

Singita

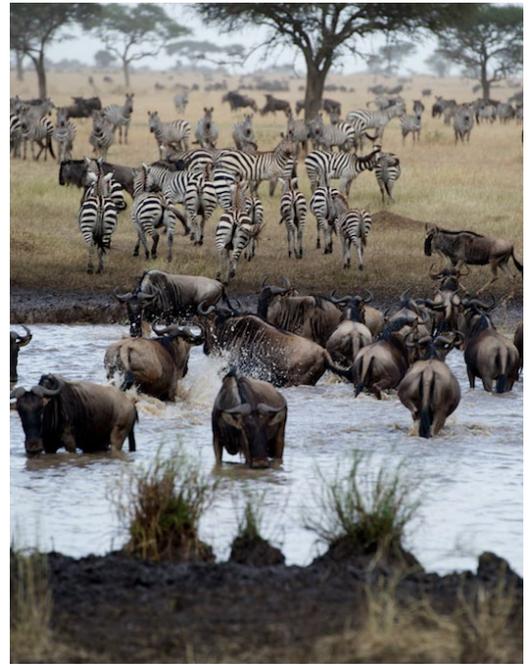


SUMMARY REPORT

Singita Serengeti Annual Review **2013-2014**



An
initiative
by Bioregional



Singita Serengeti is working to improve the lives of local people while conserving one of the earth's most amazing wildlife sites and providing the highest level of environmentally-conscious hospitality.

It does this using a One Planet Action Plan drawn up with Bioregional and finalised in early 2013. The first annual review of this plan has now been completed. This plan, and the One Planet Living framework it is based on, are underpinned by ten easy-to-grasp principles enabling organisations to plan for, communicate and deliver sustainable development.

Singita and the Grumeti Fund, a Tanzanian not for profit, have created a unique partnership, applying the best of tourism, conservation and community outreach efforts to this globally important, at-risk, iconic landscape ecosystem with its spectacular annual migration of two million wildebeest.

During the Action Plan's first year, the focus has been on integration; training and embedding processes into existing procedures with a clear strategy developed for delivering the vision laid out in the plan.

KEY SUCCESSSES IN 2013

Sustainable infrastructure



Basic measures installed across the property; solar geysers for hot water and energy efficient lighting in back of house areas and water meters across the property.



Construction started on what aims to be the first LEED accredited building in East Africa with significant improvements in the construction site management becoming standard practice.



Singita Serengeti is the concession managed by Singita adjacent to the Serengeti National Park. It captures land that is an integral part of the Serengeti-Mara Ecosystem, the home of the Great Migration. In 2002 the Tanzanian government granted the Grumeti Fund – a non-profit conservation and community outreach organization - the right to manage and conserve these 140,000 hectares (350,000 acres), for the benefit of Tanzania, Africa and the world. The partnership between Singita and the Grumeti Fund is unique, applying the best of tourism, conservation and community outreach efforts to this globally important and at-risk landscape.

Sustainable relationships



Local community supported through 10% increase in local produce purchased from 2012 (to over \$265,000), Grumeti Fund provided 3 new operational poultry projects and repaired 25 boreholes



Staff events linked to One Planet Living to build sense of community and understanding of the benefits of a truly sustainable approach to management.

Sustainable management



Training of almost the entire 750 staff members in One Planet Living and setting up a staff engagement programme based on 'Principle of the Month' activities.



Significant improvement in waste **management** and recycling systems, resulting in all the main recyclable waste streams being sent for recycling.



Estimated 10% saving in **water** consumption through change in irrigation regime.



Over 5000 **field patrols** were undertaken by Grumeti Fund and 2013 saw the lowest level of animals killed by illegal means since the partnership's inception in 2003.

Plans for 2020

Singita Serengeti's One Planet Action Plan sets ambitious targets for 2020. These include:

Reducing building energy use by 30%

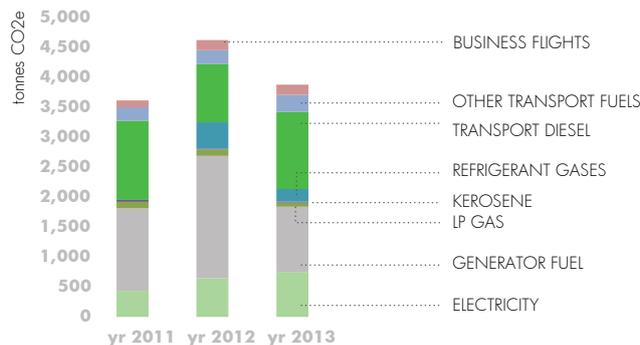
100% of electricity from renewable resources

>90% recycling rate

60% of food for staff sourced from within 25 km

Reduce extraction of water from boreholes by 50%

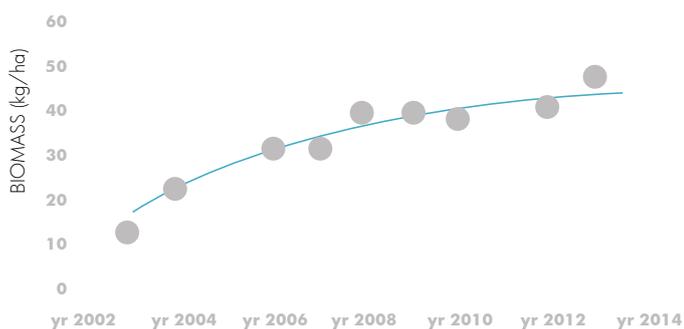
Creation of 100 new jobs of which more than 60% will be for local residents



2013 saw Singita Serengeti's total carbon footprint stabilise compared to our baseline year of 2011, but the per guest bed night emissions have fallen by 35% since 2011 from 1.70 kg CO₂e to 1.09 kg CO₂e.

At the same time the ongoing conservation and community development work continues to reap rewards with the total populations of large mammal species on the Singita Serengeti concession apparently stabilising at about five times the 2003 numbers.

2014/15 sees the focus shift to upgrading of the main site wide infrastructure on a lodge by lodge basis. Faru Faru Lodge will be tackled first with energy efficient lighting, water heating and air-conditioning, which allied with a generator upgrade should almost halve fuel consumption. Training of staff will continue and guest communication stepped up through the use of interactive computer tablets.



“With across the board support from guests, staff and local communities, we will endeavour to reach the 2020 joint venture targets identified by One Planet and ourselves.”

Graham Ledger, Singita Serengeti Managing Director

“Globally, we need a reference point for sustainable tourism and conservation and Singita Serengeti is well placed to provide that.”

Pooran Desai, Bioregional’s International Director for One Planet Communities

“With guidance from Bioregional, the One Planet framework and our own Action Plan and targets, we are confident and enthused about the progress we can make between now and 2020. True success however, will be in effecting change beyond Singita Serengeti to the wider tourism and conservation industries as well as to other communities, countries and corporations.”

Beverly Burden, Singita Serengeti sustainability integrator



KEY ACTIVITIES PLANNED FOR 2014/15 AGAINST ONE PLANET LIVING PRINCIPLES

Zero Carbon	Energy efficiency upgrade of Faru Faru Lodge Upgrade to air conditioning and light units
Zero Waste	Installation of industrial composting unit Improved disposal of food waste/wet waste through staff communications and training
Sustainable Transport	Introduction of onsite bus for staff Promotion of alternatives to vehicle safaris – horseback, cycling, walking and ‘slower’, reduced distance vehicle safaris
Sustainable Materials	Continue rehabilitation of clay quarry pits caused by road building Integrate procedures from Kilima Lodge into standard procedures for all construction on Singita Serengeti concession
Local and Sustainable Food	Improve sustainability of fish served to guests Engagement and training of local suppliers to increase sustainability of imports
Sustainable Water	Rain water harvesting at Faru Fari and Sasakwa lodges Rainwater tanks at explore camps
Land Use and Wildlife	Training of guides to improve communications to guests on Grumeti Fund conservation work Continuation of law enforcement and staff training in guiding and law enforcement
Culture and Community	Computer tablets issued to guests to include cultural and sustainability information Continued development of the guest cultural tour
Equity and Local Economy	Phase Two of ‘firewood alternative’ project Increase local production – three fish farms
Health and Happiness	Football pitch and gym equipment for Makundusi staff village New gym equipment for Faru Faru Lodge and Sabora Camp staff



Bioregional is a registered charity and award winning social enterprise which champions a better, more sustainable way to live. We work with partners to create places which enable people to live, work and do business within the natural limits of the planet. We call this One Planet Living. www.bioregional.com

This is a summary document. The full Singita Serengeti Annual Review 2013/14 is available at www.bioregional.com