



SUSTAINABILITY REPORT 2023

We are grateful to publish our KLM Safaris Sustainability Report 2023. We welcome the opportunity to share with all of our stakeholders around different areas in which we have made progress against our company sustainability goals. Since tourism industry is rapidly expanding globally, driven by rising tourist numbers and increased revenue generation for each country, sustainability practices are imperative. Thus, recognizing the strong desire for authentic nature experiences among tourists, KLM Safaris prioritizes sustainable tourism practices that preserve the environment, support local communities, and safeguard social and cultural integrity, meeting tourist demands while ensuring a bright and undisturbed future for destinations.

KLM Safaris sustainable tourism journey commenced few years ago taking care of social, economic and environment aspects in our company activities and projects. The projects implemented relate with Sustainable Development Goals (SDG's) that aimed to create conducive social, economic and environment perspectives for current and future generations. We had planned for specific SDGs which were implemented based on our strategic plan to address the three pillars of sustainability. This report focuses on KLM Safaris sustainability journey in supporting social causes that benefit local residents, enhancing economic conditions through tourism activities, and organizing environmental initiatives such as waste management, tree planting, and conservation training. Our company's strong commitment to these sustainability goals reflects passion for creating a brighter and more sustainable future.

KLM Safaris management would like to appreciate our team and other stakeholders for working together in implementing sustainable tourism and contributing in Sustainability Report 2023 focusing on people, place and planet.



"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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1. INTRODUCTION

Sustainable tourism, as we define it at KLM Safaris, is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities in destination visited.” The management and use of resources must happen in a responsible way that the needs of the present can be fulfilled, without compromising the ability to fulfil needs in the future.

Simultaneously, this approach safeguards biodiversity, vital ecological processes, life support systems, and cultural integrity. In this sustainability report, KLM Safaris' commitments, goals, and progress will be discussed. Beyond financial metrics, this report provides stakeholders meaningful insights into the company's performance, presenting an overview of the initiatives, achievements, and challenges that characterize KLM Safaris' sustainability journey. Committed to transparency and accountability, this report not only showcases our environmental stewardship but also emphasizes our efforts to foster social well-being and economic objectives.

KLM Safaris commitment to transparency and accountability is underscored as this report allows us to communicate and address both positive and negative impacts. By doing so, we aim to showcase our genuine efforts and progress towards sustainability objectives, thereby demonstrating the company's dedication to responsible business practices.

Looking ahead, sustainability reporting plays a pivotal role in our long-term strategy. It serves as a tool for identifying and evaluating risks and opportunities, empowering us to promote and implement eco-friendly and socially responsible operations. This aligns seamlessly with our overarching sustainability objectives, ensuring that our business remains not only environmentally conscious but also socially and economically impactful.

In the subsequent sections, we are honest, transparent, and realistic, transparency, and realism as we reflect on our commitments, goals, and the environmental and social impact and achievements within the broader context of our business objectives. This open dialogue reinforces our dedication to responsible practices and provides stakeholders with a view of our ongoing efforts and accomplishments.

1.1 BACKGROUND OF KLM SAFARIS

Kilimanjaro Safari's or 'KLM Safaris' stands as a family-owned travel and tour operator rooted in the vibrant town of Moshi, at the base of the 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 tour 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. Our aspiration is 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 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 make 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 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.

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Working hand in hand with our dedicated staff, we are committed to enhance 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.

1.1.1 OUR VISION

To become the most recognized responsible tourism company in providing opportunity for visitors to create a life changing impact on the community while they are on holiday.

1.1.2 OUR MISSION

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

2.0 COMMITMENTS IN SOCIAL, ENVIRONMENTAL AND ECONOMIC PILLARS

Our commitment to environmental preservation and community engagement has proven to be not only rewarding for our guests but also enriching for the entire KLM Safaris team. What distinguishes us is our profound awareness and understanding of how travel affects local communities as well as the natural environment. This awareness drives our approach, ensuring that the design of our trips takes into careful consideration the impact on the environment, nature, culture, and the well-being of individuals.

Our dedication to responsible travel extends beyond our own practices, as we actively encourage our partners and guests to adopt sustainable travel measures. We are committed to preserving the planet for the well-being of future generations. This dedication encompasses the preservation of people and their diverse cultures, the protection of specific places and environments, the overall health of our planet, and the intrinsic beauty of nature.

2.1 KLM SAFARIS SUSTAINABILITY APPROACH REVOLVES AROUND SIX KEY AREAS:

i. Integrating Sustainability into our Business operations: We embed sustainability into the core of our business practices.

ii.) Internal Management: Our commitment extends to internal processes, ensuring that sustainability is woven into the fabric of our organizational structure and decision-making.

iii.) Product Management and Development: We continuously innovate and refine our offerings, ensuring that our products align with the principles of sustainability.

iv.) Customer Relations: Our engagement with guests goes beyond the journey, as we educate and encourage responsible travel practices.

v.) Co-operation and partnership with tourism destinations: Collaborating with destinations, host communities and partners, we actively contribute to and support sustainable practices on a broader scale.

vi.) Supply Chain Management: We accurately manage our supply chain, ensuring that every link and partner aligns with our commitment to sustainability.

Through this approach and dedication, we aspire to be a positive force in the realm of tourism and travel, fostering not only memorable experiences but also a lasting impact on the communities and environments we touch. In the section below, our social, environmental and economic commitments will be discussed in Sections 2.2, 2.3 and 2.4.

2.2 SOCIAL COMMITMENTS

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





KLM Safaris cultural tourism partners, Community engagement in beekeeping and ecotourism at TEACA, Housing projects constructed by Vine Trust in collaboration with TAWREF our partners in Moshi and Tailoring Vocational Class supported in Moshi-Photo by Agustino

2.2 ENVIRONMENTAL COMMITMENTS

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





Sustainable charcoal making at TEACA & Tree Nursery-Photo by Agustino

2.3 ECONOMIC COMMITMENTS

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



Choice Coffee Enterprise, Chimbo Point Ecotourism & Beekeeping at Mbokomu Photo by Anne-Sophie

In our commitment to cultivating a sustainable ethos, we actively promote and foster responsible practices among our staff and collaborative partners, including hotels, airlines, and clients. Hence, to further empower our clients in their journey towards sustainable tourism, we provide a set of practical tips designed for implementation before, during, and after their trip.

Before the journey, we encourage our clients to immerse themselves in the destination's history, culture, natural environment, customs, legends, and advisory notices. Additionally, we suggest learning a few words in Swahili to foster meaningful interactions with locals and advocate for packing light to utilize local laundry services.

While at the destination, we advocate for authentic engagement with the local culture indulging in local cuisine, exploring community markets, and supporting local businesses and tour operators. By supporting local businesses, community tour operators, the money will benefit the community directly. We emphasize fair and considerate bargaining, encouraging clients to reflect on whether holding onto an extra dollar could better benefit the vendor. Next, ask permission before taking a photo of someone. In addition, we discourage begging and, recommending contributions through reputable organizations. Finally, we advise clients to practice 'leave no trace' principles refraining from feeding wild animals or picking plants and discourage purchasing products derived from endangered natural resources or articles covered under the Convention on International Trade of Endangered species. Clients are encouraged to notify local authorities of any illegal activities, such as poaching, to contribute to environmental preservation.

After the trip, we encourage guests to share their sustainable travel experiences with family and friends, inspiring others to embark on wonderful journeys that positively impact the world. Additionally, we suggest giving back to the community and ongoing learning about the destination, sustainable travel practices, or involvement in issues that sparked their interest during the trip.

3.0 SUSTAINABLE DEVELOPMENT GOALS AND OUR SUSTAINABILITY APPROACH

At KLM Safaris, our commitment to sustainability is resolute, and we aspire to integrate all 12 of the UNWTO's sustainable tourism goals 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.

SUSTAINABLE DEVELOPMENT GOALS



Source: <https://sdgactioncampaign.org/resources/>



GOAL NO. 1 END POVERTY

KLM Safaris promote sustainable development goal number one of ending poverty in the community by rising community income and enough food security that enable them to depend themselves. In this goal the company provide free education, skills and knowledge as well as material support that enable local people to work for income generations. For example, provision of fruit trees and vegetable garden at Masia village enable the community to earn income through selling that fruits hence the income generated will give them access to human basic needs means food, shelter and clothes hence end poverty.

GOAL 2: ZERO HUNGER

KLM Safaris promote sustainable development goal number two zero hunger to the local community and in education institutions. In the local people the company provide free vegetable seeds that will give them access to establish home garden of fruits and vegetables whereby through selling it they will earn income that enable them to buy enough food stock hence end hunger in the community. But also in the education instructions the company do the followings;

- Promote Sustainable Livelihoods -At Kimashuku School
- Community and School-based food programs at Roof of Africa School
- Climate Smart Agriculture/horticulture-At Masia Village

GOAL 4: QUALITY EDUCATION

KLM Safaris support quality education to the community around the slopes of the Mount Kilimanjaro. Our team provide community education concerning to proper environment management, living laboratory establishment and management. Also through the entrepreneurship skills the local people will enable them to invest in to enterprises hence generate income community will generate can enable them to pay for their children school fees and other school needs. Therefore, in promoting this sustainable development goal the company focus on;

- Education Support and Innovation Knowledge, Skills and Awareness
- Capacity Building and Advocacy. i.e. Training of Guides

GOAL 7: AFFORDABLE AND CLEAN ENERGY

KLM Safaris aimed to provide solution towards the current effects of the energy we use because currently people in the rural areas especially in the slopes of the mountain Kilimanjaro invest much on using firewood to generate energy for cooking. Due to population change the demand for energy is higher hence it cause people to engage more in deforestation in order to have a firewood for cooking. Therefore, KLM Safaris decided to join United Nations in finding the way toward the use of affordable energy to the local people. We have rocket stove project that use less firewood compared to tradition one with three bricks. The rocket stove is provided free to the community members in order to reduce workload for women searching for firewood. Also, this will help in reducing deforestation at the slopes of the mountain Kilimanjaro. In this goal the company focus on;

- Energy Conservation
- Rocket Stoves
- Solar Energy Projects

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Klm safaris promote sustainable development goals number eight that encourage decent work and economic growth. Therefore, the company provide employment opportunities to different people according to their education professional career and vacancy available. But also the company invest in ensuring the sustainable development of the local people, in ensuring working stability and economic growth of the local people the company provide entrepreneurs skills and other material support that give them the spirit of fighting for their future development. But also in this goal the company ensure the following things;

Sustainable Tourism i.e., Community Based Tourism (CBT)
Community Based Tourism (CBT) approaches
Employment in Tourism industry



KLM Safaris Living Lab at Masia Marangu-Photo By G.Minja

GOAL 13: CLIMATE ACTION

Klm safaris aimed to provide solution toward the impacts of climate change in the slopes of the Mount Kilimanjaro. This will be implemented by planting many indigenous tree species that will absorb much carbon gas and restore climate, establishment of more living labs in the community house in order to reduce their dependence in the Kilimanjaro national park forest for charcoal production and timber that cause deforestation.

Climate Action Planning Implement Glasgow Declaration.

GOAL 15: LIFE ON LAND

Klm safaris recognize the importance of better life on the land hence it promote good, better and best life on the land. The company promotes the proper management of the forests resources, water resources, landscapes, biodiversity and ecosystem of an area. Due to this the company always provide training on the proper management of the environment to the local people and in schools like the roof of Africa pre and primary school. The aim of the training is to rise young professionals who responsible in the management of the environment and the natural resources found in order to create better future. In implementing these project ideas the company invest in;

Biodiversity Conservation
Nature Based Approaches/Ecosystem Based approaches



Roof of Africa School Activities -Photo by Anne-Sophie

To achieve these objectives, we have outlined the following key working practices:

- i. Promotion of Sustainable Livelihoods-Actively promote and support sustainable livelihoods within the communities we engage with.
- ii. Continuing Education Support and Innovation-Foster a culture of continuous education support and innovation, empowering our staff and partners.
- iii. Promotion of Energy Conservation Practices-Advocate and implement practices that promote energy conservation and efficiency.
- iv. Engagement of Community Suppliers-Collaborate with community-based tourism (CBT) suppliers to provide sustainable and conscious experiences.
- v. Knowledge and Skills Enhancement for Staff-Provide our staff with continuous training and development to enhance their knowledge and skills for effective operations.
- vi. Climate Action Planning and Implementation-Undertake comprehensive climate action planning and implementation to minimize our environmental footprint.
- vii. Support for Equity and Inclusion-Actively support equity and inclusion, ensuring fair and equal opportunities for all stakeholders.
- viii. Active Participation in Biodiversity Conservation-Engage proactively in biodiversity conservation efforts, contributing to the preservation of ecosystems.
- ix. Development of Local and International Partnerships-Foster the development of local and international partnerships through sustainable activities, strengthening our network for collective impact.

At KLM Safaris, these working practices serve as the foundation for our commitment to sustainability, guiding our actions as we strive to make a positive and lasting impact on the communities and environments we touch.

In the subsequent sections of this sustainability report, we will delve into the detailed efforts and progress made toward achieving these goals. Additionally, the projects undertaken to achieve these objectives will be comprehensively discussed.

4.0 IMPLEMENTATION OF THE KLM SAFARIS SUSTAINABILITY APPROACH

KLM Safaris intended to develop sustainable future that maintain social, economic, environment and cultural welfare for future generation as it was highlighted in the introductory section. The company initiated different sustainability projects that link with socio-economic, cultural and environmental development. The projects cover areas not limited to energy, education, economic, social well-being, biodiversity conservation & culture to fulfil the company goals while enhancing sustainable tourism.

4.1 ENERGY

Energy project is one of the KLM Safaris energy projects which support local communities with a free rocket stove at the slopes of the mountain Kilimanjaro. The rocket stove is a small modified stove with five bricks and half that use less firewood compared to local open stove of three rocks. The stove is mobile and simple to use and efficient. KLM Safaris initiated a project in October 2015 due to rampant deforestation around Mount Kilimanjaro causing tensions between locals and park authorities, often stemming from the need for firewood. This ongoing effort aims to distribute free rocket stoves to the community, specifically targeting areas where firewood is extensively used for cooking. The goal is to reduce deforestation activities in the region by providing alternative energy sources and mitigating climate change and the conflict between locals & Kilimanjaro National Park rangers.



Deforestation at KINAPA & Rocket Stove Project -Photo By G.Minja

4.2 EDUCATION

KLM Safaris is dedicated to supporting local education initiatives in partnership with NGOs, focusing on creating a nurturing educational environment for children. The company team and our Tanzania volunteers has contributed to constructing homestays for disadvantaged children in partnerships with Vine Trust, TAWREF, and ELCT-ND to ensure their access to education rights. Notable collaborations include projects like homestay at Fuka Pre and Primary School and Kimashuku which provide shelter for orphans and economically challenged children who face difficulties commuting to school.

KLM Safaris actively engages with volunteers to support initiatives like fundraising for hostel construction at Roof of Africa Pre and Primary School, aiming to foster a conducive environment for students to pursue their aspirations. In addition to fundraising efforts, the company provides free training sessions focused on self-reliance skills, encompassing home garden management, carpentry, poultry, livestock care, and environmental conservation. These experiences impart valuable knowledge and skills to students in schools, nurturing their self-dependence and preparing them for future growth and development.



KLM Safaris sustainability activities at the Roof of Africa Pre and Primary School Photo by Agustino

The company strategically integrates sustainability practices by establishing Sustainable Development Goals Clubs in Schools and Universities. The clubs aimed at nurturing champions dedicated to working towards the Sustainable Development Goals. Spearheaded by Director, recently KLM Safaris inaugurated the 'Sustainable Development Club' at Mwenge Catholic University (MWECAU-SDG Club), focusing on fostering champions committed to social, economic, and environmental sustainability for present and future generations. The company actively oversees and supports these clubs' establishment and progress, ensuring their alignment with sustainable development goals. Launched on December 12th, 2023, under the guidance of the company's managing director, the club endeavours to make significant steps in advancing sustainable development efforts in Tanzania education system.

4.3 ECONOMIC DEVELOPMENT

KLM Safaris prioritizes local economic development by fostering fair income distribution and creating opportunities for the community's financial growth. The company ensures equitable sharing of generated income and facilitates various tourism activities for local residents. We are working closely with local enterprises like Just Coffee Experience, Chimbo Point, and Materuni Eco and Cultural Tourism Programme all in Materuni village. KLM Safaris provide training on product development such as organic honey, candles, traditional food tasting experiences, and coffee tours. These partnerships empower these enterprises, enabling them to generate revenue from their services, thereby improving their economic status and supporting their families' basic needs.



KLM Safaris collaboration with eco-tourism enterprises in Kilimanjaro

4. SOCIAL WELL-BEING

KLM Safaris prioritizes the social welfare of local communities, aiming to forge a better future. Through collaborations with organizations like Vine Trust and TAWREF, the company has supported local volunteers in home-building initiative that has resulted in the construction of 140 homes in various locations. These homes, built using high-quality materials, consist of two bedrooms and one living room, significantly impacting the lives of those living in poor conditions, particularly families affected by HIV/AIDS. The project provides hope and improves the living standards of individuals who lacked the means to construct adequate shelter due to challenging circumstances, offering them a renewed sense of hope and stability.



Our volunteers participating in housing construction-Photo by Agustino

4.4 Environment

KLM Safaris stands as a prominent advocate for environmental development within destinations by actively engaging local communities in conservation efforts. Recognizing the vital role of a healthy environment in tourism experiences, the company involves stakeholders, including schools and locals, in environmental preservation initiatives. Emphasizing sustainable natural resources management, KLM Safaris promotes the 'One Tourist One Tree' campaign, encouraging tourists to plant trees during their visits to Tanzania. We have established tree nurseries in schools like Roof of Africa Pre and Primary School. The company's commitment extends to participating in various environmental campaigns, aiming to secure a brighter future through active involvement in environmental conservation activities.



KLM Safaris environment activities in Schools and Universities

4.5 Climate Action

The global challenge of climate change has impacted various regions, including Kilimanjaro, leading to rising temperatures, irregular rainfall, and the noticeable reduction of ice on the mountain. KLM Safaris is committed to sustainability and has initiated proactive measures to combat climate change. We have established Kilimanjaro Living Lab at Marangu with indigenous tree species for planting on Mount Kilimanjaro's barren lands. Additionally, the company offers free training to local communities, encouraging them to create their own community living labs. This initiative aims to reduce reliance on National Park forests for resources like firewood, fodder, timber and poles fostering environmental conservation efforts in the region.



Activities at our Kilimanjaro Living Lab in Masia Village

5.0 KLM Safaris Achievements

- Planted trees adjacent Kilimanjaro Mountain National Park to mitigate climate change. A total number of 4200 indigenous tree species such as *rauvolfia caffra* (quenene tree), *albizia*, *markhamia lutea*, *spathodea campanulata* and *amarindus indica* etc. The trees were planted in schools and in community land adjacent Kilimanjaro.
- Trained 32 youngsters in games and sports at Msaranga-Ragge Boys Club and the team were supported 4 balls and 22 pairs of sports clothes.
- Conducted health and safety training at First Aid Africa for 10 people for our team member including Kilimanjaro and Safari Guides.
- Supported school fees for some children in the vulnerable communities this program students got support in order to create good environment for their education and total 8 million Tanzania shillings used to pay tuition fees.
- Supported school materials such as exercise books, reading books pencils and mathematical sets whereby two primary and secondary schools got support.
- Supported children with disabilities in Moshi at Building Caring Community (BCC) whereby conducted as charity events to support the children such as food sources including maize powder, rice, sugar, and cooking oil, but also school materials and sanitary towels for girls.
- Supported Maasai Arts and craft group through buying their products in Arusha this conducted through sending the clients to buy their souvenirs hence this help them to gain income through their business.
- Supported women charity shop by buying their products at TAWREF
- Supported 4 rural women enterprise through buying their coffee at choice coffee company hence it improves their market and income generation.
- Supported vocational school and women with 2 tailoring machines through our volunteers
- Supported renovation of 1 health center which serves three rural villages at Masia
- Supported 2 laptop computers to teachers and students in one Fuka English medium school whereby 7 laptop computers total provided that simplify school activities and training to the students.
- Supported camping and training for 30 young Scout team at Fuka English medium
- Donated books in community library for KIMASHUKU through volunteers
- Supported solar system to one of the homes in the rural area which help them to have electricity power during night and day time for various home demands.
- Supported 1 training for kitchen garden in the orphanages centers that provide enough skills and knowledge about home garden to know what is it, how to prepare, how to manage and its importance.
- Supported painting and drawing classes in 4 schools around Moshi where by total three primary and secondary schools got support of painting and drawing class that provide extra skills to the students which can make them to build themselves for self reliance.

6.0 KLM Safaris Challenges and Opportunities

Despite of all 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.

7.0 Policies and regulation adherence

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

Tourism and Environmental policy

The company work by considering Tanzania National Tourism Policy of 1999 and its Act of 2008 where by it seeks to address and assists in efforts to promote the economy and livelihood of the people from individual, community and national wide. It essentially promotes poverty alleviation through encouraging sustainable and quality tourism that 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.

8.0 Stakeholder's engagement

KLM Safaris work as a team by involving different stakeholders in planning, managing and implementing sustainable tourism projects in which the company initiated. In the stakeholders involvement the company involves directly local people who participate hand in hand to join their power in project development that 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.

9.0 KLM Safaris Strategic Partners

At KLM Safaris collaboration is our policy and it is vital for extended reach of our programming, technical support, advocacy, funding and movement building. Strategic partnerships help reinforce the messages to the community sustainable tourism. Today our company has more partners that we work with from the school sector, civil society, local and central government, including among others environmental protection organizations, as well as international charities. Engaging relationships with local partners and international enabled adding value to our work and build participation and ownership in our initiatives. Our partners, including local and central government in Tanzania, American Alpine Club, Vine Trust, Tanzania National Parks, RUFFOLD Foundation, Idea Wild, Japan Water Aid, Floresta Tanzania, Tanzania Women Research Foundation, Global Explorers, TEACA. Tanzania Youth Employment Solution organization, Evangelical Lutheran Church of Tanzania-Northern Diocese (ELCT-ND), ELISA travel story teller and Kilimanjaro Youth Environmental Project.

10. 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, percentage of the company's tour profits contribute to sustainable tourism projects. 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.

11. Sustainability certification and recognition

At KLM Safaris we champion for sustainable tourism and sustainable development goals in our daily operations. The company is committed to ensure sustainable development of people, place and planet. The company has been participating in to different sustainable tourism meetings, events, workshops, conferences and being awarded a certificate of implementing sustainable tourism in Tanzania. The certificate was provided by Sustainable Tourism and Travel Agenda (STTA) in 9th June 2023.



KLM Safaris Director participating in the African Sustainable Tourism Summit



WORLD
TOURISM
DAY 2023
TOURISM & GREEN
INVESTMENTS

WORLD
TOURISM
DAY 2023
TOURISM & GREEN
INVESTMENTS

12. Financial inclusion

In 2023, while executing sustainability projects, KLM Safaris allocated a total of 15,000,000 million Tanzania shillings in supporting 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 beneficiary of our KLM Safaris scholarship programme
- ii. Purchasing resources and equipment's that were used in sustainability project implementation including seeds, trees, polythene papers, farm equipments, beehives and manure
- iii. Education and training activities in the community-based enterprises, schools and university
- iv. Operational costs mainly transport and communication to the project sites
- v. Facilitation fees for the project consultants who were involved in training

All costs were covered through the company's fundraising efforts, highlighting our commitment to sustainable tourism.

For the upcoming year, 2024, the company plans to allocate larger budget towards sustainable tourism projects.

SN	Item/Activity	Cost in Tanzania Shillings
1	Operation costs (transport to the projects / communication)	2,354,000
2	Projects implementation resources	1,823,000
3	Project consultants	3,720,000
4	Education and Training	4,640,000
5	Charity event	1,870,000
6	School Fees Support program	8,000,000
	Total	22,407,000

Additionally, we aim to seek funding from diverse donors interested in supporting sustainable initiatives, furthering our dedication to fostering sustainable practices within the tourism industry.

13. Future sustainability plan

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



AUGUSTINO J. KOBELO
SUSTAINABILITY COORDINATOR at KLM Safaris

'Our dedication to sustainable travel and tourism extends beyond our own practices, as we actively encourage our partners and guests to adopt sustainable travel measures'



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