



# HEMINGWAYS COLLECTION

## BUILDING A BETTER FUTURE

With three outstanding luxury properties in unique and pristine environments in Kenya, Hemingways Collection puts great focus and emphasis into its obligations towards developing local communities whilst ensuring environmental conservation and the promotion of responsible tourism.

In all our properties we are striving to totally eradicate plastic usage; with plastic bottles and straws already removed entirely and other plastics being removed as we can in each location.

We also use solar power in most locations and recycle water and other consumables wherever possible.

Our community and environmental projects and commitments are almost entirely directed towards developing economic advantages for the local communities to protect their natural environment and the eco-systems, both flora and fauna, in which we live.



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## **Hemingways Ol Seki Mara**

Ol Seki Hemingways Mara is a Tourism Partner and participating member of the Mara Naboisho Conservancy. The conservancy manages multiple conservation and community programmes with the ultimate aim of conserving the biological resources and the socio – cultural heritage of the conservancy area through a community conservation approach and responsible tourism.

Stretching to 200 km<sup>2</sup> northeast of the Mara Reserve, the conservancy land includes contributions from over 500 Maasai landowners and conservancy fees paid by tourism partners are directed back to the landowners, providing them with a sustainable livelihood.

Naboisho limits the number of tourists permitted to enter thereby reducing the crowds of vehicles and leaving the plains free for wildlife to thrive. This responsible tourism model is having great success and research indicates that Naboisho has one of the highest densities of lion in Africa. The conservancy also has impressive numbers of elephant, giraffe, and other plains game in addition to hosting some of the rarest animals in Kenya such as Wild Dog.

The conservancy members all contribute with monies, information and time to the Conservancy projects.

## **Environmental Principles**

One of the fundamental requirements of operating a camp in Mara Naboisho is that it must be a semi permanent structure designed to leave the smallest possible footprint on the land. This explains the use of canvas for all of our guest tents and guest areas. A second very important feature of the camp is its total reliance on solar power to provide 24 hr electricity and hot water as well as a solar pump to support our small swimming pool. The entire camp, including the staff camp, runs on solar with generators on hand purely for backup. In the fight against plastic pollution, we are committed to completely removing single use plastics from Ol Seki and have recently introduced re-usable flasks which we provide to guests on arrival for use during their stay with us. Our waste is managed appropriately with compost being used to support our small herb garden and non compostable items transported back to Nairobi for re-cycling.



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We are the proud holders of a Silver level Award from the Eco Tourism Society of Kenya and are aiming to achieve Gold on the next review.

## Conservation Projects

**Big Cat Project** – this brings together the community, researchers, NGOs and Tourism Partners in Naboisho in an effort to help secure the future of the Big Cats namely lion, cheetah and leopard. The project has 4 major components: tracking, research, conflict mitigation and community education.

**Mara Elephant Project** – combining researchers and conservationists to try and secure the future of African elephants. The project's 3 year plan has two major strands: tracking up to 15 elephants to better understand their movements and engaging the community through anti-poaching education.

**Mara Naboisho Lion Project** – aimed at reducing conflict between the Maasai and lion outside of protected areas, the project aims to better understand lion populations and their movements in order to educate Maasai people on when and where to graze their livestock.

## Community Projects

**OI Seki** is strong supporter of local communities and approximately 80% of our staff originate from surrounding villages. This employment partnership has forged a strong and mutually beneficial bond between the Maasai and Hemingways Collection which will last long into the future.

**Koiyaki Guiding School** – this provides local Maasai school leavers with education and training in guiding and conservation. The programme has been incredibly successful and most guides working within Naboisho Conservancy are graduates of KGS. Not only does this provide local Maasai with the skills to obtain meaningful employment it also benefits the tourism industry by nurturing world class guides who know the land intimately. OI Seki helps with internships for 2 people each year as a part of the Guide School course. The majority of our Driver Guides are graduates from this school.

Along with conserving wildlife a key aim of Naboisho Conservancy is to protect the cultural heritage of the Maasai and improve their access to vital services. In addition to the conservancy fee which is channelled directly to local Maasai communities, there are a number of community projects run by the conservancy designed to empower and strengthen the local communities.

**Educational Programmes** – there are seven schools in Naboisho Conservancy and there are ongoing initiatives to support these schools in the provision of vital infrastructure and services such as dormitories, solar electricity, toilets, clean water, desks and mobile computer training facilities.

**Healthcare** – there are only three clinics serving the entire community within Naboisho and with a major healthcare challenge of HIV/AIDs, these clinics are very much under resourced. Support has been provided through the funding of voluntary HIV testing, providing supplements to people living with AIDS and constructing a new clinic (Ole Sere)

**Access to Water** – As a scarce resource one of the major challenges within the conservancy is ensuring enough clean water for the community, the wildlife, the livestock and the tourists. Efforts are ongoing to understand the water resources within the area and once determined a strategy will be formed to ensure all parties have access to clean water.

**Women Empowerment** – there are ongoing projects to empower female entrepreneurs including mobilising them into microfinance and investment groups. These groups provide useful structures to promote health education, adult literacy, and education about good governance.

Privately, OI Seki is also a supporter of the Maa Trust – a non profit organisation working with Maasai communities in the various Masai Mara conservancies. OI Seki has funded mobile medical camps for their Integrated Community Healthcare project.



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## Hemingways Watamu

A beautifully quaint fishing village located on the Kenyan coast, Watamu is 120km north of Mombasa and 25km south of Malindi. The area has developed a fantastic reputation for its white sanded, reef protected beaches, which line the Watamu National Marine Park, a UN Protected biosphere.

## **Environmental Principles**

The recent rebuild of the iconic hotel afforded a great opportunity to upgrade much of our infrastructure to make it more environmentally friendly and less impactful on the surrounding environment whilst maintaining a superior level of coastal luxury. A solar power farm has been added to substantially reduce our reliance on and use of grid electricity, solar hot water facilities have been introduced on the roofs of each block and rain water collection tanks were installed below ground to capture every possible drop of rain. Our bio digester plant treats and recycles grey water for use on our gardens and our swimming pools are filled with natural brackish water (a mix of salt and fresh water) which requires less chlorination to maintain.

As with many ocean facing destinations, rising sea levels continue to present a problem to Hemingways Watamu. This necessitated an entire rebuild of our existing sea defences in 2016 to cope with the rising tides. This project was managed with expert advice from international engineering consultants as well as from Kenya Wildlife Service and NEMA. The solution chosen was a permanent one featuring a gabion wall design which ensures no use of temporary sand bags which would likely end up polluting the marine park.

As with Ol Seki, we are working hard to reduce, and ultimately remove, the use of single use plastics within the hotel, all our water is served in glass, recyclable bottles, our straws are paper and all our picnic meals and takeaway boxes are served in cardboard containers. Our plastic amenity bottles are also refillable and used again.

We have partnered with Watamu Marine Association to create and promote an Environmental Awareness experience offering our guests the chance to participate in a beach clean up, visit Eco World Recycling – a flagship recycling centre in Watamu recently covered in Reuters [file://localhost/\(https://www.reuters.com/article/us-kenya-waste-plastic-with-bottle-walls-and-a-recycled-ship-kenyas-coast-takes-on-plastic-waste-idUSKCN1G00WC\)](https://www.reuters.com/article/us-kenya-waste-plastic-with-bottle-walls-and-a-recycled-ship-kenyas-coast-takes-on-plastic-waste-idUSKCN1G00WC) – and spend time on the Marine Park with an expert Marine Biologist to fully understand and appreciate the impact that plastic pollution is having on our delicate coral reefs.



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## Community and Conservation

Watamu Marine Park was first established in 1968 and receives thousands of visitors a year. However, not everyone is fully aware of the diverse peoples, cultures and interests that make up Watamu community life. Just beneath the surface there lie conflicts between marine stakeholders, environmental threats and increasing challenges facing the Marine Park and Reserves' managing authorities.



Watamu Marine Association (WMA), a non profit organisation, was formed in 2007 through a mutual acknowledgement of the problems facing Watamu and a desire to resolve conflicts and show that by working together we can secure the future of Watamu as a natural asset for all and for shared economic prosperity. Hemingways is a founding member of the Association and supports the group financially.

WMA is unusual in that its main impetus is derived from a community desire and self-motivation for betterment. Here are some of the projects that help us deal with our problems:

- Lack of education within the community; WMA run computer IT training courses for community group members and runs regular classes in local schools to teach about conservation
- Addressing problems related to poverty and unemployment through developing income generating initiatives: WMA operates a Community Waste Management Project (Eco World) which recycles plastic waste and flip flops for arts and crafts production and provides an income for community groups.
- Teaching local communities how to utilise plastic and glass waste in building materials which reduces the cost of building considerably whilst removing the waste from the environment.
- Bridging the gap between the tourism sector and local community groups to resolve conflicts and identify common areas of collaboration and partnership. WMA hold regular meetings with hotels and community groups to promote good management and business practices on our beaches and provide customer care courses for beach operators and Codes of Conduct for hotels, beach operators and visitors.
- Empowerment of community groups to participate in management and decision making processes related to the marine resources, through regular meetings with the managing authorities, namely, Kenya Wildlife Service.
- The prevention of degradation and destruction of protected coastal habitat.
- Coastal pollution is dealt with through beach clean ups by the Community Waste Management Project on a weekly basis.
- Campaigning against illegal and destructive fishing methods and over fishing that threaten coral reefs and sea grass habitats.

An example of our strong and continuing partnership with WMA and other key conservation societies is the promotion of the annual humpback whale migration which occurs between June and October. In August 2018 and 2019, a team from the Wildlife Conservation Society came to Watamu to physically geo tag these humpbacks as part of an expanded effort to develop a long term Kenyan marine mammal project contributing in a meaningful way towards their conservation.

Every whale watching excursion on a Hemingways boat includes an experienced guide from WMA and part of the fees charged to guests are channelled back to WMA and their ongoing marine mammal research programs.

In addition to the projects with WMA, there is an ongoing trial project with KWS, Eco World and Hemingways that aims to help prevent seaweed build up on the beach which indirectly contributes towards the erosion of the beaches.

And a specific group, RUMRA, is actively looking at ways to measure and research mercury levels in tuna and of ways to prevent marine mammal entanglement in local fishing nets. Hemingways is a founding member of this group.

In the last year, with the impact of Covid 19 on the tourism industry which is the largest employer in the area; Hemingways Watamu also initiated a fund raising project to provide food relief to the local Watamu community. We worked with 3 local community groups to identify the neediest families and raised money to support over 500 families (almost 1,500 people) with food for 4 months during the time when all hotels, restaurants and bars were closed.

On our annual New Year's Day fund raiser in 20/21 we raised over US\$ 1000 towards the refurbishment of the only local maternity clinic in the Watamu area.



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## Hemingways Nairobi

### Environmental Principles

The entire hotel overlooks the planted gardens and the natural landscape surrounding the beds of the Mbagathi River with a high degree of the hotel's grounds dedicated to greenery; both indigenous and exotic. The lawn overlooked by the fountain and suites is composed of shade-resistant Zimbabwe grass and the entire landscape is sustained with naturally treated and recycled grey water ensuring prudent management of scarce resources.

As with the other properties, Hemingways Nairobi utilises glass, recyclable bottles, paper straws and cardboard containers rather than plastic.

### Community

Within Nairobi and its surrounding areas, Hemingways Collection has chosen to partner with One Horizon on its community development programmes.

#### One Horizon



**ONE HORIZON**

One Horizon a humanitarian aid organisation based in Kenya. One Horizon operates over 20 rescue centres for disadvantaged women and children in Nairobi and Mombasa structured with a fundraising/financing model based on tourists and their approach is to work with local communities and individuals within these communities so they can determine their own future.

One Horizon exists to change the lives of Kenya's most vulnerable people and the way they do this is through sustainable tourism. Everyone who travels with One Horizon or makes a visit to their centres is making a financial contribution to changing Kenyan lives. Simply visiting and connecting has an everlasting impact on the amazing Kenyan people you'll connect with, but on top of that, a portion of your travel fee also goes towards the One Horizon humanitarian programs that are helping Kenya's women, children and communities build positive, happy and sustainable futures.



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Hemingways Collection is a proud supporter of One Horizon's sustainable tourism programmes. As well as offering our guests the opportunity to join their itineraries and visit their centres we also send a team of volunteer staff to one of their centres on a quarterly basis to help out with the health checks, help prepare lunch and support art and craft activities. This team of volunteers is also armed with donations of food to support their feeding programme.

## **Rugby Programmes**

Rugby in general and specifically in Kenya has always been a true passion of the Chairman and Founder of Hemingways Collection and our support of the grass roots levels of the game in Kenya continues through the Community Rugby Association and the South Coast Pirates rugby club in Diani.

### **Community Rugby Association (CRA)**

CRA was established by 2 teachers working with children in a slum on the outskirts of Nairobi with the objective of simply engaging these extremely underprivileged children and keep them off the streets. The enthusiasm of the young players soon convinced them that, through providing positive, disciplined activity, rugby could be used to provide a focus and, consequently, an alternative to indulgence in substance abuse and other forms of antisocial behaviour.

Today, CRA is managed through the Rugby Patrons Society and supports 5 rugby clubs each of which attract children between the ages of 8 - 16 from some of the most deprived areas of Nairobi. Each club is supported by a local coordinator, a coach and helpers from the rugby fraternity who organise weekly training sessions. A communal tournament takes place once a month with between 400 - 600 children of various ages competing. Hemingways Collection supports these monthly tournaments by providing all the transport for the clubs to attend the monthly tournament as well as through offering prizes for regular sponsors' raffles which take place throughout the year.

### **The South Coast Pirates**



The South Coast Pirates rugby club in Diani was founded in 2013 with a commitment to community involvement and the education of youth in playing and coaching rugby. Following early success of their senior team in the national league, the club now operates rugby development programmes in 6 schools throughout Kwale County including both boys and girls. Hemingways Collection's support to South Coast Pirates covers transport needs for the club to operate its programmes and for its teams to travel around the country as well as funding the employment of a full time experienced Head Coach. We also support with additional fundraising efforts within our hotels and in 2020 raised close to USD7,000 through a fundraising event held on New Years Day at Hemingways Watamu.

