

Singita Serengti One Planet Living Annual Review 2018/19



Singita



One Planet
Living®

A framework
by Bioregional

One Planet Annual Review 2018/19



Singita Serengeti is reaching its sustainable tourism ambitions, says One Planet Living® Manager Ben Gill



Singita Serengeti is a wildlife reserve in Tanzania that's committed to environmentally conscious hospitality, conservation and community outreach. It has been using One Planet Living to drive its sustainability efforts since 2012.

One Planet Living is Bioregional's sustainability framework, comprising ten simple principles that help organisations create and communicate sustainability.

Six years of One Planet Living

This review tracks Singita Serengeti's progress towards the targets set out in its One Planet Action Plan, which Bioregional endorsed in 2013 as demonstrating leadership.

As we draw closer to 2020 – the end point for many of the company's targets – this review reflects on how far Singita Serengeti has come with One Planet Living embedded within its daily operations.

While progress has been restricted in some areas, it truly has become a world-leading example of sustainable tourism.

Creating sustainable change in rural Tanzania

Singita Serengeti's performance in wildlife conservation and community outreach remains

-  Health and happiness
-  Equity and local economy
-  Culture and community
-  Land and nature
-  Sustainable water
-  Local and sustainable food
-  Travel and transport
-  Materials and products
-  Zero waste
-  Zero carbon energy

The ten principles of One Planet Living

outstanding and it is now reaching best practice standards in terms of water and waste management.

In fact I'd say that its waste centre is a stand-out example of a well-run waste management facility globally, let alone locally!

This is all especially impressive when you consider its rural location and lack of infrastructure.

We have also been impressed with the commitment to bringing employees on the same sustainability journey, which is highlighted with the One Planet Living stories on pages 6-8.

Beyond 2020

Singita Serengeti's One Planet Living journey doesn't end in 2020. With systems in place to continue to drive improvement and to capture information on performance, it will be straightforward to continue this progress.

Its mission is also now supported by the fact that as of 2016, Singita is using One Planet Living across all its operations in Southern Africa.

On page 10, Bioregional's recommendations outline a few key strategies that, if put in place, mean Singita could confidently say it has delivered all the key aspects of its ambitious One Planet Action Plan. We look forward to reporting back on this next year.

The Grumeti Fund was formed in 2003 as a not-for-profit organisation to manage and conserve the 142,000-hectare concession of land known as Singita Grumeti. Singita Serengeti and the Grumeti Fund have created a unique partnership, to combine high-quality tourism with conservation and community outreach efforts. One Planet Living is at the heart of these efforts.

Ben (far left) at the immaculate recycling facility



Significant achievements in 2018



Eric, a critically endangered black rhino, has been re-homed at Singita Serengeti



123

Awarding **123** scholarships to local students for primary, secondary, vocational studies and university.



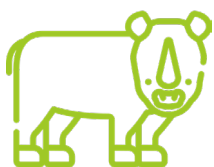
25%

Total water use has fallen by a minimum of 25% from 2013



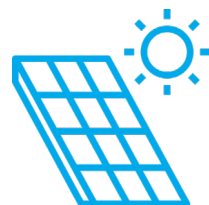
35%

Food waste has reduced by approximately 35% since 2017



100%

The relocation of a critically endangered black rhino (Eric) donated by the San Diego Zoo to Grumeti has made a meaningful contribution to conservation in the Serengeti ecosystem



70%

Installing 189 kWp of solar PV at Faru Faru Lodge has reduced fuel use by more than 70%



95%

Plastic bottle waste has reduced by 95% since 2013

Supporting the local economy

Community outreach has always formed a core part of Singita Serengeti's mission, with initiatives designed to support people in the 21 bordering villages to live happier, healthier lives

In 2018 the Grumeti Fund delivered the following:

- creating a mentoring programme for **25 secondary school students** where they are paired with a Singita Serengeti staff member to support them to build skills for employment as they approach the end of their education
- running English 'immersion' camps for **238 students** to ease the transition from primary school where teaching is in Swahili to English-speaking secondary school
- training **129 local people** in enterprise development
- hosting girls' empowerment events for **1,162 young women** from local secondary schools
- continuing to roll out its Rural Enterprise Development Programme, with **10 entrepreneurs** increasing their revenue by 33% as a result.

“

After I got the chance to join the Grumeti Fund's Enterprise Guiding Program...my business really took off.”

Local entrepreneur Alex Masatu Iganja

An enterprise development officer meets with a local entrepreneur



One Planet Living voices in Tanzania

One of Singita Serengeti's biggest achievements is engaging its 750 staff, most of whom are locals to the area, in its sustainability efforts. Here, three of them share their experiences of One Planet Living



Cletus Nyagita runs the waste and recycling area at Singita Serengeti, as well as having a pig farm.

At Singita Serengeti, no food waste goes to landfill - the majority is composted and the remainder used by the local population as animal feed. Cletus also takes a portion of this food waste to feed his 31 pigs!

“I learnt about One Planet Living when I started working at Singita. It is a great message because it is easy to understand, and

I can take the message back to my local village and explain it. I can tell people about the environment and why they should look after it.

In my job I ensure all waste is sorted and then see how it can be reused or recycled. Glass bottles are sent to a company that makes it into glassware and crockery, and broken glass is crushed and used by the locals as sand for construction.

I'm always looking at how to reuse - any plastic bags

that are in good condition I save for shopkeepers. I wash out fruit plastic containers for selling popcorn - we try not to have any waste here!

We now have schoolchildren and sometimes even Singita guests visiting the recycling centre.

And the food waste is really benefitting the local economy - I sell some of my pigs to a friend with a restaurant to see food for the local community!”

Alice Wilhelm is the chef at Faru Faru lodge, but will soon have the exciting post of head chef at Singita's newest property in Rwanda, Singita Kwitonda Lodge and Kataza House.

“At first, I found One Planet Living a little overwhelming as it seemed to cover so much, and it was a challenge to get staff on board.

But as I became more familiar with the framework and understood all the principles better, I found it a great way of understanding my own impact and communicating with others about sustainability.

At Faru Faru we've really reduced food waste, and the

waste that we do have goes into our composter to make soil for our small garden. In fact, Singita Serengeti reduced food waste by 35% last year.

I'm already thinking about Rwanda. There will be a huge array of local fruit and vegetables and so I think there is a real opportunity to create guest menus that are vegetarian and vegan.

This would match with the wellness tourism we want to promote as well as supporting the local economy and reflecting the local culture – so would be a big win all round. It will be an interesting challenge and I'm really excited about starting on that.”

“

In Rwanda I think there is a real opportunity to create guest menus that are vegetarian and vegan.”





Hermann Naude has been the interim One Planet Living Integrator at Singita Serengeti for the past three months and will shortly be starting as the Sasakwa Lodge manger.

“Initially I thought I’d just need to encourage staff to participate in One Planet Living initiatives, such as the health and happiness runs, but it soon became clear that there was much more to it.

In my first few months managing the Sabora Lodge, the camp switched over from generators to PV, which was exciting. It was fantastic to see the fuel savings and experience the real noises of the bush.

I’d previously been working in South Africa and One

Planet Living seems really advanced and forward-thinking compared to what other companies were doing. It was encouraging and inspiring to see your colleagues making a real effort.

I’d recommend using One Planet Living to other people – it provides a clear structure and helps with awareness raising.”



It was encouraging and inspiring to see your colleagues making a real effort.”



Graham Ledger is the Managing Director of Singita Grumeti Reserves

“In 2013 the Singita Grumeti family embarked upon the One Planet Living journey and we challenged ourselves to live differently every day. Specific targets were set up and we were given a timeline until 2020 to ensure we reached those targets set out for us.

Heading into the final year of the 2020 targets, we pride ourselves in the significant changes we have made, not only in our personal lives but also in our day-to-day operations. Living and operating in a sustainable manner is imperative and should be a top priority for everyone and we are delighted to report that our changes

implemented in 2013 have brought us closer to our desired targets.

Diesel use on the property is our biggest challenge and we have invested in bicycles in order to reduce our reliance upon vehicles in short journeys. We have also reduced our single use plastics by up to 60%. Quarterly Environmental Committee meetings govern all our initiatives carefully.

We are excited to face the final year and reach the One Planet Living targets.

In my view the last decade of effort is merely the beginning of what will become our way of life in the next decade.”



Living and operating in a sustainable manner is imperative and should be a top priority for everyone.”

Progress towards One Planet Living targets

One Planet Living principle	2020 goal compared to baseline year in brackets	
Health and happiness	Improvement in health statistics	✓
	Improvement in local education levels	✓✓
Equity and local economy	50% of salary expenditure to be on local staff	✓
	Local staff in junior management	✓✓
	100 new jobs, > 60% for local residents (2011)	✓✓
Culture and community	10% of guests take Community Visit	✓
	One Planet Living information centres	✓
	Local communities adopting sustainable livelihoods	✓
Land and nature	Establish management effectiveness programme	✓✓
	Trends in animal numbers (2011)	✓✓
	Reduce impact of alien species	✓✓
Sustainable water	Reduce leakage to < 5%	✓
	Reduce borehole extraction by 50% (2013)	✓✓
Local and sustainable food	3 new local food lines	✓✓
	All fish sustainable	✓✓
	Improvement in the balance of the staff diet	✓✓
Travel and transport	50% non Grumeti Construction vehicle fuel reduction (2011) (25% through logistics)	✓
	Grumeti Construction land transport emissions stabilised and effectively managed	✓
	10% reduction in air cargo emissions (2013)	✓✓
	50% of guests offsetting or using a low-carbon air carrier	✗
Materials and products	Import reductions	✓
	Land rehabilitation	✓✓
	Sustainable construction	✓
Zero waste	90% plastic waste reduction (2013)	✓✓
	10% other waste reduction (2014)	✓✓
	Overall 90% recycling rate	✓✓
Zero carbon energy	Reduce building energy use 30% (2011)	✓
	100% renewable energy (2011)	✓

Substantially or entirely completed or a high degree of certainty over delivery ✓✓

On track for a long-term target ✓

Substantially incomplete, behind schedule or doubt over delivery ✗

Bioregional's recommendations for 2019/20

The 2020 targets that Singita Serengeti set in 2013 were hugely ambitious and instrumental in prioritising sustainability within the organisation.

Some of the targets that relied on collaboration with stakeholders (such as with TANESCO, a Tanzanian energy company, to sell electricity back to the grid) or technological advances (electric vehicles) have not yet come to fruition.

But if the following actions can be implemented then this first phase can be considered a real success. They should be prioritised in the next 18 months:

- **Zero carbon energy** – develop a viable renewable energy strategy for a significant portion of the electricity used on Sasakwa Hill
- **Zero waste** – eliminate single-use plastics as far as possible
- **Materials and products** – increase local sourcing of fittings and furnishings, potentially through establishing a local Singita Style Design and Procurement office in nearby city Arusha
- **Travel and transport** – trial an electric game viewer and start implementing a plan to replace individual staff vehicles with a sharing scheme
- **Equity and local economy** – implement a recruitment policy that favours people living locally and women.

189kWp of photovoltaic panels nestled into the landscape at Faru Faru



Contact us

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Singita's core vision is to preserve and protect large tracts of wilderness in Africa for future generations. Dedicated to environmentally conscious hospitality, sustainable conservation and the empowerment of local communities, Singita, meaning "place of miracles," was founded in 1993. Its mission is to share a unique part of the world while maintaining respect for the natural environment and challenging accepted notions of luxury.

To support its commitment to sustainability, Singita Serengeti has been using One Planet Living since 2012. Its One Planet Action Plan, endorsed by Bioregional in 2013, has helped the resort cut its greenhouse gas emissions, save water, improve waste management and recycling. This is alongside its other work to boost the local economy and conserve endangered Savannah wildlife.

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Bioregional is a social enterprise and registered charity which champions a better, more sustainable way to live. We work with partners to create better places for people to live, work and do business. We want to see thriving regional economies where we meet more of our needs from local, renewable and waste resources, enabling people to live happy, healthy lives within the natural limits of the planet, leaving space for wildlife and wilderness. We call this [One Planet Living](#).

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Credits

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