



LEMALA'S UNTOLD STORY





CORPORATE SOCIAL RESPONSIBILITY

is vitally important to who we are as a company. Our policies ensure that we rigorously adhere to the highest standards and conduct business in a socially responsible and ethical manner ensuring that as guardians for the future generation we continue to protect the environment and the safety of people, support human rights and continue to engage, learn from and respect and support the local communities and cultures that our properties are located in.



Our CSR falls into **compliance** and **proactiveness**. Compliance refers to our company's commitment to legality and willingness to observe community values whilst Proactiveness is every initiative to promote human rights, help communities and protect our natural environment.



LEMALA Wewe na Sisi Pamoja
You and Us Together

- L** Living with wildlife
- E** Empowerment
- M** Mothers
- A** Access to education
- L** Loving our environment
- A** Access to clean water

W Women's empowerment

E Education

W Wellness

E Environment

N NO to poaching

A Assisting community
based initiatives

S Safe drinking water

I Innovation

S Solar power & renewable energy

I Investing in people

LEMALA'S ENVIRONMENTAL AND SOCIAL ETHOS

is visible throughout your stay with us in our Tented Camps and Lodges and by booking your guest stay with us you can rest assured you are supporting one of the top companies in Tanzania that practice and adhere to the strictest of guidelines in:

- > Conservation
- > Education
- > Empowerment and
- > Protecting the Environment



Our buildings and workshops double up as platforms for our solar panels and solar hot water tubes.



OFF THE GRID

Lemala Tented 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 and have to date produced approximately 210 Mwh power / year.



It takes 1.4 tons of coal to produce 1 Mwh. Lemala Tented camps operate 100% off grid.



188 solar panels, some double up as covered parking



Supply energy to inverters



That energy is converted into energy stored in battery banks



And all systems controlled remotely from an off site office

SAFE TO DRINK

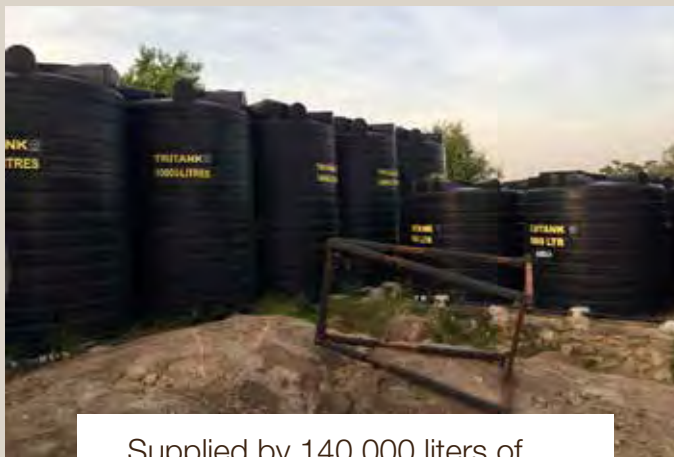
Lemala Tented camps are provided with **100% safe drinking water from our RO plants.**

Lemala Tented Lodges installed state of the art Reverse Osmosis Plants in each Tented Lodge ensuring we eliminated 100% the usage of plastic water bottles and provide clean drinking water throughout our portfolio.

We have now included state of the 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 passed through a UV light to kill bacteria. In the new 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.



Potable water created through a reverse osmosis plant



Supplied by 140 000 liters of water, twice filtered



Replacing single use plastic bottles!

SOLAR HOT WATER

Lemala Tented Lodges installed **water heater pumps** instead of geysers.

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



Lemala Tented camps use Solar Hot Water – which draws 50% less power than an average hair dryer.



TREEVOLUTION

Our team from head office use their own funds to support a local school with a fruit **tree planting** exercise annually.

KEEPING IT LOCAL

We support a local business lady to provide all our Camps and Lodges' place mats for inhouse use and for sale to guests.

STRAWS NO MORE

Lemala Camps and Lodges have **removed plastic straws entirely** and actively participate in:

#purgetheplastic

#banthebottle

#throttle_bottle

#stranglethestraw campaigns





ecoTIP

61 RECYCLED PLASTIC
SCHOOL DESKS & CHAIR
SETS DONATED!

MADE OF WASTE

Lemala Camps and Lodges continues to lead the way by the **removal of plastic bottles** from inside the national parks and conservation areas and converting them to school desks. Collection bins, also made from recycled plastic by **#Dunia Designs** a sustainable and socially enterprising company specialising in recycling plastic waste in Arusha – each collecting enough plastic to make one school desk and 2 chairs.

1 BIN takes approximately 375–400 1.5 litre bottles, or

700+ half litre bottles or 1000 small soda bottles.

The plastic collected from each bin is approx. 10–15kg of plastic, which would be the weight of the plastic used in the creation of one school desk and 2 chairs, and NOT ending up in landfill or our wilderness.

Keen conservationist Maasai Chief Lobulo is also a keen believer in education. He's determination and vision is an inspiration to us all and we at Lemala Camps and Lodges have supported him via our CSR project, money donated

by our guests and fundraising through the purchase of these plastic school desks & chairs sets to build his first school called Eluway Primary, paying school teachers, providing clean water and education materials. Chief Lobulo's vision to educate continues with the dream of building a kindergarten.

For only USD135 per set (1 x desk + 2 chairs) **we can all make a difference to rid plastic from our national parks and conservation areas and support local education.**

A RECYCLED PLASTIC FLOOR

Lemala Ngorongoro has a **brand new floor in the main area and it is 100% made of recycled plastic bottles!**

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

This initiative in association with **#Dunia Designs**, means this is plastic that will NOT enter our rivers and drown or damage sea life, or be burnt aimlessly.

We at Lemala Camps and Lodges are committed to winning this war on plastic.



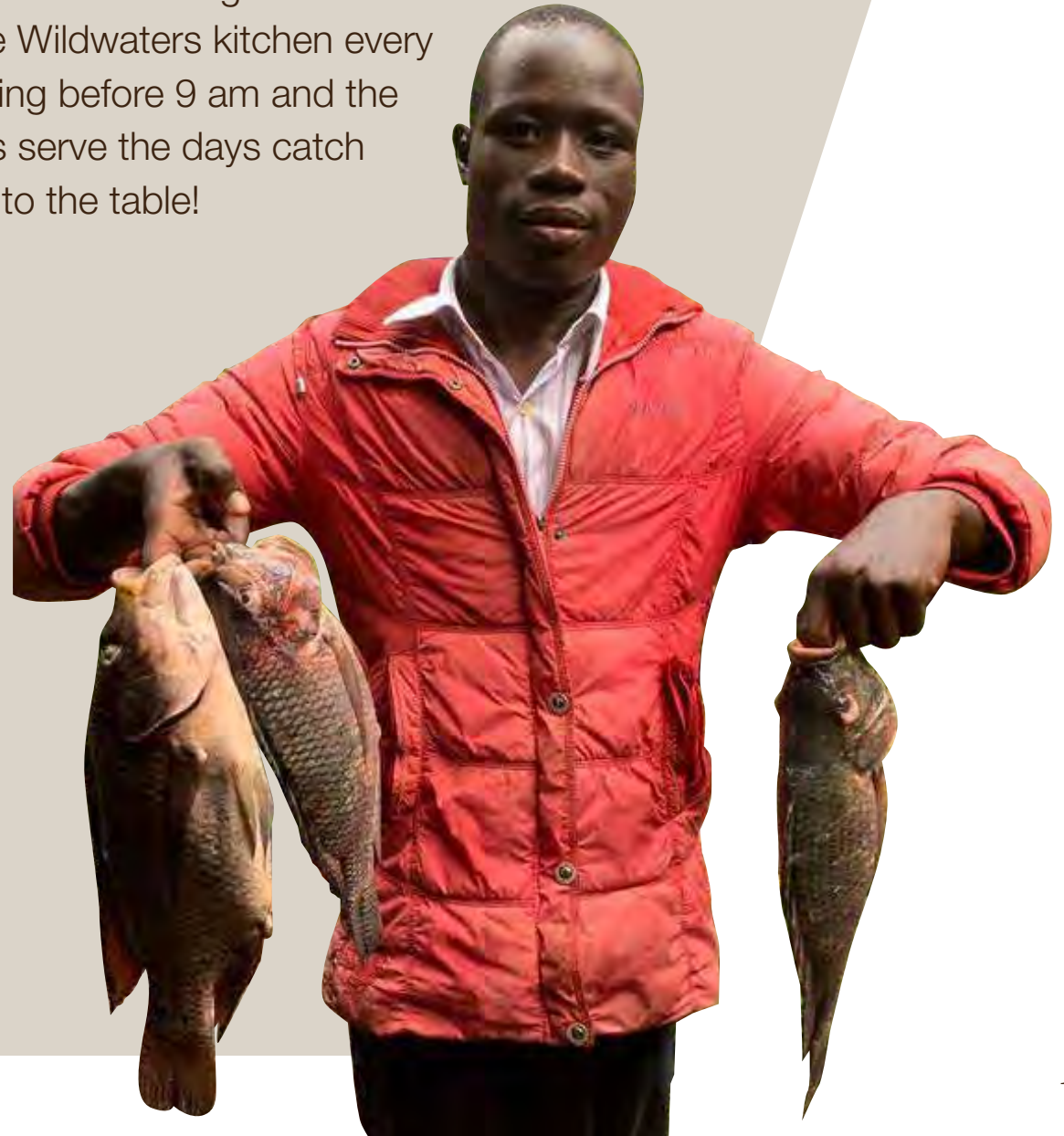
CATCH OF THE DAY

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

Meet Kadogo (right) who is one of the many local fisherman that bring their catch of the day to the Wildwaters Lodge kitchen.

The fish are purchased direct from the fishermen each morning at market prices ensuring the fisherman gets a fair price for his catch and that the proceeds of his efforts go directly to his family that all live local to Wildwaters.

The fishermen bring their catch to the Wildwaters kitchen every morning before 9 am and the Chefs serve the days catch fresh to the table!



FROM SCRAP TO STEEL

30% of the steel used to build Lemala Tented lodges is **recycled steel** from scrap metal.

ECODECKING

All the Tented Lodges floorings in main areas and bedrooms are made from **composite decking**.

ecoTIP

Last year alone using our RO plant and using reusable water bottles, we saved over 300,000 plastic bottles ending up in landfills and used much of our old stock to make plastic school desks for local schools: www.duniadesigns.org



LOCAL STAFF

All of our camps and lodges employ a large % of its **staff from the local community** ensuring many families, who were previously reliant on only livestock and agriculture can now enjoy a steady income.

Of a work force of 335 staff, less than 5% are foreigners of which 3% are East Africans.

Our Lemala ExCo Team's Senior Management includes a strong

female presence, made up of 6 females and 1 male.

IN-HOUSE TRAINING COURSES

Has seen promotions and employment from within the company. Room attendants to Guides, Cleaners to Camp Managers, Gardeners to Storemen, Waiters to Assistant Managers, to name but a few.



LOCAL MATTERS

Wherever possible, **food and supplies are sourced locally** to ensure the surrounding communities feel the benefits of tourism on a commercial level.

Lemala **sponsored a social enterprise** opportunity for a local Tanzanian in Mto wa Mbu and he now employs 32 stay at home mums to make our 100% biodegradable

lunch boxes as well as our presentation boxes for stationary and our gift shop boxes. He has also purchased tuk tuks and conducts our cultural experiences in the area and supports families further by including a local lunch prepared by the families for our guests, as well as providing free training to young woman from disadvantaged backgrounds to be guides on these excursions.



LEADERSHIP ACADEMY

We annually host a **young ladies** and **young men's** leadership academy (aged between 14 and 18) at one of our properties, where we invite speakers from different backgrounds to come and talk about the different backgrounds they have come from and where they are now, giving them hope, inspiration and insight to possible career opportunities.

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

pippihousefoundation.weebly.com



GO LADIES

Lemala Camps & Lodges have a superb team of safari guides and we are now thrilled to announce the appointment of our **first female guide** to our innovative guides training program.

From Mto wa Mbu, a village on the route to Lemala's exclusive properties in Tanzania's Ngorongoro Crater and Serengeti National Park, Lemala wishes a warm welcome to 22-year-old **Mary Milanzi**.

She is now embarking on skilled guiding and wildlife training, driving and mechanics, and guest interaction.

Not only is Mary very enthusiastic about her new responsibilities and working with Lemala, she says in her own words, that she “can be a role model to other ladies who feel they think that being a guide is only for men”. And adds “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”.



Michelle joined our Lemala Family in 2018 (age 18) and got to know all aspects of Lemala, working in our Operations, Finance and Reservations Departments. She decided her passion was for Reservations and became a pivotal part of the team. Michelle's focused and switched on attitude has ensured every Lemala guest has felt looked after, ensuring they experience their dream African holiday.

Michelle's younger sister, **Jasmin**, was part of our Annual Young Leader's Day. Showing a keen interest and love for Lemala, she joined our Operations Department as an intern in 2019. Jasmin is highly efficient, a quality that made her shine and on her 18th

birthday, she was presented with a contract – making her part of our Lemala Family.

These two sisters have led the way for their younger sister, **Catherine** showing her interest in Lemala at only 10 years old! She is a determined and passionate young lady, but too young to attend our Young Leader's Day at the time. Catherine has continued to show her love and passion for Lemala, and hasn't given up on her dream just yet.

She is now due to attend our next scheduled Young Leader's Day.

These girls continue to inspire those around them, and we are so lucky to have them part of our Lemala Family.

"I want to learn more about the environment and be a successful woman in the future. Having older sisters who are my role models means that there is a chance for everybody. I believe that my generation is going to be the top of tourism and all we need is a little help along the way..."

– Catherine Balden, 10 years old



Lemala staff member, Isaya, always has a story to tell. However the latest story he has told, he holds very close to his heart...Isaya grew up as a Maasai with his family of 5 brothers, and two half sisters, in the area of Ngorongoro. From a young age, he questioned why his sisters were sick for a few days every month, but never had an answer. Throughout school, he realised his sisters weren't the only ones who were sick every month. After challenging the taboo nature of the topic of menstrual periods, he finally understood that this affected more than just his sisters, and fellow students, but every girl across the globe. When he became head boy of his school, Nainokanoka Secondary School, he decided it was time this was addressed, and provided a

solution to the fear, misunderstanding, and hardship these girls were going through. With the savings he earned from his job with Lemala, Isaya started purchasing sanitary pads for these girls, ensuring they could attend school - and stop them from feeling they had to hide away in shame. When Covid hit, Isaya could not guarantee this help on his own. That was when he reached out to Lemala to see if we could help as a company. Whilst we are helping with this

project, this is not our story to tell.

If it wasn't for Isaya raising our awareness to this issue these girls would continue to stay in hiding for a few days each month. Isaya and our team have successfully delivered and educated 600 girls from Nainokanoka Secondary School, with more to come.

To be part of this project please contact us at csr@lemalacamp, and help us change the lives of these girls.



&SOME ...

We employ now a total of 9 young men from a homeless shelter in Arusha, thus giving them a new start in life by means of **employment opportunities**.

www.thewatotofoundation.org

Training our Maasai security to be qualified nature walk guides under the expert guidance of our inhouse guide trainer.

Fatima Saidi Kimbo is the 2019 recipient of the Tourvest Bursary Scheme studying Human Resources at the University of Mbeya.

Emanuel Raphael Temu is the 2020 recipient – funding his 2 year Diploma in Finance & Banking, at the Institute of Accountancy in Arusha.

The Tourvest Bursary is intended for staff members and/or their dependents that earn less than \$1500 per month and would like to study towards a career that would be of benefit to Tourvest.

The bursary is comprehensive and cover university tuition, registration and exam fees, accommodation and an amount towards learning materials and living expenses.



We provide clean safe drinking water in communities and schools:
www.swcea.org

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Visits to Maasai Bomas in the Tarangire area whereby the Maasai young women sell beaded curios and the income is used to pay for school teachers for the local schools. Additional income for the Boma visit is used to build classrooms in the area.

We assisted in a joint project for a school **providing 40 student desks, 10 teacher desks and chairs,** painting of classrooms, stationary and school supplies and a water filtration system in Mto wa Mbu – Majengo Primary.



We provide **internships** to young woman from disadvantaged backgrounds with a promise of an employment opportunity.

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We provide **solar lights to students** in local schools where electricity is not available to enable them to study and do homework.

Lemala Kuria Hills staff provided **70 desks to a local school** in Northern Tanzania from their own funds and continue support by means of food and stationary.

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We hold **annual staff awards** with funds towards training and experiences. For example 2 of our top guides recently went on an exchange program to South Africa for a whole month.





STAYING AT LEMALA CAMPS AND LODGES

ENSURES THAT YOUR GUESTS
ALSO CONTRIBUTE TO A RANGE
OF PROJECTS WE SUPPORT, AS
A PORTION OF OUR REVENUE
IS ALLOCATED TO OUR CSR
COMMITTEE AS PART OF OUR
'GIVING BACK' AND **'PAYING IT
FORWARD'** ETHOS.





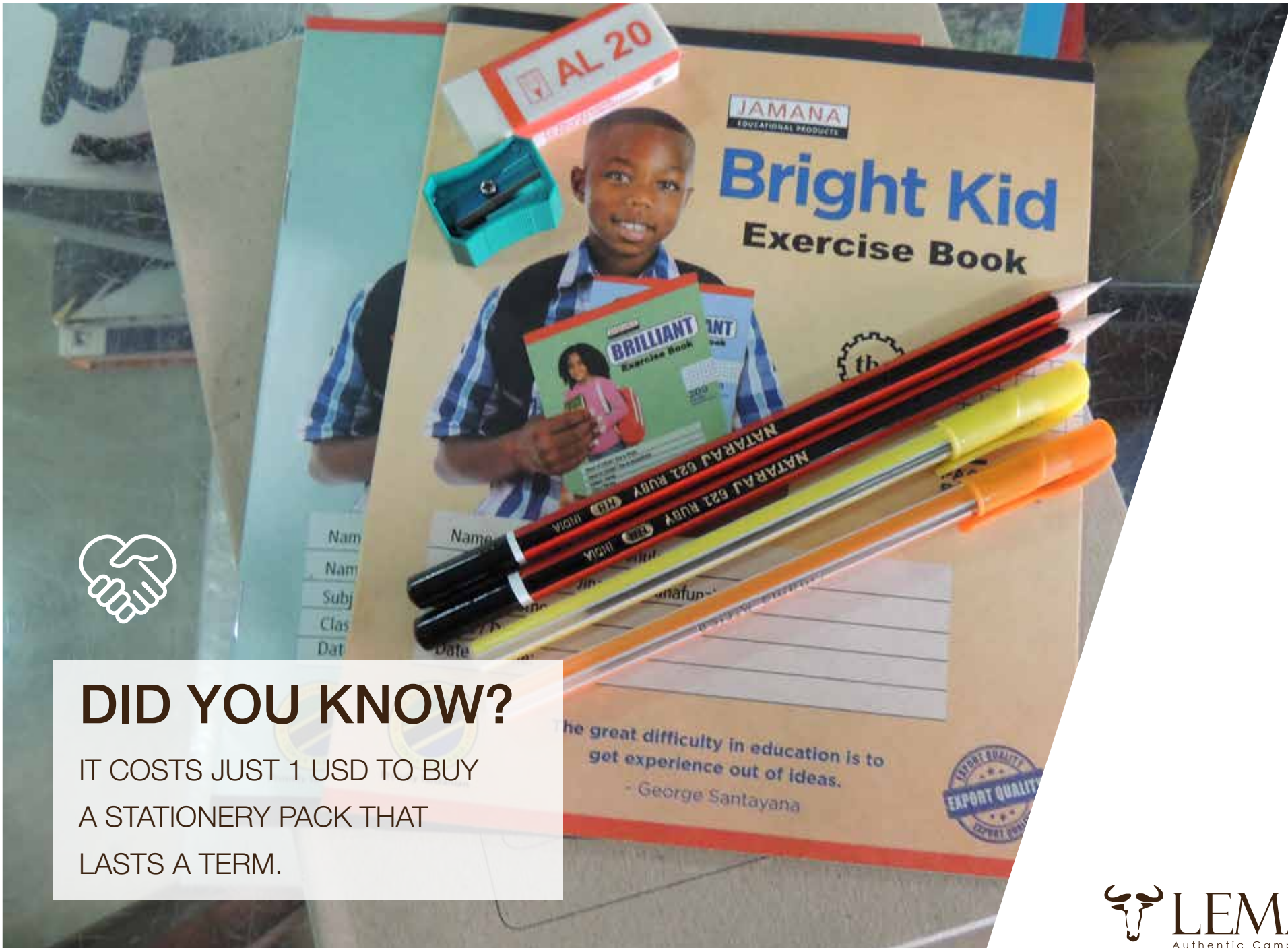
DID YOU KNOW?

WE WERE THE FIRST COMPANY
IN TANZANIA TO INTRODUCE
WOODEN EARBUDS.



DID YOU KNOW?

IT COSTS JUST 33 USD A YEAR
TO FEED A CHILD AT SCHOOL.
THAT IS ONLY 17 CENTS A DAY.



DID YOU KNOW?

IT COSTS JUST 1 USD TO BUY
A STATIONERY PACK THAT
LASTS A TERM.



DID YOU KNOW?

IT COSTS JUST 5 USD TO
PROVIDE A SOLAR READING
LAMP.



DID YOU KNOW?

FOR JUST 135 USD YOU CAN PURCHASE A VERY FUNKY DESK & 2 CHAIRS MADE FROM 100% RECYCLED MATERIALS – PROVIDING A DESK TO LEARN FROM WHILST REMOVING PLASTIC FROM THE ENVIRONMENT.



AND LAST BUT NOT LEAST

WE ALSO SUPPORT AN
ORPHANAGE, A SCHOOL FOR THE
DISABLED AND VARIOUS
CONSERVATION PROJECTS.



Want to know more?
Want to be involved?

Simply email
csr@lemalacamp.com





Asante sana
Thank you very much

