



SUSTAINABILITY REPORT 2018

INTRODUCTION:

Sustainability has become a hot topic across the globe in all economic sectors, simply because it is future proofing your business and giving yourself a lifeline to survival. In the business of Travel and Tourism, there has been a lot of new trends and with each trend comes impact on two very important aspects of the trade: the People and the Planet.

At Lets Go Travel Uniglobe our role is to ensure that as we create and consume tourism products we must create positive impacts on the two tourism aspects named above, either directly or indirectly. We believe that it is through responsible tourism that we shall meet the global Sustainable Development Goals, and it is by each one of us doing their very own small bit that will create a powerful net impact on our people and the planet.

We have used our 4 sustainability pillars to create positive change; Education, Conservation, Community Tourism and Livelihood. Below is a short summary of the initiatives that we believe made constructive influence into making us a more responsible tourism partner in 2018 and drove us into being named as one of the Top 100 Tour Operators in Africa, in Nigeria; as well as winning another Eco-warrior Award, (4 times now) as the Best Tour Operator in supporting Sustainable and Responsible Tourism in Kenya.

Sustainability Tuesdays

One of the challenges of being a Sustainable Inclusive organisation is effectively communicating to the public and the internal (staff) on which sustainability principles you are applying and why... plus, what sustainable initiatives you are involved in and which new ones you intend to undertake. This is why Lets Go Travel Uniglobe introduced 'Sustainable Tuesdays'. Depicted with a casual dress down attire, with T-shirts adorning a sustainable message, we usually hold 15 -20 minutes meeting where we interact with each other or/and invite members of our supply chain to join in the meeting so we can create conversation interaction on what has been happening over the week or recently, pertaining to our sustainable initiatives or general issues. Also promoting better office practises with litter separation, recycling, printer ink savings, power etc.as well as in one's home, village and rural areas.

Communication

In 2018 we also felt that to be inclusive meant that we needed to give our products a holistic approach, we therefore changed all our branding to incorporate responsible tourism messages as well as re-designed all our itineraries to include sustainable products inclusiveness. This means that, we also re-designed our website and all e-marketing media content to make it Sustainable inclusive. We changed all our signage, all our banners etc.

Education

Being one of our very strong sustainable pillars, we continued to work with the five schools in Nanyuki, Laikipia. Here we continued to support them through the various initiatives we had begun in the past such as the **Keep Her in School (KHIS)** which is a program that aims to improve the academic performance for the girls who often miss school every month due to lack of sanitary towels, but through the KHIS, we have supported girls in Kalalu Secondary school over the past 4 years. In 2018 we gave the primary school Class 8 girls at the beginning of the last term before their final exams sanitary towels; we made a resolution to expand the program beginning of 2019 academic year, to reach the other four feeder primary schools in that area, targeting all the girls who were in their final 2 years of Primary education. The program started by supplying sanitary towels to over 120 girls in 2015 and now the program reaches over 250 girls set to grow possibly by another 100 + girls in 2019.



It is also in 2018 that we introduced **Kitchen Gardens** for the schools by having two pilots in 2 schools, where we requested the other schools under our education pillar to try and replicate what they had been taught on starting and maintaining Kitchen Gardens. The aim of starting the Kitchen gardens was to supplement crops that could be useful in the children's school diet. Sadly, this did not progress as planned as the other 3 schools did not embrace the initiative as we had expected and as a result, the initiative as of now is at a standstill....with the hopes of conducting an audit as to why it did not take off as we had hoped. One reason is the issue of regular watering of the gardens is needed.

In other efforts, an initiative that seriously grew with popularity was the **Young Change Makers (YCM)** Program, which is a 'sustainability in tourism' mentorship program that runs in partnership with Sustainable Travel and Tourism Agenda (STTA) since 2017, where we give talks in Universities for students studying tourism or hospitality, across the country once a month at a half day seminar. In one year, we have seen the student attendance of the YCM move from an average of 50 students per month per seminar to an outstanding average of 300 students per seminar per month. This initiative has grown so rapidly that both organisations are in awe of how much impact has been created in such little time. They have embraced it with social media groups and regularly share information, events, happenings and concerns. In future, we intend to keep up the YCM seminars and hope that we can do an audit to see what impact the program will have brought to the tourism industry in Kenya as these mentees are the leaders of tomorrow.

Further in the education pillar, some staff also got some sustainability training by attending the Annual Sustainable Inclusive Business conference in May and later attended the Africa Green Summit in June.

Conservation

Protecting and conserving our planet remains one of our top agendas in our quest of Sustainable tourism. As a way of support, we continued to pay all our corporate membership subscriptions to the various environment / wildlife conservation bodies and associations that we are part of. We believe that even though we are not physically engaged in the various conservation lobbying, we can help support the cause by being members and paying our subs on time. We also believe that it is important to engage our staff in matters concerning conservation in wildlife, culture and environment therefore in November 2019 we had a team of 10 staff participate in the **Forest Challenge, an event created to bring awareness and conservation to our forests.** The event is organised by East African Wildlife Society (EAWLS).



Staff during the 2018 Forest Challenge

We also took up a major change in regards to **responsible waste management** by being one of the first Tour Company in Kenya that has banned the use of single use plastic bottles in our safari vehicles, where we now give all our clients refillable stainless steel branded bottles where they can refill clean water as opposed to using the single use plastic bottles. Plastic is a real threat to our wildlife and marine in Kenya and the world, and we must encourage minimal or no use of single – use plastics. We also discourage plastic straws in restaurants, hotels, MICE events and other hospitality venues; bamboo or paper straws, and cutlery for picnic boxes etc are readily available.



We are also cognisant to the fact that our industry is one of the major environment polluters contributing to high carbon emissions e.g. from flights which contribute to 51% of carbon emission to the environment thus heavily contributing to the deteriorating global climate change. We therefore sought for an option to raise awareness to our clients and possibly a counter measure to carbon compensate by introducing **carbon emission reporting** for our Air Travel Corporate department, and for tourists/visitors to Kenya as a way to **carbon compensate** we introduced throwing out into the game parks and other conservation areas some Seedballs, which are small balls of tree seeds coated with charcoal dust. The idea is for clients to throw out as many Seedballs as possible as this means the possibility of more trees being planted. The concept behind Seedballs is that once thrown out into the parks, when the rains come the charcoal dust is washed away and the seed then germinates, of course we also pre-choose the type of trees that have a high likelihood of growing depending on the region.

FINANCIALS:

Name of Initiative	Facts and Figures	Total in 2018
Keep Her In School	<p>In 2018 we are supported 131 girls valued at KES 95,100 and have also organised a series of Health talks to the girls by Zana Africa Foundation with the 1st talk having been held in May 2018.</p> <p>Funded by 40% staff and 60 % company.</p>	KES 95,100
LGTU / STTA University mentorship Programs (Product Watch and Young Change Makers)	<p>Product watch – 2 students every month are sponsored to vet a tourism product within easy reach and they are given KES 1500 each per month.</p> <p>Young Change Makers – Every month we visit a university across the country and give a seminar in conjunction with STTA. 2 students who summarize the seminar in a written essay are awarded KES 3000 each.</p> <p>Funded by the Company.</p>	KES 108,000
Conservation Projects through active Membership	We support responsible tourism and as a result we support organisations that	KES 165,300

	<p>support conservation and green/ sustainability.</p> <p>We are corporate members of:</p> <ul style="list-style-type: none"> • Ecotourism Kenya • East African Wildlife Society • Nature Kenya • Friends of the Arboretum • Friends of Nairobi National Park • Laikipia Tourism Association 	
Kitchen Gardens Pilot	<p>2 Schools in Nanyuki.</p> <ul style="list-style-type: none"> - Preparing the land - Seedlings - Seedlings only for 3 other schools 	KES 150,000
SIB Conference and Africa Green Summit	Participate in the conferences annually	KES 60,000
TOTAL FOR THE YEAR		KES 578,400

CONCUSION:

Responsible Tourism is a quest that we must embrace because on one end, our Key tourism products are heavily dependent on responsible and sustainable management; Wildlife and Beach, and on the other end, Air Travel is one of the key contributors to climate change because of carbon emission pollution. It is therefore critical on how we manage and consume these tourism products otherwise we might drive our business into extinction.

We affirm to other negative factors that put our tourism business into risk and we may not have a counter measure for each one of those, but we do believe that by doing the little we can here and there, some sort of change will come into realization. E.g. reducing carbon foot print by carbon offsetting through seed balls or building awareness to the tourism supply chain and to the consumers (tourists) by educating them whilst on the trade practice.

The message we passed on in 2018 and we will continue to pass on, is that we are committed to sustainable travel and tourism because we believe in responsible travel and tourism management and each one of us has a role to play, either from the supply side or the consumer side.