2023 ECOWARRIOR AWARDS

Sustainable Tourism: A Brighter Future for People, Planet & Profit
This Edition of the Ecowarrior Awards under the theme: Sustainable Tourism: A Brighter Future for People, Planet and Profit resonates with the very essence of our global community. When pursued earnestly, sustainable tourism enriches people’s lives by promoting cultural enrichment and economic opportunities and safeguards our precious planet by preserving its natural wonders for generations to come. Today, let us embrace this theme and continuously work together to forge a path toward a brighter future that is characterized by respect for people the planet, and prosperity for all.

The tourism industry has the power to uplift communities and improve the lives of countless individuals across the country. Responsible tourism creates jobs, supports local enterprises, and enhances cultural exchange. It ensures that our destinations not only survive but thrive. As we accept this award tonight, let us remember that we also bear a social contract to ensure that communities are not just beneficiaries of tourism but are equal investors.

2030 is a vital year for the SDG goals and the 20 by 30 vision to reduce biodiversity loss where we need to protect and conserve 30% of the planet by 2030: These awards come right off the background of the Africa Climate week and the upcoming COP 28. So, accelerating climate action in tourism is, therefore, of utmost importance for the resilience of the sector.

The fragile ecosystems and landscapes that attract travelers and which our business models are based must be conserved for generations to come. It is our solemn duty to be environmental stewards, minimizing our ecological footprint, actively participating in conserving natural resources and mitigating the negative impacts of tourism on our planet. Sustainable tourism should move away from just a marketing ploy and be seen as a genuine response to the urgent call to protect our natural world. Profitable and sustainable tourism should fund conservation efforts, improve infrastructure, and provide economic incentives for responsible practices. It proves that doing well by doing good is not a paradox but a reality. It demonstrates that we can align our business objectives with ethical and environmental values.

Ecotourism Kenya is at the heart of sustainability and the first ecotourism society established in Africa. We lead the Kenyan tourism industry in adopting voluntary tourism certification, participating in this homegrown tourism award, The Ecowarrior Awards, and community asset building through various tourism projects. This year, we celebrate not just the individuals and organizations making a difference in the field of sustainability but also the incredible projects that Ecotourism Kenya has and is undertaking. These projects are true testaments to our mission, and they are creating positive change in the tourism industry;

1. Upscaling Sustainable Tourism Development in East Africa - A UNEP Partnership Project: Through our partnership with the United Nations Environment Programme, we have taken a significant step towards setting and upholding minimum sustainable certification standards for East Africa.

Sustainability in tourism is not just an option but an obligation. Every player in the industry should adopt minimum sustainable standards. This project is a testament to our dedication to ensuring that every tourist experience in East Africa is memorable and environmentally, socially and economically responsible.

2. The Community & Beach Operators Project - A Partnership with Mama Layla Project: Our collaboration with Mama Layla Project is a heartwarming example of our commitment to empowering coastal communities and beach operators through our Community and Enterprise Development Program. By supporting these communities, we aim to preserve the pristine beauty of our coastal regions and ensure that they reap the benefits of sustainable tourism. This initiative not only protects our environment but also supports the livelihoods of the people who call these coastal areas home.

3. Replicating the WOWZULU MODEL - In partnership with AfricaIgnite and funded by the Norwegian Agency for Exchange Cooperation, we will be doing a feasibility study to determine the possibility of replicating the WOWZULU model in the Mara, Amboseli, and Samburu Regions. This project aims to empower local community merchants, ensuring that they are both investors and beneficiaries of tourism. Sustainable tourism is about investing with the communities that host us and preserving their way of life. This project is a beacon of hope for local entrepreneurs and a testament to the transformative power of eco-tourism.

Ladies and gentlemen, our work is not merely a pursuit of recognition but a journey towards a brighter, sustainable future for our people and our planet. The Ecowarrior Awards are a reflection of our collective commitment to this vision.

Richard Ndiga
Chairman, Executive Committee-Ecotourism Kenya
2023 Ecowarrior Awards Gala
The Ecowarrior Awards celebrates innovation and responsible tourism practices. It encapsulates the need for, responsibility towards and possibility of sustainability in hospitality and tourism operations for the sake of communities, conservation and business prosperity. The 16th edition of the Ecowarrior Awards presented the theme, "Sustainable Tourism: A Brighter Future for People, Planet, and Profit". This year’s theme underscores that sustainability is not just a choice, but a necessity, a calling for all of us engaged in tourism to become guardians of our planet, champions for our communities, and stewards of prosperity. It presents 8 Award Categories that feature different players across the tourism value chain:

1. Accommodation Category
2. Tour Operators Category
3. Air Safari Operators Category
4. Conservancies Category
5. Community-Based Tourism Organizations Category
6. Youth-Led Initiative Category
7. Training Institution Category
8. Individuals Category

The award ceremony was held on the 26th of October 2023 at the Trademark Hotel, Nairobi. It brought together members of Ecotourism Kenya and the tourism industry. The event was graced by Hon. John Ololtuaa, the Principal Secretary, Ministry of Tourism & Wildlife.

The judges who assessed the award applications include:
1. Esther Munyiri, Chief Judge- Global Tourism Resilience & Crisis Management Centre
2. Liz Ayany - Corporate Conference Solutions
3. Dr. Ray Mutinda - Kenyatta University
4. Job Odhiambo- Sustainable Travel & Tourism Agenda
5. David Okul- Maasai Wilderness Conservation Trust
6. Phoebe Munyoro - Beads Safaris
7. Dr. Leah Ng’ang’a- Kenya Association of Hotelkeepers & Caterers
8. Jackeline Odudoh- Kenya Association of Tour Operators
9. Lovince Mkala- Kenya Tourism Federation
10. Alex Mathenge- Kenya Wildlife Service
11. Charity Chepkemei - Global Tourism Resilience & Crisis Management Centre
12. Angela Njehia- Tierranjani Africa
13. James Kamau - Kenya Utalii College

Congratulations to all award winners!! You inspire a more sustainable tourism in Kenya!
2023 Ecowarrior Awards Winners

ACCOMMODATION FACILITIES
Addressing Climate Change Through Adaptation & Mitigation Sub-Category sponsored by Tourism Fund.
1. Emboo River Camp -WINNER
2. Mara Serena Safari Lodge -WINNER
3. Kilaguni Serena Safari Lodge –1st RUNNERS UP
4. Asilia Kenya Limited -2nd RUNNERS UP

Promoting Biodiversity Conservation Sub-Category sponsored by the Kenya Association of Hotel Keepers & Caterers.
1. Serena Beach Resort and Spa -WINNER
2. Governors’ Camp Collection –1st RUNNERS UP
3. Saruni Rhino -2nd RUNNERS UP

Promoting Heritage & Cultural Integration Sub-Category sponsored by Tourism Fund.
1. Serena Beach Resort and Spa and Spa -WINNER
2. Basecamp Maasai Mara –1st RUNNERS UP
3. Sarova Lionhill Game Lodge 2nd RUNNERS UP

Promoting Local Economies Sub-Category sponsored by Tourism Fund.
1. Basecamp Maasai Mara -WINNER
2. Leopard Hill –1st RUNNERS UP
3. Elewana Elephant Pepper Camp Maasai Mara -2nd RUNNERS UP

TOUR OPERATORS
Promoting Biodiversity Conservation Sub-Category sponsored by the Kenya Association of Tour Operators.
1. Let’s Go Travel -WINNER
2. Kampur Travel Diaries –1st RUNNERS UP
3. Intrepid DMC East Africa –2nd RUNNERS UP

Promoting Local Economies Sub-Category sponsored by Tourism Fund.
1. Let’s Go Travel -AWARD RECOGNITION

Promoting Responsible Tourism Practices in Operations Sub-Category sponsored by Tourism Fund.
1. Let’s Go Travel -WINNER
2. Intrepid DMC East Africa –1st RUNNERS UP

AIR OPERATORS
Promoting Best Practices in Operations Sub-Category sponsored by Kenya Tourism Board.
1. Air Kenya -AWARD RECOGNITION
2023 Ecowarrior Awards Winners

CONSERVANCIES
Promoting Community Development Sub-Category sponsored by Kenya Wildlife Conservancies Association.
1. Mugie Conservancy -WINNER
2. Ngare Ndare Forest Trust 1st RUNNERS UP
3. Mara Naboisho Conservancy 2nd RUNNERS UP

Promoting Human-Wildlife Coexistence Sub-Category sponsored by the African Wildlife Foundation.
1. Mugie Conservancy -AWARD RECOGNITION

COMMUNITY-BASED TOURISM ORGANIZATION
Promoting Heritage & Cultural Preservation Sub-Category sponsored by GO4SDGS.
1. Beulah Hills – Beulah Gardens Mbulia – AWARD RECOGNITION

YOUTH-LED INITIATIVES
Advocating for Conservation in Tourism Sub-Category supported by Ecotourism Kenya.
1. Tembea Make an Impact – AWARD RECOGNITION

TRAINING INSTITUTIONS
Integrating Sustainability into Tourism Curricular Sub-Category sponsored by GO4SDGS.
1. Kenya Utalii College -WINNER
2. Amboseli Institute of Hospitality and Technology 1st RUNNERS UP

INDIVIDUALS
Best Digital Content Creator in Advocating for Conservation in Tourism Sub-Category supported by Ecotourism Kenya.
1. Anthony Ochieng -WINNER
2. Dibblex Soiyantet -1st RUNNERS UP
3. Belinda Smetana -2nd RUNNERS UP

Best Safari Guide in Promoting Responsible Tourism Practices Sub-Category supported by Ecotourism Kenya.
1. Isaac Mwangi -WINNER
2. Newton Kongo -1st RUNNERS UP
3. John Lesinko -2nd RUNNERS UP

Best Student in Addressing Climate Change Through Adaptation & Mitigation Sub-Category supported by Ecotourism Kenya.
1. Shirley Akinyi -WINNER
2. Mark Miano -1st RUNNERS UP
3. Mallayka Lanna -2nd RUNNERS UP
2023 Ecowarrior Awards Winners Profile
EMBOO RIVER CAMP

BEST ACCOMMODATION FACILITIES: ADDRESSING CLIMATE CHANGE THROUGH ADAPTATION & MITIGATION SUB-CATEGORY SPONSORED BY TOURISM FUND.

Emboo River Camp is an exemplary Gold Ecorated retreat committed to addressing climate change. Nestled in the heart of the Maasai Mara in Kenya, the camp seamlessly blends luxury with environmental responsibility. Emboo embraces sustainable tourism practices by 100% running on solar power, eco-friendly waste, water and energy management practices, being the first to offer silent electric safaris and eco-friendly architecture to minimize its carbon footprint. The camp's commitment extends beyond infrastructure, as it actively engages in local supplies procurement, a farm to fork practices, reforestation projects and wildlife conservation with the innovative use of technology. Guests at Emboo River Camp experience a unique immersion in nature while contributing to a positive environmental impact. Through its dedication to sustainable tourism, this eco camp sets an inspiring precedent, demonstrating that luxurious accommodations can coexist harmoniously with climate action stewardship. They are working towards carbon neutrality, using climate resilient infrastructure and an enhanced community engagement.
BEST ACCOMMODATION FACILITIES: ADDRESSING CLIMATE CHANGE THROUGH ADAPTATION & MITIGATION SUB-CATEGORY SPONSORED BY TOURISM FUND.

Mara Serena Safari Lodge stands as a beacon of eco-conscious luxury in the heart of the Maasai Mara. Committed to addressing climate change, the Gold Ecorated lodge integrates sustainable practices into its operations. From energy-efficient technologies to waste reduction initiatives, the lodge employs a holistic approach to minimize its environmental impact. Mara Serena Safari Lodge actively supports local conservation efforts, engaging with communities to promote wildlife protection and habitat preservation. They have reforestation activities, eco tours and engage with different stakeholders on responsible business practices on The lodge's eco-friendly ethos of responsible tourism, provides guests with an immersive yet sustainable safari experience. By incorporating green technologies, responsible use of water and energy, eliminating single-use plastics and championing conservation, Mara Serena Safari Lodge exemplifies the harmonious coexistence of opulence and environmental responsibility. They strive towards decarbonizing more facility operations by adopting sustainable transportation, undergoing energy and green building audits among other plans.
Committed to preserving the region’s natural richness, the Serena Beach Resort and Spa has implemented innovative conservation practices that extend from its exquisite luxurious facility to the azure waters it overlooks. The resort actively contributes to marine and terrestrial biodiversity conservation, specifically sea turtles and butterflies. The conservation programs on the two species of wildlife is conducted intricately and has been running for a number of years. This fosters protection of delicate local ecosystems. The resort’s commitment is evident through partnerships with local communities and initiatives focused on responsible fishing, coral reef protection and other engagement programs like outreach training. They work with various organizations to contribute to environmental protection awareness and their programs. Effecting sustainable tourism practices such as guest education, reduce-reuse-recycle ideology, and period beach clean ups contribute to conservation of biodiversity. Guests not only enjoy a luxurious beachfront experience but also become integral to the preservation of biodiversity through responsible tourism practices.
Serena Beach Resort and Spa is dedicated to honoring and safeguarding the rich cultural tapestry of the region. Embracing traditional architectural styles incorporating local craftsmanship and offering traditional food, and culturally inspired community-made handicrafts. The Gold Ecorated resort provides guests with an immersive experience that celebrates the vibrant heritage of coastal Kenya. The architecture and cultural expression of the resort replicates the winding lanes and colourful market places of a traditional 13th century Swahili town. All the buildings follow Swahili architectural style, have exquisite carvings and are magnificent symbols of its time. Enhances guest experience by exposing them to the diverse range of local cultures and ethnic groups through art, dance, song, musical and theatrical displays whilst economically empowering the local people. Through curated experiences, guests have the opportunity to participate in and appreciate the authentic customs of the area. By intertwining luxury with a commitment to cultural sustainability, Serena Beach Resort and Spa stands as a beacon for responsible tourism.
Basecamp Maasai Mara is deeply committed to empowering local communities. Through sustainable tourism practices, this standout camp actively involves local Maasai community in its operations, providing employment opportunities and fostering skill development. They engage women, youth and the larger community through the Enjoolata Awareness Center, the camp’s workforce, land lease agreements with community members, waste recycling venture, Naboisho Conservancy and Pardamat Conservation Area. The camp’s cultural and wildlife experiences are curated in collaboration with the Maasai, ensuring an authentic and responsible encounter for guests. Moreover, Basecamp Maasai Mara contributes a portion of its revenue to community projects, such as education and healthcare initiatives. They partner with other stakeholders to influence and effect positive change in the community which enables sustainable development and keeps them in business for a long time.

By prioritizing local engagement, the camp not only provides a unique and immersive experience for visitors but also becomes a catalyst for positive social and economic change in the region.

**BEST ACCOMMODATION FACILITY: PROMOTING LOCAL ECONOMIES SUB-CATEGORY SPONSORED BY TOURISM FUND.**

Basecamp Maasai Mara is deeply committed to empowering local communities. Through sustainable tourism practices, this standout camp actively involves local Maasai community in its operations, providing employment opportunities and fostering skill development. They engage women, youth and the larger community through the Enjoolata Awareness Center, the camp’s workforce, land lease agreements with community members, waste recycling venture, Naboisho Conservancy and Pardamat Conservation Area. The camp’s cultural and wildlife experiences are curated in collaboration with the Maasai, ensuring an authentic and responsible encounter for guests. Moreover, Basecamp Maasai Mara contributes a portion of its revenue to community projects, such as education and healthcare initiatives. They partner with other stakeholders to influence and effect positive change in the community which enables sustainable development and keeps them in business for a long time. By prioritizing local engagement, the camp not only provides a unique and immersive experience for visitors but also becomes a catalyst for positive social and economic change in the region.
Committed to responsible and sustainable tourism, Let's Go Travel integrates environmental stewardship into its operations, ensuring a positive impact on the diverse ecosystems it explores. Collaborating with local conservation organizations, the company designs eco-friendly itineraries that prioritize wildlife protection and habitat preservation. Let's Go Travel's commitment extends to promoting responsible traveler behavior, minimizing the ecological footprint of each excursion. By incorporating training programs and awareness initiatives on responsible tourism practices to both staff and guests mindsets on conservation efforts are positively changed and encouraged. Other practices that line up in this pursuit are local and sustainable supplies sourcing, and engagement with other tourism stakeholders, Adopt a Tree program (via East African Wildlife Society), use of solar energy, among others. With a dedication to preserving biodiversity and promoting ethical tourism, Let's Go Travel stands as a model for tour operators seeking to make a lasting and positive impact on the planet.

BEST TOUR OPERATOR: PROMOTING BIODIVERSITY CONSERVATION SUB-CATEGORY SPONSORED BY THE KENYA ASSOCIATION OF TOUR OPERATORS.
BEST TOUR OPERATOR: PROMOTING LOCAL ECONOMIES SUB-CATEGORY SPONSORED BY TOURISM FUND.

Let’s Go Travel actively engages local businesses, from accommodations and restaurants to artisans and guides, ensuring that a substantial portion of the economic benefits from tourism directly uplifts the communities visited. By incorporating authentic cultural experiences and promoting locally-owned enterprises, the tour operator fosters sustainable economic development. Let’s Go Travel’s dedication goes beyond creating memorable journeys; it cultivates positive social impact by empowering local entrepreneurs and preserving the unique identity of each destination. For travelers seeking immersive and ethical experiences, Let’s Go Travel exemplifies a tour operator that not only explores the world but also nurtures the prosperity of the communities it touches.
BEST TOUR OPERATOR: PROMOTING RESPONSIBLE TOURISM PRACTICES IN OPERATIONS SUB-CATEGORY SPONSORED BY TOURISM FUND.

With a dedication to minimizing environmental impact and fostering positive social change, the company integrates sustainability into every aspect of its operations. Let’s Go Travel prioritizes eco-friendly accommodations, low-impact transportation, and waste reduction initiatives, ensuring that each journey leaves a minimal footprint on the destinations visited. The tour operator actively engages local communities, respecting and preserving cultural heritage while providing economic opportunities. Through educational initiatives, Let’s Go Travel empowers travelers to make informed and responsible choices, encouraging a mindset of conservation and appreciation for diverse cultures. By exemplifying ethical travel, Let’s Go Travel paves the way for a more sustainable and harmonious relationship between tourism and the destinations it explores.
Sustainable tourism is a journey that respects the past, celebrates the present, and safeguards the future.

TAKE ON THE CHALLENGE OF SUSTAINABILITY
Air Kenya is committed to excellence in service delivery for local flights. It prioritizes safety, reliability, and sustainability in all aspects of its services. Air Kenya employs state-of-the-art aircraft e.g. a Dash 8 aircraft, safety protocols, and highly trained professionals, ensuring a secure and comfortable journey for passengers. The airline also places a strong emphasis on environmental responsibility, optimizing fuel efficiency and minimizing its carbon footprint. They work with suppliers that help them in responsible waste management. Through continuous innovation and adherence to international aviation standards, Air Kenya sets the benchmark for operational excellence in air safaris. They have digitized their operations and continually support communities such as the Emarti local school in Nashulai Conservancy. With a focus on customer satisfaction, safety, and environmental consciousness, Air Kenya invites travelers to experience the beauty of East Africa while upholding the quality best practices in aviation.
BEST COMMUNITY-BASED TOURISM ORGANIZATION: PROMOTING HERITAGE & CULTURAL PRESERVATION SUB-CATEGORY SPONSORED BY GO4SDGS.

BEULAH HILLS – BEULAH GARDENS MBULIA

Beulah Hills Beulah Gardens specializes in promoting cultural and heritage preservation, fostering a deep connection between the community and its rich traditions. The organization is dedicated to preserving and celebrating the cultural heritage of the region as seen in their Taita Culture inspired huts, traditional meals served and the Dancing Savannah event that showcases Taita cultural craft, dances and music. Through various initiatives, Beulah Hills Beulah Gardens engages with local communities to safeguard traditional practices, languages, and craftsmanship. By actively involving community members in these endeavors, they create a sense of pride and ownership, ensuring that cultural heritage becomes a vibrant and living aspect of daily life. Through its efforts, the organization contributes to the sustainability of local traditions, strengthening the identity and resilience of the community.
BEST CONSERVANCY: PROMOTING COMMUNITY DEVELOPMENT SUB-CATEGORY SPONSORED BY KENYA WILDLIFE CONSERVANCIES ASSOCIATION.

Mugie Conservancy emerges as a leader in promoting community development within the context of conservation. They collaborate closely with neighboring villages, implementing sustainable development initiatives that empower residents economically and socially. Through education, healthcare, and employment opportunities, the conservancy seeks to improve the quality of life for local populations, fostering a harmonious relationship between the community and the natural environment. Some of the initiatives include the Microenterprise Fund that supports micro businesses/enterprises, supporting 5 women groups with skills and knowledge training, and financial support, school bursary support, cattle trading programs, etc. The conservancy's commitment to responsible tourism ensures that visitors contribute to and witness the positive impacts of their presence. By integrating conservation with community well-being, Mugie Conservancy exemplifies a holistic approach, demonstrating that the protection of wildlife and ecosystems can go hand-in-hand with fostering sustainable development in the surrounding communities.

MUGIE CONSERVANCY
BEST CONSERVANCY: PROMOTING HUMAN-WILDLIFE COEXISTENCE SUB-CATEGORY SPONSORED BY THE AFRICAN WILDLIFE FOUNDATION.

Mugie Conservancy stands as a trailblazer in human-wildlife coexistence, redefining the relationship between communities and the natural world. Employing innovative conservation strategies such as camera traps and wildlife collars to report, record, monitor, and mitigate human-wildlife conflict, Mugie Conservancy actively involves local communities in wildlife management and conservation efforts. Through education and community engagement programs, the conservancy promotes understanding and tolerance, minimizing conflicts between humans and wildlife. Mugie Conservancy’s commitment to sustainable land use practices and wildlife corridors ensures that both people and animals can thrive in the shared landscape. They hold awareness sessions with the local communities on sustainable land use practices. They have regular meetings with their communities committee with local community representatives to discuss instances of human-wildlife interaction. They have a security team that is ready to assist farmers in cases of wildlife spotted nearby or in the farms. By pioneering approaches that prioritize coexistence, the conservancy not only protects endangered species but also enriches the lives of local residents. Mugie Conservancy serves as a model for achieving a delicate balance between conservation and the well-being of both communities and wildlife.
BEST YOUTH-LED INITIATIVE: ADVOCATING FOR CONSERVATION IN TOURISM SUB-CATEGORY SUPPORTED BY ECOTOURISM KENYA.

Tembea Make an Impact is an NGO that is keen and active in advocating for conservation. The organization strives to raise awareness about the importance of conservation to various groups such as the Sekenani Girls Secondary School through the tree planting program. They hold workshops, training sessions, and digital information-sharing platforms that highlight the importance of conservation. By disseminating knowledge about environmental challenges, sustainable practices, and the interdependence of ecosystems and local economies, they create a strong foundation for understanding and action. By fostering a culture of conservation within their activities and travel, Tembea Make an Impact plays a pivotal role in shaping a more active approach and understanding of conservation. They intend to foster stronger partnerships with various industry players and leverage innovation and technology to drive sustainable and conservation practices.
Positioned at the forefront of tourism education, the college is committed to preparing future industry leaders with an understanding of excellence and sustainability. By incorporating topics that explore natural resource and environmental management, such as eco-tourism, climate change, community engagement, and responsible business practices into its curricula, Kenya Utalii College ensures that graduates are equipped to contribute positively to the industry. They have a wildlife club and as part of Kenya Wildlife Clubs, participate in activities that highlight importance of wildlife conservation. They have periodic refresher courses for personnel to keep them updated on teaching methods, current trends and topics that need to be integrated into the learning programs. They work with industry stakeholders such as the East African Wildlife Society on a tree planting program where they nurture trees in Kinale Forest- old Kijabe block. They also encourage students to do research projects that highlight sustainability themed topics.
Anthony Ochieng utilizes visual storytelling on his digital platforms to actively raise awareness about the importance of preserving natural ecosystems and wildlife. His content reflect a deep commitment to environmental stewardship, showcasing the beauty of diverse landscapes and the urgent need for conservation efforts. From sharing insightful productions such as the Forest Guardian Documentary and World Optimism 2021 to wildlife photography work, he aims to inspire positive actions towards climate action and biodiversity conservation. Tony Wild- the brand name he works under, actively engages his audience, fostering a sense of responsibility towards the planet. He operates in collaboration with Wildlife Clubs of Kenya, Giraffe Center, Over and Above Africa and Giraffe Conservation Fund in the Ecological Literacy Program that been highlighted as one of the African Voices Changemakers on CNN. By leveraging the power of social media, Tony Wild amplifies the message of conservation, encouraging a global community to come together in safeguarding the Earth's biodiversity. He aims to diversify his content, increase reach across the platforms in use and interact with more players in the industry towards conservation efforts.
BEST SAFARI GUIDE IN PROMOTING RESPONSIBLE TOURISM PRACTICES SUB-CATEGORY SUPPORTED BY ECOTOURISM KENYA.

ISAAC MWANGI

Isaac Mwangi saw a need within the tourism industry and sought to be part of the solution. The need being plastic pollution left unaddressed. He founded Voluntours Adventures to better manage tourism operations and influence better travel behaviours towards nature and the people. He employs the reduce, reuse, recycle and upcycle model in his operations. He undertakes restorative actions such as tree planting. Through Anyoraa Camp, an eco lodge he started, he engages the community in training and employment opportunities such as cooking classes, agriculture training, glass cutting and the recycling initiative. The camp’s cabins are fashioned and structured from upcycled plastic materials gathered from the community in Maasai Mara. He conducts guest education on recommended practices for the environment and community engagement. Being part of the 40 Under Forty for Social Entrepreneurship in Africa doesn’t stop him from learning more on sustainable practices he can use. Currently he is undergoing a Travel4Impact training run by the Social Innovation Hub.
Shirley Akinyi, the Miss Greening Kisumu Ambassador, carries out a number of activities for climate action. She is part of a continuous planting of trees at the airport corridor and within the city and organizing awareness campaigns to create and lead campaigns in educating her fellow students and the broader community about climate change issues, on both offline and online platforms. Tubonge na Shirley campaign that runs on her social media platforms explores call to actions to address climate change. The Trees for Birthday initiative that requires one to plant trees as per the number of the years they are celebrating. She is part of the Kisumu Environment Champions and recently received the Miss Green Award for her efforts in environmental conservation awareness. She explores making items out of plastics so as to recycle them. She is a part of the Saving Lake Victoria project. She also has a growing farm to fork method at a small farm in her home in Kisumu.
Trophy Sponsors Overview
This state corporation is determined to boost Kenya's tourism products and services through innovation, service excellence and stakeholders' engagement. Besides managing tourism levies, sustainable tourism development is in their line of focus. Established to promote the responsible growth of Kenya's tourism sector, Tourism Fund plays a pivotal role in resource mobilization and financially supporting projects that propell Kenya's tourism, safeguarding the nation's unique treasures, empowering local communities, and nurturing a sustainable future for this dynamic industry.
GO4SDGs works on scaling up Sustainable Consumption and Production (SCP) capacity of stakeholders, including governments, research institutes, cleaner production centers and others. It focuses on promoting circularity in high-impact sectors (food, textiles, tourism, plastics), green jobs for youth, and sustainable lifestyles.
The Kenya Tourism Board (KTB) is at the forefront of promoting Kenya as a top-tier tourist destination. Through identifying and marketing tourism and hospitality offerings, KTB aims to attract tourists, boost the tourism industry's economic contributions, and ensure the responsible and long-term growth of tourism in Kenya. KTB plays a vital role in showcasing Kenya's diverse and captivating tourism offerings to both domestic and international travelers by representing Kenya on global trade shows and providing a platform for the world to meet Kenya and East African tourism providers at the annual Magical Kenya Travel Expo.

African Wildlife Foundation (AWF)

Based on the enriched history of innovative conservation strategies so wildlife, habitats, and people, AWF remains committed towards prioritizing the protection of focal species: including elephants, giraffes, rhinos, and lions. Through our newly signed partnership with the Swedish International Development Cooperation Agency (SIDA) that spans over the next 4 years, AWF, and partners (ILEPA and LDGI) will be working jointly to restore, enhance, and protect biodiversity for increased climate resilience in productive and protective landscapes while also improve livelihoods of target communities through biodiversity-based enterprises and developed value chains. The project is intentional on working with young people – who hold the success and hope of the conservation agenda.
Kenya Wildlife Conservancies Association

The Kenya Wildlife Conservancies Association (KWCA) is a pioneering force in the realm of wildlife conservation and community development in Kenya. Founded on the principles of coexistence between wildlife and people, KWCA is dedicated to preserving Kenya's natural heritage while empowering local communities. With a strong focus on sustainable conservation practices and economic upliftment, KWCA plays a pivotal role in fostering harmony between wildlife and the communities that share their habitats.

Kenya Association of Tour Operators

The Kenya Association of Tour Operators (KATO) is at the forefront of promoting sustainable, ethical, and high-quality tourism experiences in Kenya. Through its dedication to responsible tourism, industry advocacy, and commitment to excellence, KATO continues to elevate Kenya's reputation as a top-tier travel destination while ensuring the long-term preservation of its natural and cultural treasures. Ready to explore Kenya's breathtaking landscapes, spot the more than the Big Five, and immerse yourself in rich cultural traditions?

Kenya Association of Hotelkeepers & Caterers

Kenya's vibrant hospitality and catering industry is brought together by an association with a legacy of excellence and a commitment to elevating the sector. The Kenya Association of Hotelkeepers & Caterers stands as an avid advocate, educator, and facilitator for hotels and caterers across Kenya. It sets and encourages businesses to attain the highest service delivery excellence standards in the industry. Additionally, it provides professional development opportunities for its members. It works together with other industry players to present Kenya as a viable travel destination.
Do you have any thoughts, inquiries or suggestions for the awards? 
Let us know

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