



CHELI & PEACOCK

CHELI & PEACOCK SUSTAINABLE TOURISM



27 years of conservation and community partnerships

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FOREWORD

Since 1985, Cheli & Peacock has been developing environmentally-friendly safaris and eco-camps in Kenya, with a focus on lesser-visited areas of significant biodiversity that have faced poaching and lack of resources. With 70% of Kenya's wildlife roaming outside of protected areas, they work with local communities to support wildlife conservation by providing economic benefits through bed-night levies, leasing agreements and education initiatives. Their newly formed Cheli & Peacock Community Trust focuses on continuing their successes in restoring wildlife to depleted areas, helping to educate the next generation of Kenyan conservation leaders, and encouraging wildlife protection on locally-owned lands by working with rural communities to identify and support their development needs.

With six properties in such diverse protected areas as Meru National Park, one of Kenya's most isolated and least visited parks, to Maasai Mara, its flagship park, Cheli & Peacock have been innovative in identifying areas with poor conservation track records and building properties that will attract high-end visitors. Cheli & Peacock have demonstrated longstanding commitment and success to the preservation of Kenya's wildlife heritage and the provision of employment for local people through successful ecotourism.

WORLD TRAVEL & TOURISM COUNCIL
TOURISM FOR TOMORROW AWARDS 2012

*“Tourism For Tomorrow
Award winners and finalists,
as leaders in sustainable
tourism, pave the way for
others to follow suit”*

DAVID SCOWSILL, PRESIDENT & CEO,
WORLD TRAVEL & TOURISM COUNCIL



CONSERVATION STORY

APRIL 2012

Dear partner in conservation,

Ever since we started our adventure nearly 27 years ago, we have sought out ways to both support eco-systems and to ensure we ourselves make a minimal environmental impact. We started our safari company because we loved the wilderness and we enjoyed sharing it with others – so what could we do to preserve it and make sure our tourism enterprises partnered with conservation in a sustainable way?

It was clear that with 70% of Kenya's wildlife outside National Parks, this was where we could make a difference. Community land surrounding parks is the major part of the eco-systems. In Kenya our parks do not have fences, the animals are oblivious of boundaries, and they are free to roam and migrate within vast ecosystems incorporating mostly private land. Private landowners previously received no income from wildlife and had to bear the brunt of lion raids on livestock and injury from rogue buffalo.

We started working with communities in the 1980's in the Maasai Mara and West Gate Samburu, marking the first time these communities received sustainable tourism revenue, paid directly to the families on the ground - in cash! Over the years our concept has grown into the creation of the Mara North Conservancy, the Kitirua Conservancy in Amboseli, and partnerships with The Northern Rangeland Trust and Lewa Wildlife Conservancy.

We are known for developing tourism in beautiful, fragile wilderness areas that are in danger of slipping into oblivion. Old hands have told us we are mad, but we have proved them wrong - Meru National Park, one of our most favourite places, suffered from poaching in the late 80's and, while on the government's agenda to be turned into rice fields, we built Elsa's Kopje in 1999. In Shaba National Reserve, a neglected conservation backwater, we built Joy's Camp in 2006. Then we bought, rebuilt and opened Kitich Camp, the remote guardian of the Mathews Mountains forest, in 2009.



We believe that it is our responsibility to ensure communities receive tangible long term benefits from wildlife-based tourism

Next to our partnerships with local communities, our philosophy has always been to develop safari camps to be ecologically sound. All of them have a 'Silver Eco Rating' from Ecotourism Kenya', and Elephant Pepper Camp has a 'Gold' eco-rating, one of only five camps in Kenya! We started with mobile camps and our motto was "Take only pictures, leave only footprints", and this remains our ethos today. When we built our lodges, we kept them small, trained our guides well, gave the local community training and employment, and right from the beginning worked out responsible waste management systems as well as alternative energy sources. In recent years we have installed the latest cutting edge solar and LED technology at Elephant Pepper Camp and Kitich Camp and we do not have to run a generator at all! All expensive equipment, but as the LOreal ads say: "Because it's worth it!".

Working on the ground, we realized that we needed to participate on a national level to battle uncontrolled and often outright harmful development in fragile areas. To this end, Stefano has participated on the Kenya Association of Tour Operators board for over 15 years. He corralled the tourism community and put in place a moratorium on development in the Mara in October 1998, worked on the founding of the Kenya Tourism Board in 1997, and the Kenya Tourism Federation in 1998.

Small Things - In March 2011, we decided to formalize our fundraising and registered the 'Cheli & Peacock Community Trust' with a fulltime manager to work hands on with our camp managers and the local communities to set up "Small Things" - initiatives that make a huge impact on communities, including the sourcing of school books, blackboards and elephant fencing as well as transportation to medical centres and choral competitions.

Over the years, we have discovered that our clients feel the same way. They too fall in love with the untouched wilderness and Kenya's beautiful cultures, and they appreciate the fact that their presence has helped preserve what they experience.

Very best wishes to you all,

LIZ & STEFANO CHELI



Elephant Pepper Camp®

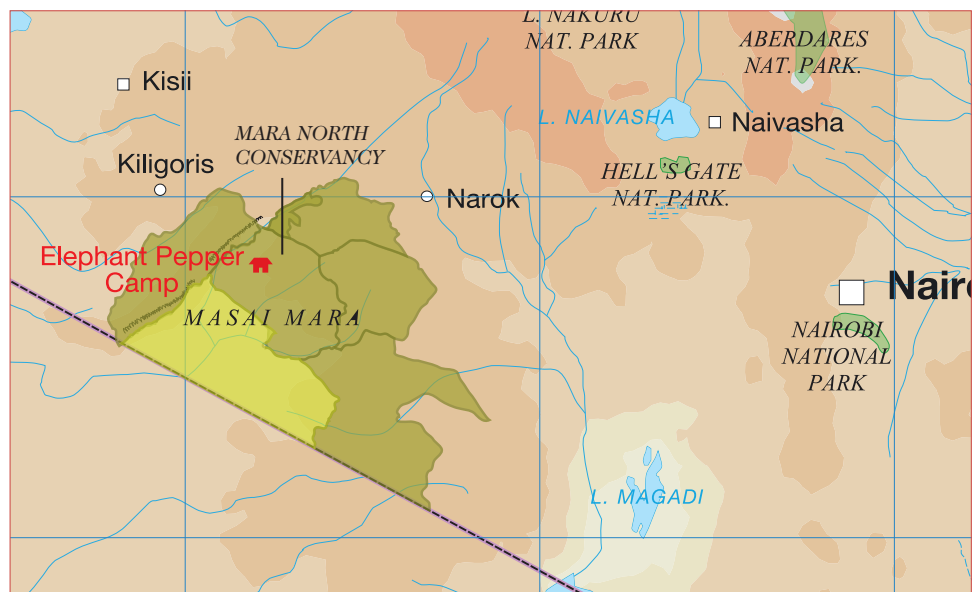
WWW.ELEPHANTPEPPERCAMP.COM

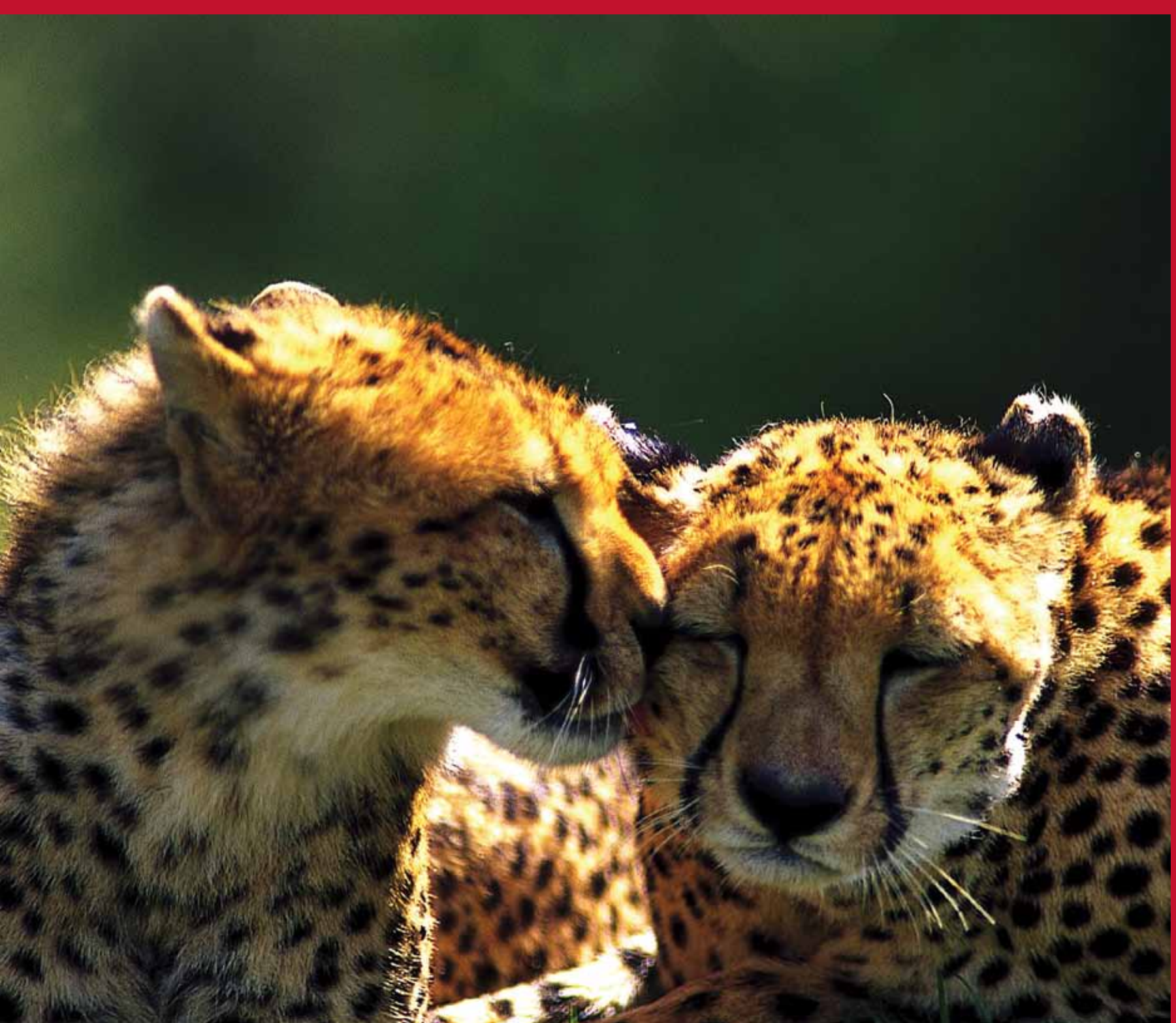
ELEPHANT PEPPER CAMP

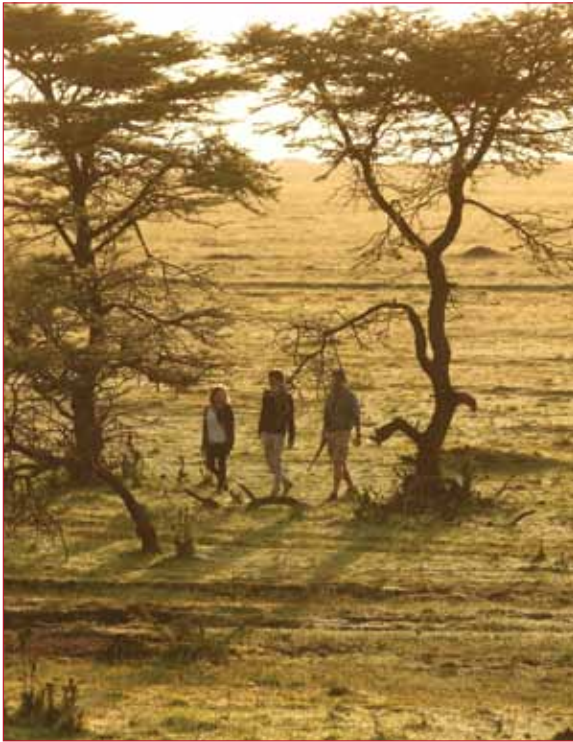
MARA NORTH CONSERVANCY

The Maasai Mara National Reserve in the south of Kenya, named after the Maasai people, is famous for its astounding variety of wildlife. With both resident and transient populations of lion, leopard, cheetah, hyena, giraffe, elephant, to name a few, as well as over 450 bird species, the vast fertile plains are dense with game. The area has been classified among the “Seven Wonders of the World” due to the extraordinary annual migration from July to November when over 1.3 million wildebeest and zebra cross from the Serengeti to the Maasai Mara in search of greener pastures. However, the Maasai Mara National Reserve itself, measuring 373,000 acres, is only a fraction of the Greater Mara-Serengeti Ecosystem, much of which falls under ownership of Maasai pastoralists. Some of the ecosystem’s prime game viewing lies within the 70,000 acre Mara North Conservancy (MNC), one of the largest community and private sector owned conservancies in the world, which borders the National Reserve to the north and effectively increases its size by 20%.

With both resident and transient populations of lion, leopard, cheetah, hyena, giraffe, elephant, but to name a few, as well as over 450 bird species, the vast fertile plains are dense with game







CREATING PARKS BEYOND PARKS

Going back in history, Elephant Pepper Camp has worked with the local Maasai community for over 20 years, with the creation of MNC being only the latest development in preserving this vital wilderness. In the full knowledge that the majority of wildlife in the Mara ecosystem roams in the ever-increasingly populated areas outside the National Reserve, Stefano & Liz Cheli decided to focus on involving the community in the conservation of the wildlife-rich area bordering the Reserve's northern section. They worked together with other like-minded safari operators in the 1980's in founding Campfire Conservation Ltd, the first organization to catalyze the formation of a Maasai Landowners Committee to negotiate campsite leases with, ensuring they received direct, fixed and transparent revenue from tourism and conservation.

Elephant Pepper Camp was permanently established in the heart of this area in 1990, providing employment and development opportunities for the community. A few years later, however, following popular demand, the government began dividing the community land surrounding the Maasai Mara into individually owned parcels, altering the basis for Campfire's agreements and ultimately causing loss of its effectiveness by 2005.

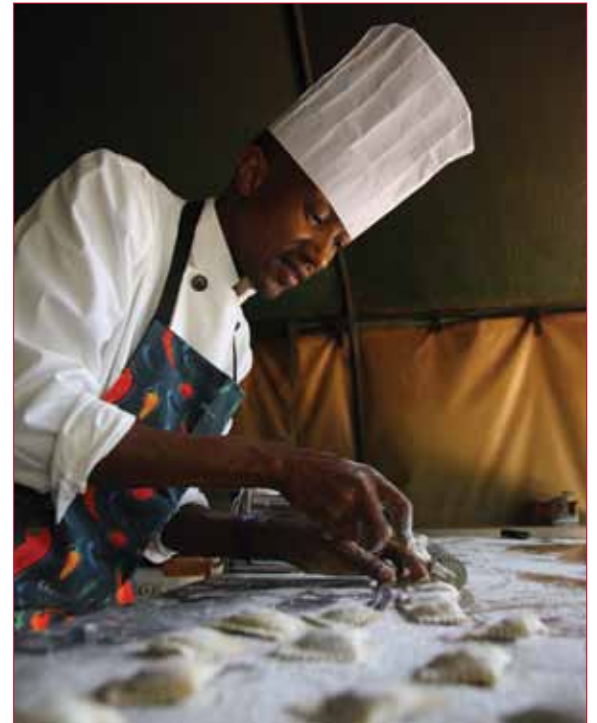
With tourism continuing to generate substantial revenues and landowners receiving very little benefit, Cheli & Peacock once again set about forming partnerships with individual landowners and tourism operators in the instrumental stages of the founding of the Mara North Conservancy (MNC).

MNC, a non-profit public company, was established on the 1st of January 2009 between 12 member camps and over 800 Maasai landowners who signed lease contracts for a period of 5-15 years. The 12 member camps collectively pay US\$ 87,000 per month in fixed lease payments amounting to over US\$ 1.004 million per year. Of these funds, around 80% is distributed as lease payments, paid directly into the individual landowner's bank account, while the remaining proportion is allocated to conservation management including rangers' salaries, vehicle surveillance and maintenance of the established infrastructure.

By engaging with MNC, individual Maasai landowners secure US\$ 38.5 per hectare, a fee that matches the average price for agricultural land leases, the dominant alternative land use option. In addition, they benefit from guaranteed stable revenue, transparent financial management and the preservation of the ancient balance between wildlife and traditional pastoralism.

EMPOWERING LOCAL COMMUNITIES

Since 2009 Elephant Pepper Camp has contributed over US\$ 415,000 in lease payments and bednight fees directly to the Maasai landowners. With the fixed payments coming in, these landowners have opened bank accounts, are able to plan their expenditure and even start accumulating savings. This helps them to set up local businesses and invest in the education of the future generation. Elephant Pepper Camp also employs over 80% of its staff from the surrounding communities.



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The Aitong Primary School was the first beneficiary of this project through the renovation of several classrooms, complete with rain water harvesting guttering

SMALL THINGS

Since long before the inception of MNC, Elephant Pepper Camp has played an important role in developing philanthropic initiatives in partnership with the community, including installing a rainwater harvesting system at Ololomei Primary School and delivering water from Aitong Spring whenever there are no rains, funding the construction of a classroom and building a school kitchen. Now, working in equal partnership with the community-elected Maasai Landowner Committee, Elephant Pepper Camp supports a variety of community projects through the Conservancy Fee paid by visiting guests. Distribution of predator-proof fencing to protect livestock enclosures at night, a compensation scheme in the event of predator-livestock conflicts and cattle management education programmes are a few of the many initiatives currently underway.

In addition, Cheli & Peacock facilitated the award of a US\$ 1million grant from the Obel Family Foundation for the initiative 'Bright Green – Schools for Sustainable Development'. Divided into five project streams, this program aims to improve education for Maasai children and youth, establish wildlife eco-clubs promoting conservation awareness, set up an internet training centre, develop a community and client participatory predator monitoring project and formalize a waste management program for communities living in the Mara ecosystem. The Aitong Primary School was the first beneficiary of this project through the renovation of several classrooms, complete with rain water harvesting guttering, extension of the dining room and construction of a new kitchen. 220 chairs and 220 tables were also ordered to as the pupils previously shared desks designed for two between five. To ease congestion of the boys dormitory, construction of a new facility estimated to cost US\$ 50,000 and accommodate 120 pupils was underway at the start of 2012.

CLIENT EXPERIENCE

Set in a prime wildlife area, Elephant Pepper is one of Kenya's most authentic, exclusive safari camps; traditional, yet with modern luxuries and mouth-watering Italian cuisine. The nine spacious canvas tents are comfortably furnished, featuring ensuite bathrooms with traditional safari showers as well as private verandas which offer magnificent views over the Maasai Mara plains dotted with flat topped acacia trees and an abundance of wildlife. The camp brings people back to nature - no traffic, no permanent structures, just the sights and sounds of the African bush. It is a place where guests take a step back in time and return to the traditional bush safari experience of starlit nights, campfire tales & hurricane lamps. Enjoying extended game drives in the best 4x4 game drive vehicles, clients participate in the most unique wildlife experience in the world. They can enjoy activities that are not allowed within the National Parks and Reserves, such as guided bush walks, night game drives and bush meals. The camp also has a brand new private viewing deck, ideal for relaxed game viewing, sundowners and private romantic dinners.

AWARDS

- Mara North Conservancy won the Eco Warrior Award for Conservancy of The Year – Ecotourism Kenya, 2011
- Gold Eco-rating Certification - Ecotourism Kenya, 2011/2012 (only 5 Gold rated camps in Kenya)



It is a place where guests take a step back in time and return to the traditional bush safari experience of starlit nights, campfire tales & hurricane lamps.



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TORTILIS CAMP

AMBOSELI NATIONAL PARK

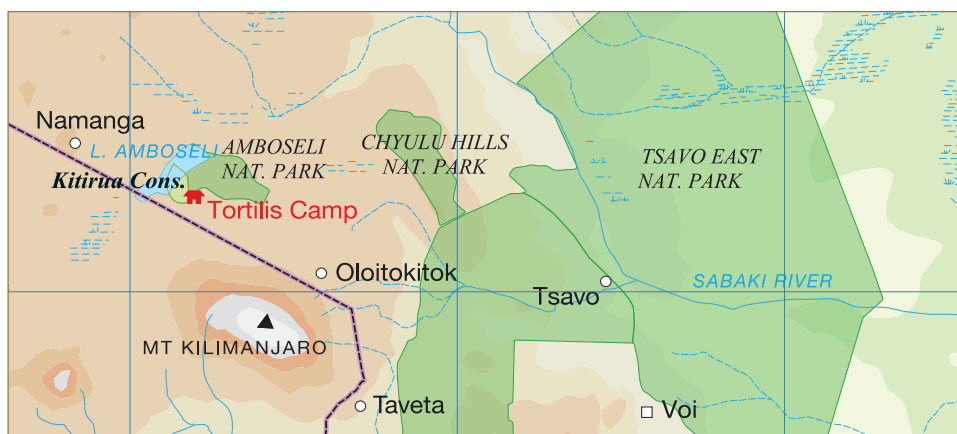
140km south of Nairobi, Amboseli National Park is the second most popular wildlife area in Kenya. Amboseli is famous for both its populations of over 1000 resident elephants and for its spectacular views of the world's highest free-standing mountain, snow-capped Kilimanjaro.

The Park covers 96,865 acres, constituting less than 5% of the entire 2 million acre ecosystem of the Amboseli basin crossing from Kenya into Tanzania. The lush green wetlands in this otherwise dry area make Amboseli National Park one of the best wildlife-viewing areas on the planet, attracting 400 species of birds including pelicans, kingfishers, crakes, hammerkops, 47 types of raptor as well as the African elephant, cape buffalo, impala, lion, cheetah, hyena, giraffe, zebra, and wildebeest amongst others.

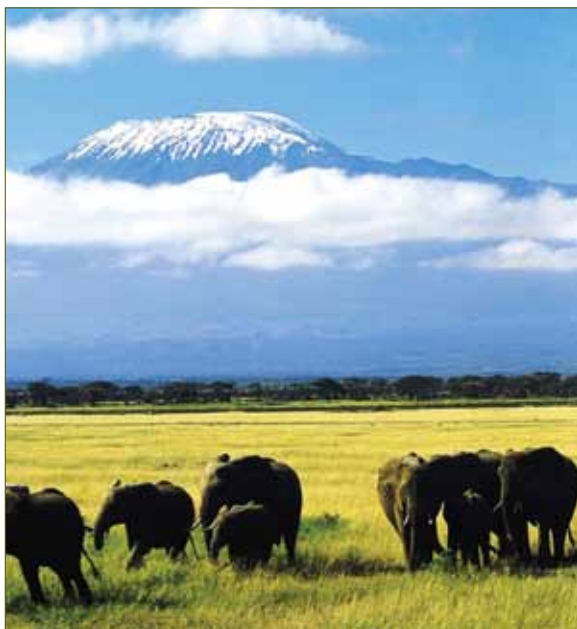
In 1993, we signed a lease agreement for a plot previously promised to a developer with plans for a 200 bed hotel and opened Tortilis Camp, one of the first 'eco-lodges' of its kind in East Africa. Tortilis soon gained international recognition and was awarded the "Tourism for Tomorrow" award in 1996.

Amboseli National Park is run by the Kenya Wildlife Service. In the last decade alone, Tortilis has generated over US\$ 640,000 in park fees, contributing to the KWS's conservation efforts.

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The lush green wetlands in this otherwise dry area make Amboseli National Park one of the best wildlife-viewing areas on the planet

CREATING PARKS BEYOND PARKS

There are no fences along the National Park boundaries and the wildlife constantly moves in and out of the KWS-protected area to the surrounding community-owned land. The safety of the wildlife venturing out of the park therefore largely falls into the hands of the community. In order to incentivise wildlife protection and conservation of their natural heritage, we believe that it is our responsibility to ensure communities receive tangible long term benefits from wildlife-based tourism.

In full partnership with the community, Tortilis Camp is one of two tourism operators paying fixed rent to local Maasai landowners to preserve a 30,000 acre wildlife corridor bridging Amboseli and Tanzania, the Kitirua Conservancy. In 2011 alone, Tortilis paid US\$ 36,145 in fixed rent for the Kitirua Conservancy, 70% of which was paid directly to the Olgulului Group Ranch Community of over 3,000 people, while the remaining 30% was allocated to funding conservancy management carried out by The Kenya Wildlife Trust. Our partnership has won Ecotourism Kenya's 2011 Eco Warrior Award for Best Eco Partnership.

Extending support to conservation efforts outside Amboseli National Park, Tortilis has been donating US\$0.50 per bed-night for over a decade to the valuable operations of the Amboseli & Tsavo Game Scout Association (ATGSA), whose 80 local scouts focus on anti-poaching, human-wildlife conflict mediation and community awareness-raising on the benefits of conservation and tourism. Starting in January 2012, out of the \$30 fee our clients pay for visiting Kitirua Conservancy, Tortilis is donating US\$10 to the dedicated anti-poaching and conservation efforts of the Big Life Foundation, founded by the famous photographer Nick Brandt who coordinates closely with ATGSA.

Tortilis is also supporting Dr. David Western's Amboseli Conservation Program through rehabilitation and maintenance of an 'elephant enclosure'. An African elephant is second only to man in destroying its environment and, during the 1970's, poaching, drought and human development forced elephants to seek refuge in unnatural concentrations in the

core of Amboseli National Park, devastating the woodlands. Dr. Western created several 'elephant exclosures', electric fences designed to keep out elephants, allowing woodlands to rejuvenate. Several areas of sparse vegetation have, as a result, been transformed into dense acacia forests supporting a healthy ecosystem and increasing the biodiversity of the area. With an initial injection of nearly US\$ 3,614, subsequent average running costs of US\$ 200-300 per month and a recent payment of US\$ 8,250, Tortilis has repaired, maintained and upgraded the fence surrounding the Olengaiya Swamp, just 15 minutes from camp. With sufficient funds, our ultimate aim is to create a succession of larger exclosures in the ecosystem so that a sustainable rotation plan can be employed.



EMPOWERING LOCAL COMMUNITIES

To govern fair distribution of the fixed Kitirua Conservancy lease fees, a committee headed by Chairman, Secretary and Treasurer have been elected by the community. In addition, since inception, Tortilis has employed at least 60% of permanent and dozens of casual staff from the local community, providing a vital source of income in an area where job opportunities are very limited. Many employees were recruited during the camp construction and have been trained continuously to become professional barmen, waiters and safari guides. Two members of staff left Tortilis after long careers to set up their own businesses, including Jackson Muterian, who started off as a casual construction worker, rising to Head Waiter and who now supplies the camp with a large proportion of its fresh produce.

Approximately 60% of total annual purchases are sourced within a 50km radius, either from Jackson or other community entrepreneurs, reducing food miles tremendously. The majority of our guests opt to pay \$20 per person direct to the community for a cultural tour of the Maasai village, and in 2011 with around 300 visitors, this will have generated well over US\$ 6,000 when including the many souvenirs and traditional



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A family staying at the camp also donated US\$ 655 and dedicated two days of holiday to building a football pitch at Esiteti Primary, culminating in a football match with the school team.

artefacts that were bought. Tortilis also directly supports a group of women who provide us with ornaments for the lodge, such as baskets and place mats.

SMALL THINGS

In 2011, Tortilis Camp donated over US\$ 12,000 towards the building of Esiteti Primary School, which officially opened on August 18th 2011. In cooperation with the Cheli & Peacock Community Trust, the camp received another US\$ 5,000 in December 2010 to kick-start the construction of the girls' school dormitory, projected to require around US\$ 25,000 in total. A family staying at the camp also donated US\$ 655 and dedicated two days of holiday to building a football pitch at Esiteti Primary, culminating in an exciting football match with the school team. Various other donors have contributed to the presentation of nearly US\$ 600 worth of text books to the school.

Tortilis Camp pays US\$ 430 per year to transport AIDS patients to the nearest clinic for treatment. It also sponsors US\$ 230 in annual school fees and hearing aids for Gladys, a deaf girl, as well as 50% university fees for David Meitiaki Parmeres who is studying Microfinance and Cooperative Management, pledging to return and utilize his skills in the community.

CLIENT EXPERIENCE

Nestled on the side of Ilimbarashi Hill, Tortilis affords the most spectacular views across the plains to the highest free standing mountain in the world, Mt Kilimanjaro. Disguised by a grove of Acacia Tortilis trees in the camp's own private conservancy, Tortilis Camp is an icon for Kenya's conservation history and provides guests with a uniquely intimate and authentic safari experience.

The inspiration of Stefano Cheli, Tortilis Camp is the result of 21 years of traditional safari experience, having earned an unrivalled reputation for elegance and attention to detail. Guests at Tortilis Camp have access to both the famous Amboseli National Park, and the 30,000 acre Kitirua Conservancy, where they can enjoy the adventure of game drives, guided bush walks, delicious bush meals and sundowners perched on hills overlooking the vast Amboseli basin. Otherwise guests can also chose to lean back in luxurious surroundings, unwind and relax by the pool or treat themselves to sumptuous massages.

There is an abundance of game within the Amboseli ecosystem that concentrates during the dry season around the spring fed swamps of the park. These swamps, with sedge grass and stands of papyrus, provide an important food supply for the grazing species, especially buffalo and elephant. The elephants in Amboseli are some of the finest ‘tuskers’ to be found in Kenya today and are the basis of the longest-running elephant study in Africa. All of the Tortilis Camp guides delight in sharing their passion for wildlife with clients, especially when it comes to the elephant families and their histories. They also impart their inherited knowledge of the bush, traditional medicine and folklore and encourage visitors to take a practical interest in the environment.

AWARDS

- Silver Eco-rating Certification, Ecotourism Kenya, 2011 / 2012
- Finalist Best Eco Property, Best Safari Cuisine & Best Safari Guiding Team – The Good Safari Guide, 2011
- British Airways ‘Tourism for Tomorrow’ Award, 1996
- ‘Certificate Of Merit & Recognition’ from Friends Of Conservation (Kenya)



Nestled on the side of Ilimbarashi Hill, Tortilis affords the most spectacular views across the plains to the highest free standing mountain in the world, Mt Kilimanjaro.



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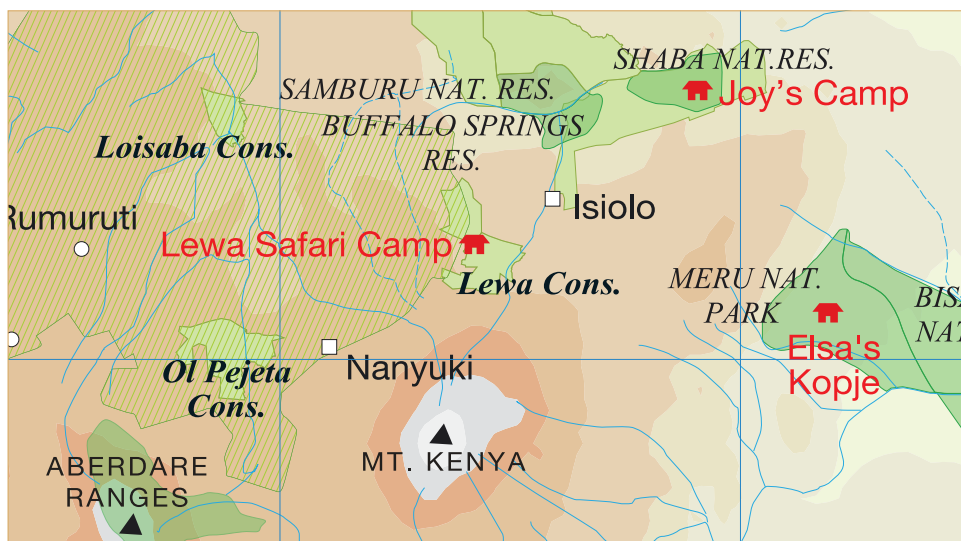
ELSA'S KOPJE

MERU NATIONAL PARK

Meru National Park, wild and remote, lies 10km north of the equator between Mount Kenya and the Nyambeni Mountains, 350km from Nairobi. Meru forms part of a larger conservation area covering 370,000 acres including the adjoining Kora, Rahole and Bisanadi Reserves. The park was brought to fame in the 60's through Joy Adamson's bestselling book and movie, Born Free, the true story about Elsa the lioness. During its heyday in the 1970s, over 50,000 thousand visitors were recorded in Meru, making it the jewel of Kenya's national tourism.

Meru National Park boasts 13 permanent rivers, which meander through otherwise dry terrain flanked by rich vegetation of Doum and Raphia Palms. The areas around Elsa's Kopje are incredibly diverse, varying from dense thickets and wooded grasslands to open plains. Meru's rich wildlife diversity includes rare species specific to northern Kenya, such as Grevy's zebra, gerenuk, Somali ostrich, reticulated giraffe, and more than 350 bird species, as well as buffalo, elephant, lion, cheetah and leopard. Lesser kudu and greater kudu, as well as caracal are exceptional species found in Meru.

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At least 1,350 animals have been successfully translocated to Meru, including reticulated giraffe, Grevy's zebra, impala, Bohors reedbuck, leopard and elephant

CREATING PARKS BEYOND PARKS

In the 1980s and 90s, poachers slaughtered most of the park's wildlife and rhinos were completely eradicated from the area. The park's infrastructure was deadened with a horrendous blow to conservation. Tourism plummeted and rumours circulated that the government was at the point of de-proclaiming the park. Despite the park's state of despair, with a passion for this beautiful wilderness, Stefano & Liz Cheli believed that they could build a successful lodge to secure Meru's future existence. They entered into discussion with KWS in 1993 and after four years of negotiating, they received the approval.

Since the lodge was built in 1999, Meru National Park has experienced a steady increase in tourist numbers, from 3,500 in 1999 to 15,200 in 2009 and now has a reputation as one of the best wilderness areas on the safari circuit. Elsa's Kopje contributes to the KWS through lease payments and park fees, which amounted to US\$ 76,080 and US\$ 150,479 respectively in 2011 alone.

The generation of these funds has triggered restorative action by the KWS and infrastructure and security networks have been implemented, including a 24 hour rhino surveillance which was introduced in 2003 and a specialised poaching intelligence unit, with vastly effective poaching reduction results. At least 1,350 animals have been successfully translocated to Meru, including reticulated giraffe, Grevy's zebra, impala, Bohors reedbuck, leopard and elephant. The rich diversity also includes more than 350 bird species. KWS has also installed a 20,750 acre rhino sanctuary which now protects a population of over 60 white and black rhino. All this considered, Elsa's Kopje has undoubtedly made a huge contribution to ensuring that Meru National Park is once again a viable conservation area.

EMPOWERING LOCAL COMMUNITIES

In total, Elsa's Kopje employs 50 staff, 22% of which come from the local community. Around 80% of all lodge purchases are made locally, with the exception of diesel, bulk propane and wine & spirits. We purchase fruit, vegetables and basics from Kiutene, the nearest township from the park boundary approximately 30km from Elsa's. We are able to purchase simple hardware items and household goods from Maua about 50km away and source more complicated items from Meru town, about 120km away.

Maintaining our record of supporting local communities and using renewable and locally produced materials, we are working with various area chiefs to identify potential thatch, or 'Thanji' producers to use for Elsa's Kopje's cottages. We have been assisting with practical help, advice and small financial loans to enable the farmers to learn to dry and 'bundle' the grass and by doing so have succeeded in boosting the expertise and income of local farmers.





Wolfgang Linhard



Thanks to many generous donors, by October 2011 we were able to provide all 729 books on the school's wish list. In addition, we raised a further US\$ 4,700 to use for the school's next priority - the urgent repair and reconstruction work of the currently standing classrooms.

SMALL THINGS

In collaboration with the Cheli & Peacock Community Trust, in May 2011 we launched the Elsa's School Book Project, displaying a substantial number of text books which had been requested by Ura Gate's Head Teacher in the camp shop for guests to buy and donate in person.

Thanks to many generous donors, by October 2011 we were able to provide all 729 books on the school's wish list. In addition, we raised a further US\$ 4,700 to use for the school's next priority - the urgent repair and reconstruction work of the currently standing classrooms. Rocks and levelled cement were laid over the bare mud floor, the raw, rough and dusty surfaces of the brick walls were plastered and painted and blackboard paint was used to provide each classroom with a large teaching palate. Furthermore, we started fundraising for the next stage, dubbed the 'Cement Project', through the 'sale' of bags of cement in the Elsa's Kopje gift shop for \$10 each, available for guests to 'buy' to help us raise the funds needed for rebuilding the school's kitchen and dining area.

The capacity to cook in rural schools greatly encourages support from government feeding programmes, which in turn strongly improves student attendance as struggling parents bring their children to school where they are fed every day. Our objective, therefore, is not only to help ensure that the girls and boys at Ura Gate Primary are well fed, but also better educated through the availability of school books, improved facilities and regular attendance.

CLIENT EXPERIENCE

Being one of Africa's most elegant and romantic lodges, Elsa's Kopje is an exclusive hideaway. Built atop a hill overlooking George Adamson's original camp, it is a hidden jewel amidst Meru's untamed wilderness.

Every cottage at Elsa's Kopje is uniquely designed, incorporating the natural features of the rocky hillside, while offering 360° views over Meru's vast landscape of volcanic plains, featuring giant Baobabs and Doum Palms, interwoven with lush springs and a myriad of rivers.

It is the best upmarket location to view rhino in their natural habitat in Kenya. Guests can lean back and unwind by the exceptionally inviting infinity pool or enjoy a massage overlooking the Meru plains. During game drives it is possible to pass from savannah, through woodlands, palm and riverine forests into wetlands in a single outing. Elsa's also has a special licence to conduct guided bush walks and night game drives. Alternatively, guests can enjoy day excursions to the Tana River, delicious bush meals and spectacular sundowners.

AWARDS

- Silver Eco-rating Certification – Ecotourism Kenya, 2011/2012
- Eco Warrior Award for Best Lodge - Ecotourism Kenya, 2011
- Best Accommodation – Kenya Tourism Awards, 2011
- Finalist Best Safari Property in Africa and 3rd Place Best Safari Property in East Africa – The Good Safari Guide, 2011
- Best Safari Property in Africa and in East Africa – The Good SafariGuide, 2010
- Best Safari Camp in East Africa – The Good Safari Guide, 2009
- Recipient of Africa's first Eco-rating Certificate - Ecotourism Kenya, 2003



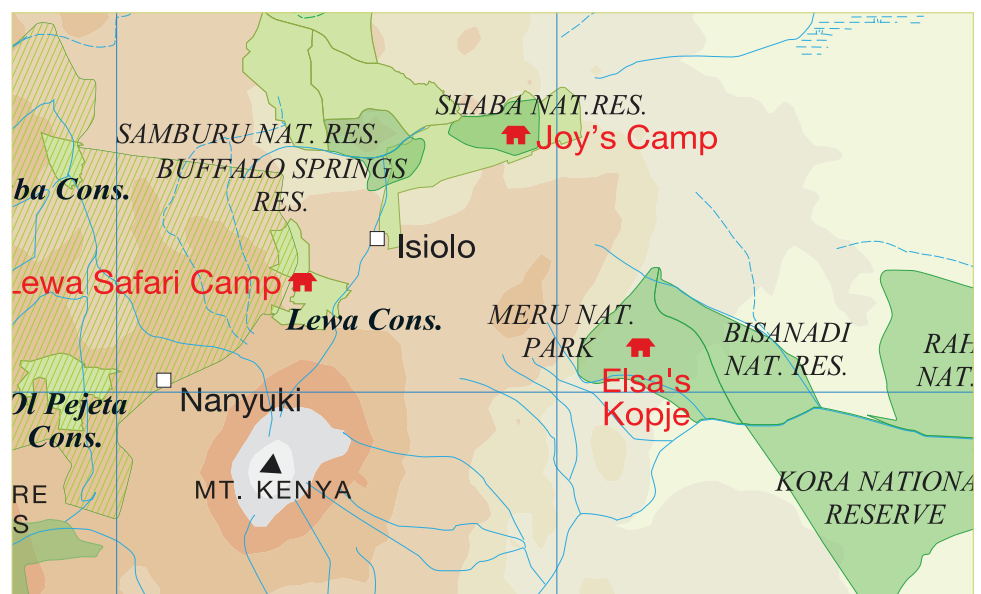
Built atop a hill overlooking George Adamson's original camp, Elsa's Kopje is a hidden jewel amidst Meru's untamed wilderness



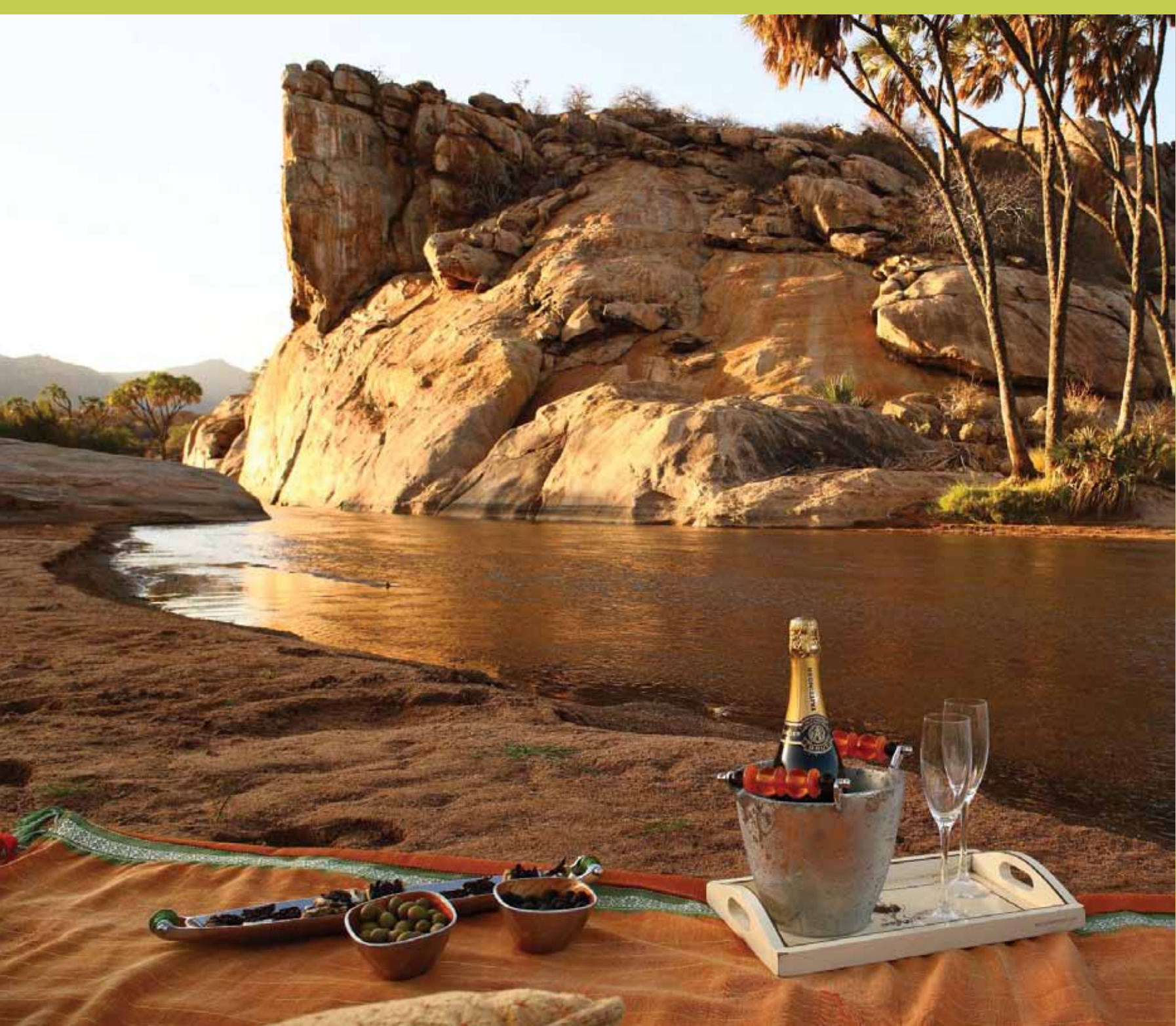
JOY'S CAMP

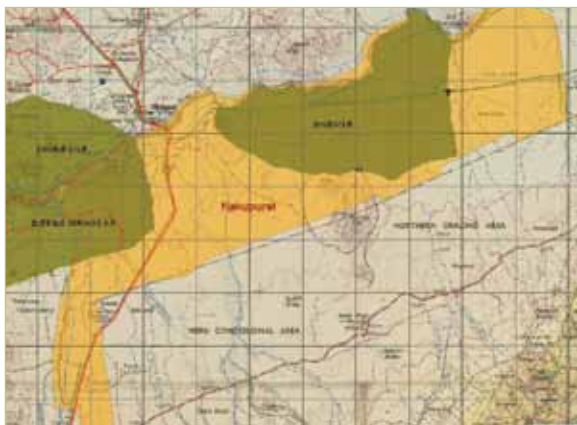
SHABA NATIONAL RESERVE

A trio of National Reserves, Buffalo Springs, Samburu and Shaba, were established in the Greater Samburu Ecosystem to conserve this arid wilderness where the endangered species Grevy's zebra, reticulated giraffe, gerenuk, Beisa oryx and Somali ostrich are all unique to the area. Shaba, gazetted in 1974, is the least visited and largest of the three reserves, covering 60,000 acres. It is bordered in the north by 34km of the meandering Ewaso Nyiro River, flanked by the characteristic Doum palm in a dramatic landscape of dry grasslands dominated by surrounding volcanoes. The camp overlooks the lush green grasses of a large natural spring in the east of the Reserve where elephant, lion and herds of buffalo jostle for watering rights. Joy's Camp is built on the spot where conservationist and author Joy Adamson lived while reintroducing the leopard Penny into the wild.



Shaba, covering 60,000 acres, is bordered to the north by 34Kms of the meandering Ewaso Nyiro river, flanked by the characteristic Doum palm





In 2011, we partnered with Ian Craig's Northern Rangelands Trust and their new initiative, the Nakuprat-Gotu Wildlife Conservancy (above, yellow). This new conservancy entirely surrounds Shaba, extending the protected eco-system and building unity within a population of mixed tribes.

CREATING PARKS BEYOND PARKS

For more than 20 years, Stefano & Liz Cheli had been bringing clients on traditional mobile safaris to Shaba National Reserve. With a passion for promoting conservation of this spectacular habitat and its increasingly threatened wildlife, they envisaged building a camp at Joy Adamson's favourite spring. Despite the opinions of many that it was a risk to build in such a remote area, a conservation backwater that received little income from tourism, they built and opened Joy's in 2006. Joy's Camp has opened up the eastern end of the reserve and has strong community relations, providing training, employment and philanthropic support.

In 2011, we partnered with Ian Craig's Northern Rangelands Trust and their new initiative, the Nakuprat-Gotu Wildlife Conservancy. This new conservancy entirely surrounds Shaba, extending the protected eco-system and building unity within a population of mixed tribes. Joy's Camp is greatly supportive of the initiative, engaging in continuous dialogue with the community and NRT, participating in grazing committees, providing support for local schools as well as installing radio equipment for cross-conservancy communication and raising over US\$ 11,000 to construct an Outpost for the Nakuprat-Gotu scouts. Once again, we are working towards putting a vital and very beautiful area on the map to ensure its sustained existence.

Through payments to the Isiolo County Council, responsible for management of Shaba National Reserve, Joy's generated US\$ 161,252 in conservation funds in 2011 alone, including park fees, bed night fees, rent and vehicle parking fees.

There are only two lodges in Shaba, forming the only source of income for the reserve and the local people. Without the existence of Joy's Camp and the generation of this revenue, the future of Shaba could not be guaranteed.

EMPOWERING LOCAL COMMUNITIES

Shaba is home to Borana, Turkana and Samburu tribesmen, a true cultural melting pot which has greatly inspired the unique style of the camp and use of vibrant local fabrics. Joy's promotes goodwill by employing 50% of its staff from local communities, many of whom were cattle herders that have been provided with continuous training to be the proficient waiters and cooks they are today.

In addition, the camp is working very closely with the Senior Warden to improve park patrols and wildlife protection, offering logistical support, food, transport and water, as well as paying the salaries of two rangers.

In order to support the local economy, Joy's Camp purchases 90% of its fresh produce, including a variety of fruits and vegetables as well as eggs, from a local supplier in Isiolo who, in turn, sources his supplies from Meru where the produce is grown locally. Clients on cultural visits to the local communities also have the opportunity to buy traditional artefacts such as spears, milk gourds and beaded jewellery, which is also available in the camp shop.

SMALL THINGS

Under the umbrella of the Cheli & Peacock Community Trust, we started fundraising for Daaba Primary School near Shaba, raising \$1,500 for desks and blackboards. Ensuring support of various schools in the area, we then turned our focus to the Ltungai Preschool, raising \$1,650 for stationary, furniture and books. The Kachuru Nursery & Primary School as well as the Gotu Primary School are next in line, with our fundraising focus on a 10,000 litre water tank, furniture, teacher's salaries and a feeding programme.



Joy's Camp is greatly supportive of the Nakuprat-Gotu initiative, engaging in continuous dialogue with the community and NRT, participating in grazing committees and raising over US\$ 11,000 to construct an Outpost for their scouts



CLIENT EXPERIENCE

An elegant oasis in the arid lands of Samburu, Joy's Camp features 10 tents of 100m² billowing pale canvas, each uniquely decorated with Boran cloth design, handmade recycled glass and the vibrant fabrics of the local nomadic tribes. The dining area is a mix of canvas, graceful arches, gleaming copper and rich wooden furniture. Each tent has its own private veranda, ideal for game viewing, water-colouring or reading and soaking up the truly wild environs offered by Shaba.

Joy's Camp is the perfect choice for discerning guests interested in a glimpse of Kenyan history, as well as those in search of an authentic wildlife experience combined with the comfort of a luxury-tented camp. Guests have the entire reserve to themselves, guided by Joy's Camp's professional guides, all awarded with the prestigious Silver Level KPSGA qualification, ranking them as some of the best in the country and undoubtedly some of the most knowledgeable about the intricacies of Shaba. Guests can enjoy day and night game drives, guided bush walks, bush breakfasts along the Ewaso Nyiro River and Gorge, trips to the Magado Crater with spectacular sundowners, as well as cultural visits. The camp also has a swimming pool and a small gallery of Joy Adamson memorabilia.

AWARDS

- Silver Eco-rating Certification - Ecotourism Kenya, 2011/2012
- Finalist Best Safari Property in East Africa – The Good Safari Guide, 2010 & 2011
- Finalist Best Eco Safari Property in Africa – The Good Safari Guide, 2010



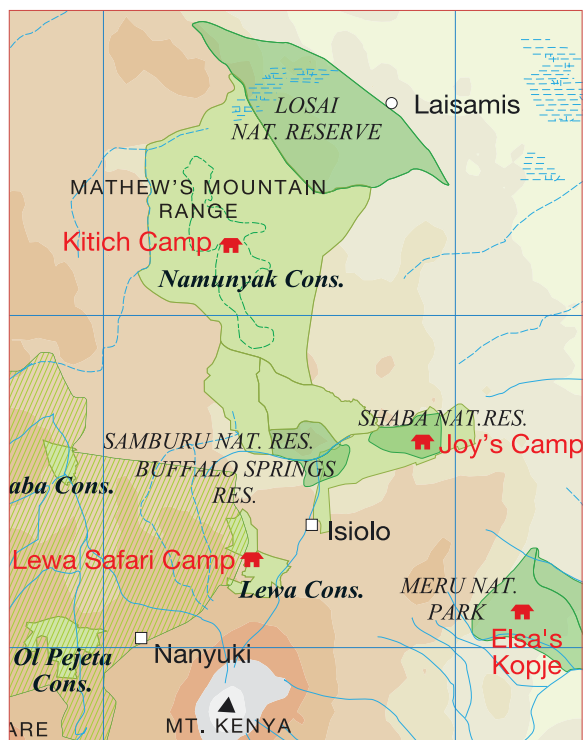


KITICH

CAMP

Mathews Forest

WWW.KITICHCAMP.COM



Dubbed a 'biological bonanza' by BBC, the Mathews Mountain Range is one of the last great stretches of indigenous forest wilderness remaining in Kenya.

KITICH CAMP

NAMUNYAK WILDLIFE CONSERVANCY

Dubbed a 'biological bonanza' by BBC, the Mathews Mountain Range is one of the last great stretches of indigenous forest wilderness remaining in Kenya. It rises up out of the desert, a 150km long chain of forested peaks home to elephant, leopard, the rare De Brazza's monkey, African wild dog, greater Kudu, as well as spectacular butterflies, Turacos and wild orchids. The mountains are covered in a 300km² dense indigenous forest interspersed with giant cedars and a rare species of ancient cycad, one of the oldest plant types on the planet, endemic to the forests surrounding Kitich. The camp itself nestles in a verdant grove of fig trees and flowering shrubs looking over the open glade of the Ngeng River framed by rolling hills and craggy peaks.

With the joint objective of promoting wildlife conservation and socio-economic development, communities in the area came together in 1995 to form the Namunyak Wildlife Conservation Trust. Namunyak, the "place of peace" in Samburu, is an 800,000 acre community conservancy covering the whole mountain range. Managed by an elected community committee of 13 trustees, its mandate is to preserve the ecosystem and wildlife with an organised network of rangers, resolve grazing conflicts and manage community development initiatives. Since Cheli & Peacock bought Kitich Camp in 2009, it has played a vital role in ensuring the protection of the mountain forest through both financial support and active participation in Namunyak's activities.





Kitich employs roughly 90% of its permanent and 100% of its casual staff from the local village Ngilai, providing income and prospects of career development in an area of little opportunity

CREATING PARKS BEYOND PARKS

Stefano and Liz's main goal with Kitich Camp is to conserve and protect the Mathews Mountain Range, an area which had long been forgotten and scratched from Kenya's tourist map, by reintroducing it into safari circuits. In the knowledge that the success of long-term conservation of wildlife in Kenya's rangelands is inextricably linked to the participation of local pastoralist communities, Cheli and Peacock ensure that the local Ndorobo and Samburu tribes, which had previously received very little income from tourism, receive direct benefits for assigning the land of their natural heritage to conservation.

Namunyak was the flagship conservancy behind the founding of the Northern Rangelands Trust (NRT), the institution created by Ian Craig to provide technical and advisory services to communities intending to set aside their land for wildlife and tourism. To protect this unique ecosystem, Cheli & Peacock partnered with NRT in 2009, agreeing to pay \$40 per guest per night in conservancy fees to Namunyak. Of this income, 60% is directed towards community projects, while 40% is used to fund annual operational costs of the conservancy.

EMPOWERING LOCAL COMMUNITIES

Kitich employs roughly 90% of its permanent and 100% of its casual staff from the local village Ngilai, providing income and prospects of career development in an area of little opportunity. Kitich also supports suppliers in Ngilai through purchasing staff meat and beaded jewellery. In total, approximately 30% of Kitich Camp's fresh foods are purchased locally, with fruit and vegetables bought from Wamba, 1 ½ hrs drive away, while the bulk goods are brought up from Nairobi once a month. Guests at Kitich are encouraged to visit local Samburu families to gain a deeper understanding and respect towards the tribe and their land, as well as have the chance to support the community through buying their traditionally made artefacts.

The community projects funded by the 60% proportion of conservancy fees include empowering community members through capacity building at grass-roots level, improving environmental awareness for adults and children alike and establishing sustainable enterprises, as well as the initiatives described in “Small Things”.

SMALL THINGS

Directly funded by the 60% portion of Kitich Camp’s \$40 conservancy fees, the Namunyak Conservancy has been able to award US\$ 1,434 in 2010, US\$ 3,716 in 2011 and US\$6,420 in 2012 to the community to fund 118 secondary school and 30 university bursaries, provide assistance for 20 emergency hospital bill payments and pay a school matron’s salary for a year.

On top of this, we have received US\$ 4,885 in donations for Engilai Primary School, US\$ 2,030 of which was allocated to purchasing 48 desks, 13 tables and 10 chairs, which were made by a carpenter local to the area.

The rest of the funds, approximately US\$ 2,855, have been allocated to building an accommodation block for two teachers, as per a proposal sent to us by the Head Teacher of Engilai Primary School, though additional donations are needed to complete this project.

We have also been working with two Kitich Camp guests who are members of Rotary International in the application of a fund matching grant from the Rotary Foundation for a rain water harvesting project. This will entail a guttering system with several tanks estimated to double the current water catchment and storage capacity of the school from 6-8 weeks to up to 4 months. This system will be relatively easy and cheap to maintain and therefore has great potential for long term use for the school.



We have received US\$ 4,885 in donations for Engilai Primary School, enough to cover 48 desks, 13 tables and 10 chairs, as well as the first third of an accommodation block for two teachers



Scientists call this tropical mountain forest a 'sky island', which rises up out of the surrounding sea of arid lowlands, to a startling altitude of 2200 metres and stretches back at least 10 millennia

CLIENT EXPERIENCE

For any adventurous traveller willing to leave the 4x4 vehicles behind and stray off the beaten track to discover one of Kenya's best kept secrets, a trip to the magnificent Mathews Mountain Range is an absolute and undebatable must.

Scientists call this tropical mountain forest a 'sky island', which rises up out of the surrounding sea of arid lowlands, to a startling altitude of 2200 metres and stretches back at least 10 millennia.

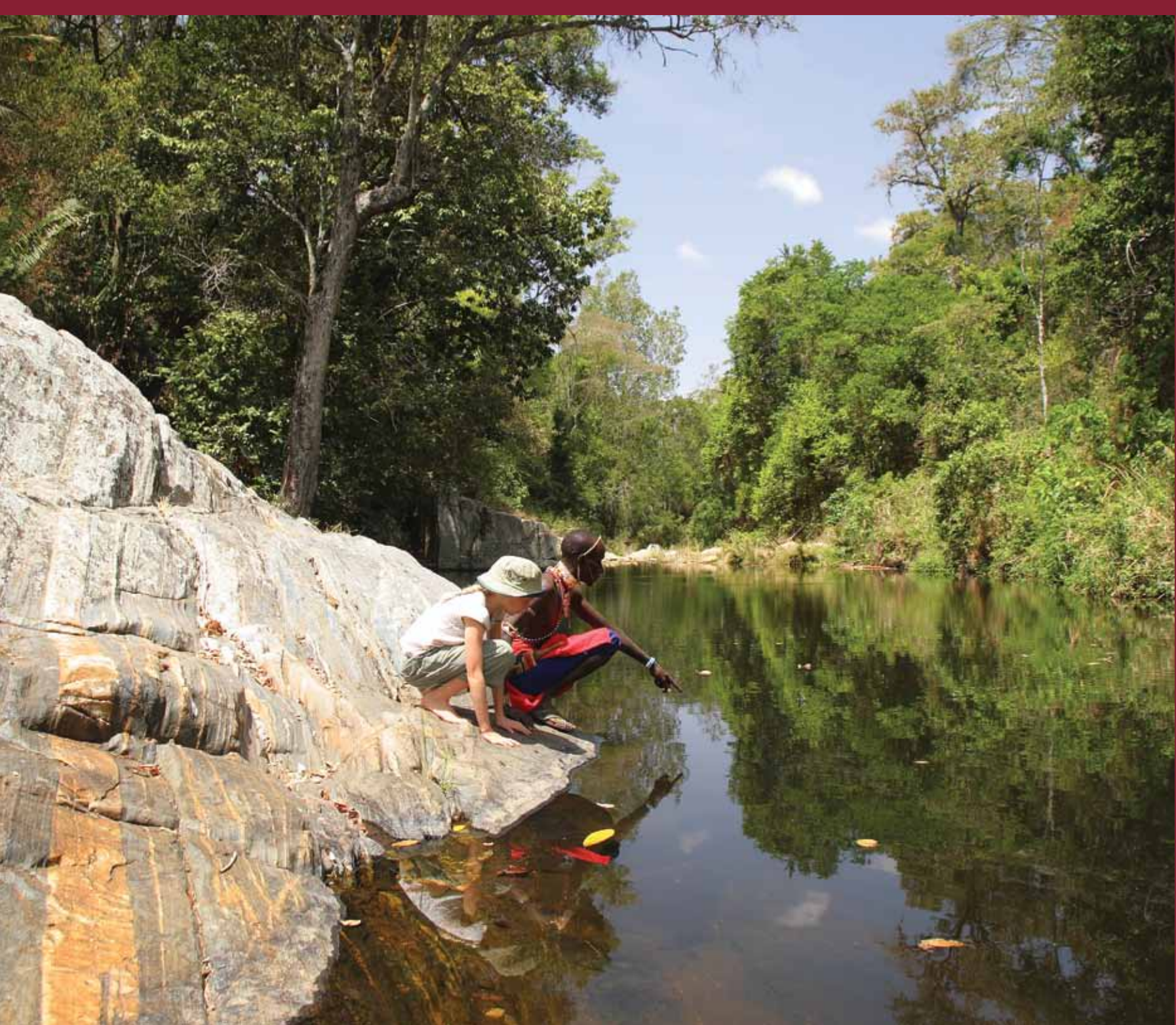
Within this lush indigenous forest, Kitich Camp is an idyllic hideaway and an authentic 'bush camp', offering its guests a truly unique and private forest wildlife experience in Africa. Overlooking a serene river glade, Kitich Camp invites its guests to step back in time and enjoy pure African nature. With only six guest tents, one can expect complete privacy. Each ensuite tent is traditionally safari-style, with an al-fresco stone bathroom.

Guided by local Samburu warriors, guests can walk along forest paths and explore the wild nature of this spectacular area up close; they can swim in natural rock pools of the crystal clear mountain streams, or relax by the camp's open fire overlooking the floodlit glade and watch the wildlife emerge from the forest at dusk. There are no generators, no game vehicles, no noise – only the magical sounds of the forests and the true beauty of one of Africa's last great stretches of untouched wilderness...

AWARDS

- Silver Eco-rating Certification, Ecotourism Kenya, 2011 / 2012







WWW.LEWASAFARICAMP.COM

LEWA SAFARI CAMP

LEWA WILDLIFE CONSERVANCY

Spanning 62,000 acres, the world famous Lewa Wildlife Conservancy supports over 440 bird species and more than 70 different mammals which roam the open grasslands at the foot of Mt Kenya. Its rhino population has grown steadily, not only restoring local numbers but enabling black rhino reintroduction in regions where they had long been absent. The conservancy currently holds over 10% of Kenya's black and 15% of Kenya's white rhino population as well as the largest single population of the critically endangered Grevy's zebra in the world. With corridors open to the north, elephant, lion, leopard, cheetah and giraffe, to name but a few species, move freely in and out of this protected area and the greater Laikipia ecosystem.

Through the protection of endangered species, the facilitation of community integration and development as well as the education of local people about the value of wildlife, Lewa has become Africa's leading model for conservation and low impact tourism.



Spanning 62,000 acres, Lewa Wildlife Conservancy currently holds over 10% of Kenya's black and 15% of Kenya's white rhino population





CREATING PARKS BEYOND PARKS

Lewa Wildlife Conservancy was previously a cattle ranch owned by David and Delia Craig, who initially set aside 5,000 acres to protect and breed rhinos, whose population had dropped precipitously from 20,000 to less than 300 in the 1970's. Within a decade, the success of the project drove demand for more space and, in 1995, the Craigs decided to dedicate their entire ranch to the conservation of wildlife.

Lewa has served as a catalyst for conservation across the region, stimulating the creation of numerous conservancies, both private and community-owned, increasing the amount of land under conservation management in northern Kenya to over almost 2 million acres since the mid-1990s.

In July 2009, Cheli & Peacock took over the management of Lewa Safari Camp, the only tourism property owned by the Conservancy itself, with the aim of boosting the conservancy's revenue through camp occupancy. To explain further, all profits and conservancy fees generated by the camp are reinvested directly into the conservation and community efforts of Lewa Wildlife Conservancy.

Between assuming management of the camp in July 2009 and the end of 2011, Cheli & Peacock have increased profits and conservancy fees from just over US\$ 12,000 per month to over US\$ 33,500 per month on average, generating US\$ 715,000 for Lewa Wildlife Conservancy in only 2 ½ years.



On Lewa Wildlife Conservancy, visitors have privileged access to a scenically spectacular area, densely populated with Africa's famous wildlife

EMPOWERING LOCAL COMMUNITIES

Lewa Safari Camp employs 80% of its staff from the communities surrounding the conservancy, training many from scratch to become professional staff in the hospitality industry with vastly improved career prospects. In order to further support the local economy, the camp sources all its meat and vegetables from the nearby town, Nanyuki.

Our efforts to boost camp occupancy have been fruitful for the conservancy and the funds we have generated are a constant support for their elaborate Lewa Wildlife Conservancy Development Programmes. The essence of these programmes is to empower communities by increasing the socio-economic benefits they derive from wildlife and tourism. Lewa reaches over 15,000 community members through water management projects, 800 women through a micro credit program and over 5000 children through educational programs, as well as providing agricultural training and improving local health-care services.

Over and above the monthly funding that Lewa Safari Camp provides for the conservancy and all its community development initiatives, with the help of the C&P Community Trust we are actively encouraging clients to donate to the conservancy's Lewa Education Programme. The programme supports 12 schools in the surrounding communities, providing classrooms, kitchens and teachers housing, a feeding programme reaching over 5,000 children, bursaries for over 500 students, assistance to over 60 orphans, adult literacy catering for over 300 people and conservation education running three times a week, open to students all over Kenya.

The conservancy also extends support to clinics in the area and Lewa Safari Camp clients with an interest in the medical field are welcome to visit the projects on site. Subsequent to such a visit, two of our clients from Vancouver offered to donate an ultrasound machine with a resale value of US \$15-20,000. The Cheli & Peacock Community Trust was instrumental in obtaining exemption from import taxes and



The Lewa Education Programme supports 12 schools in the surrounding communities, reaching over 5,000 children



Within this world renowned wildlife conservancy, Lewa Safari Camp has access to outstanding game viewing topped with unrivalled views of Mt Kenya to the south

duties, as well as organizing the shipment and liaising between the donors and recipient, Nanyuki Cottage Hospital.

In addition, in June 2011, Lewa Safari Camp entered a team of 10 enthusiastic staff to take part in the Lewa Safaricom Marathon, one of the toughest marathons in the world held on Lewa Wildlife Conservancy every year, with over 1,000 runners from 20 different countries. Since its inception in 2000, the event has raised over US\$ 2million for a range of education, community development, health and wildlife conservation projects across Kenya. Teams have to raise a minimum of US\$ 1,200 to enter the Half Marathon event. In 2011, Lewa Safari Camp's team raised US\$ 2,100 for the continuing great work of the conservancy and is in the process of fostering a tradition of further supporting the conservancy by submitting a team each year.

In September 2011, Lewa Safari Camp was lucky enough to host a true enthusiast who left a generous donation of \$10,000 to upgrade the fairly minimalistic staff accommodation and grey water management system. In later correspondence regarding the donation, she wrote: 'With a piece of my heart and a donation I left Lewa..'

CLIENT EXPERIENCE

Within this world renowned wildlife conservancy, Lewa Safari Camp has access to outstanding game viewing topped with unrivalled views of Mt. Kenya to the south. Lewa is home to a large portion of Kenya's black rhino population and the single largest population of the Grevy's zebra in the world, guaranteeing guests a unique encounter with endangered species as well as the Big Five.

This small camp is designed in the typical 'Lewa' style, offering its guests an authentic safari experience in a warm and comfortable setting. Each spacious tent has a thatched roof, private veranda and full ensuite bathroom. The central areas comprise of flourishing gardens with a sunny veranda and swimming pool to enjoy during the day, with cosy log

fires in the lounge and dining room to relax by on chilly evenings. C&P have done and continue to do extensive rehabilitation work to the camp, bringing it up to an environmental standard worthy of a world class conservancy.

On Lewa Wildlife Conservancy, visitors have privileged access to a scenically spectacular area, densely populated with Africa's famous wildlife. Guests can enjoy action-packed day and night game drives, explore Lewa's archaeological treasures, or simply unwind by the pool and treat themselves to a range of soothing massages. Those who want to leave the vehicles behind have the opportunity to explore the vast plains on foot, camels or horseback. With breath-taking scenery, fantastic food and an abundance of wildlife & activities, Lewa Safari Camp is a heaven for couples and families.

Within the mandate of Lewa Wildlife Conservancy, our guides receive outstanding training, from courses by the Museums of Kenya about the archaeological digs within Lewa to up-to-the minute research being done on the conservancy. All the guides have a bronze or silver level KPSGA certification and are delighted to share their extensive knowledge and experience with our guests to take our guests' safari experience a step further.

AWARDS

- Best Community Safari Property in Africa –
The Good Safari Guide, 2011
- Bronze Eco-rating Certification –
Ecotourism Kenya, 2010/2011



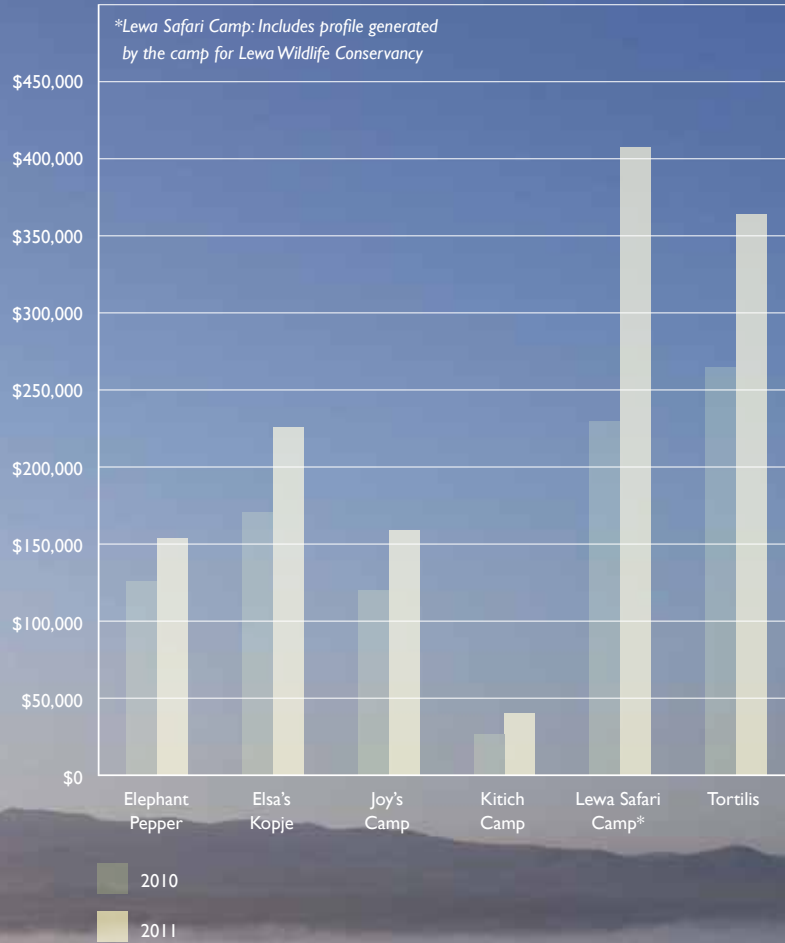
Those who want to leave the vehicles behind have the opportunity to explore the vast plains on foot, camels or horseback

C&P PROPERTY	YEAR OPENED	CONSERVATION AREA	BIOME	SIZE OF AREA (ACRES)	PARTNERS	COMMUNITY CULTURE
Elephant Pepper Camp	1990	Mara North Conservancy	Savannah	69,190	Over 800 Maasai Land & 12 Tourism Property Owners	Maasai
Tortilis Camp	1993	Kitirua Conservancy Amboseli National Park	Semi - Desert Scrubland	30,000 96,865	3,000 Maasai Community Land Owners Kenya Wildlife Service	Maasai
Elsa's Kopje	1999	Meru National Park	Semi - Desert Scrubland	214,982	Kenya Wildlife Service	Meru, Tharaka
Joy's Camp	2006	Shaba National Reserve Nakuprat-Gotu Conservancy	Semi - Desert Scrubland	59,058 130,000	Isiolo County Council Nakuprat-Gotu Wildlife Conservation Trust/ Northern Rangelands Trust	Borana, Turkana, Samburu
Kitich Camp	2009	Namunyak Conservancy, Matthews Mountain Range	Afromontane Forest & Semi - Desert Scrubland	800,000	Namunyak Wildlife Conservation Trust/Northern Rangelands Trust & Samburu County Council	Samburu, Ndorobo
Lewa Safari Camp	2009	Lewa Wildlife Conservancy	Savannah & Semi - Desert Scrubland	62,000	Lewa Wildlife Conservancy	Samburu



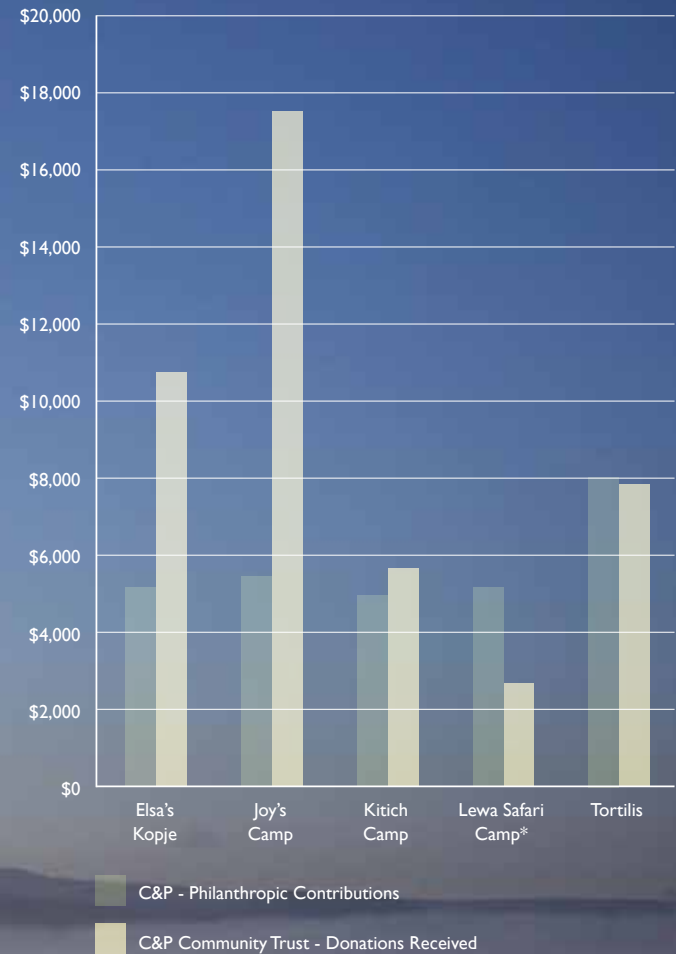
CONSERVATION FUNDS GENERATED

Total Conservancy Fees & Land Lease Payments 2010 & 2011



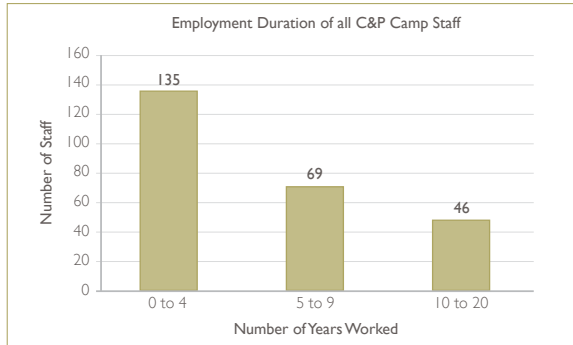
PHILANTHROPY

Total C&P Philanthropic Contributions & Donations received by the Community Trust in 2011



BEST PRACTICE

STAFF TRAINING & DEVELOPMENT



Most of our employees were first employed during the construction phase of each property and later trained as barmen, stewards, chefs, receptionists and guides amongst many other occupations

Our priority is to employ staff from local communities and provide them with continuous training in non-traditional skills. Most of our employees were first employed during the construction phase of each property and later trained as barmen, stewards, chefs, receptionists and guides amongst many other occupations, tremendously expanding and diversifying the community's range of professional skills and knowledge, while ensuring a camaraderie and pride in "their" camp that is unique.

Cheli & Peacock carry out continuous staff occupational, firefighting and evacuation and health and safety training. We fully comply with national Health & Safety regulations through our annual membership to Directorate of Occupational Safety and Health. We hire a professional consultant to conduct annual health and safety audits and each camp has a health and safety committee that sit quarterly. In addition, an assigned group of staff is fully trained in First Aid, with annual refresher courses.

All our staff benefit from membership of the Kenya Union of Domestic, Hotels, Educational Institutions, Hospitals and Allied Workers (KUDHEIHA Workers). All salaries, leave, bonuses, training, allowances and so on are fully compliant with KUDHEIHA and the Employment Act 2007.

Staff can join the "Kentours Sacco", a saving and loan society operated by safari industry staff for their own members. Benefits include emergency loans, school and college fees loans and development loans, interest on savings and share options. Interest rates are higher on savings and 25% less on loans than offered by commercial banks. Membership also includes insurance for death and burial expenses. They can also benefit from an internal bonus scheme for those that reach over 10 years of service within the group.

CONSTRUCTION

The first eco-lodge of its kind in East Africa, Tortilis Camp was built entirely with Kenyan materials in support of local businesses and individuals, to reduce our carbon footprint and ensure the use of sustainably harvested natural resources. So successful was this approach that we adopted the ethos in the construction of all our camps thereafter.

Elsa's Kopje was uniquely designed and crafted from local materials incorporating the natural features of the rocky hillside, so that the rocks and trees have become part of the furniture. With a NEMA-approved Environmental Impact Assessment (EIA) taking into account the precious ecosystem of the Mara, Elephant Pepper Camp was built to be completely removable, with no permanent structures, nestling almost invisible under the Elephant Pepper trees. Similarly, before the first stone was laid at Joy's Camp, an EIA was conducted to take the delicate environment of Shaba's arid lands into account, guiding the construction process with minimal interference with the natural vegetation. Finally, blending in perfectly with its surroundings, Kitich Camp was refurbished in 2009 on the basis of an EIA using only natural materials and installing state of the art low impact technology, avoiding any damage to the forest.



MISSION:

To provide an unequalled quality of service and safari experience for our clients to enjoy, while ensuring minimal ecological and social impact of our operations through use of local materials, eco-design of our facilities, avoidance of mass tourism, and responsible best practice. To work closely with our clients, the local communities, the government and other stakeholders in protecting the fragile ecosystem in which we operate.



We've also invested in a reverse osmosis filtration system at Elsa's as well as UV water processing systems at Tortilis, Joy's and Lewa to purify water to international safety standards, reducing our carbon footprint in water transport to these camps

WATER

At arrival, clients are briefed about the importance of water conservation at each of the camps and encouraged to use the water saving guides in their rooms to minimize water use. In the evenings, hot water bottles are placed in the beds at Kitich, Lewa and Elephant Pepper Camp, while the room stewards re-use the cooled water in the mornings for cleaning of the tents.

At Kitich and Elephant Pepper Camp, water is provided in traditional safari camp 32l 'bucket showers', vastly reducing water use as compared to the average running water shower which uses approximately 15-25l per minute. 3l jugs of water are provided for use over the sink, while the eco-friendly toilets use only 3l instead of 8l of water per flush.

In addition, at Elephant Pepper Camp, rainwater is harvested for client and staff showers and at Tortilis a catchment system in the staff area channels water directly to the general camp laundry.

We have also invested in a reverse osmosis filtration system at Elsa's as well as UV water processing systems at Tortilis, Joy's and Lewa to purify water to international safety standards, reducing our carbon footprint in water transport to these camps.

In keeping with Cheli & Peacock's ethos of responsibility, we educate our staff and clients about efficient water use, with clear instructions posted at each basin and water saving guides in all guest bathrooms. As a further step in goodwill to the community, Joy's Camp and Tortilis also provide unlimited access to potable water to all community members.

ENERGY

At nine times the cost of normal bulbs, C&P has installed energy saving bulbs throughout all the camps and is slowly replacing those with LED lights, reducing consumption from 60 Watt (normal bulb) to 5 Watts (LED) per bulb. At Tortilis alone, there are 300 bulbs, and with LED's priced at US\$ 0.24 each, this involves a significant investment.

Elsa's Kopje and Joy's Camp have significantly reduced fuel consumption by brining generator hours down from 8 to only 6 hours per day on average. At Lewa, when we took over management in 2009, the camp was charging its battery bank with a 45Kva generator running at 98% capacity. We have since improved wiring, replaced all but 3 electric emersion heaters with solar panels, replaced normal bulbs with LEDs and energy savers and are now running the generator at only 55-60%. Solar power is then used to keep the battery banks topped up when the generator is switched off.

State of the art solar tracking technology has been installed at Elephant Pepper Camp and Kitich Camp. At both camps, these measures have reduced generator usage to zero.

Kitich and Elephant Pepper Camp heat water using 'Kuni Boosters', small efficient charcoal burners. Both these camps as well as Joy's and Lewa also build wood fires at night for the guests to sit around to reminisce about their day's experience in the African wilderness. In providing wood and charcoal supplies Our Nairobi office Purchasing Department buys 100% of charcoal and firewood as well as poles and posts for construction from a renewable plantation in Nairobi.

Tents at Tortilis, Elsa's, Joy's and Lewa are each fitted with hot water solar panels at over 4 times the price of a similar sized tank with an immersion heater. All guest rooms are further equipped with a master light switch, battery banks and inverters to control energy consumption.



Filled with eco-charcoal, the walk-in charcoal fridges at each of the camps maintain a more constant cool temperature than regular stores, providing the perfect environment for keeping fruit and vegetables fresh for a longer period of time



Glass is separated and sold to the recycling plant in Nairobi, with all funds generated being donated to the East African Women's League to support a family planning programme

At all our properties, we have also invested in low energy fridges and freezers which use $\frac{1}{10}$ of the power and are valued at 4 times the price of a normal fridge. Moreover, these DC fridges run directly off solar power when the generators are not running. Filled with eco-charcoal, the walk-in charcoal fridges at each of the camps maintain a more constant cool temperature than regular stores, providing the perfect environment for keeping fruit and vegetables fresh for a longer period of time. This is especially energy efficient in the hotter regions where Joy's Camp and Elsa's Kopje are located.

Recently, all the Cheli & Peacock properties have upgraded their game drive vehicles to custom made and more fuel efficient open Land Cruisers to provide our guests with the ultimate safari experience while minimizing our carbon footprint.

WASTE

To reduce plastic waste, cooled mineral water dispensed from a 20L sealed bottle is provided in the rooms in jugs or thermoses. At present this deals with our 'bulk' water but we intend, in the new season, on giving personal stainless steel bottles to all guests traveling to our properties to further reduce plastic waste. Solid waste is separated and non-biodegradable packaging is sent back to Nairobi for recycling. Glass is separated and sold to the recycling plant 'Central Glass' in Nairobi, with all funds generated being donated to the East African Women's League to support a family planning programme managed by the North Lake Branch, Naivasha.

Our camp employees are educated about recycling and our guides will not think twice about stopping to collect any rubbish they see whilst driving through the parks. During the off seasons, we bring all our staff together in a 'harambee' with either communities or the Kenya Wildlife Service, sweeping through the parks on a rubbish collection mission.

ECO RATING

Ecotourism Kenya is an internationally recognized civil society organization that was founded in 1996 to promote eco-tourism and sustainable tourism practices in Kenya, which has brought together over 200 members from tourism, conservation groups and government bodies.

Eco Tourism Kenya inspect and “eco-rate” camps and lodges for their environmental, economic and social practices. Under the scheme, emphasis is given to protection of the environment, sustainable use of resources and support to local communities. Best practice criteria include: Protecting and investing in the environment; Reducing and recycling waste; Prevention of pollution; Promoting sustainable resources; Investment in and empowerment of communities including local recruitment of staff; Ethical workplace and business practices, including support for local trade; and Promoting and education of responsible tourism to local communities and staff.

Eco Warrior Awards celebrate innovation and leadership in sustainable tourism. In 2011, Cheli & Peacock was awarded the following:

- Eco Warrior Award for Ecotourism Partnership of the Year
- Eco Warrior Award for Ecotourism Enterprise of the Year



GOLD

Elephant Pepper Camp



SILVER

Kitich Camp, Joy's Camp,
Tortilis, Elsa's Kopje



BRONZE

Lewa Safari Camp



FUTURE PLANS

OUR VISION IS FOR THE LONG TERM

Ensuring the success of conservation initiatives is never a short term process; projects continue to develop, expand, and new hurdles are overcome.

Creating “Parks beyond parks” – protecting the eco-systems beyond National Parks in partnership with communities - will be as always the main focus of our efforts.

The Nakuprat-Gotu Wildlife Conservancy is in its infancy and Joy's Camp is still exploring ways to partner effectively with the community. The recent upsurge in poaching throughout Southern Africa, but minimally within community wildlife conservancies, shows how vital it is for this model to succeed.

The Amboseli area is under pressure to subdivide the vast community ‘Group Ranches’ into smaller plots with title deed, which adds urgency and importance to our partnership with the Olgulului community. Luckily we have many years’ experience in the Mara North Conservancy finding conservation solutions to subdivision.

The success of our “Small Things” projects operated through our recently registered Cheli & Peacock Community Trust paves the way for expansion and new projects. We are excited to work with ‘Wildlife Clubs of Kenya’ to bring their education programs on biodiversity and wildlife to our communities and train our guides to continue their work at schools within our reach.

Our best practice focus is on rolling out our plans to minimize plastic water bottle use in our lodges, as well as achieving Gold Eco-Certification all round!

So we anticipate a year of many meetings, laced with many cups of strong sweet milky tea, with community elders, our partners in the excellent Northern Rangeland Trust, Council committee members, conservancy partners, school equipment suppliers, headmasters... we lead a privileged life!

Best wishes to you all, **LIZ & STEFANO**



Creating “Parks beyond parks” – protecting the eco-systems beyond National Parks in partnership with communities - will be as always the main focus of our efforts.

