



THE GREEN REPORT

Statistics

Size of property: 16 BEDS AT BORANA LODGE AND 12 BEDS AT LARAGAI HOUSE

Number of employees:

	SENIOR STAFF	PERMANENT WORKFORCE	CASUALS/ CONTRACTORS
Borana	7	102	16
Lodge	2	31	5
Laragai	1	13	9
Riding Wild	1	11	1
TOTAL	11	157	31

Number of bedrooms: BORANA 8 AND LARAGAI 6

Maximum number of guests: BORANA 18 AND LARAGAI 16

Average annual occupancy: BORANA 47% AND LARAGAI 40%

Year property opened: BORANA - December 1993 AND LARAGAI – June 2005. Prior to this Laragai was a private home – built in 1992.

Distance from nearest town: 40KM from NANYUKI

Nightly rate for the property, and what this includes: \$485 INCLUDES \$60 CONSERVANCY FEE. FULL BOARD ACCOMMODATION INCLUDING ALL ACTIVITIES WITHIN THE CONSERVANCY.

Contributions to environmental and humanitarian causes each year:

- Borana has a local employment policy.
- Raised the finance to develop and construct Tassia an eco-lodge owned and managed by members of Lekurruki Community Conservation Group Ranch. www.tassialodge.com. Borana continues to provide technical and marketing service for this community.
- Financed the development of Kamotho Cultural Centre - Borana guests are encouraged to visit.
- In partnership with Lewa in 1993 we developed Il'Ngwesi Banda's this project is also a community owned eco-lodge the first of its kind in Kenya and winner of a number of prestigious awards.
- Borana is consistently the largest private financial contributor to the Laikipia Wildlife Forum.
- Borana also supports and provides the venue and facility for Hide and Sheep - the natural tanning company which employs blind and physically disabled members of the community. Hide and Sheep produces naturally tanned leather and manufactures leather goods, they also employ local women's groups for beadwork
- The Borana Education Support Programme provides 100% bursaries to the two brightest children from 5 local primary schools thus enabling them to go to secondary school and university. Annual expenditure including physical development at the schools is up to \$50,000.
- The Borana Mobile Clinic provides basic health care, HIV Aids awareness, counseling, and birth control options to all members of the local community. Under guidance from The Ministry of Health the Borana Mobile Clinic performs all the child immunization programmes in the immediate area. Costs up to \$30,000 per year
- Total reduction in human wild life conflict through strategically placed game proof fencing.

- The community cattle programme whereby we allow 200 cattle to graze on the ranch, they are dipped, wormed and cared for until they achieve appropriate weights for sale to butchers. Many families in the area are now beginning to see an economic gain from their livestock.

What is Borana's responsibility to the local people and the environment?

Community land and livestock management for improved production is a weak area and we now have a full time community liaison officer based out of our office.

We are concentrating now on creating business opportunities for young members of the community that may not be dependant on land use.

Working with community livestock owners to improve quality and marketing potential.

Working with farmers to repair degraded land and for those that irrigate assist with improved techniques and production planning that compliments the needs of community-owned lodges.

Development, Construction, and Land Use Planning

Who developed Borana Lodge?

BORANA WAS DEVELOPED AS A LOGICAL PROGRESSION. INTRODUCING TOURISM ONTO A PRIVATE RANCH AS AN ALTERNATIVE LAND USE. MICHAEL AND NICKY DYER HAD THE IDEA RECOGNISING THE IMPORTANCE OF MOVING AWAY FROM TRADITIONAL RANCHING.

Is it affiliated with any organizations (nonprofit, governmental, or other)?

Borana is affiliated with the following organizations:

- LAIKIPIA WILDLIFE FORUM www.laikipia.org

Borana is a founding member of the Laikipia Wildlife Forum and continues to play an active role. The Laikipia Wildlife Forum is a pioneering wildlife management association, which has challenged traditional views and prejudices amongst the local community. Its motto Conservation in Action reflects the spirit of the people who take part in this forum, which brings together ranchers, small-scale farmers, cooperatives, local community initiatives, and tourism ventures. They are united by a common goal: to take responsibility for and protect the biodiversity of their land.

LWF Mission statement

To conserve the integrity of the Laikipia eco-system, by creatively managing its natural resources to improve the livelihood of its people.

- NORTHERN RANGE LANDS TRUST
- BILL WOODLY MT. KENYA TRUST
- ILNGWESI GROUP RANCH
- LEKURUKI COMMUNITY CONSERVATION GROUP RANCH
- LEWA WILDLIFE CONSERVANCY

How was it initially financed?

The property was financed by Kisima Farm Ltd – the land-owners.

Describe the location of your property. How much land does the property own? Is it protected, or reserved for sustainable uses? Is the site surrounded by protected land?

Borana Ranch is a 32,000 acre property situated on the eastern rim of the Laikipia Plateau in Northern Kenya. The ranch is managed holistically with the prime objective being the long-term preservation of the eco-system.

Domestic livestock are used as a management tool to improve pasture and there is very little conflict between wildlife and domestic stock. 150 acres of land is irrigated under certified organic status producing natural essential oils and dried herbs for international and domestic markets.

We have two stables of horses and Borana is now recognised as a leading equestrian destination.

Strategically located on the ranch is the 16 bed Borana Lodge and 12 bed Laragai House.

Borana Lodge is the prime revenue generator that supports both the ranch and our wider conservation and humanitarian commitments. Laragai is managed as an exclusive private house and all revenue generated from Laragai is reinvested into the Borana Conservancy.

Borana Ranch borders on the east with Lewa Wildlife Conservancy, on the west by Ole Naishu Ranch – a private ranch owned by conservationists. The southern boundary is with the Ngare Ndare Forest Reserve and also some small-scale farmers. There is a fence where we border with the farmers to avoid conflict with the elephants but there are gaps into the Ngare Ndare Forest, which is itself fenced to prevent the movement of elephant into areas populated by people. The northern boundary is with local group ranches, most of this boundary is also fenced with gaps allowing for the movement of elephant into Il N'gwesi and Lekerruki group ranches.

Methods and materials used in constructing the properties to ensure minimal harm to the environment?

CONSTRUCTION OF BOTH BORANA AND LARAGAI STARTED IN 1991 ON CAREFULLY CHOSEN SITES. THE BULK OF THE CONSTRUCTION MATERIAL WAS LOCALLY AND SUSTAINABLY SOURCED. An in house-environmental impact assessment was carried out, subsequently audited by NEMA.

Which factors were taken into consideration when designing the properties in order to be environmentally friendly (i.e. site, size, layout)? What impact has the structures/facilities had on the environment?

BOTH PROPERTIES ARE SMALL WITH MINIMAL IMPACT ON THE ENVIRONMENT Additional factors considered.

- Light pollution
- Visual pollution
- Access.

Preservation of Natural Surroundings

How does Borana contribute to the conservation of the area's biodiversity (flora and fauna)?

The Borana conservancy is an intact and unspoilt eco system managed holistically to ensure long term sustainability.

We are currently exploring the concept of placing conservation easements over the entire ranch with The Nature Conservancy.

Borana manages a number of rangeland rehabilitation sites on neighbouring community owned ranches and demo sites at schools.

How do we avoid disturbing the wildlife?

We have developed a number of documents that educate our staff as to a Code of Conduct that ensures minimal disturbance to or interference with wildlife. We also have ongoing in-house training that ensures our guides and staff are up to date with current ideas pertaining to wildlife conservation.

Please list any specific conservation successes:

- Founding member of the Laikipia Wildlife Forum. (Described earlier)
- Founding Directorship of Il'Ngwesi Group Ranch, this is an important wildlife dispersal area for both Borana and Lewa and is a community owned ranch. Borana alongside LWC and NRT continue to play a supportive role and we were instrumental in developing the first community owned and managed Eco-lodge. Il'Ngwesi has won numerous awards.
- Founding Directorship of Lekerruki Community Conservation Group Ranch. Borana raised the grant funding for a second community owned eco-lodge providing designs and supervision of construction. We continue to provide management capacity and marketing. This has significantly enlarged the conservation area and communities receive direct benefits in the form of employment, dividends and security.
- Our conservation partners include: Laikipia Wildlife Forum, Tusk Trust, Save The Rhino, Lewa Wildlife Conservancy and Northern Rangelands Trust.
- Our game counts show that wildlife numbers are consistently increasing or stable on Borana and across the region. Endangered Species that have recovered significantly include Wild Dog and Patas monkey
- Establishment of over 100 km strategic game fencing to prevent human wildlife conflict.
- Membership of the Ngare Ndare Forests Trust, tasked to protect the Ngare Ndare forest and enhance the benefits that accrue from sustainable forest management to the direct benefit of community stakeholders.
- Founding Trustee of the Bill Woodley Mount Kenya Trust, we are currently in the final financing stages of creating an elephant corridor that will pass through intensive agricultural land linking Mt Kenya and the Laikipia Ewaso eco-system.
- Partnership with LWF and USAID in establishing ILMAMUSI* giving management capacity to the four Community Owned group ranches that have a common boundary with the Mukogodo Forest Reserve. *Il'Ngwesi, Momonyot, Mukurian and Sieku.
- Provide aircraft for monitoring wildlife, endangered species, game counts etc with Mpala Research Centre.
- Provide aircraft for rhino ear notching and translocations.
- Provided aircraft for rinderpest and anthrax vaccination of over 900 Grevy Zebra.
- Provided aircraft for collaring elephant in conjunction with Save the Elephants.

Resource Use and Disposal

Monitoring of positive and negative environmental impacts?

NEMA reports yearly.

Weekly inspections of septic tanks incinerators and compost heaps.

Annual wildlife counts.

Animal exclusion zones for the recovery of woodland.

Photographs from trig points to monitor the vegetation cover.

How is water gathered and disposed of on Borana? What sewage treatment technique is employed?

Borehole's and catchment dams

Septic tanks and French drains

What disposal methods of organic and inorganic solid waste are used on Borana?

How is waste production minimized? What products are recycled?

Organic waste goes to organic vegetable and fruit production.

Every container is cleaned and re-used in our own tree nursery.

Inorganic waste is sorted and re-used where appropriate. There is no glass recycling in Kenya, but we now crush all the wine and spirit bottles and use as ballast in our buildings. The beer and soda bottles are all returnable. Other unusable waste is buried in a landfill site.

Electricity on Borana. How is energy consumption minimized?

Generators, solar panels, wind and inverter systems.

Interaction with Local Communities

Employment from the local community.

We have a local employment policy and at least 90% of our employees are from the local area. The head of security is one of our neighbours.

The involvement of employees in environmental efforts.

We have twenty security personnel monitoring the wildlife and ensuring its ultimate well-being. They are also trained to appreciate the area and to make sure that the ranch remains pristine, educating the herdsman as regards to litter, fires and land degradation.

Six highly trained safari guides understand the wildlife code of conduct – number of cars around a kill etc.

Benefits that Borana offers to their employees (i.e.):

- Profit sharing, medical care, vacation, housing, training and advancement opportunities.
- An In-house Savings and Credit Society.

Contributions that come from Borana to the surrounding communities (i.e. economically, culturally, philanthropically). The provision of basic services (i.e. water, electricity, roads, public health, infrastructure) that goes to neighboring communities.

- Local employment policy over 90 % of our wage bill stays here.
- Borana operates a Mobile Clinic that provides basic health care HIV AIDS awareness and counseling. Also in partnership with Ministry of Health we now do all child immunizations in five focal areas. The Mobile clinic also visits all the local primary schools to give lectures on health and sex education. \$30,000 per year.
- Borana Education Support Programme provides bursaries to top performing students from five primary schools for secondary education and follows through to higher education and job placement. \$50,000 per year.
- Fundraising and technical support for Ngare Ndare dispensary.
- Current chairmanship of the Ngare Ndare River Users Association, this is a legal entity that ensures equitable and sustainable use of water from the Ngare Ndare catchments. Since its conception the river has reached historical flow rates.
- Community cattle project which was worth about \$45,000 in 2006.
- Borana assists with the upkeep of the main road in the area.

A for-profit or nonprofit enterprise

The Borana Conservancy is run as a not for profit enterprise. The profitable enterprises feed the

conservancy.

Environmental or humanitarian organizations (local, national, or international) that Borana supports, and how:

- The Laikipia Wildlife Forum \$10,000 per year contribution for executive staff salaries. \$2 per bed night for conservation activities within Laikipia.
- Nanyuki Cottage Hospital \$ 3,500 per year contribution towards doctors salary.
- British Foreign Legion \$ 5,000 per year to care for indigenous Kenyan soldiers that served in the 2nd world war.

Borana benefiting local businesses

Borana has an agreed policy to support local businesses that support conservation or humanitarian issues. We buy all our vegetables from local farmers and we produce a lot of our own farm produce – milk, eggs, meat, flour etc.

How does Borana ensure minimal impact on local cultural sites?

Borana supports Rock Art and Cultural Sites by providing capacity and support to interest groups and creating awareness and or revenue streams within the local community.

Specific humanitarian successes:

- Borana Mobile Clinic
- Borana Education Support Programme

Guest Education and Awareness

How does Borana ensure that their guests do not put an unreasonable strain on the environment?

1000 acres per guest!!! The acreage is large and the amount of guests few.

How are Borana employees (particularly guides) trained?

In-house training and we also take apprentice trainees in virtually every department.

The lodge manager has taken on the task of ensuring that our guides are very well informed giving them frequent lessons and testing them to ensure they retain the information. All our guides have sat their Kenya Professional Guides Association examinations and have achieved the bronze medals, several are now studying for the silver medal.

We employed a botanist to come in and give our guides specialist training on the plants of the area with particular emphasis on their medicinal properties.

We have employed teaching chefs to come in periodically to give the kitchen staff more inspiration.

We will look at every request for additional training, sponsor the training and claim costs through Training Levy fees.

Do you have a naturalist on staff? If so, what are their credentials and daily tasks?

- DR Moss BSc, MSc, DPhil – Forestry - Managing Director
- Anthony Kaschula BSc, Environmental Science, MSc – Tropical Resource Ecology - Lodge Manager

How does Borana help guests to interpret the cultural, historical, and ecological aspects of the area (i.e., written materials, guided walks, etc.)? What activities are available to introduce guests to the environment and local cultures?

- Lodge museum/nature room.
- Written material – guidebooks, Africana books, digital plant libraries, herbarium, reference books and wall mounted maps.
- Walks, game drives and horse rides including cultural interaction.

A typical day for a guest on Borana

Early rise and walk, ride, or drive generally with a picnic breakfast, or back for brunch. Relax mid day and similar activities in the evening often ending with sundowners or a bush dinner. Mountain biking and jogging are encouraged and a masseuse is also available. Some guests will visit a school; others will charter a helicopter and drink champagne on a mountain. Some guests will be interested in ranch activities or want to visit the organic farm that produces essential oils that are the ingredients for the soaps and oils in the bathrooms.

Guest satisfaction

"Thank you for an amazing time. Very special to see the painted hunting dogs."

Angela Sacha

"Thank you for the most amazing start to our honeymoon - utterly memorable - everyone has been so friendly and relaxed - a truly unique place".

With many thanks, Jess and Dan Hughes

"Thank you all for an absolutely fantastic few days spent at Borana. We were treated like kings and queens by everyone and will surely be back one day".

Pat Deanscote

"What a wonderful experience! Borana and all the staff exceeded our expectations. Looking forward to a return visit".

Carl Doherty

"Wow! We had such a wonderful time! Everything was just perfect. The lodge is simply gorgeous and everybody is all most friendly.MERCI, MERCI, MERCI".

Dilley Family

"Mega, mega wonderful time. Thanks you for making the best introduction to Kenya and all your wonderful staff. Lots of love".

Paul Carlbom

"What a special place. We all felt so welcome and comfortable. You are such wonderful hosts - we will return".

Sue & Sandy, Steve & Jean

Innovation

Has Borana developed any innovative practices that make your property stand out from other ecotourism ventures?

- To reduce negative social and cultural impacts of tourism. Our tourism product has a very low impact as we host a maximum of 34 guests at any one time. Most of the tourist activities take place in wilderness areas recognized by the local community as such. Where there is a direct overlap and engagement with the community it is by arrangement, invitation or as business partners.
- Regret that we are becoming more and more bemused by eco-tourism and the general perception of what is eco-tourism and how a property qualifies and how and by whom it is judged. We are weary of green washing and the word eco-tourism is beginning to make us cringe.
- We live and work in a part of the world where social responsibilities are more important than wetlands and solar energy, it is also normal here to recycle virtually every thing.

What would you consider to be your property's "best practices"?

Borana's 10 Points of Commitment to Responsible Tourism

Borana aims to foster innovation and leadership in:

- Active (as opposed to passive) contribution to the abatement of threats to the integrity of natural ecosystem processes and their attendant direct and indirect values.
- Active (as opposed to passive) contribution to sustainable enhancements in the natural value of the ecosystem.
- Meaningful and sustainable contribution to the livelihoods of indigenous local people, be it through direct employment or engagement in social and economic development activities, in a manner which fosters their respect for the environment and causes no harm to the quality and integrity of their traditional cultural values.
- The implementation of any appropriate alternative technologies to sustainably service Borana's energy input requirements.
- The implementation of any appropriate technologies to sustainably service Borana's waste disposal and management requirements.
- The maintenance of the highest possible standards of sensitivity with respect to the aesthetic impact of Borana's structures and operations on the surrounding natural environment.

- The maintenance of the highest possible standards with respect to employment policy, terms and employee welfare.
- The development of tourism products that - while not detracting from the quality of the recreational experience, nevertheless exploit every appropriate and non-invasive opportunity to inform and educate tourists on key issues within Laikipia in a manner that fosters an interest and engagement in the community based conservation work of Borana and of the Laikipia Wildlife Forum.
- Active contribution towards promoting the tourism value of Laikipia as a whole as opposed to restricting such focus solely on Borana's own operations.
- The development of an enabling environment for the development of responsible tourism in Kenya through active contribution to relevant policy development and strict adherence to the requirements of relevant national laws and regulations.

The problems Borana has encountered in running an ecotourism business.

- 20% Agents commission and no commitment to conservation
- 10% Cost of Booking
- 16% VAT
- 2% Catering Levy
- 5% Service Charge
- 35% corporate Tax
- Travel advisories

What are your plans for the future?

To ensure the long-term sustainability of the eco-system through conservation easements.

Ecotourism certifications that Borana has achieved:

Founding member of The Ecotourism Society of Kenya – bronze the only level available at the moment.