

## PREAMBLE

KLM Safaris is proud to present its 2024 Sustainability Report, highlighting progress toward its sustainability goals. As the tourism industry grows globally, the company emphasizes the importance of sustainable practices to protect the environment conservation, support local communities, sustainable development and preserve cultural integrity is our priority. Recognizing the demand for authentic nature experiences, KLM Safaris integrates sustainability into its operations to ensure long-term benefits for destinations.

The sustainability journey began years ago, focusing on social, economic, and environmental aspects aligned with specific Sustainable Development Goals (SDGs). Key initiatives include supporting local communities, improving economic conditions through tourism, and promoting environmental conservation through waste management, tree planting, and training programs. The report reflects KLM Safaris' dedication to balancing people, place, and planet while expressing gratitude to their team and stakeholders for contributing to this mission.



**“As tourist numbers surge post-pandemic, it’s imperative for tour operators to champion sustainable practices, ensuring that each traveller not only gains enriched experiences but also leaves a positive impact on the communities and destinations they explore”**

**DR. GILEARD MINJA**

**DIRECTOR-KLM Safaris**

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## **BACKGROUND OF KLM SAFARIS**

Kilimanjaro Safari's or 'KLM Safaris' stands as a travel and tour operator rooted in the vibrant town of Moshi, at the base of Kilimanjaro. With over a decade of invaluable experience, our goal is to provide tourism products that not only meet but exceed the expectations of our customers. KLM Safaris' diverse offerings encompass wildlife safaris, mountain climbing, beach tours and immersive day trips.

Beyond providing travel experiences, we take pride in our engagement with charitable activities and volunteering projects. Our initiatives span medical, educational, entrepreneurial, environmental, and conservation realms, focusing on impoverished rural communities. The overarching goal of these projects is to foster sustainable improvements in livelihoods, alleviate poverty, and conserve and protect the environment and nature. The choice to travel in small groups lies at the heart of our approach. This intentional decision enables our guests to not only experience but actively engage with the culture and environment of their destination, fostering meaningful connections. We aspire to curate holidays that are not only memorable for the present generation but also leave a lasting, positive impact for generations to come, allowing them to experience the beauty, adventure, and authenticity of Tanzania.

At KLM Safaris, we are acutely aware of the wide-ranging impacts that our travel, tourism, and leisure activities can have on socio-cultural, environmental, ecological, political, and physical. Recognizing the need for a collective commitment to sustainable practices, all parties involved in the travel and tourism industry should be dedicated to making efforts to implement more sustainable travel practices in travel and tourism products and services.

Since sustainability is an ongoing process, with continuous evolutions and changing policies, KLM Safaris, is responsible for continuously educating itself and raising awareness through appropriate and commit to planning and action. That is why, KLM recognizes its responsibility to operate in such a way that benefits the surrounding natural, social and cultural environment. Specifically, we conduct business in a manner that reduces environmental impacts and supports host communities, while safeguarding their future livelihoods and the destination.

Working hand in hand with our dedicated staff, we are committed to enhancing our efforts, progress and achievements related to our sustainability goals. Our journey is one of perpetual improvement, and we invite all stakeholders to join us in making a positive and lasting impact on the destinations we touch and the communities we embrace.

## OUR MISSION, VISION, TIMELINE AND KEY STRATEGIES IN SOCIAL, ECONOMIC AND ENVIRONMENT



### Mission

To enhance visitors experience by promoting sustainable tourism practices that protect the environment and contribute positively to local communities and cultural heritage.

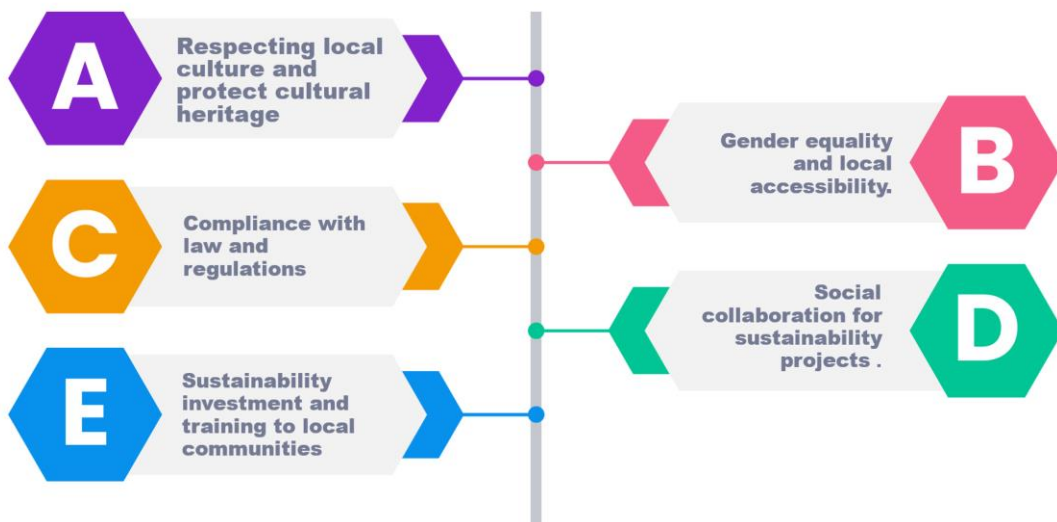


### Vision

To become the most recognizable responsible tourism company in providing opportunities for visitors to create a life changing impacts on the community while they are on holiday.

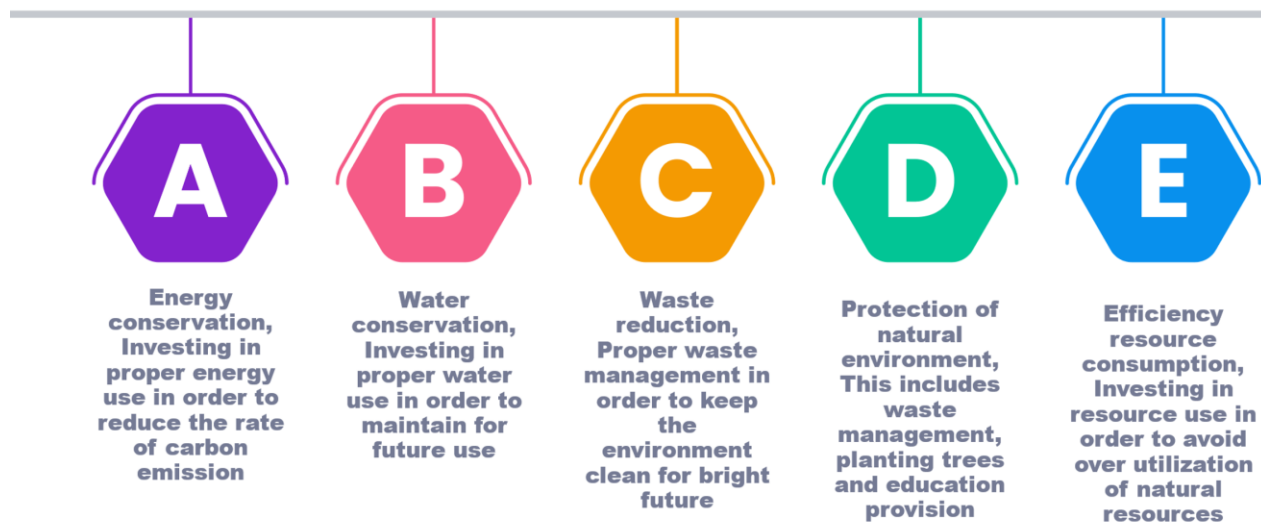
### Social commitments

The demonstration of our commitment to social responsibility is multifaceted, as outlined below:



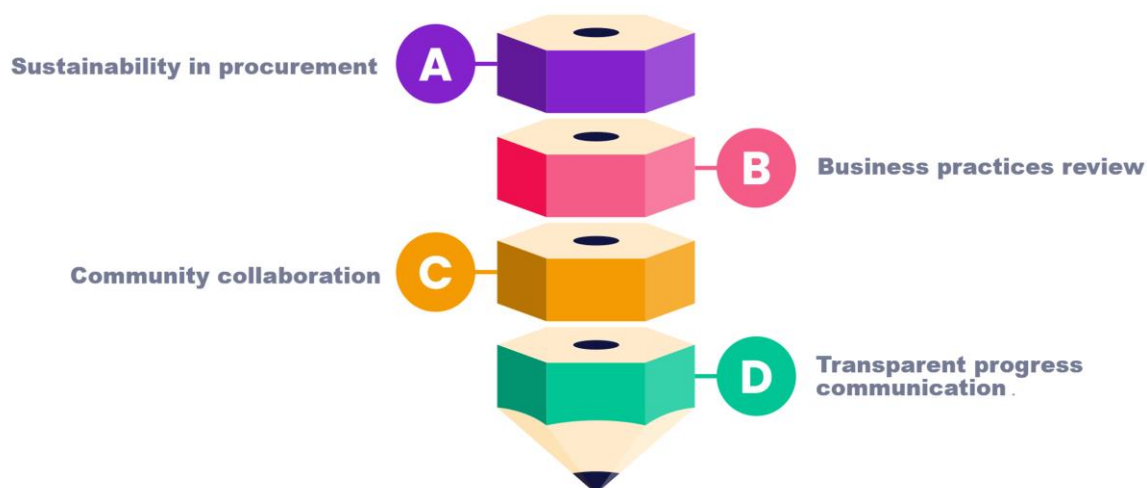
### Environmental commitments

The demonstration of our commitment to the environment is multifaceted, as outlined below



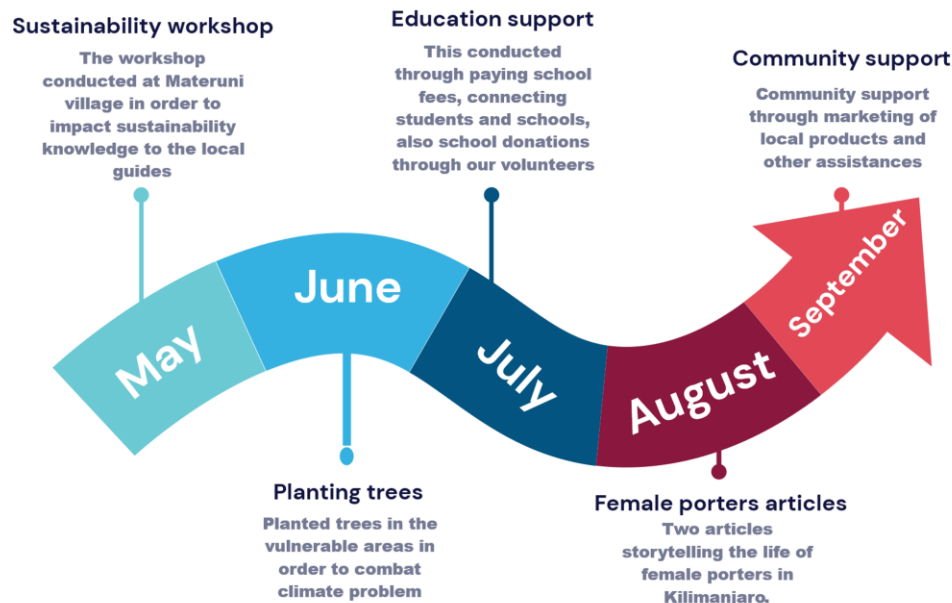
### Economic commitments

The demonstration of our commitment to economic responsibility is multifaceted as outlined below:



### Our sustainability timeline

In 2024 KLM Safaris conducted multiple sustainability activities where some of them still in progress as a way to champion sustainable development goals. Our sustainability activities aimed to bring a direct positive impact in social, economic and environmental categories as shown below:



## SUSTAINABLE DEVELOPMENT GOALS AND OUR SUSTAINABILITY APPROACH

At KLM Safaris, our commitment to sustainability is resolute, and we aspire to integrate all 12 aims of the UNWTO's sustainable tourism into our strategy. These encompass economic viability, local prosperity, employment quality, social equity, visitor fulfilment, local control, community well-being, cultural richness, physical integrity, biological diversity, resource efficiency, and environmental purity. In addition to these, we recognize the broader framework of the 17 Sustainable Development Goals (SDGs), and at KLM Safaris, we conscientiously consider these in our sustainability strategy. While acknowledging all the SDGs, we have identified a specific set of high-priority objectives that align closely with our mission.



Source:  
<https://sdgactioncampaign.org>

[g/resources/](#)

The particular set of high-priority objectives closely aligned with our mission and receiving our focused attention includes: -

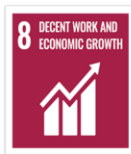
## SDGs implemented in 2024



Supporting local community with economic project that enable them to generate income. Example green vegetable garden at Marangu-Kilimanjaro enable them to earn income through selling vegetable to the hotels hence support to end poverty



KLM Safaris support education quality through providing access to those who failed to access schools because of different reasons, also the company provide different training to the community including sustainable tourism, entrepreneurship etc.



KLM Safaris support decent work and economic growth through providing employment opportunity to the local communities, people employed as porters, guides, cooks, accountant, drivers, coordinators etc. they generate money for living standard.



Climate change result to decrease the amount of ice at Kilimanjaro, higher temperature and irregular rainfall. KLM Safaris promote climate resilience through planting indigenous trees and climate training to the local people



The company promote proper resource consumption, waste management, environment conservation and community engagement for bright future .

## KLM SAFARIS SUSTAINABLE TOURISM ACTIVITIES IMPLEMENTED IN 2024

### 1. Education support

KLM Safaris, we believe in creating lasting impact beyond our adventure. As part of our commitment to community development, economic development and environmental sustainability we provided education support to '**FRANK FURAHA DOTTO**'. He is an orphan who got support from one of the families in Kilimanjaro to continue with studies until he finishes ordinary level education the sponsor failed to accommodate his secondary school education, so the company helped him to connect with Vanessa Secondary School found in Mbeya for high school studies. Frank finished his basic level studies but he lacked the support to continue with higher school studies where KLM Safaris helped to find a perfect school, application process and bus fare to Mbeya. KLM Safaris company paid support necessary school materials such as exercise books, pens, pencil, ruler and bag. We paid a bus fare from Moshi to Mbeya and we ensured he arrived and received at the school.



**Image 1:** Frank Furaha Doto who got education support for high school education level

**Source:** KLM Safaris cameraman



## Capacity Building Workshops

In addition to educational sponsorships, we also empower individuals with essential entrepreneurship skills. We collaborate with the Roof of Africa Pre and Primary school teaching the students about entrepreneurship skills like carpentry, establishing gardens, and cartographic issues. Student from class 3 to seven impacted with that knowledge that empowered them on self reliance as our company aim to fight against unemployment problem through entrepreneurship skills.



**Image 2:** *Students at The Roof of Africa Pre and Primary school learning about tree nursery management and Mapping activities.*

**Source:** KLM Safaris Cameraman

By transferring knowledge and practical skills, we aim to foster self-reliance, innovation, and sustainable livelihoods within the communities we serve. Our knowledge-sharing aim to impact such insightful knowledge to the children who going to be ambassadors in championing sustainability in social, economic and environmental projects.

### 2. Planting trees program

KLM Safaris is deeply committed to environmental conservation and sustainability. As part of this mission, in 2024 we have launched a planting tree-growing program aimed at fostering green healthier environments in our communities. Our programme involved of plating indigenous trees in vulnerable areas in order to fight with climate change problem.

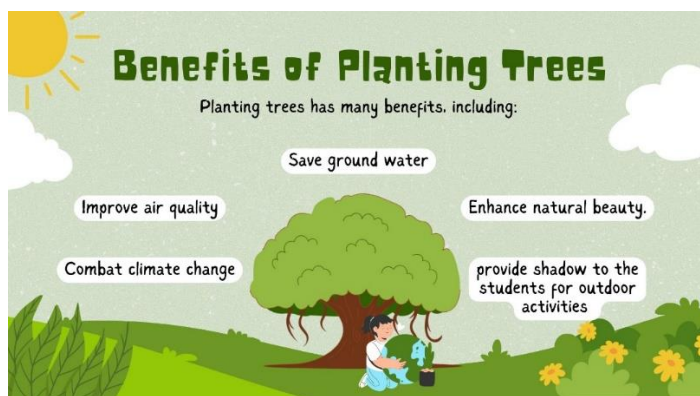




**Image 3:** *Planting indigenous trees at Elerai primary school ground between KLM Safaris team, volunteers and Elerai primary school.*

**Source:** KLM Safaris Cameraman

In collaboration with our partner Vine Trust, TAWREF we succeeded in planting more than 600 hundred indigenous trees at various primary schools, such as Elerai Primary School, Muungano Primary School and the roof of Africa pre and primary school, providing students with a cleaner, more sustainable learning environment.

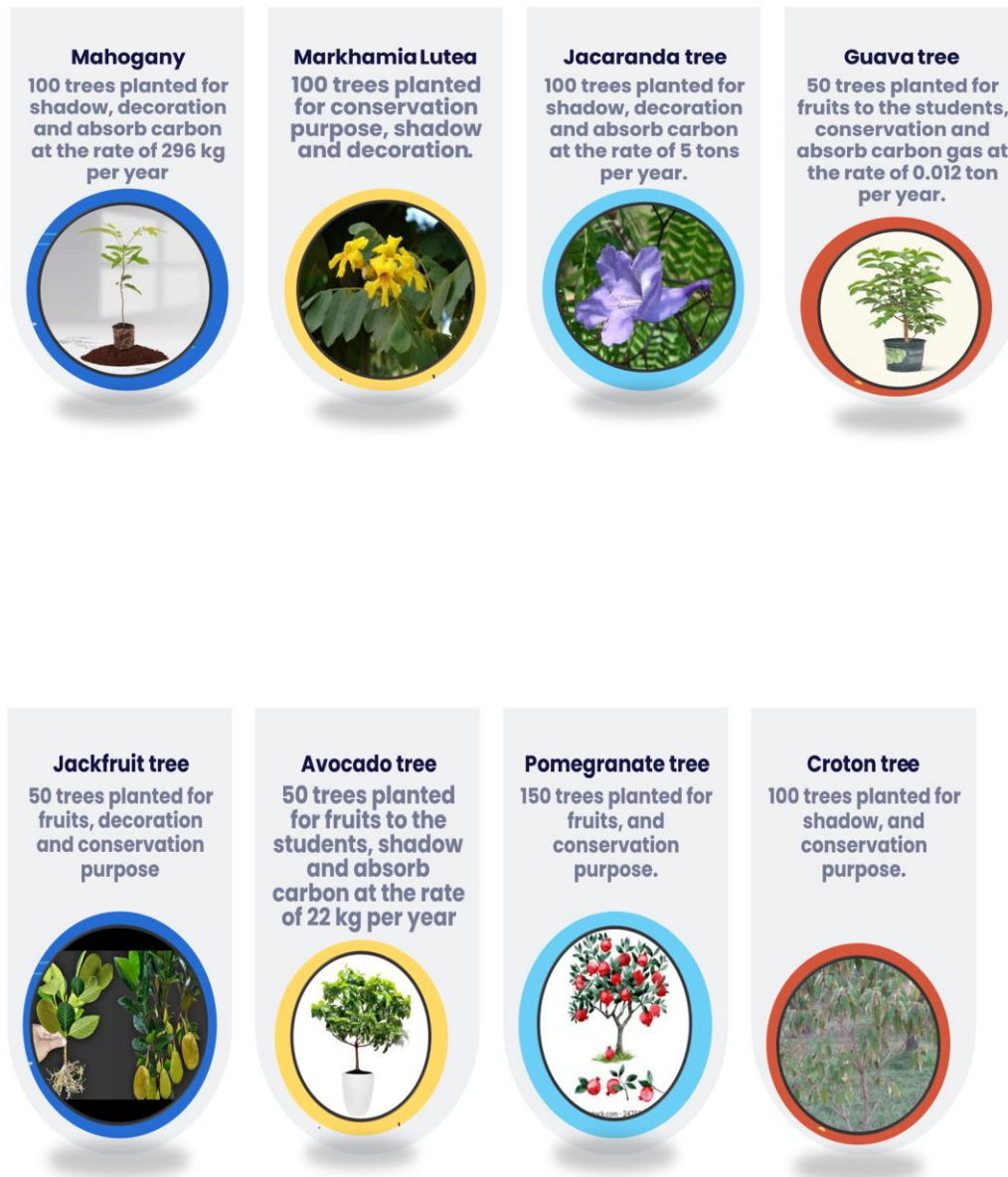


**Image 4:** *The image shows the benefit of planting trees*

**Source:** KLM Safaris designer

Our program planted more than 600 hundred indigenous trees which are friendly to the school's environment, especially in providing shadow, preserving water and attracting birds.

## Indigenous trees planted



School trips from Scotland under Vine Trust, a TAWREF representative and a KLM safaris team participated in planting trees, our warm welcome from the schools where we planted the trees contributed to making a meaningful event. Planting trees started with a climate change discussion for every member to understand our targets toward sustainability champions, the



discussion involved the KLM Safaris team, Mwenge Catholic University environmental students and students from Scotland.



**Image 5:** Climate change discussion conducted at Berea between Mwenge Catholic University, Volunteers and KLM Team

**Source:** KLM Safaris Cameraman

### **Sustainable tourism workshop**

KLM Safaris in collaborations with Service-Learning Department from Mwenge Catholic University conducted comprehensive Sustainable Tourism Workshop for tour guides held on 17th May 2024 at Materuni village. The main purpose of the workshop was to engage tour guides at Materuni village to understanding and implementing practices that promote environmental suitability, cultural development, economic development for local community while keeping the attraction sustainably for future generations. Also discussing different alternative way to combat all environmental disasters that mostly happen in the village in order to make the village available for future generation. This complies with sustainable development goals number 4 of providing quality education.





**Image 6:** pictures of our sustainable tourism workshop conducted at Materuni village

**Source:** KLM Safaris cameraman

### 3. Female porters' articles

Due to the difficult working conditions for the female porters who working to assist Kilimanjaro trekkers to get money to run their living standard, KLM safaris decided to support these porters by creating better working conditions for sustainability. The interview conducted on 6<sup>th</sup> October 2023 by Augustino Kobelo a KLM Safaris sustainability coordinator, Elisa Spampinato [https://www.linkedin.com/in/elisaspampinato?miniProfileUrn=urn%3Ali%3Afs\\_miniProfile%3AACoAAfpD4EBtHEwcV03CprbWlbX2G6g3bSq5Gc&lipi=urn%3Ali%3Apage%3Ad\\_flagship3\\_search\\_srp\\_all%3BQuwtlvqxQ5Gx5fQ%2FTG3OUg%3D%3D](https://www.linkedin.com/in/elisaspampinato?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAAfpD4EBtHEwcV03CprbWlbX2G6g3bSq5Gc&lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_all%3BQuwtlvqxQ5Gx5fQ%2FTG3OUg%3D%3D) a CEO Travel Storyteller and two female potters known as Getruda and Nikijwa at Marangu near to Kilimanjaro gate opened the door for KLM Safaris to champion their better working conditions. The first article was released on June 14, 2024 and the second one was released on July 15, 2024.

All these articles narrate the history of these two female porters including their background, benefits and challenges encountered on their working area. The purpose of these articles is to find those who will be interested to invest in creating better working conditions for female porters now and then. You can read full articles at the following link, <https://www.equalityintourism.org/inequalities-for-female-porters-on-kilimanjaro/> and <https://www.equalityintourism.org/women-on-the-trail/>.

June 14, 2024 7:58 am

## Women on the Trail: Two Porters' Journey to Kilimanjaro – Part One



Our Associate [Elisa Spampinato](#) shares the story of two young Tanzanian women, Nakijwa and Getruda, who've pursued careers as porters on Kilimanjaro. The interview was conducted on 6<sup>th</sup> October 2023, with interpreting support from Augustino J. Kobelo, Sustainability Coordinator at KLM Safaris, and organised by Gileard Minja, Managing Director at KLM Safaris.

The biggest trekking dream on the African continent has a short name: *Kilbo*, 'the house of God', according to *Maa*, the language of the Maasai people.

## Women on the Trail: The Hidden Loads for Female Porters on Kilimanjaro – Part Two



In part one of *Women on the Trail*, Elisa Spampinato introduced us to Nakijwa and Getruda, two young women carving out a career as porters on Kilimanjaro. Here she continues their story, revealing some of the inequalities and obstacles female porters face on the mountain.

### Trust (and Other) Issues

"They don't trust we can do it," says Nakijwa with a tone of resignation in her voice. Lowering her gaze to stare at the ground, she adds, "They think we are weak."

## KLM Safaris Challenges and Opportunities

Despite all its achievements the company faces several challenges in implementing sustainability practices. Financial constraints hinder acquiring necessary materials for projects, while local communities' lack of education about sustainable resource management hampers their participation. Additionally, inadequate cooperation among stakeholders and time limitations poses significant barriers to achieving sustainability goals across various tourism destinations. To address these challenges, we are strengthening our education initiatives aimed at enhancing local knowledge in sustainable tourism, alongside fundraising efforts to secure necessary financial resources will be our priority. The adoption of innovative, environmentally friendly technologies and the establishment of strong policies will serve as key strategies to overcome obstacles and foster sustainable practices in tourism management for the benefit of future generations.

### Policies and regulations adherence

KLM Safaris operate by following sectoral and cross-sectoral policies & regulations:

#### Tourism and Environmental Policy

The company works by considering Tanzania National Tourism Policy of 1999 and its Act of 2008 where it seeks to address and assist in efforts to promote the economy and livelihood of the people from the individual, community and national wide. It essentially promotes poverty alleviation through encouraging sustainable and quality tourism that is socially, environmentally, economically and culturally accepted. KLM Safaris aligns its operations with *Tanzania's Environmental Policy of 2021 and the Environmental Management Act of 2004*, leading efforts to combat environmental issues arising from various sectors' development. The company prioritizes proper waste

management, pollution control, biodiversity conservation, wildlife protection, and environmental education during its safaris and tours, aiming to create a better living environment for present and future generations.

### **Stakeholder's engagement**

KLM Safaris work as a team by involving different stakeholders in planning, managing and implementing sustainable tourism projects which the company initiated. In the stakeholder's involvement, the company involves directly local people who participate hand in hand to join their power in project development initiated in that particular area, but also local tourism enterprises by supporting their market and efforts in social, economic and environmental sustainability. Also, the company work with government leaders to ensure the good governance and sustainability of the projects. Students from primary, secondary and university are engaged as champions for sustainable development goals.

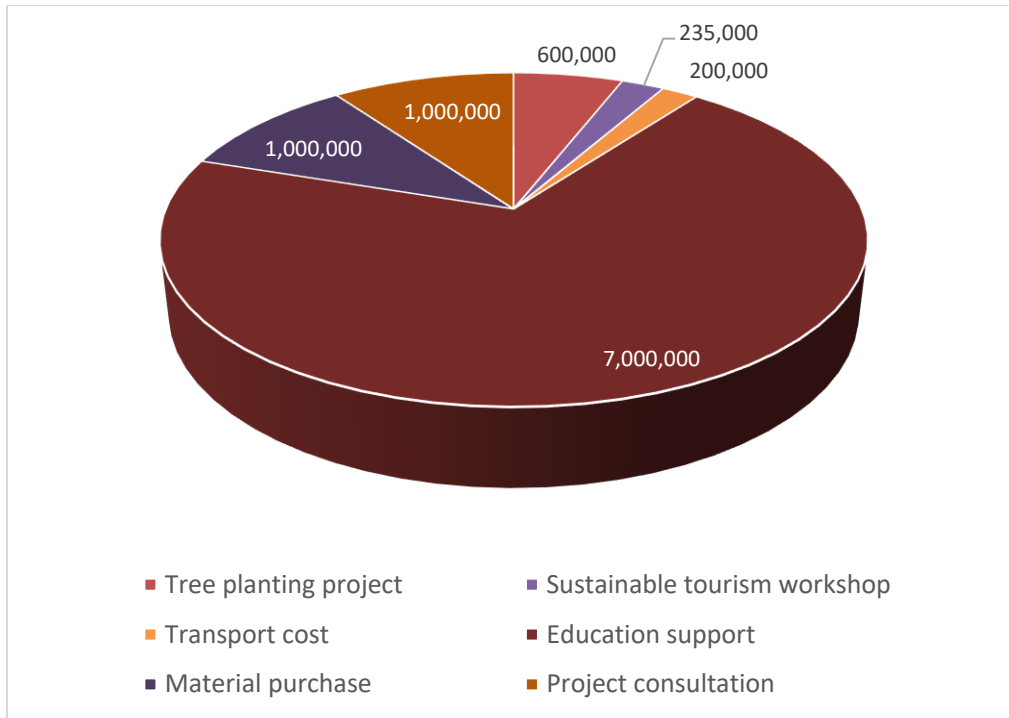
### **KLM Safaris Strategic Partners in 2024**

At KLM Safaris collaboration is our policy and it is vital for the extended reach of our programming, technical support, advocacy, funding and movement building. Strategic partnerships help reinforce the messages to the community of sustainable tourism. Today our company has more partners that we work with from the school sector, civil society, and local and central government, including among others environmental protection organizations, as well as international charities.

### **Supply and chain management**

KLM Safaris manages a streamlined service flow encompassing service procurement, delivery, and final decision-making. We curate diverse tour packages ensuring authentic and satisfying experiences for clients, covering safaris to national parks, Kilimanjaro and Meru trekking, Zanzibar beach tours and Eco & Cultural Tours. Notably, 05% percentage of the company's tour profits contribute to sustainable tourism projects such as environmental conservation, clean energy and community support. Additionally, we directly involve stakeholders in project implementation across various destinations we work. These collaborations prioritize involving local communities, who are key beneficiaries and guardians of these sustainability initiatives.





### Financial inclusion

In 2024, while executing sustainability projects, KLM Safaris allocated a total of 10,000,000 million Tanzania shillings to support company sustainability practices. This budget included the purchase and fundraising as indicated in the following;

- i. Paying school fees for primary, secondary and vocational training beneficiaries of our KLM Safaris scholarship programme
- ii. Purchasing resources and equipment that were used in sustainability project implementation including seeds, trees, polythene papers, farm equipment, beehives and manure
- iii. Education and training activities in the tourist destinations like the Materuni village workshop
- iv. Operational costs mainly transport and communication to the project sites
- v. Facilitation fees for the project consultants who were involved in the training

All costs were covered through the company's fundraising efforts, highlighting our commitment to sustainable tourism. For the upcoming year, 2025, the company plans to allocate a larger budget towards sustainable tourism projects.

SN	Item/Activity	Cost in USD
1	Tree planting project	240
2	Sustainable tourism workshop	94
3	Transport cost	80
4	Education support	2800
5	Material purchase	400
6	Project consultation	400
	<b>Total</b>	<b>4014</b>

### Future sustainability plan

KLM Safaris' future sustainability plan will focus on people, place and planet. Activities will include the promotion of community-based tourism, entrepreneurship skills training, social well-being, gender inclusion in the tourism industry and market development to their services and products offered. Furthermore, we shall invest in the conservation and management environment of the destinations and areas around to keep the place safe for better experiences. Finally, we shall enhance our commitment to global climate change adaptation and mitigation for sustainable tourism.



'Our sustainability commitment aims to support the community in social, economic and environment aspects. We dedicate this as the way to champion the sustainable development goals of 2030

**AUGUSTINO J. KOBELO**

**SUSTAINABILITY COORDINATOR at KLM Safaris.**