in it and, ultimately, its sustainability.

This life-changing journey is not limited to our guests, but is in fact even more marked in our staff. We believe that we are all enlightened graduates of the Wilderness Way and, as part of this qualification, we have inherited (and are obliged to maintain) a holistic relationship with the planet.

Why do we believe?

- More than 85% of our camp staff come from **remote, rural communities** and for no less than 63% of them a job with Wilderness Safaris represents their **first-ever formal employment**.
- Each lodge staff member directly supports a **further 7 people** as a result of their employment while every lodge bed indirectly impacts no less than **14 rural people** through other elements such as revenue share, procurement and additional services.
- 80% of our staff feel that tourism has resulted in a **positive impact** on their home village.
- 99% of staff feel **conservation is important!**



"I had never even cooked before, but was given the task of cooking for the construction team. When the camp opened I became a trainee chef at Shumba ... I have been through four levels of chef's training with Wilderness Safaris, and I am now Head Chef at Shumba. In five years I have come very far."

Stanley Kapapa, Head Chef, Shumba (second from left)







Our people are the vital link between our guests, our partners and the wilderness.



No. 3 A Light Camp *Footprint*

Pioneering environmentally-sensitive camp architecture

As our camps are situated in pristine wilderness areas, we strive to build and manage camps in the most eco-friendly way possible, for the lowest carbon footprint possible.

Why do we believe?

- The unspoilt wilderness in which we operate is fragile – so our **footprint has to be light** and gentle, minimising any negative impacts that our operations might have on the environment
- We therefore take into account **all elements of environmental impact**, such as:
 - the visual and aural implications
 - effects on soil
 - the water table
 - vegetation and game movements
- We ask ourselves: can we place the camp in the best area without detracting from the **wilderness quality** of the area itself?

In order to host our guests, and thus ensure the sustainable protection of the wilderness areas that we operate in, we have built a selection of safari camps across southern Africa.

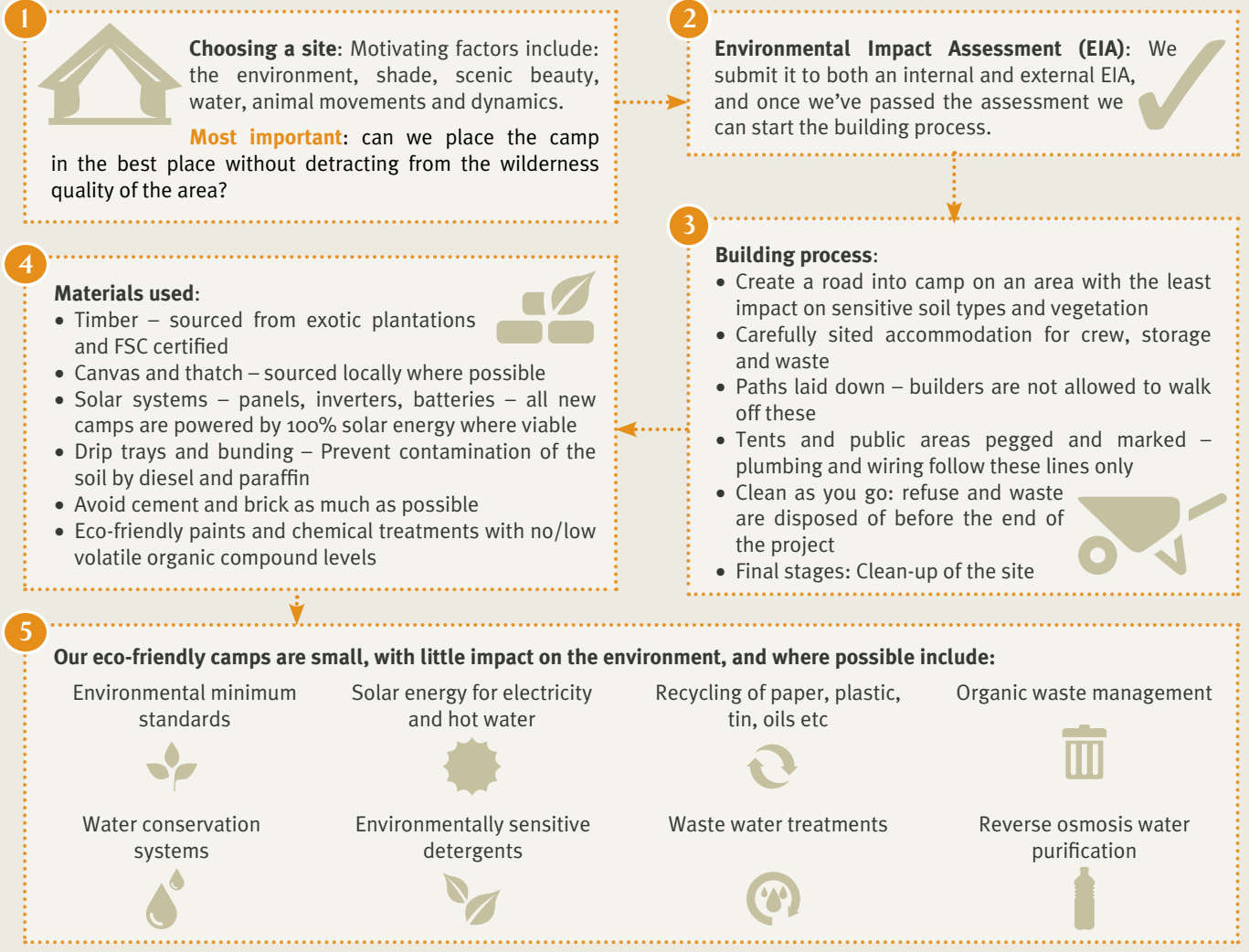
It is of paramount importance to us that our camps cause as little impact on the environment as possible, not only during the building process, but also during day-to-day operating. This not only enables us to operate more efficiently but, done correctly, it can enhance the guest experience and the environment itself.

Our ideal result is a camp that blends into the natural features of the site and becomes more so as time goes on. Our goal is that if at some stage we have to move the camp, we can restore the site to its original natural state, leaving no sign of our presence.

Below: The rehabilitation of Skeleton Coast Camp, 2013



How we *build* our camps



Since 1996 ...

No. 4 Pioneering Community Partnerships

The story of the Torra Conservancy, Namibia

We were the first safari operator to create an equity joint venture with a rural Namibian community. The result: increased employment, and increased wildlife.

Why do we believe?

- Prior to responsible ecotourism and formal community engagement, the area around Damaraland Camp was in decline: wildlife was perceived as a cost not a benefit, wildlife numbers were rapidly diminishing and unemployment was close to 100%.
- Now, thanks to the successful partnership and the implementation of a viable ecotourism model:
 - Around **350 000 hectares of land** are under the protection of the Torra Conservancy.
 - **Wildlife is thriving** – even large species like elephant, black rhino and lion – and “problem animals” are now seen as a resource that can bring money into the community via ecotourism.
- In addition to formal contractual payments to the conservancy, employment has introduced a **local economic driver**.

Damaraland Camp and the Torra Conservancy are proof that when ecotourism and local communities join forces, the result is tangible benefit for people, a change in attitudes and an increase in wildlife numbers.

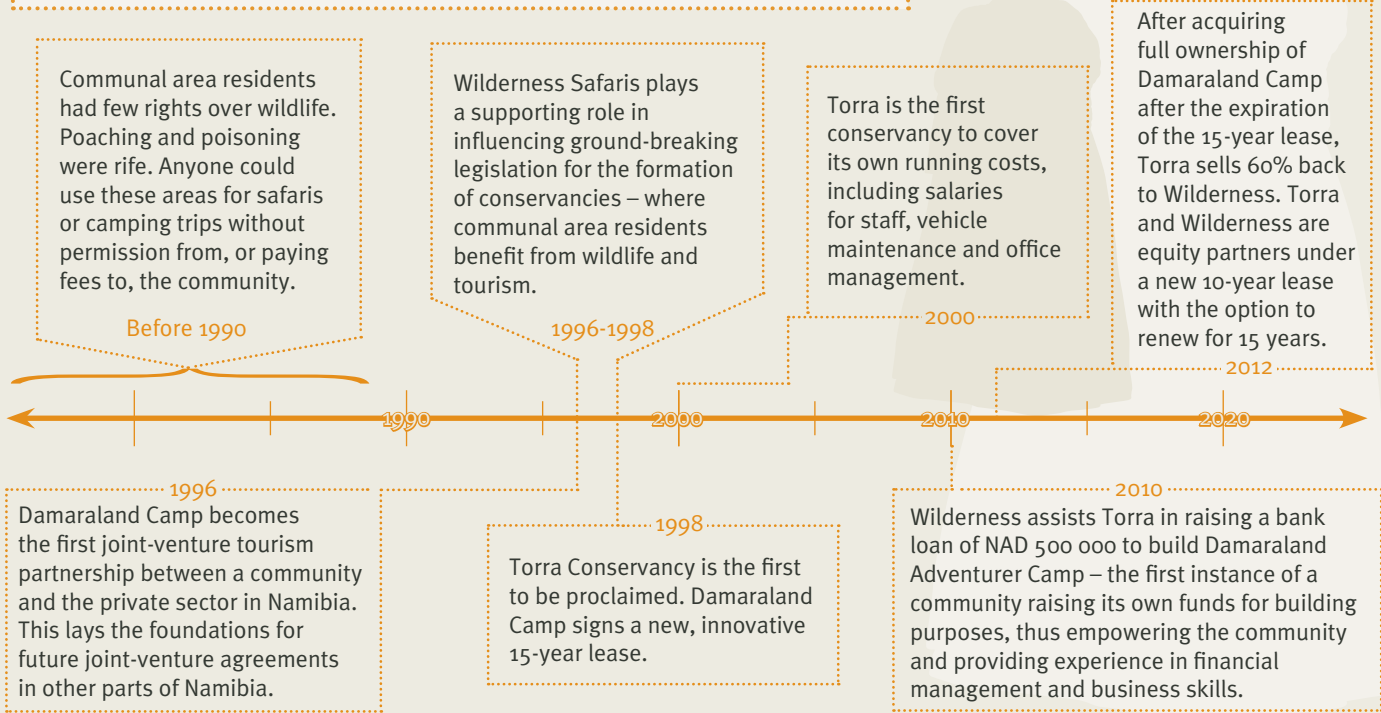
The joint venture? Not only is the Torra Conservancy our landlord to whom we pay a revenue share as a lease fee, but it is also an equity partner in Damaraland Camp and as such receives a share of dividends. Beyond this, the majority of camp staff are from the community, with many alumni over the past 20 years having moved on to positions of responsibility elsewhere in the company and the industry.

The ripple effect is obvious here: the success of the joint venture and resulting empowerment led to the creation of a thriving community conservancy – the first self-sustaining community conservancy in Namibia – and the replication of the model across Namibia and elsewhere on the continent.



The Initial Lease: 1998 – 2012

- All development capital and tourism expertise provided by Wilderness Safaris
- 10% revenue share as payment of lease and traversing rights
- Community-centric employment
- Focused training and skills transfer programme
- After 10 years, the revenue sharing agreement to be replaced with a 20% per annum transfer of ownership of the lodge to the community culminating in 100% ownership at the end of the 15-year period



No. 5 Noah's Ark Project

Rehabilitation and restoration of North Island, Seychelles

We took an ecologically-bankrupt tropical island and transformed it into a haven for endemic species, helping save an endangered bird and reptile at the same time.

In one of the most ambitious island rehabilitation programmes ever undertaken by a private company and a handful of NGO partners, we took an entire island ecosystem that was degraded and overrun with invasive plant and animal species and restored it to its original natural abundance.

In an ongoing project lasting nearly 20 years, we have been painstakingly removing alien plants and animals, planting out over 100 000 indigenous seedlings from our nursery, and bringing in indigenous fauna such as the Aldabra giant tortoise.

Our highlight to date has been the introduction of the Seychelles white-eye in 2005 when its global population was just 350 birds and it was classified as Critically Endangered by the IUCN. From our founder population of 25 birds we now have over 100; part of the reason why the species has now been downlisted to 'just' Endangered by the IUCN.

1 **Removals:** Alien animal species (feral domestic animals) were removed: cats, cows, pigs and chickens.



2 **Eradication:** It took two attempts at eradicating the sailor-introduced black rat – a vicious alien predator – making North Island the largest tropical island (with hills) in the world to have done so.



3 **Invader preventions:** Stringent alien invader avoidance procedures are in place, including having no jetty, cargo checks on both Mahé and North, and use of a rodent-proof trailer when unloading cargo.



5 **Endemic bird introductions:** Once the rats and invasive plants were gone, the island could become host to Seychelles endemics. The Critically Endangered Seychelles white-eye was the first species to be introduced.



Why do we believe?

- We have proved that in a world where indulgence is so often at the expense of the environment, committing to the conservation of North Island and its creatures – while at the same time creating the ultimate in island hospitality and service – is possible. **We placed luxury in harmony with nature.**
- We helped **save a bird species from extinction** and have plans to extend this to others.
- The active restoration of the island and reintroductions onto it have been supplemented by a number of **natural recolonisations and growth in populations** of other threatened species such as the hawksbill turtle and Seychelles kestrel – nature’s ultimate compliment!



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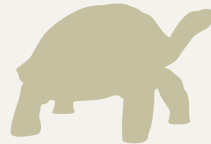
Vegetation rehabilitation: Converting a coconut plantation back to an indigenous forest has taken huge effort – removing invasive species and creating a nursery cultivating over 100 000 seedlings (making it the largest native plant nursery in the Seychelles). Planting out is continuously sustained by new propagations.



7

Reptile reintroductions and population restorations:

The few surviving Aldabra giant tortoises had their numbers augmented and there is now a very healthy breeding population fulfilling its ecological niche. A small secluded wetland was also rehabilitated and now harbours at least 15 reintroduced black mud turtles, a Critically Endangered endemic terrapin subspecies.



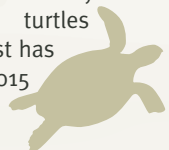
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Avians reappear: Other birds began to return on their own, such as the Seychelles blue pigeon, white-tailed tropicbird and wedge-tailed shearwater; all now breeding successfully on the island.



8

Sea turtles: The number of Endangered green turtles and Critically Endangered hawksbill turtles coming to the island to nest has spiked, with 2014 and 2015 being record-breaking years for both.



Since 1999 ...

No. 6 Mega-moves of *Mega-fauna* The Botswana Rhino Conservation Project

We helped restore locally-extinct black and white rhino to the wild in Botswana in the largest cross-border move ever completed.

Why do we believe?

- Since 1999, we have stuck resolutely to our target of species restoration and have managed to spearhead **a wide-ranging partnership and coalition** of governments, conservation organisations, private donors and myriad other entities.
- With our partners, we have successfully established **healthy breeding populations of both black and white rhino** in the Okavango Delta.
- Botswana is now a **continentally-significant range state** for both species and plays an increasingly important role in their conservation.

When we first started business in Botswana in 1983, white rhino numbers had plummeted, mirroring the decline of populations of both species of rhino throughout Africa. By the early 1990s, both black and white rhino were locally extinct as a result of poaching.

It became our dream to restore them; a dream that took shape from 1999 when we formed a ground-breaking partnership with the Botswana government, its Department of Wildlife and National Parks (DWNP), the Botswana Defence Force and donors.

The first relocations in 2001 set the ball rolling towards a very healthy resident population and the culmination – in 2015 – of the largest-ever cross-border relocation of black rhino ... fully 1% of Africa's total population.

The project is not over; every day, our rhino monitoring teams continue their vital work to help pull this species back from the brink of extinction.





5 DIFFERENT SOURCE POPULATIONS



3 DIFFERENT GOVERNMENTS

8 LOCKHEED

Hercules C130



flights from **South Africa** and **Zimbabwe** into **Botswana**

14 200 km flown



30+ Tons Airlifted

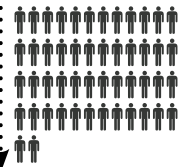
\$2.5 million spent on **relocation costs**: May 2014 – June 2015



BOTSWANA

Defence Force
Anti-Poaching Unit

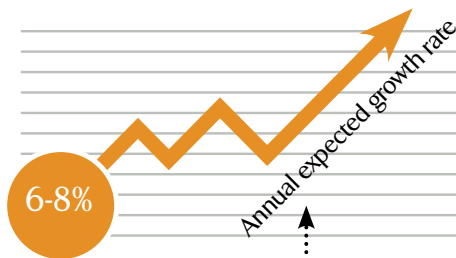
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MEN IN A SPECIALISED "RHINO SQUAD"



WILDERNESS SAFARIS



6-8%

Annual expected growth rate

1% Of Africa's total **Black Rhino** Population

\$1 MILLION on monitoring and security 2006

Monitoring takes place

24/7

- 365 days a year



Africa's BIGGEST EVER international BLACK RHINO RELOCATION

Since 2000 ...

No. 7 Hwange *Against All Odds* Ecotourism as a social stabiliser and biodiversity conserver

Despite all challenges, we have never compromised on our commitment to our conservation operations.



Tourism businesses listed on stock exchanges are all about profit – so the conventional wisdom goes. This one is also about loyalty, commitment and the bigger picture.

From 2000, for at least a decade, Zimbabwe was buffeted by political unrest, social upheaval, hyperinflation and virtual economic collapse. Visitors to the country dwindled to a trickle and tourism businesses all around us cut and ran and closed down, unable to justify the losses they were making.

We suffered the same financial impacts but despite this, we refused to give in, and we refused to cut back on our investment into the day-to-day operations such as game water provision, firebreak maintenance, anti-poaching, community engagement – and just our simple presence on the ground.

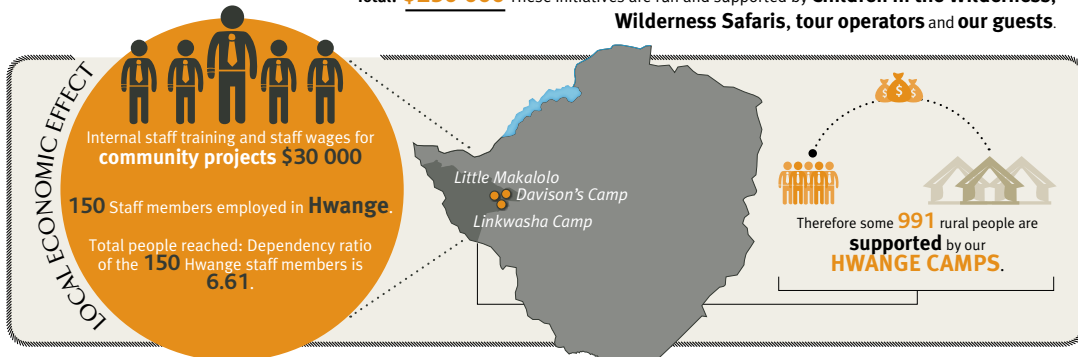
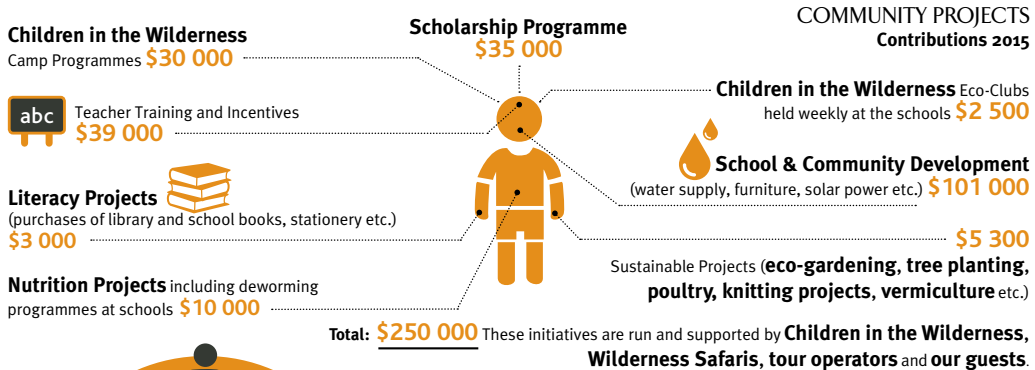
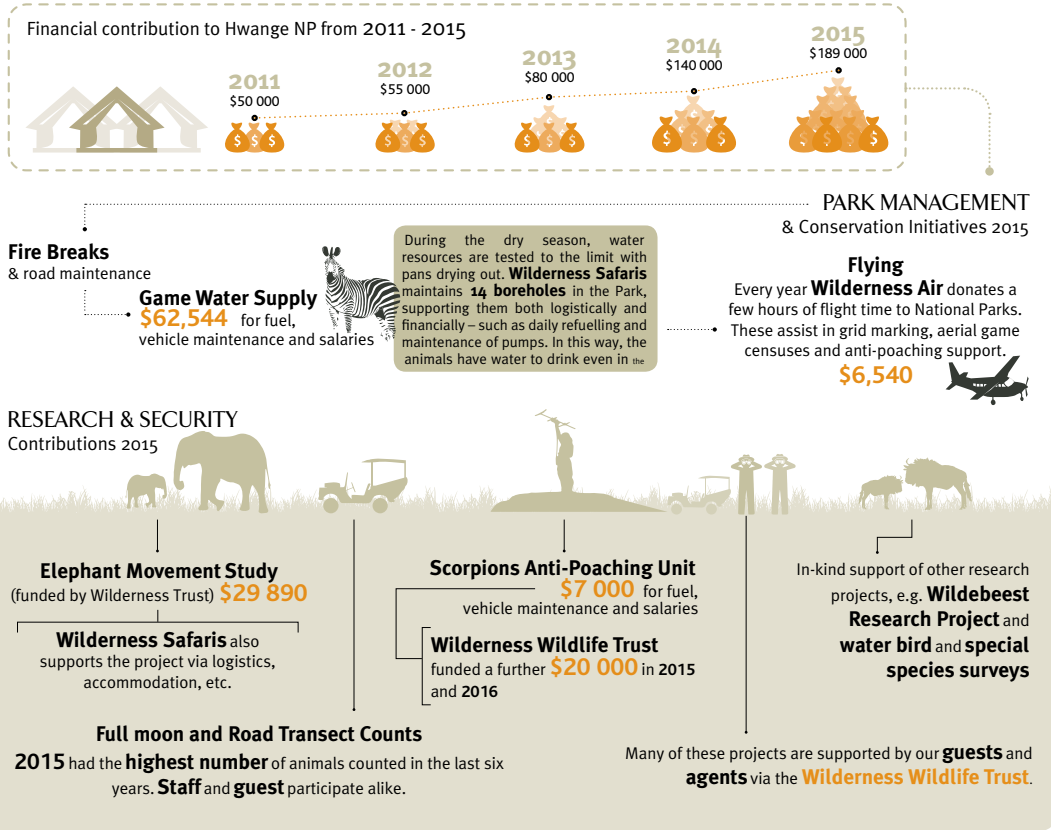
Why do we believe?

- We employ more than **100 local community members** in our camps, and they support another **700 dependents**.
- Our Children in the Wilderness programme runs Eco-Clubs, nutritional programmes for learners, school rehabilitation projects and more in **villages like Ngamo, Ziga and Mpindo**.
- Our **anti-poaching operations** remove fewer and fewer snares each year – demonstrating improvement in local conditions.
- **All large mammal species** in the area have increased over the past 16 years, even rare antelope such as roan, sable and eland, and predators like lion.
- The last six years have seen zebra, elephant and buffalo **population increases** at compound annual growth rates of 16%, 21% and 24% respectively.

Hwange Conservation & Community Support 2015

Wilderness Safaris funds and supports a number of conservation and community initiatives in **Hwange National Park**. This totals more than **US \$ 500 000 annually!**

Each year, **Wilderness Safaris** pays fees, permits and other costs to **Hwange National Park**.



Since 2001 ...

No. 8 Children in the *Wilderness*

Sustainable conservation through leadership development

We've impacted the lives of more than 10 000 children in seven African countries.

Children in the Wilderness (CITW) is a life skills and educational programme for rural children living in the remote communities adjacent to the wilderness and wildlife areas within which Wilderness Safaris operates.

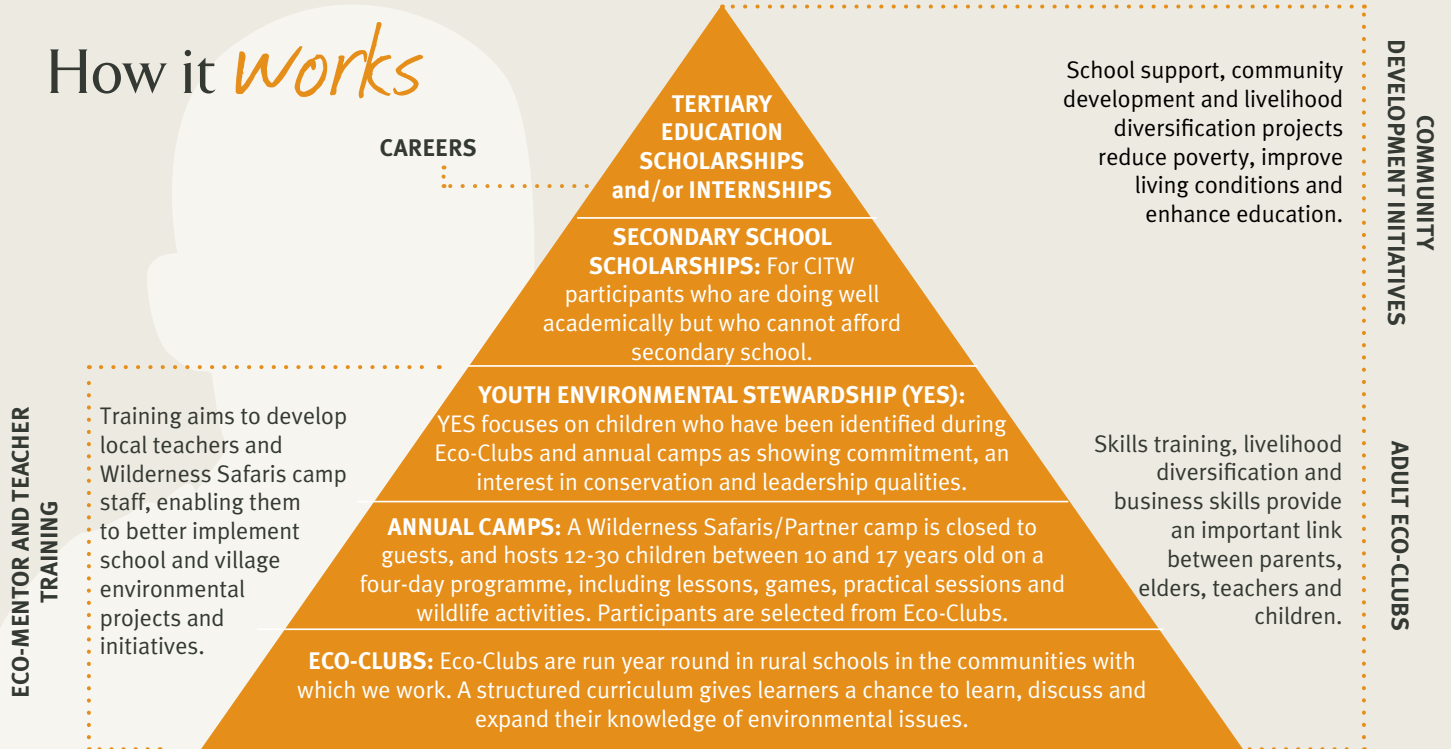
Registered as a non-profit in Botswana in 2001, Children in the Wilderness has positively impacted the lives of more than 10 000 children in seven African countries, with many alumni later joining the ecotourism industry in adult life.

Why do we believe?

- Rural school-based **Eco-Clubs** engage with more than **2 500 learners** per year.
- Scholarship programmes enable **paid education** for more than **300 children** per year.
- More than **500 children** are hosted on annual **camps** in Wilderness Safaris and partner destinations.



How it works



1 First, the CITW Coordinator and his/her Eco-Mentors (i.e. Wilderness staff who volunteer their time) meet with teachers in village schools and, with their help, start an Eco-Club at each school. The Eco-Club is run as an extramural activity on a monthly or weekly basis, where the curriculum is all about wildlife, the environment and livelihoods. The children can choose to become members of the Eco-Club.



4 The children return to their schools inspired to continue their education and with a newfound love and pride in their wildlife heritage. In some of the countries, a few of those in need of financial assistance receive scholarships so as to complete their schooling.



2 Annually, the nearest Wilderness Safaris / partner camp is closed to paying guests and a CITW programme is hosted at the camp. Participants are chosen from the Eco-Club members.



3 The camp runs for four days, for 12-30 children. The programme is both educational and fun, and includes game drives, walks or mokoro trips – depending on the area.



5 Students who show an aptitude for environmental leadership are hosted on a Youth Environmental Stewardship (YES) Programme, preparing them for possible careers in conservation and tourism.



6 After school, the CITW team then helps with finding internships or relevant training, with the ideal outcome being that of the young adult being able to give back to his/her community through a career.

7 Through all of this, Eco-Mentor Training is vital to ensure that teachers and Eco-Mentors are fully prepared and able to run the Eco-Clubs. This training empowers and uplifts them to be effective role models within their communities.

Since 2003 ...

No. 9 The *Wilderness* Wildlife Trust

Making a difference to Africa, its wildlife and its people

The Trust allows us to reach beyond Wilderness Safaris concessions to make an even broader contribution to African conservation.

The Wilderness Wildlife Trust was formed on an informal basis in the late 1980s when we understood that Wilderness Safaris needed a dedicated vehicle to secure more funds and a greater reach in order for us to be an even more effective conservation organisation.

The Trust, as registered in 2003, is an independent entity that facilitates fundraising and the dispensing of monies to deserving conservation projects. The fact that it is independent means that it can engage with projects beyond the geographic scope of Wilderness Safaris and ensure that conservation is the driving force in reaching more people, wildlife and places than we could as a company.

The relationship between Wilderness and the Trust is symbiotic: The Trust is involved financially in the projects, supporting research, habitat management and community upliftment, while Wilderness Safaris contributes logistically in terms of human resources and equipment.



RESEARCH AND CONSERVATION

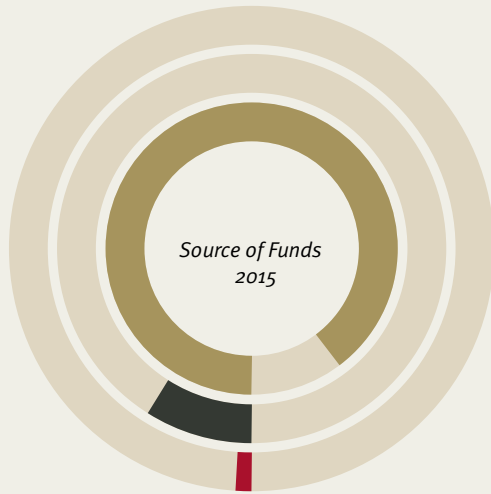
Protect and research species, paving the way for better-informed conservation management decisions in the long term.

ANTI-POACHING AND MANAGEMENT

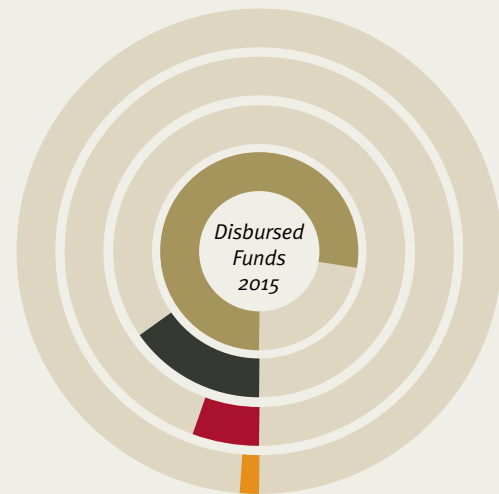
Hands-on management contributes to the survival of both individual species and their threatened habitats.

COMMUNITY EMPOWERMENT AND EDUCATION

Conservation is only as strong as the people who live nearby, and therefore educational and financial empowerment of local communities is the bedrock of the Trust.



- Wilderness Safaris guests & travel agents 89,8%
- Wilderness Safaris 9,1%
- WildlifeCampus royalties 1,1%



- Research & Conservation 77,6%
- Anti-Poaching & Management 15,5%
- Community Empowerment & Education 5,5%
- Administration (Website, Annual Report) 1,4%

Why do we believe?

- Over the last 10 years the Trust has funded more than **100 different projects** in 8 different African countries.
- On average the Trust funds **25 different projects annually**, many of them long-running.
- Since 2003, the projects funded by the Trust have produced **13 Doctorates, 10 Masters** theses and more than **50 peer-reviewed published papers** that have contributed directly to conservation.
- Even though the Trust allows us to make a difference beyond the geographic spread of Wilderness Safaris, for many projects supported financially by the Trust, Wilderness Safaris is able to contribute through **logistics and in-kind support** (e.g. equipment; manpower; fuel; vehicle servicing; access; accommodation) to ensure the enhanced viability of the work.

Since 2003 ...

No. 10 Conservation Coalitions

Private sector, NGO and community united for black rhino

This coalition has enabled the growth of north-west Namibia's black rhino population and range across a swathe of community conservancies.

The desert-adapted black rhino, a hardy survivor of Namibia's arid north-west, suffered huge poaching pressure in the 1980s leading to the formation of Save The Rhino Trust (SRT) – an NGO that almost singlehandedly saved the species here.

Once poaching was under control and the population stable as a result of SRT's pioneering 'poacher-turned-game keeper' efforts, enter Wilderness Safaris in an innovative revenue-sharing joint venture at Desert Rhino Camp. Next step? The formal engagement of the neighbouring Torra, Sesfontein and Anabeb Conservancies, through a revenue share from tourism operations.

When the rhino population reached carrying capacity, together with the Ministry of Environment and Tourism, the coalition actively helped relocate rhino from the core area of Palmwag to surrounding areas.

The dual outcome: not only did the rhino population grow at a greater rate, but surrounding communities were able to develop new ecotourism businesses.



Why do we believe?

- Desert Rhino Camp is a **sympiotic partnership** with SRT that operates as a rhino monitoring post in what would otherwise be an unmonitored area.
- **Rigorous scientific monitoring** of tourism activities proves that there is no behavioural or other negative impact on this black rhino population.
- Together with our partners we have managed to dramatically and sustainably **increase the range of desert-adapted black rhino** in the north-west, as well as the overall population as a result of more aggressive recruitment rates.
- The Namibian north-west is indisputably home to Africa's **most important population of black rhino** to have survived outside a formally-protected park.

Quick Facts

Scientific Name:

Diceros bicornis bicornis

Taxonomy: Forms part of the south-western subspecies of the black rhino *Diceros bicornis*.

Range: Desert-adapted black rhino were historically found across Namibia and into western South Africa. Today, 90% occur in north-west Namibia, with the remainder limited primarily to a few locations in South Africa.



2012 MET awards the Big Three conservancies exclusive rights to conduct / sub-lease commercial tourism contracts within the Palmwag Concession Area. Joint-venture agreement is signed between WS and the Big Three, giving WS exclusive commercial tourism rights within the Concession for two camps: Desert Rhino and Hoanib Skeleton Coast camps.

2015 Wilderness Safaris and SRT sign new Memorandum of Understanding.

2013 Communal Rhino Custodian Support Programme developed; SRT shares best practices and empowers communities to protect and monitor their black rhino through the Conservancy Rhino Rangers initiative. Wilderness Trust provides funding.

2010

2009 MET, SRT and WS join again to relocate further tranches of black rhino to neighbouring conservancies. Between 2006 and 2009, some 40 rhino released in 13 communities – expanding range by over 20%. New Memorandum of Understanding signed by SRT and WS for Desert Rhino Camp. WS voluntarily begins incorporating neighbouring conservancies into Desert Rhino Camp revenue stream.

2008

Community game guard and rhino monitor training conducted by SRT, funded by Wilderness Trust.

2007

Further work conducted on community perceptions following rhino releases in communal areas.

2005-2006

Rhino population reaches carrying capacity; research projects expanded to habitat preference, home range assessments, and community attitude surveys in preparation for relocations.

2006

Ministry of Environment and Tourism (MET), SRT and WS relocate rhino to suitable community conservancies.

2005

2003 - 2005 Series of applied research projects, conducted jointly by SRT and WS staff at Desert Rhino Camp. Development of science-based rhino viewing policies.

2003

Desert Rhino Camp opens as a joint venture between Wilderness Safaris (WS) and Save the Rhino Trust (SRT).

2000

The Partnership

- Desert Rhino Camp serves as a base for one of SRT's tracking/monitoring teams; Wilderness Safaris pays for the team's running costs.
- SRT is responsible for leading all rhino tracking activities, enforcing viewing protocols, and ensuring rhino monitoring and threat data is collected.
- Wilderness Safaris provides financial remuneration to the "Big Three" conservancies – Torra, Sesfontein and Anabeb – as part of our lease agreement, as well as employment opportunities.
- Levies from the Camp directly fund rhino monitoring and other rhino conservation activities.
- Thus, every guest of Desert Rhino Camp actively and financially supports rhino conservation.

No. 11 Frontier Ecotourism *Presence*

If poaching occurs in a forest and no-one sees it, does it happen?

We took a leap of faith into remote Zambia, far off the beaten track for most travellers and with a shortened tourism season. We did it in order to help expand ecotourism presence and ecosystem presence across Africa.

Kafue National Park's million-hectare northern sector and its gem, the Busanga Plains, fulfil all of Wilderness' requirements: biodiverse and enveloped in an atmosphere of solitude, remote wilderness and timelessness.

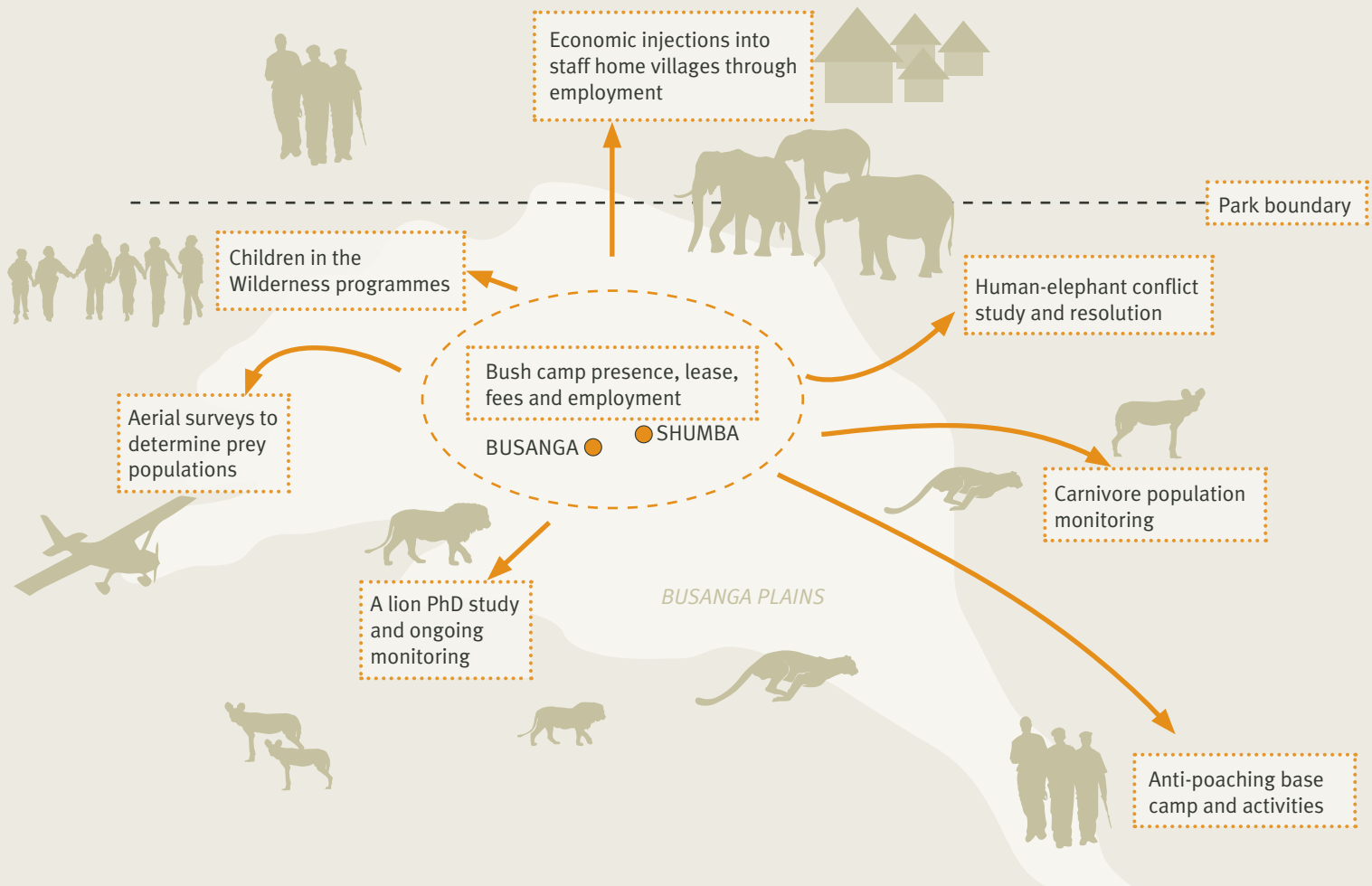
However, these remote Plains are seasonally inundated. During summer, high rainfall and flooding makes the area impassable to vehicles and thus travellers. As a result, our camps are only open for the five dry months of the year.

This makes running a financially viable business very challenging. However, despite the losses we have made since opening in 2006, we have seen first-hand what a difference our simple presence (and funding of anti-poaching operations) has made. When no-one was there, it was hard to measure the impact of poaching. Now that we are present year round, we have seen wildlife populations rebound and a positive economic difference made to local communities.

Why do we believe?

- **Our presence is good for conservation:** We have established a year-round presence and provide logistical and financial support to local anti-poaching activities. Prior to this, poaching was rife across the wet season in particular and wildlife numbers were low. Populations of species like lechwe, puku and even elephant have grown markedly.
- **We're changing lives:** Ecotourism is at the coalface of changing rural lives and livelihoods. Camps and lodges bring employment and training, opportunities for growth and travel, and exposure to another world with far more ambitious horizons and dreams.
- **Our presence provides employment:** More than 150 casual labourers from remote surrounding villages helped to build the new camps. Since then, upwards of 130 men and women have been employed in ecotourism positions.

An integrated ecotourism and conservation model



Since 2006 ...

No. 12 Addressing *Human-Wildlife* Conflict

Proactive conflict prevention and desert lion conservation

All causes need champions, and all champions need support. One man, provided he has sustained backing, can make a huge difference.

The desert-adapted lion, more commonly known as the “desert lion,” is a small, unusual population of felines that has adapted to survive in the arid conditions of the northern Namib Desert.

Our presence in Namibia’s Palmwag/Hoanib/Skeleton Coast area for the past 20 years has meant that this predator’s value – alive rather than dead – has increased as the people who live in the area have benefited from tourism.

As its local value has increased, so has its population – to around 150-200 in 2015 – but with this conservation success has come the challenge of human-lion conflict: Even though only 2% of their diet comprises domestic livestock, a number of lions are killed each year due to conflict with humans.

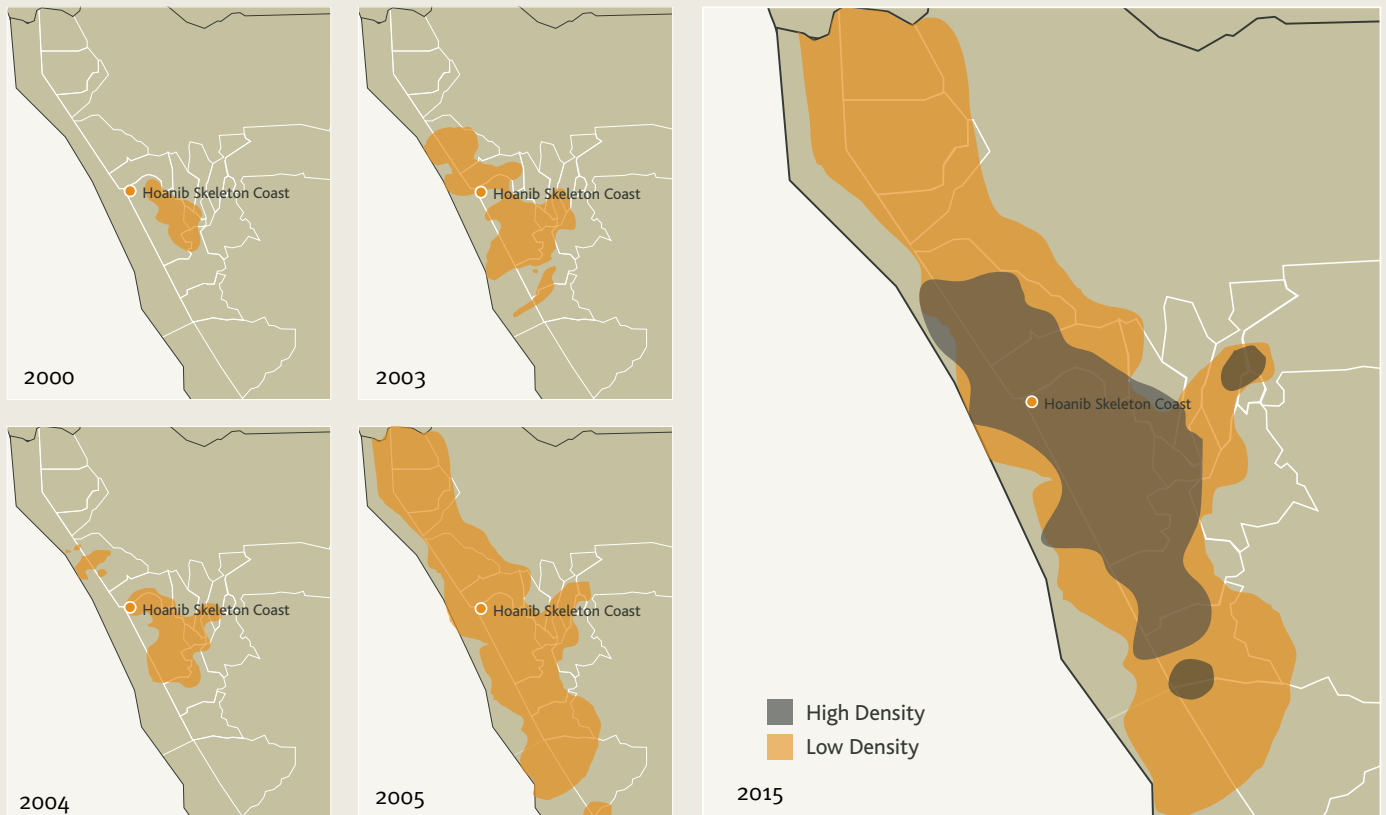
Finding solutions to this challenge and supporting the inspirational work done by Dr Philip Stander is one of the raisons d’être of Hoanib Skeleton Coast Camp; through the camp and the Wilderness Trust we provide both financial and logistical support to this noble cause.

Why do we believe?

- The range of the desert-adapted lion, and its population in the Kaokoveld and Skeleton Coast has **grown dramatically** over the past 15 years.
- Community attitudes continue to change and despite continued conflict, **lion mortalities are declining**.
- The success of our own camps in the area is attracting others and these will continue to bring **benefits to these remote, rural communities**.
- We have built a research centre and secondary home base for the Desert Lion Project at Hoanib Skeleton Coast Camp and supported the making of an acclaimed documentary that has brought the plight of this population **to the world’s attention**.



Lion distribution expansion in the north-west:



Solutions to human-lion conflict

The Desert Lion Project

Continuous monitoring via GPS satellite collars of a large number of lions generates not only valuable scientific data and a sound understanding of movement patterns and range utilisation in relation to human settlement, but also real-time location data that can help prevent human-wildlife conflict.

Lion-proof Bomas

These have been constructed in particularly high-risk areas, so that farmers can keep their livestock safe at night (when the majority of lion kills occur). The bomas are fitted with nets and a flashing light system, which studies have shown causes lions to move away, even if they are aware of the presence of cattle.

Lion Ranger Programme

Lion rangers keep researchers informed about the presence of lions close to villages, warning herders and thus minimising livestock-lion confrontations. Since the start of the programme in 2012, livestock losses in the conservancies have decreased significantly.

Since 2008 ...

No. 13 Seeing the (sun) Light

Solar power and carbon emission reductions

We invest in new technologies to reduce our dependence on fossil fuels and to eventually achieve carbon neutrality of our operational business.

Our camps are situated in remote areas where we are required to produce our own electricity, mostly through generators that have historically accounted for 50% of our carbon emissions. So, part of our commitment to reducing our carbon footprint must include decreasing the volume of diesel and other fossil fuels that we use.

SOLAR INSTALLATIONS

an investment of more than
US\$ 4.8
million

100% solar

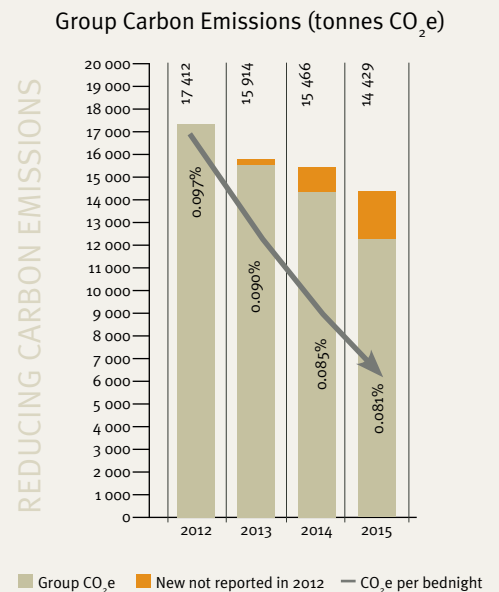
- Mombo • Little Mombo
- Kings Pool • DumaTau
- Vumbura Plains • Xigera
- Banoka • Kalahari Plains
- Pelo • Seba • Hoanib
- Chitabe • Chitabe Lediba

producing more than
3300 kWh
per day

729
solar geysers

saving **2916 kWh**
per day

annual saving of
2458 CO₂
tonnes
= 1683 return flights from
Johannesburg to Heathrow



When building new or refurbishing existing camps, we implement photovoltaic solar power as the primary energy source, thus reducing emissions substantially in areas such as refrigeration, water heating and lighting.

By doing so, we significantly limit our environmental impact and also contribute to the economic viability of existing carbon sinks and remaining wilderness areas of southern Africa, helping ensure the sustainability of their conservation.

Why do we believe?

- 14 of our 37 Wilderness Safaris camps are **100% solar**.
- The remainder of our camps all use a variety of hybrid solar and other power systems to **mitigate fossil fuel usage**.
- As a result we save nearly **2 500 tons of carbon** a year, carbon that would otherwise have been burnt and contributed to global warming.
- By operating sustainable safari camps, we contribute to the conservation of wilderness areas and the carbon that is sequestered there. We thus help ensure that **the capacity of the planet to reabsorb carbon is not reduced** and that the photosynthetic processes that occur in these wilderness areas are not interrupted.



Since 2015 ...

No. 14 Great *Apes* and Rainforests

Reforestation Rwanda's endemic-rich Albertine Rift

We believe our brand of responsible ecotourism will make a difference to both rural Rwandan people and endangered species.



For many years, we contemplated how our ecotourism model might contribute to the conservation of rainforest ecosystems and iconic Endangered species like the mountain gorilla. Rwanda's Volcanoes National Park and the fauna and flora that survive in the Virunga Massif presented a perfect opportunity.

It meant adapting our model a little, but we have now purchased an initial 27 hectares of land and have begun reforestation with indigenous trees that are already attracting a number of threatened and unique Albertine Rift endemic species such as the golden monkey and black-fronted duiker.

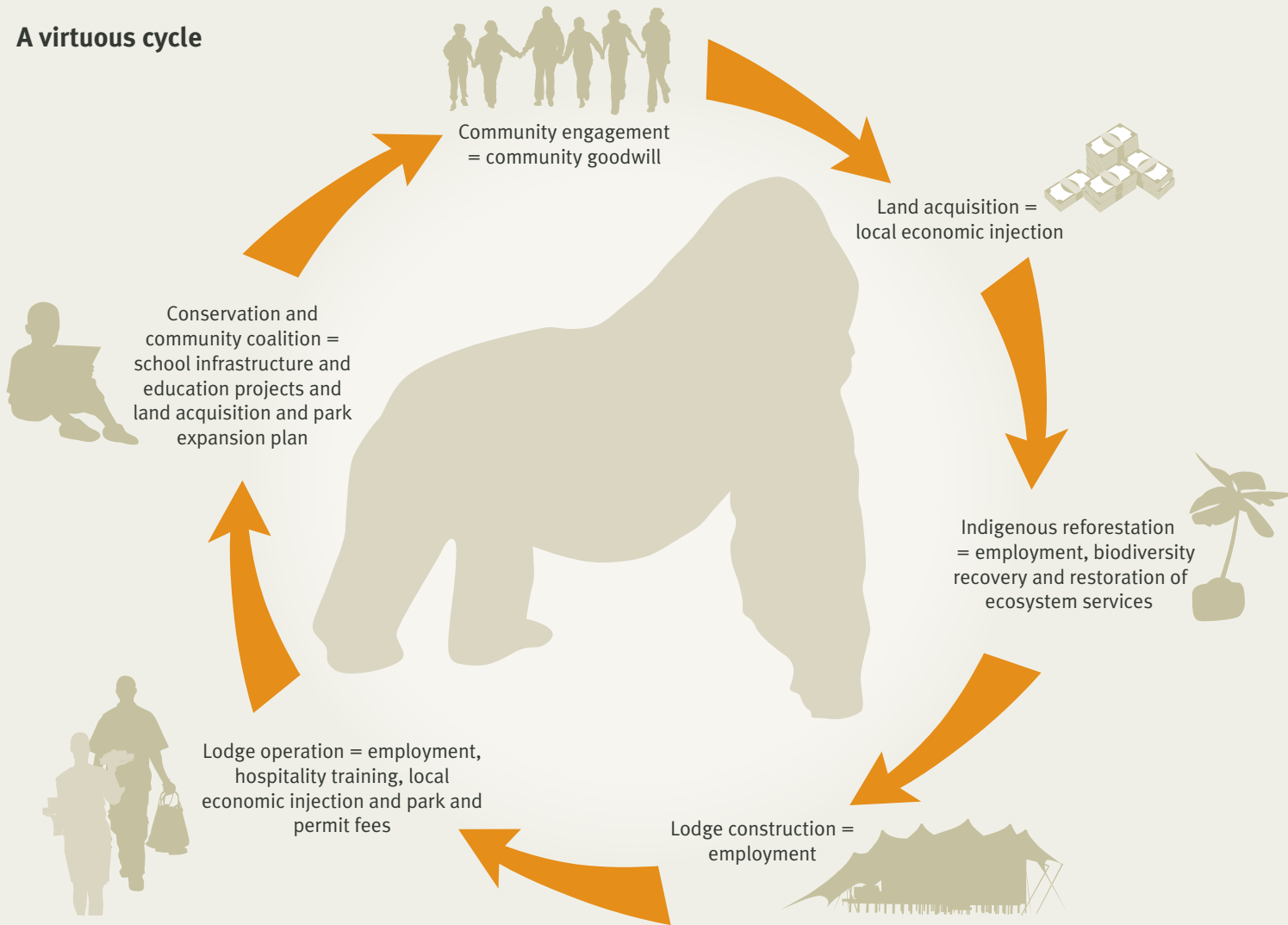
Once the lodge opens in mid-2017, we believe others will join our cause and that philanthropists will emerge to fund land acquisition and reforestation for eventual donation to expand the national park and create more habitat for mountain gorillas.

Why do we believe?

- We have managed to achieve similar **conservation outcomes** with species as diverse as black rhino, Seychelles white-eye and leatherback turtle.
- Where wilderness and wildlife can prove a commercial or social value they generally garner **support for their existence**. Nowhere is this maxim more apparent than around Rwanda's Volcanoes National Park.
- We expect more than **12 bird species** endemic to the Albertine Rift to **recolonise** the reforested land.
- There are already some significant positive stories emerging from the **local community** as a result of our payment for land and our employment of others. These stories will only grow.



A virtuous cycle







Sustainability – **The 4Cs** *Our operational blueprint*

Culture

We respect and promote our unique Wilderness culture, as well as those of our employees and neighbouring rural communities. We hope to positively impact a global culture of respect and care for the environment.

Conservation

We aim to maximise the positive impact of our operations on biodiversity conservation and to build and manage our camps in the most eco-friendly way possible to minimise any negative impacts.

Community

People are at the heart of our business. We hope to provide opportunities and growth to inspire our staff and external communities to learn about nature, love and conserve it and to realise the importance of ecotourism.

Commerce

We create life-changing journeys for our guests and clients and work closely with our government partners, conservation and community stakeholders and shareholders, to ensure the ongoing financial success and sustainability of our business.



Our journeys change lives



**TOURISM *for*
TOMORROW**
WINNER 2016

WINNER 1999 | WINNER 2005 | FINALIST 2007 | FINALIST 2010 | FINALIST 2012 | WINNER 2016