

# CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT 2014

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## **Our Areas of Intervention**

- Conservation
- Education
- Community-Based Tourism
- Welfare

## **HOW WE DO IT**

### **OUR CSR Policy Vision**

LGT is committed to continuously support environmental conservation and communities in areas we live and sell tours to, by adopting sustainable tourism.

### **OUR Principles**

- We are committed to provide quality and reliable services to promote the travel tradition among Kenyans
- We are committed to impacting communities where we work and live through CSR and travellers philanthropy
- We are committed to supporting community based tourism initiatives to develop their products and access the market
- We are committed to conservation and protection of Wildlife and other natural resources that support tourism
- We are committed to a clean and healthy environment for all.

KALALU SECONDARY SCHOOL PUPILS  
WITH THEIR COUNTERPART FROM  
KINGS COLLEGE- UK. A PARTNERSHIP  
ENABLED BY LGT CSR POLICY



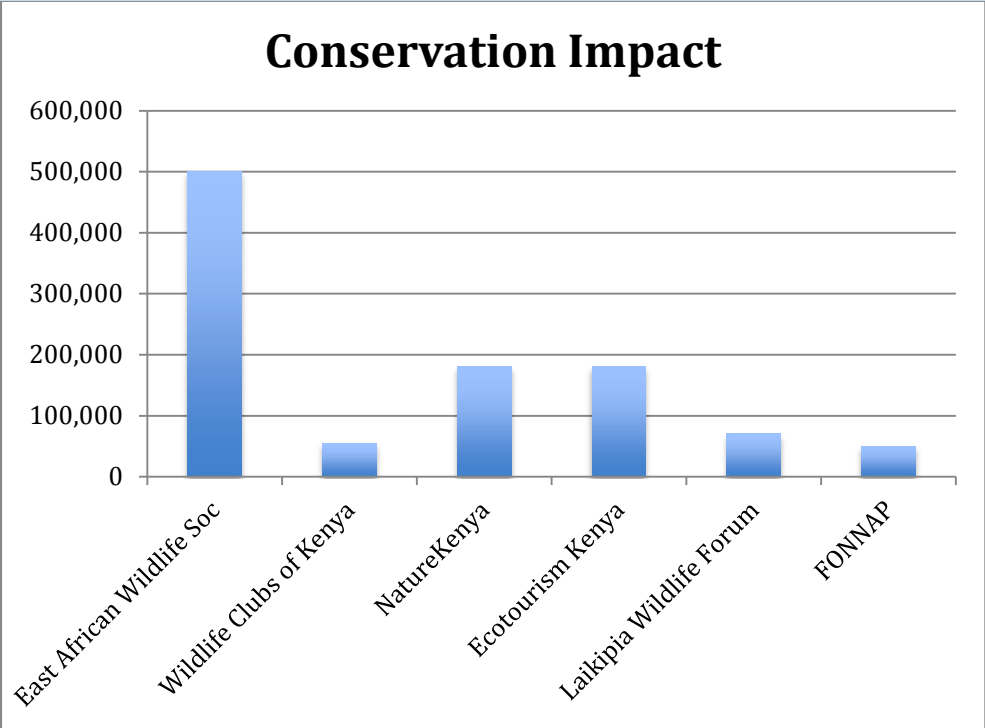
We partner with and support three schools in Laikipia area through direct contributions and travellers philanthropy, to create awareness on environmental conservation, improve quality of education and expose the pupils to cross-cultural relations. To date, our contributions to these schools are as follows

- ❖ Kalalu Secondary School – Ksh 2,635, 000
- ❖ Umandi Primary School – Ksh 50,000
- ❖ Ndamu primary School – Ksh 50,000

**OUR INVESTMENTS IN EDUCATION HAVE CUMULATIVELY REACHED KSH 2,735,000 BY END OF 2014**

# CONSERVATION SUPPORT / ADVOCACY

Over the years, we have supported several conservation organisations through membership. This approach has enabled us to express our conservation values and contribute to greater awareness of conservation of wildlife, protection of natural spaces and promotion of sustainable tourism practices.



**KSH 1,035,000 IS OUR CONSERVATION IMPACT OVER THE LAST 15 YEARS THROUGH ADVOCACY**

## WELFARE – CARING FOR ORPHANS & VULNERABLE CHILDREN AND THE ELDERLY



*Limuru Children's Centre*

Our support to Limuru Children's centre and the Limuru feeding program for the elderly ensures that more than 400 women are saved from starvation and hundreds of orphaned and vulnerable children get new opportunities to live their dream.

LGT is a founding partner of Limuru Children's Centre and Limuru feeding program both located in Limuru. Founded more than 10 years ago, these programs are transforming lives of the vulnerable members of society. The MD of LGT engaged with these projects to initiate organisational culture for giving back. He was driven by the principle of '*every good deed counts, and every time is a good opportunity to give*'



*LGT staffs donate food and clothes to LCC & the elderly feeding program*

**OUR FOOTPRINT IN LIMURU CHILDRENS HOME AND LIMURU FEEDING CENTRE FOR THE ELDERLY WOMEN IS KSH 646,000**

## **WE WON ECO-WARRIOR AWARD 2014- TOUR OPERATOR OF THE YEAR**



Our efforts were recognised in 2014 when we won the Eco-Warrior Award in the Operator of the Year

The award, organised each year by Ecotourism Kenya, recognises responsible tourism businesses and their sustainable tourism practices. The award enables tourism businesses to show-case innovative approaches employed in mitigating negative impacts of tourism and community investment programs that transform lives of host communities in tourism areas.

The judges commended UNIGLOBE's LGT tripartite approach of combining livelihood, conservation and empowerment programs in tourism and non-tourism destinations to transform lives, promote conservation and improve livelihoods. LGT supports education projects, welfare projects, conservation, and environmental education programs.

AND WE DID MORE.....



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