

Singita Serengeti One Planet Annual Review 2017/18



Singita Serengeti - a global leader in tourism for conservation and community development

Singita Serengeti is a private wildlife reserve in Tanzania and one of the largest employers in the region. Committed to environmentally conscious hospitality, sustainable conservation and community outreach, it has used One Planet Living to drive its sustainability efforts for the last five years.

Singita Serengeti's One Planet Action Plan was endorsed by Bioregional in 2013, with detailed and ambitious targets and actions under each of the ten One Planet Principles. Bioregional's One Planet Living framework is designed to help organisations plan, deliver and communicate their sustainability efforts.

One Planet Living is firmly embedded within Singita Serengeti's core operations. This has led to significant achievements in water and waste management – which are now best practice – alongside its existing outstanding commitments to conservation and local partnerships for sustainable change.

2017 also saw considerable progress in two areas that have proved challenging for Singita Serengeti – sustainable transport and zero carbon energy. This review outlines its journey in further detail, sharing the stories behind its achievements and outlining plans for further improvement.

The ten principles of One Planet Living

	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 Grumeti Fund (Singita Grumeti Fund as of 2016) was formed in 2003 as a not-for-profit to manage and conserve the 142,000-hectare concession of land known as Singita Grumeti. Singita Serengeti and the Singita 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.

Significant achievements in 2017

Singita Serengeti is on track to meet all of its targets (see progress table on page 4), with several big wins achieved this year



Engaging guests with local community and conservation work has contributed to **10-fold increase in donations** to these projects – totalling more than \$1million



The Singita Grumeti Fund's **anti-poaching team completed 4,842 patrols**, resulting in 475 arrests and 1,197 snares removed



Water use reduced by more than 20% since 2013 through increased monitoring of leaks and use of rainwater



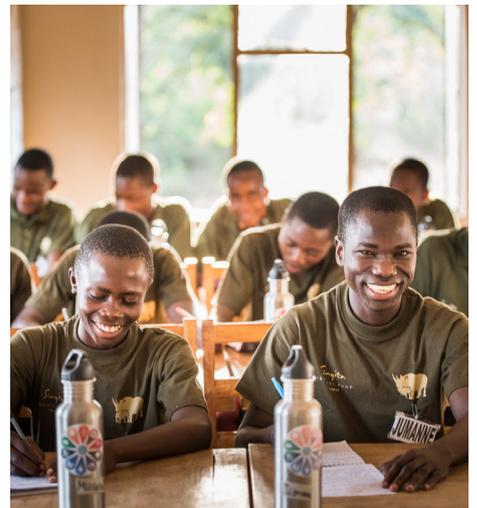
Reduced vehicle diesel consumption by nearly 30,000 litres since 2013 with Singita Grumeti Fund reducing fuel by more 30% in two years



Plastic bottle waste reduced by 90% by using reusable bottles and installing UV water treatment facilities



Building energy use reduced by 11.5% through increased energy efficiency and better energy management





Beverly Burden
Communications and
Sustainability Manager
at The Singita
Grumeti Fund

“ We want to help young people thrive

Singita Serengeti and the Singita Grumeti Fund work together to provide support for local young people to access education and opportunities. In 2017, this has included:

- Providing 114 scholarships for primary, secondary, and university education as well as vocational courses
- Partnering with the Concordia Language Villages to implement an ‘English Immersion Camp for local primary school students’. This is designed to ease the transition from primary school, where teaching is in Swahili, to English-speaking secondary school
- Establishing a mentoring program for scholarship recipients to support and encourage them through their studies
- Hosting 288 students and 24 teachers for a five-day residential course at the Environmental Education Centre where they learn about the environment and the critical role they play in its protection
- Supporting young women’s empowerment – one session on health, confidence and career development was attended by 581 secondary school students.



Sustainable transport in rural Tanzania: fuel use reduced by 30,000 litres

Two of Singita Serengeti’s main activities are transporting guests and patrolling 140,000 hectares of land, so to have reduced fuel use by 30,000 litres (approx. 16.5%*) this year is a fantastic achievement. This was achieved through a complimentary range of ongoing measures including:

- A manager with specific responsibility for managing and controlling fuel use. This involved implementation of more effective data collection and monitoring of vehicles which has helped minimise fuel waste and theft
- All departments were set the simple target of reducing their fuel consumption by 10% compared to the previous year
- The installation of a borehole with a solar-powered pump in the rhino sanctuary, ending the need to truck in water
- Game scouts in the rhino sanctuary using bikes to patrol in and around the sanctuary instead of vehicles.

*Excluding Grumeti Construction

Singita Serengeti's progress towards its One Planet targets

One Planet Principle	2020 Outcomes	
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	✓
	100 new jobs, > 60% for local residents	✓✓
Culture and community	Promote a culture of sustainability	✓
	Local communities adopting sustainable livelihoods	✓
Land and nature	Establish management effectiveness programme	✓✓
	Trends in animal numbers	✓✓
Sustainable water	Reduce losses through leaks to <5%	✓
	Reduce extraction of water from boreholes by 50%	✓✓
Local and sustainable food	All fish to be sustainably harvested	✓
	Improvement in staff diet	✓✓
Travel and transport	50% non Grumeti Construction vehicle fuel reduction	✓
	10% reduction in air cargo emissions	✓✓
Materials and products	Sustainable construction	✓
	Land rehabilitation	✓✓
Zero waste	90% reduction in plastic waste	✓✓
	> 90% recycling rate	✓✓
Zero carbon energy	30% reduction in energy use	✓
	100% renewable energy	✓

Substantially or entirely completed or a high degree of certainty over deliverability

✓✓

On track for a long term target

✓

Substantially incomplete, behind schedule or doubt over delivery

✗



Five years of One Planet Living

As Singita Serengeti celebrates five years of One Planet Living action, those involved in the creation and implementation of its One Planet Action Plan reflect on its progress



Graham Ledger
Singita Serengeti
Managing Director

“ Five years have passed since the inception of the One Planet program at Singita Serengeti. The integration of the ten principles into the running of the lodges and the wider protected area has been a largely successful journey of transformation.

The success of this program is visible through numbers and data – an area in which we have put considerable time and effort. We are very proud of the figures shared in this report, and we endeavour to improve upon them further.

Beyond these facts and figures is the change in culture at Singita Serengeti. The commitment of staff to implement One Planet Living has grown significantly. They are so proud not to use plastic water bottles and have taken the diesel challenge seriously. The Environmental Committee meetings have been particularly effective at placing sustainability at the forefront of projects.

While we continue to face challenges when it comes to making considerable reductions relating to sustainable transport and building carbon emissions, our focus and determination to maintain a positive trajectory is paramount.



Katherine Cunliffe
Sustainability
Technical Advisor

“ Today, five years since the One Planet program started at Singita Serengeti, it is incredible to witness what has been achieved in such a short space of time. Sustainability is no longer something ‘additional’ to our normal operations but now part and parcel of how we conduct business.

Take for example the Environmental Committee that discusses and debates decisions about how we strategically grow and expand the business while preserving and protecting the environment. Not a single square meter of concrete is poured at Singita Serengeti without it first going through the Environmental Committee for approval. This is just one example of how sustainability and environmental protection has been integrated into our daily operations.



Elephant photo and headshots © Mike Sutherland



Ben Gill

International Technical Manager for One Planet Communities

“ After five years of significant time and financial investment in reducing fuel use, it was fantastic to see consumption finally drop this year. While there is still a way to go, we believe it’s possible for Singita to achieve its zero carbon energy and sustainable transport targets with a clear strategy.

We have always been impressed by the commitment to conservation and community outreach that lies at the heart of its company mission. And now we believe that water use and waste management are also areas where Singita Serengeti is showing real sustainability leadership.

In fact, speaking from experience, seeing how little waste is sent for disposal – and its immaculate waste storage facility - is truly heartening. A visit should be part of the visitor experience!

Plans for 2018/19



Health and happiness: Run a ‘health month’ in October with a sporting activity available every day



Equity and local economy: Hold women’s empowerment events for 1000 girls from local secondary schools



Culture and community: Work with Heads of Departments to set three One Planet Living targets per department



Land and nature: Relocate the black rhino donated by the San Diego zoo to Singita Grumeti



Sustainable water: Install 50,000 additional litres of rainwater storage on the airplane hangar



Local and sustainable food: Remove all remaining products that contain palm oil from all guest and staff kitchens



Travel and transport: Hold a competition for staff members to find creative solutions to reduce vehicle diesel consumption



Materials and products: Refurbishment of Faru Faru lodge will maximise the use of local and sustainable materials



Zero waste: Set up a competition between lodges to reduce food waste



Zero carbon energy: Faru Faru lodge’s solar power upgrade should meet up to 90% of its energy needs

