

# Singita One Planet Annual Review 2017/18

## Providing a benchmark for sustainable tourism



Singita is a conservation company that’s preserving more than one million acres of African wilderness. It supports its sustainability efforts and community outreach by providing environmentally conscious hospitality in 12 lodges across the continent

Bioregional has worked with Singita since 2012 to implement One Planet Living at the six lodges at Singita Serengeti, in Tanzania. One Planet Living is Bioregional’s sustainability framework - ten simple principles that help organisations plan, implement and communicate sustainability.

### Growing its One Planet commitment

Due to its success at Singita Serengeti, Singita committed to implementing One Planet Living across all three of its locations in Southern Africa in 2016. Its ambitious ‘One Planet’ Action Plan details its sustainability targets and actions across the ten One Planet Principles.

This is Singita’s first One Planet Annual Review for its Southern African operations (Singita Serengeti’s progress is reported separately), compiled by Bioregional. It provides an overview of progress and significant achievements from 2017, as well as sharing how staff engagement is key to this work.

### Powered by people

Each of Singita’s locations is both a business and community combined, as more than 320 staff and their families live at the lodges. Singita understands the importance of engaging staff to help achieve its One Planet Living vision.

2017 has seen the company scale up its efforts to boost its sustainability culture by appointing One Planet Champions, recognising staff for their efforts, running regular engagement activities and improving internal communications.

This commitment to staff engagement is creating sustainability champions, as well as pushing forward the company’s One Planet Living journey with an increased commitment to recycling and reuse, sustainable food choices and eco-products.

### 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 faces behind the One Planet Living commitment

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We invited a few people involved in embedding One Planet Living into Singita's work to share their thoughts about the difference it is making to the company's operations – and to their lives



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**Tom Fels**  
CEO - Hospitality of  
Singita Group

“ There is a shared desire by all staff to make a difference

Singita has a 100-year purpose to preserve and protect large areas of African wilderness for future generations. We are excited to introduce bold new initiatives and measurement standards into the Group, guided by the One Planet Principles.

The progress outlined in this review demonstrates a shared desire by all staff to make a difference through our daily activities. We can see an incredible momentum within our staff - and guests - to live, work for and enjoy sustainable lives.”



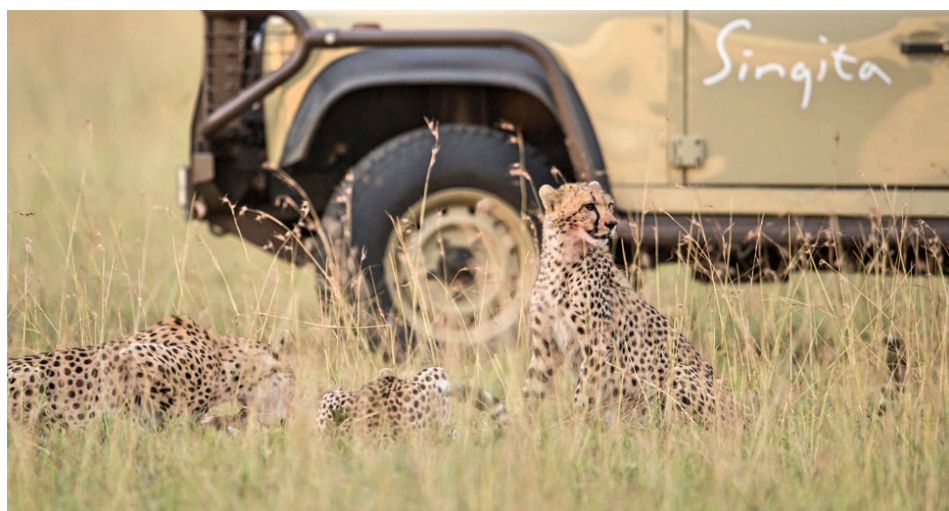
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**Andrea Ferry**  
Sustainability Integrator  
at Singita

“ Collaboration is key if we are to advance the sustainability agenda

It's been a very exciting year for Singita's Southern African lodges and urban offices with our One Planet Living collaboration in full swing. We're improving our sustainability data collection and reporting processes, which is enabling us to share best practice among properties.

I'm really pleased to be working with two other major safari operators in developing an industry benchmark for key sustainability indicators, planned to be issued mid-2018. Collaboration is key if we are to advance the sustainability agenda.







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**Kerryn Broodryk,**  
HR Manager at Singita  
Sabi Sand

## “ One Planet Living resonated with me immediately

Growing up, my family were always aware of minimising our impact on the environment. So, when I was introduced to One Planet Living it resonated with me immediately. I really like the way that the ten principles balance the human side of sustainability with environmental practices in a holistic way.

In my work it provides a clear and simple way to engage people as we try to educate everyone about conservation and sustainability. At a personal level I continue to try and embody the One Planet Principles, using washable nappies for my twins (and washing them with recycled bath water!) and car-pooling where I can. And I think attitudes are changing with fewer incredulous reactions from people who learn about my nappy-washing and a growing interest in learning about the alternatives to our disposable culture.



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**Nonkululeko Sosibo**  
Skin care therapist at  
Singita Sabi Sand Spa

## “ I've started planting my own vegetables

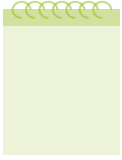
I grew up in rural South Africa with grandparents who taught me a lot about caring for nature, plants and living creatures. When I was introduced to One Planet Living at Singita, this helped me bring together these early learnings with my modern lifestyle.

I've realised I can substitute going to the gym (which I never enjoyed anyhow!) with walking instead of getting the porter vehicle. I've been collecting paper for recycling, contacting suppliers about taking back bottles for reuse and started planting my own vegetables. I've also started wearing my hair naturally and not using make-up, which as a skin therapist does provoke a lot of questions – but this approach frees me from unnecessary pressure, saves me money and keeps me beyond happy.



# Significant achievements in 2017

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



## Ten local people trained with new skills

The Singita Community Culinary School, a fully funded 12-month programme, trained ten local people with new skills. Over a 1/3 of applicants go onto work at Singita and more than 60 alumni have found jobs in commercial kitchens.



## Plastic bottle waste reduced by 97%

Plastic bottle waste has been reduced by 97% across the lodges, with reusable bottles and filtered water available for staff and guests.



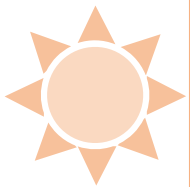
## 10,000 more hectares of land for conservation

An additional 10,000 hectares of land have been taken under conservation management in Mozambique. This land borders the Kruger National Park in South Africa – an area known for its high concentration of wildlife, including lions, leopards, rhinoceros, elephants, and buffalos. The aim is to create a viable wildlife area in Mozambique, with a secondary aim to reduce poaching by securing the border area.



## One Planet Champions at all lodges

All lodges have One Planet Champions to organise sustainability activities and engagement. For example, Singita's 'Rhino Run' (a sponsored run) in September 2017 raised enough funding for a 'camera trap' to help protect local white rhino. This technology will take photos of poachers and send to security via WhatsApp for rapid response.



## 50% reduction to carbon footprint at Kruger National Park

An upgrade to the solar panels at Singita Kruger National Park in March 2017 (including battery storage) has halved its carbon footprint and reduced fuel use by almost 60%.

This is the first commissioning of Tesla powerpacks in Africa, and there have been several days where the generators have not been required to run at the lodges or staff villages at all.



# Singita's overall progress towards its One Planet targets

One Planet Principle	2020 Outcomes
Health and happiness	Improvement in staff health and engagement ✓
	Improve local education and teaching levels ✓✓
Equity and local economy	Maximise local recruitment ✓✓
	Support development of local businesses ✓
Culture and community	25% of guests to participate in a community activity ✓
	Promote a culture of sustainability ✓
Land and nature	Maximise area under management ✓✓
	Maximise anti-poaching and conservation efforts ✓✓
Sustainable water	Reduce losses through leaks to 5% ✓
	Reduce extraction of water from boreholes ✓
Local and sustainable food	All fish to be sustainably harvested ✓
	Improvement in staff diet ✓
Travel and transport	20% reduction in fuel ✓
	Reduction in business flights ✓
Materials and products	Only sustainable cleaning products ✓✓
	Prioritising sustainable construction and fit-out materials ✓
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

✗



**Ben Gill**  
International Technical  
Manager for One Planet  
Communities

## “ Singita has hit the ground running in 2017

Singita's commitment to One Planet Living is providing a benchmark for sustainable tourism – demonstrating how conservation, local economic development and high-quality tourism can reinforce each other.

This is the start of its journey, and Singita's biggest challenges will be reducing its carbon footprint including minimising vehicle emissions. Creating a renewable energy strategy is especially relevant for the Singita Sabi Sand location which is responsible for a high percentage of its total carbon footprint.

But a commitment to installing renewable energy, including more than 1MW of solar panels, staff engagement and its existing conservation and community outreach work means Singita has certainly hit the ground running in 2017. It now needs to maintain this momentum!