



Lets Go Travel
Uniglobe®

"Committed to Sustainable Travel and Tourism"



Quarter 1 2024

Sustainability

Impact

Report

Lets Go Travel Uniglobe is a Kenyan sustainable conscious travel management company that prioritizes sustainable tourism practices and integrates the UN Sustainable Development Goals (SDGs) into our core operations to create a more sustainable future for all. This report details our achievements in quarter 1 of 2024 across our four sustainability pillars: Livelihood, Education, Conservation, and Community Tourism.

The year 2024 has witnessed a significant shift in the global tourism landscape. Travelers are increasingly seeking experiences that go beyond sightseeing, opting for journeys that create a positive impact on the destinations they visit. At Lets Go Travel Uniglobe we are positioned at the forefront of this movement, demonstrating unwavering leadership in sustainable tourism practices.

Sustainable Development Goals (SDGs) and Tourism in 2024

The tourism sector in 2024 continues to evolve towards greater sustainability, driven by a growing awareness of environmental and social impacts. Sustainable tourism practices, like those we are embracing at Let's Go Travel Uniglobe, are crucial in advancing the SDGs. By integrating sustainability into our operations, we contribute directly to goals such as zero hunger (SDG 2), good health and well-being (SDG 3), quality education (SDG 4), responsible consumption and production (SDG 12), climate action (SDG 13), life on land (SDG 15), and partnerships for the goals (SDG 17).

1. Livelihood

Lets Go Travel Uniglobe has a long-standing commitment to social sustainability through two flagship initiatives leading the charge namely; the Pat Dixon Aid to the Elderly program and the Keep Her in School. These programs directly address SDGs 2 (Zero Hunger) and 3 (Good Health and Well-being) by providing essential food and hygiene products to disadvantaged individuals and promoting girls' education respectively.

Key impacts:

- Provided regular food distribution to 535 beneficiaries, including 303 elderly individuals, 55 with special needs, and individuals from affiliated organizations.
- Supported the education of 700 girls by supplying sanitary pads to beneficiary schools.

i. The Pat Dixon Aid to the Elderly:

In its 31st year, this initiative has consistently improved the lives of over 365 registered beneficiaries in Limuru, Kenya. Our commitment extends beyond that number, with an additional 50 to 100 individuals receiving aid depending on the food support distribution session. The initiative aligns closely with SDGs 2 (Zero Hunger) and 3 (Good Health and Well-being) by providing regular, nutritious food hampers, occasional clothing, and essential item donations.

This quarter, the initiative maintained a consistent distribution schedule, ensuring essential support reached those in need, primarily disadvantaged beneficiaries, with a significant portion being seniors (above 70 years old).

The scope of this initiative extends aid to the Body of Christ Children's Centre, which aims to find sustainable solutions for orphan care, health, and education by providing schooling, food, and shelter for orphans and vulnerable children, including those living with HIV/AIDS; Cheshire Home, a charitable institution for teenage girls with disabilities; and St. Joseph Kindergarten in Limuru.

We provide sacks of assorted food grains to the Body of Christ Children's Centre and Cheshire Home. Like the seniors' food distribution sessions, the distribution sessions occur bi-weekly on Wednesday mornings. Additionally, we assist in the payment of teachers at St. Joseph Kindergarten and Body of Christ as part of our commitment. To ensure the initiative's effectiveness, we conducted an audit through January and February to update our beneficiary list accordingly. With the support of Amadeus, we successfully renewed identity cards, enhancing the identification process for beneficiaries.



Furthermore, in January we received funds to sponsor the purchase of school shoes for all the children in Body of Christ Children’s Centre through our Dutch donors and generous donations from friends of the program. February and March’s food distribution sessions provided additional resources such as food, clothing, and books, significantly benefiting the recipients.



In Q1 2024, The Pat Dixon Aid to the Elderly Program has demonstrably improved the lives of 568 individuals, categorized as follows:

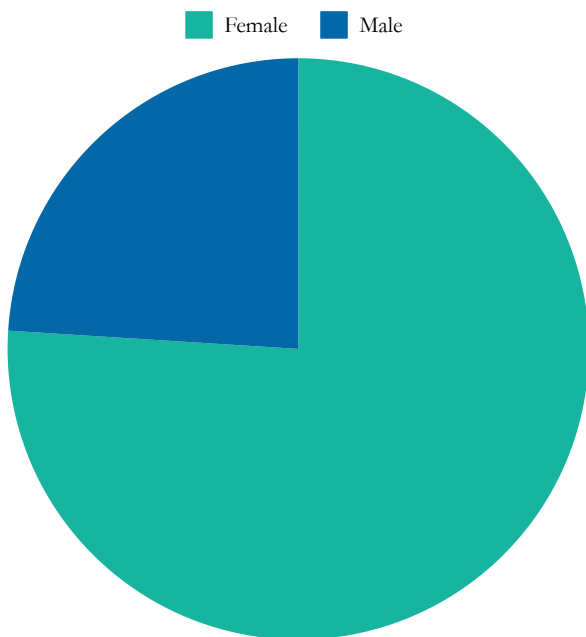


Chart 1: Gender Distribution of the Beneficiaries

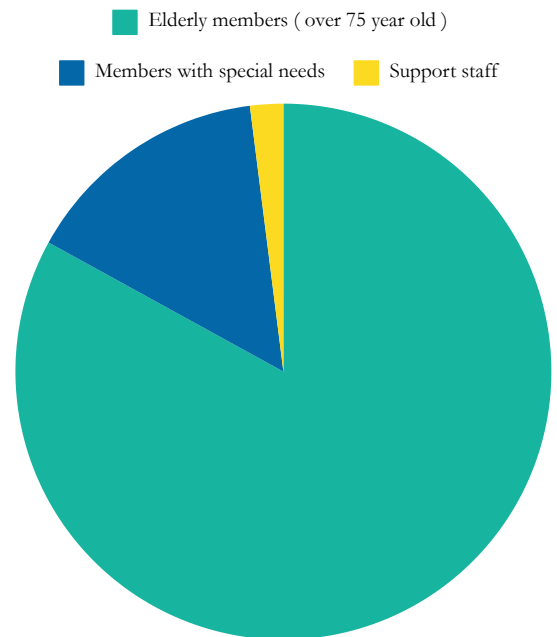


Chart 2: Membership Composition

Affiliated Organizations Supported:

1. Body of Christ Children's Home: 123 children.
2. Cheshire Home: 60 children.
3. St. Joseph Kindergarten: 20 children.



ii. Keep Her in School

In this quarter, the Keep Her in School initiative continued to play an important role in ensuring that teenage girls remained in school throughout the first term of 2024. This initiative supports 700 girls across seven partner schools: Kalalu Primary School, Ndemu Primary School, Umande Primary School, Kirimara Primary School, Gakeu Primary School, Kalalu Secondary School, and Ndemu Secondary School in the Laikipia East constituency of Laikipia County.

Additionally, we had the privilege of hosting Patrick Hooft, the Europe, the Middle East, and Africa (EMEA) Uniglobe Regional Coordinator during his recent visit to Kenya in February who participated in issuing sanitary pads and sharing words of encouragement to the schools alongside our Managing Director, Alan Dixon.



2. Education for Sustainable Development

We believe education is key to achieving sustainable tourism practices and development. Our initiatives focus on raising awareness among staff, industry partners, and the youth.

Key impacts:

- Held monthly Sustainable Tuesday meetings for staff and partners to discuss sustainable travel practices (SDG 12: Responsible Consumption and Production).
- Participated in industry exhibitions on sustainability leadership.
- Collaborated with Sustainable Travel and Tourism Africa (STTA) Kenya to host the Young Change Makers seminars at 3 universities, nurturing future sustainability leaders in tourism.

Provided internship opportunities with a focus on sustainable tourism.

Lets Go Travel Uniglobe is committed to fostering awareness and empowering future generations through various initiatives:

i. Sustainable Tuesday Meetings

Held monthly, these engaging forums serve as platforms for dialogue and knowledge exchange between staff members and our partners across the travel industry value chain, including airlines and accommodation providers. Discussions delve into sustainable travel practices, fostering collaboration towards a responsible tourism industry (SDG 12: Responsible Consumption and Production).

In Q1 2024, we visited Grounded, a women- and family-run business dedicated to creating healthy, sustainable homes through safer, eco-friendly cleaning products. Our team toured their facility, learning about product manufacturing and waste management practices. By actively participating in these sessions, we enhance our internal understanding and contribute to industry-wide efforts for a more sustainable future.

Additionally, Patrick Hooft, the Uniglobe Regional Coordinator for Europe, the Middle East, and Africa (EMEA), had a one-on-one session with the sustainability team to discuss aspects of sustainability in the regions he oversees and his perspective on Uniglobe's franchise sustainability vision and the way forward.

ii. Expanding our Knowledge

Our commitment to education extends beyond our company walls. We actively participated in two exhibitions; the '1st Climate Change Global Business Summit on Africa' organized by The European House - Ambrosetti and 'Business Sustainability Leadership and Climate Action in Africa' organized by British Chamber of Commerce Kenya, Cambridge Institute for Sustainability Leadership, and Puxley ESG which focused on improving our awareness of climate change financing and mitigation measures as well as sustainability matters in Africa.

These events provided valuable opportunities to learn from sustainability thought leaders and showcase Lets Go Travel Uniglobe's leadership in the field.



iii. Youth Empowerment and Development - Preparing the Next Generation of Sustainability Leaders

We understand the importance of empowering future generations to champion sustainable tourism. In collaboration with the Sustainable Travel and Tourism Africa (STTA), we hosted The Young Change Makers seminars at different universities across the country. These interactive sessions aim to go beyond traditional learning, fostering a deep understanding of sustainable tourism principles among students.

Our goal is to nurture a team of future leaders passionately committed to driving positive change within the tourism industry. In Q1 2024, we visited:

Date	Name of the host University / Institution	Number of Students/ Institutions Present	County	Topic
24/02/2024	Boma International Hospitality College	300 students 13 Institutions	Nairobi	Transforming & Greening Hospitality Training Institutions in Kenya.
15/03/2024	Rongo University	242 students 6 Institutions	Migori	Opportunities for Blending Business and Leisure Travel for Sustainable Tourism in Africa
23/03/2024	United States International University (USIU)- Africa	105 students 11 Institutions	Nairobi	Industry Collaborations for the SDGs

In addition to The Young Change Makers program, we actively participated in several events:

1. Attended an African-themed gala dinner at Boma International Hospitality College organized by the students, showcasing their culinary and service skills while featuring dishes from various African communities.
2. Joined STTA in several online sessions focused on integrated sustainability reporting and improving The Young Change Makers program.
3. Welcomed three interns with one intern, an alumna and Rising Star from the Young Change Makers program from the Technical University of Kenya, who gained valuable experience alongside interns from Strathmore University and Kenya Utalii College. Their internships focused on various aspects of the company, with a significant emphasis on sustainable tourism practices.
4. Two alumni from The Young Changemakers and Rising Stars, who are now part of our team, had the honor of attending the Eco-Tourism Leadership Program. One of them, Esther, delivered an inspiring talk to the students involved in the program.



3. Conservation

Lets Go Travel Uniglobe actively promotes responsible waste management and supports conservation efforts.

Key impacts:

- Implemented practices to reduce paper usage and promoted refillable water bottles for travelers (SDG 12).
- Partnered with local conservation organizations and participated in activities like bird walks organized by Nature Kenya and Karen Country Club (which helped monitor bird populations and identify threats).
- Supported environmentally responsible e-waste disposal through Enviroserve Kenya.
- Participated in the Wangari Maathai Marathon to raise awareness for conservation (SDG 15: Life on Land).

Lets Go Travel Uniglobe is a dedicated advocate for environmental protection. We champion a multidirectional approach to minimize our environmental footprint and contribute to a better planet through the following initiatives:

i. Waste Reduction

We actively promote a culture of sustainability within our workplace by prioritizing double-sided printing, maximizing the reuse of old paper by using electronic documents, and distributing refillable water bottles to our leisure travelers.

Furthermore, we collaborate with suppliers who embrace refillable water bottles and establish water refilling stations within their facilities. For our travelers, we advocate for responsible waste disposal practices. These initiatives not only align with our commitment to minimizing environmental impact (SDG 12: Responsible Consumption and Production) but also directly contribute to cleaner destinations.

ii. Electronic Waste Management

We partnered with Enviroserve Kenya to manage our electronic waste. This partnership ensures our e-waste is disposed off in an environmentally friendly and sustainable manner, keeping toxic materials out of landfills and contributing to the circular economy. By embracing responsible e-waste management practices, we actively support a greener future.

iii. Supporting Conservation Champions

We recognize the critical role local conservation organizations play in protecting biodiversity and combating climate change. These organizations have essential expertise, networks, research, and action plans to achieve their missions effectively.

Lets Go Travel Uniglobe demonstrates its unwavering commitment through the payment of annual corporate membership fees and active involvement in various activities. For example, we participated in morning bird walks organized by Nature Kenya and Karen County Club. Birdwatching is an important conservation tool that generates revenue for conservation efforts, raises awareness about bird species, and educates the public about the importance of habitat protection.

iv. Celebrating World Wildlife Day

Lets Go Travel Uniglobe actively participated in events that promote environmental consciousness. In support of World Wildlife Day, themed "Connecting People and Planet," we joined over 2,000 environmental enthusiasts from diverse fields at the Wangari Maathai Marathon. This event honored the legacy of Professor Wangari Maathai, a renowned environmental activist. Our participation served as a powerful demonstration of the #PowerOfOne in driving positive environmental change (SDG 13: Climate Action & SDG 15: Life on Land).



4. Community Tourism

Lets Go Travel Uniglobe goes beyond offering travel experiences; we strive to create tour experiences that improve the lives of both travelers and local communities. We prioritize community tourism initiatives that promote the well-being of the destinations we visit.

Key achievements:

- Supported local communities around conservation areas such as National Parks, Reserves, and Conservancies, by directly remitting entry and conservation fees which directly supports conservation efforts and local well-being (supports anti-poaching patrols, community development projects, and wildlife research).

i. Supporting Local Businesses

We carefully select local partners whose offerings empower and uplift local community residents. This approach ensures our travelers have unique opportunities to connect authentically with communities and experience local culture firsthand.

For instance, we actively support National Parks, Reserves, and Conservancies by collecting and remitting entry and conservation fees. These fees are crucial for supporting conservation work and local community development efforts within these protected areas (SDG 8: Decent Work and Economic Growth & SDG 10: Reduced Inequalities).

Lets Go Travel Uniglobe is proud of the positive impact we are making in the areas of Livelihood, Education, Conservation, and Community Tourism in Q1 2024. We are dedicated to continuous improvement and working towards a more sustainable future for the travel and tourism industry.

We are committed to the SDGs and believe that responsible tourism practices can create a positive ripple effect, benefiting destinations, local communities, and the environment for generations to come. We invite you to join us on this journey towards a more sustainable future. For more information on our sustainability initiatives, please visit our website - <https://uniglobeletsgotravel.com/sustainability-practice-reports/> or get in touch with Felix – felix@letsgosafari.com.