



Lets Go Travel
Uniglobe®

"Committed to Sustainable Travel and Tourism"

2020 Sustainability report

Message from our Managing Director



"The Travel and Tourism industry worldwide has seriously been affected with unprecedented year like not any other. However, we have in fact strengthened our Sustainability policies during these difficult times within our communities."

- Alan Dixon

Certainly the year has been unprecedented, not anything like before, and had dire consequences on the Tourism and Travel industry worldwide. Tourism from overseas came to a standstill and so no revenue and as outlined below had devastating effects.

The Travel side, aircrafts parked and will never fly again, now sadly most Boeing 747s and a number of Airbus A380s becoming part of history, let alone huge reduction in airline operations with big bail outs etc. So all in all this seriously affected our business and the opportunities to get out there and do much. At least with our strong Sustainability policies we have in fact strengthened them in other ways - we moved our admin section of the business into a more sustainable building with little impact on the environment and now actually set in lovely more eco-friendly surroundings; we have continued for the better part of the year with our regular Sustainable Tuesday internal meetings so keeping up with the aspects affected during this time, as well as strengthening some Livelihood aspects during these difficult times within communities.

Introduction



2020 was earmarked as a “super year” for biodiversity and the environment where urgent actions were to be taken to get the world on track to a more sustainable future. However, a pandemic slowed the pace of life with the world facing an unprecedented global health emergency.

Travel came to a standstill and the global tourism suffered its worst year. Tourists arrivals dropped, flights were grounded, several hotels closed down and various conservation work were in crisis as organizations that rely on tourism income to fund their projects had little to no funds for support.

Against the backdrop of the impacts of the COVID-19 pandemic on our business, our sustainability initiatives under the four pillars of Livelihood, Education, Environment and Community Tourism continued as this reflects on our commitment towards embracing the ideals of sustainable business and the Sustainable Development Goals.

Sustainable Development Goals

Our four sustainability pillars are aligned to the sustainable development goals where we aim at transforming the travel experience into a better cause by creating a positive impact towards our business operations, people and the environment.

Livelihood

Securing the basic and adequate necessities of life.



Education

Developing values and empowering individuals towards a sustainable future.



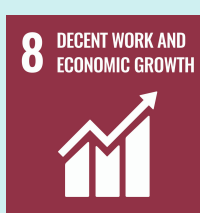
Conservation

Contributing towards the protection of biodiversity.



Community Tourism

Promoting products around local wildlife, nature and scenic resources



1. Livelihood

a) Pat Dixson Aid for the Elderly

This initiative has now been catering for 230 registered members and more than 100 none members where we assist the elderly persons (over 75yrs), and some of whom are persons with disabilities and a few special cases of HIV with a bi-weekly food hamper, and donated clothing where possible so as to improve their livelihood. Most of the elderly persons live all by themselves and have no source of income at all. We twice facilitated the distribution of face to all of the elderly which were donated by one of our partners. Besides our staff assisting in the handout, which runs twice in a month, we have been working closely with the original facilitators so as to streamline the running of the initiative and to ensure that the intended purpose is met.

Therefore, this initiative in the long run works towards achieving the Sustainable Development Goals of Zero Hunger (SDG 2) which will also aid in SDG 1 by reducing poverty levels to the families living in Limuru Kenya. The initiative also assists Body of Christ Children Home and Chesire Homes both also in the Limuru area.

In July 2020 we gave computers to Limuru Children Centre with the aim of impacting information technology knowledge to the children.



If you wish to join one of our handout mornings in Limuru, to see first-hand how we facilitate the initiative, please get in touch with us through ad@letsgosafari.com.

b) Keep Her in School



Today, many girls in low-income areas especially in rural parts of the country continue to face psychological and practical challenges to managing menstrual health as they have limited resources and access to sanitary products. As a result many of them suffer embarrassment, stigma and even miss out on school. However, for five schools in Nanyuki area namely: Kalalu primary, Ndemu primary, Umande primary, Gakeu primary and Kalalu secondary, benefitted from supply of sanitary towels courtesy of our Keep Her in School initiative.

Luckily the distribution was done just before the schools were closed in March 2020, as one of the measures to protect the children and slow the spread of COVID-19. Girls from class six to eight in the four primary schools, which serve as feeder schools to the secondary school in the area, received the sanitary towels and in the secondary school all the girls from form one to four also benefitted. This initiative ensures that no girl would miss classes due to lack of sanitary towels. Over the past 4 years we have noticed a trend where the girls have been performing better compared to the boys. We also facilitated health talks to both the boys and girls which was done by a professional with the aim of providing the students with knowledge and skills to help them be healthy.

Menstrual hygiene is mentioned in target 6.2 (achieve access to adequate and equitable sanitation and hygiene for all and pay special attention to the needs of women and girls and those in vulnerable situations) of SDG 6 (ensure availability and sustainable management of water and sanitation for all) as part of the agenda and as a company we are playing a part towards its achievement. Within other targets under the SDGs, there exists links to menstrual hygiene such as target 4a (build and upgrade education facilities that are gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all) under SDG 4 (ensure inclusive and equitable quality education and promote lifelong learning opportunities for all) and target 5.3 (eliminate all harmful practices, such as child, early and forced marriage) under SDG 5 (achieve gender equality and empower all women and girls).

2. Education

a) Young Change Makers



The Young Change Makers program continues to give tourism undergraduate students creative spaces and opportunities to solve tourism industry challenges using their own approach. Through our partnership with Sustainable Travel and Tourism Agenda we had two inter-University seminars on sustainable tourism at Machakos University in January 2020 and Chuka University in February 2020.

In the wake of COVID-19 the monthly meetings were conducted online where it engaged in sincere questioning on issues that relate to sustainable tourism in Africa. Since April 2020, this was done through twitter chats and it was a success through the active engagements of the students. To read more on the topics discussed during the twitter chats, click [here](#).

b) Internally

Internally our 'Sustainable Tuesday' meetings continued online via zoom meetings and emails where we engaged each other on various topics in relation to sustainable tourism and sustainable development goals and how they impact our lives within the office as well as home. We also donated a laptop to a student being sponsored by our Managing Director through university at Meru University pursuing bachelor of education to help him easily study remotely since the schools had closed.

Goal 4 - Quality education

"It's being affected because the kind of learning going on at home right now cannot be compared to what they would be getting at school. Also the fact that private schools are going out of their way to ensure students can still learn but public schools no such thing is going on and especially for candidates, which with the current situation they actually seems that they may not seat for their KCPE/KCSE."

Esther



Goal 9 - Industry, innovation and infrastructure

"In the wake of pandemic, local industries have rose to the task in provision of the scarce health commodities. Face masks & personal protective equipment's are being produced by local industries and by so creating dire needed employment.

Various institutions have innovated hand-washing equipment and ventilators that are much needed for the fight against pandemic."

Mark



Goal 10 - Reduced inequalities

"Many people are in need now... financially and emotionally. We all have to be each others keepers and take care of one another. If you have spare masks you can give to the people around you... such as the askari at your gate, street children and other vulnerable persons. Schools are closed and children are at home of which you find many are unable to get the proper education. The ones from vulnerable backgrounds cannot access smartphones and computers and keep up with school work. I feel for their future! How will they able to do their exams this year and be expected to pass? The government should postpone the exams."

Paula



3. Conservation

a) Adopt a tree audit

Over the years we have been engaging our partner schools in Nanyuki by planting trees with the students who are supposed to take care of them through their studies. This done by the class four pupils in the primary schools (two years before moving on) and by form one students in the secondary schools. It gives the secondary students four years to take care of the tree seedlings until they are mature and may reach a height of 6 meters plus.

In January 2020, we did a tree audit to see how many had survived and which tree seedling does better in the schools. Over 400 tree seedlings had matured among them being fruit trees such as guava and avocado and others such as cedar, pine, cypress and East African sandalwood. Some of the challenges the schools face include inadequate supply of water, tree seedlings being destroyed by animals as some are not fenced and the long holiday school breaks as the seedlings can not be looked after.

b) Corporate Carbon reports

We send carbon reports to our corporate clients which assists them to keep track and quantify the greenhouse gases produced directly and indirectly from their organization's activities within a set of boundaries as part of their carbon accounting.

c) Membership subscriptions

Our commitment to supporting conservation based organizations continued and below are the organizations which we have maintained our corporate membership subscriptions:

- East Africa Wildlife Society
- Ecotourism Kenya
- Friends of Nairobi National Park
- Nature Kenya
- Ngare Ndare Forest

d) Youth Biodiversity Seminar

We sponsored and participated in a Youth Biodiversity Seminar which took place in Kakamega (Western Kenya) where the aim of the event was to integrate views from the grass root of young people in the formulation of an effective post - 2020 biodiversity framework strengthening their capacity to lead in action as young Kenyan environmentalists and conservationists. The two days event was organized by the Kenyan Youth Biodiversity Network, a chapter of the Global Youth Biodiversity Network. Discussions were around the provisions of the Zero Draft document of the Convention on Biological Diversity and it is encouraging to see young people being allowed to add their input. The participants also visited Kakamega Forest National Reserve. Click [here](#) to read more on the event.



Internally, we visited Nairobi National Park where we spotted some amazing wildlife and also picked up rubbish (3 buckets full of plastics with most of them being water & soda bottles) inside the park on the routes we took. It is important for each one of us to have the duty to limit the destructive effect of tourism on the environment. Let us make our protected areas #plasticfree. We also made a visit during our Sustainable Tuesday engagement to Nairobi Safari Walk which is a show case for Kenya's Parks & Reserves to access the attraction if it was still in proper condition.

4. Community Tourism



Community tourism forms one of our sustainability pillars and under this we aim at improving the livelihoods of one of our partners, the local communities living around tourist and wildlife destinations often in rural parts of Kenya, to earn income which benefits the community as a whole. In promoting authentic local experiences, we listed our itinerary, 'Remarkable Kenya with a Humanitarian Touch' to be a certified Magical Kenya signature experience as part of the Kenya Tourism Board to promote Kenya's niche tourist destination at national, regional and international levels through the 'Magical Kenya Signature Experience' promotional programme.

Through this, we are inviting our customers to visit different destinations on the itinerary which exclusively focuses on local experiences that will be memorable to them such as staying in the first community owned conservancy and spending an insightful day with charming and entrepreneurial grandmothers at a grassroots social enterprise project. By providing clients and marketing opportunities, we are supporting community development and conservation which is goes a long way in encouraging good use of tourism and promoting sustainable tourism. To read more on the Remarkable Kenya with a Humanitarian Touch experience click [here](#).

Concluding Remarks

“Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity, and celebrating what makes us human: from discovering new places and cultures to connecting with new people and experiences” says UN chief, António Guterres. As we continue working towards achieving our mission, we look forward in playing a lead role in realizing the Sustainable Development Goals through sustainable tourism.

Thank you for taking the time to read our 2019 sustainability report. Please let us know at: felix@letsgosafari.com if you have any feedback or suggestions; we would love to hear them. Also visit our website to download past sustainability reports, back to 2014, and also see our latest offers and news.

Appendix

Our pillars	Initiatives	Description	Amount in Kes (USD - 110) (GBP - 150)	Time (Hours)
Livelihood	Keep her in school	Giving hygiene talks and providing sanitary towels to girls in 5 schools in Nanyuki.	70,000	43
	Pat Dixson's Aid for the Elderly	Facilitating the handout programme by distributing food stuff to the needy elderly and children in Limuru town.	90,000	150
Education	Young Change Makers	Participating in inter- university seminars and tweet chats with youths pursuing tourism and conservation degree courses in sustainable tourism development.	30,000	20
	Internally	Staff visit to Nairobi National Park	3,000	2
Conservation	Corporate membership	East Africa Wildlife Society	19,000	-
		Ecotourism Kenya	15,000	-
		Friends of Nairobi National Park	15,000	-
		Nature Kenya	15, 000	-
		Ngare Ndare Forest Trust	25,000	-
	Youth Biodiversity Seminar	Sponsoring and participation in a Youth Biodiversity Seminar.	37,000	48
	Adopt a tree	Auditing the trees planted since the inception of the initiative with the 5 schools in Nanyuki	-	7
Community Tourism	'Remarkable Kenya with a Humanitarian Touch' itinerary	Developing and listing our itinerary to be a certified Magical Kenya signature experience	0	20
Total in Kes			319,000	290
Total in USD			2,900	290
Total in GBP			2,127	290

Table 1: Amount spent and time volunteered towards our sustainability initiatives