

LEMALA'S
Untold Story



 **LEMALA**
AUTHENTIC CAMPS & LODGES

Introduction

“*What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others.*”

~ Nelson Mandela

Our commitment to the environment and our communities has been our driving force and the foundation for the development of our luxurious properties over the last decade.

When we opened Lemala Kuria Hills in 2013 – built under the highest sustainable building practices – it was ahead of its time. By the time we built and opened Lemala Mpingo Ridge and Lemala Nanyukie – two stunning properties that combine beauty, luxury, eco-friendliness and sustainability – in 2016, our CSR practices were well and truly ingrained in us.

We have invested heavily in cutting-edge, state-of-the-art solar power systems and reverse-osmosis water treatment plants. We use new-to-the-market, light-gauge recycled-steel constructions, and recycled composite decking is a non-negotiable component of the design element of our Lodges.

Our CSR initiatives are born out of the belief and commitment by every single one of our staff that we are the custodians of these beautiful properties, and we have a responsibility to protect the environment, wildlife and communities that exist in the remote areas that we are fortunate enough to build Camps and Lodges.

We are honour-bound to make the lives of those around us better and ensure that they benefit directly from having us, and our guests, in their communities.

At Lemala, we not only talk about our CSR, but we also live by it. I am immensely proud of all of our staff for their dedication to our CSR initiatives and for putting sustainability at the forefront of every decision we make.

Leanne Haigh

Chief Executive Officer, Lemala Camps & Lodges | Wildwaters Lodge | Adrift Uganda



Environmental & Social Ethos

Visible throughout your stay with us in our Camps and Lodges, you can rest assured that you are supporting one of the top companies in Tanzania and Uganda that practise and adhere to the strictest of guidelines in;

Conservation, Education, Empowerment and Protecting the Environment



Lemala & Adrift

CSR Initiatives

Our on-site curio shops (Hamerkop | Mpingo Ridge | Nanyukie | Kuria Hills | Wildwaters Lodge | Adrift) play a very important role in our CSR initiatives through cash generation and exposure of local artisans. Our shops are stocked almost exclusively with items sourced locally in Tanzania or Uganda. They provide an exceptional platform for local artists to sell their wares. We are committed to purchasing locally at market prices. We practice fair and ethical procurement procedures with local artisans. We also offer artisan-assistance in getting their business compliant and geared up for wider product distribution.

Our CSR Initiatives are also part-funded by the USD \$1 per bed levy that is generated from every Lemala bed sold.

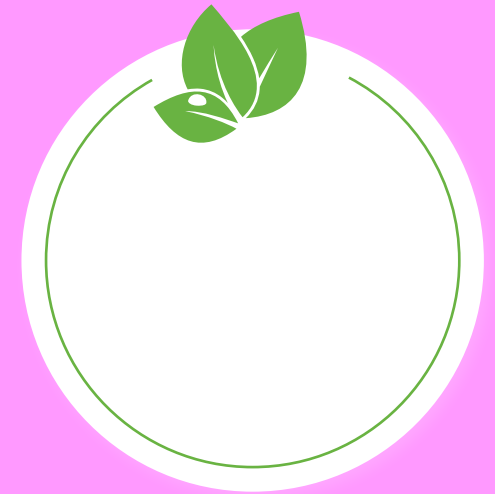


Off The Grid

Lemala Lodges are leaders in using renewable energy with state of the art power systems ensuring we operate 100% off the grid with zero emissions and fuel usage except in event of generator back up.

Our power plants include a 45Kw plant in Kuria Hills and a 65Kw plant in Mpingo and Nanyukie.

We are proud to say that we have saved 150 tons / year of CO₂ going into our atmosphere.



Safe to Drink

Lemala tented camps are provided with 100% safe drinking water from our RO plants.

Lemala has installed state of the art reverse osmosis plants in each lodge ensuring we eliminate 100% the usage of plastic water bottles and provide clean drinking water throughout our portfolio. Included is state-of-art pumps that communicate wirelessly to ensure that the water pressure remains constant. Every drop of water that comes out the taps has been filtered and treated with UV light.

In this system we also constantly circulate the water in the holding tanks to ensure it does not stagnate and in this circulation we pass the water through a UV light.



Solar Water Heaters

Lemala Lodges have installed water heater pumps instead of geysers.



From Plastic Bottles to School Desk

Our school desk project was born with the opening of Lemala Mpingo Ridge and Lemala Nanyukie when, as a company, we banned the use of plastic bottles in all our properties and replaced them with aluminium water bottles issued to each guest on arrival. The plan was sound, however we failed to factor in the plastic waste that was brought into our camps by companies still providing plastic bottles in their vehicles and lunch boxes. We needed a plan to deal with the plastic bottles that were coming our way for disposal.

We worked with Dunia Design to manufacture a recycled plastic bin for each property, one full bin would be enough plastic for Dunia to make a fully recycled school desk. To date we have removed over 100 tons of plastic from Tanzanian parks and produced 175 recycled school desks that have been donated to Chief Lebolo's School and the Nainokanoka Primary School at Ngorongoro.



Green Lunch Boxes

Lemala Camps and Lodges on the 14th of May 2018 were the first company in Africa to give our guests a 100% biodegradable and plastic free lunch box.



Recycling

Lemala Camps and Lodges employ a strict recycling systems, ensuring that all recyclable waste is recycled. What we take in to the bush (if not biodegradable) is brought out, including all our glass bottles to be recycled into water decanters, jewellery, glassware and much more:
www.shanga.org



Ecodecking

The floor in the main area at Lemala Ngorongoro is 100% made of recycled plastic bottles!

All lodge floorings in main areas and bedrooms are made from composite decking.

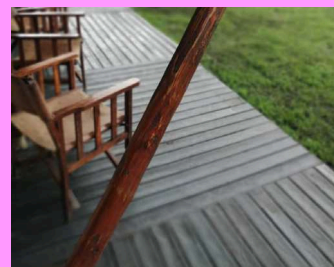
Weighing approximately 7.6 tons – a large percentage of the plastic bottles were collected in Lemala Camps and Lodges.

This initiative in association with Dunia Designs, means we are doing our part to stop plastic re-entering our rivers or being burnt unnecessarily.



From Scrap to Steel

30% of the steel used to build Lemala Lodges is recycled steel from scrap metal.





Reusable Sanitary Pad Project

Sanitary pad poverty is a global problem and especially prevalent in the Maasai communities where sanitary items are simply not available, this in turn leads to poor attendance in school and other female sexual health issues. Our reusable sanitary pad project was born in response to a request from one of our male staff members who thought it brutally unfair that his sisters, and the girls in his community, could not attend school whilst they were menstruating. The project is in its third year and we have to date distributed over 3000 reusable sanitary pads to young Maasai girls in remote schools.

The project is funded entirely from the sale of reusable sanitary pad packs in our Lemala curio shops. The packs are produced for us locally in Arusha by an NGO Women's Group - Upendo Women's foundation. Guests can purchase the packs for \$10 each and at the end of each month they are distributed to girls in the schools with the help of the team and community nurse.



The project is hugely successful, more importantly it provides a platform for our friends at - The Pioneer For Women And Youth Transformation (PIWYOT) to provide equally critical education on female sexual health, contraception and other taboo subjects that could not be tackled without the practical exercise of sanitary pad distribution in schools in Maasai communities.

Exposing Local Talent

Tanzania and Uganda have so many incredibly talented artists that struggle to get recognition for their work, and therefore fail to generate any income from their art. We select an artist for each of our shops and showcase their work, the artists determine their own prices and 100% of the proceeds from the sales go directly to the artist.



Leadership Academy

We host a young people's leadership academy (aged between 14 and 18) at one of our properties each year. Here we invite speakers to talk about the different backgrounds they have come from, and their journeys to where they are now. This gives our young people hope, inspiration and insight to possible career opportunities.

We also support a woman's shelter with a reverse advent calendar. Each day we donate something and on the 22nd of the month, the teams deliver in person to Pippi House Foundation which provides an empowering, supportive environment for women to seek refuge from the streets.



The Tourvest Bursary

The Tourvest Bursary is intended for staff members and/or their dependants that earn less than \$1,500 per month and would like to study towards a career that would be of benefit to Tourvest.

The bursary is comprehensive and covers university tuition, registration and exam fees, accommodation and a stipend towards learning materials and living expenses.

Go Ladies!!!

We take Guiding very seriously at Lemala Camps & Lodges.

A great safari relies on an excellent Guide who shares their knowledge with their guests. We are extremely proud of all our Guides and take comfort in knowing that our guests are safe and in excellent hands when out on safari.

In our quest to empower female Guides, and drive diversity at Lemala Camps and Lodges, our internal Guide Training program was opened to aspiring female Guides in 2019. Mary Milanzi was our first female Guide to qualify in 2021 and has been an exceptional role model to all the female guides at Lemala. We aspire to even the ratio between male and female Guides and break down all the barriers to females becoming Guides in Tanzania.



Fatima Saidi Kimbo, a recipient of the Tourvest Bursary Scheme studying Human Resources at the University of Mbeya.



Emanuel Raphael Temu, a recipient of the Tourvest Bursary Scheme studying Diploma in Finance & Banking at the Institute of Accountancy in Arusha.



Mary Milanzi was the first female guide to our innovative guides training program.

“*I'm a young lady and the future mother of the next generation and I'm going to make conservation count because I love nature and wildlife, so will make sure that everybody I will meet will fall in love with it as I did.*”

~ Mary Milanzi

Lemala & Adrift

CSR Projects

Our Community Excursions into the villages are designed with two purposes

1. To give guests an authentic insight into how our staff and their communities live when they are at home & to encourage guests to embrace and learn about their culture.
2. To generate a sustainable revenue stream for the communities that invite guests into their homes.
3. Every single cent that we charge for a village or school visit goes back to the school or village that guests visit. For example, if we take 20 guests to Migandini Primary School in one month, the community will earn, 20 x \$15 equivalent in local currency. We try to encourage effective budgeting and accountability of these funds and we always pay the funds into the bonafide bank account of the school or village. In some cases, we ask for project proposals. In such cases the community will present a budget for a specific project (i.e. new classroom or borehole) and we advance the funds to complete the project and then deduct from revenue generated by the excursions.

Each of our projects are at different stages of maturity and we are committed to ensuring that the money paid for these excursions is managed effectively, and is used for the purpose it is intended.





Migandini School Visit

Migandini Primary School is a government school close to Hamerkop House near Arusha that has 300 pupils and provides a very authentic and informative insight into the education system in Tanzania.

Guides are from the community (more than likely an ex-pupil of Migandini School) who will be happy to show guests around and introduce them to the current students. Visitors will have an opportunity to see the classrooms, meet the children, talk to the teachers and get to see some of the work that has been done with donations from our Lemala CSR funds.



African Amini Secondary School of Sustainable Tourism Visit

We work closely with the African Amini School by offering internships in Lemala properties for their student graduates, this provides invaluable experience for them and gives them solid foundations for a career of sustainable practices within the tourism sector.

We also offer our guests the opportunity to visit the school and enjoy lunch specially prepared by the students under the Amini Tree. It is a wonderful experience that provides great interaction and practice for the students before they head to placements in our Lemala Camps & Lodges.



Chief Lebolo Cultural Visit

Chief Lebolo is a very much loved and respected member of our extended Lemala Family, he is one of the youngest Maasai Chiefs in the area and gained our total respect when, in 2019, he mandated that all Maasai girls had to attend school, a decision that was hugely contentious and caused a great deal of conflict in his Maasai Community. Four years later, he has an exceptionally high attendance record for the boys and girls in his community and has managed to build a school and make a huge difference to the education in his community. Chief trains and places askaris from his village in all our Lemala Camps & Lodges and provides an authentic Maasai Boma Experience for our Lemala guests. When our guests visit Chief in his village they learn about Maasai culture and about how he is trying to modernize his community to ensure that there is equality for the girls and that there is sustainable water and food sources for this generation and the next. Chief Lebolo is happy to answer any questions and educate visitors on all aspects of Maasai culture. He is genuine, funny and passionate, lives are certainly enriched by spending some time in his Manyatta.



Catch of The Day

At Lemala Wildwaters Lodge we support the local community by driving sustainable fishing practices. Fishermen are incentivised to catch bigger fish as they get a significantly higher price.

The fish are purchased directly from the fishermen each morning at the market prices in Kampala, ensuring the fishermen get a fair price for their catch and that the proceeds of his efforts go directly to their families that all live locally to Wildwaters.

The fishermen bring their catch to the Wildwaters kitchen every morning and the Chefs serve the days catch.



Bike for School

Ugandan students often live more than 10 kilometres away from school. They walk this stretch twice a day, six days in a week. A long, time consuming hike that results in late coming and low concentration. With a bicycle students are faster and able to cover longer distances easily. The bicycles enable students to go to school, return home in time and to complete their household chores and still finish their homework, giving them a fair chance to complete their education and create opportunities for the future.

Our donation enables CooP-Uganda to equip students with bicycles. Your support helps students perform better in school.



Kasambya Jogging Project

Wildwaters on the Nile in Uganda, being an Island there are limited opportunities to keep fit and we found that very often our staff were being asked to take guests onto the mainland to exercise, a job for which we always had many volunteers.

We agreed in 2021 to outsource the jogging to someone in Kasambya Village to allow the community to generate some revenue from this activity. Stanley is a self-trained runner that was born in Kasambya Village right outside the gates of Wildwaters Lodge, he will take you on a scenic run through the village and along the River Nile and is happy for you to set the pace.



Kalagala Village Walk

The Kalagala Village walk was created in 2021 to generate revenue for the Kalagala Community to allow them to achieve a degree of financial independence as Uganda emerged from Covid-19. We first identified some guides in the community and helped them to develop an interesting and safe village walk that would appeal to the mix of guests that stay at Wildwaters Lodge, Adrift Overland Camp and River Club in Uganda.

The village is a vibrant, happy and fascinating place to visit and it is guaranteed that you will end your walk having made new friends and learned a lot about life on the River Nile. We source most of our fresh produce for Wildwaters and River Club from the village and the guides will proudly show you what they produce for us and also for export to Kenya – be sure to ask to see the vanilla and sesame seed plantations and to meet Joseph the incredibly talented weaver that makes our placemats.







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 **ADRIFT**
UGANDA

 **LEMALA**
WILDWATERS

GRUMETI 
LUXURY TRAVEL

For more information, please email us at: csr@lemalacamps.com