



2025

**SUSTAINABILITY
REPORT**



Message From our Director

Dear Friends,

In 2025, African Scenic Safaris marked another year of deliberate, purposeful action — and this report is our honest account of it.

We work in some of the most remarkable places on earth, and we are under no illusion about what that means. The landscapes, the communities, and the cultures that make this work possible are not resources to be used. They are the reason we exist and they deserve to be treated accordingly.

We have built this company around a simple commitment: to operate in a way that is good for Tanzania — its people, its wildlife, and its future. That commitment does not always make things easier. But it makes them clearer.

In 2025, our team showed up for the mountain, for local schools and hospitals, for young people looking for opportunity, and for each other. We were also recertified by Travelife, a recognition we do not take for granted. It is not a trophy. It is a checkpoint confirmation that the standards we hold ourselves to are being met, and a reminder that the work continues.

This report captures that work honestly. There is still much more to do. We are grateful to everyone who has walked this path with us — our staff, our partners, our guests, and the communities that continue to trust us.

Warm regards,

Simbo Natai

2025 YEAR IN NUMBERS



600

Reusable pads
donated



2,000

trees planted
across 3 sites



262 Kg

Total waste
removed in
6 days



3,600+

people were served
meals at KCMC
hospital over
3 days



169

tonnes of
Carbon
offset





OUR PURPOSE:

At African Scenic Safaris, our purpose is simple: to operate in a way that is good for Tanzania its people, its wildlife, and its future. We work in some of the most extraordinary environments on earth. The slopes of Kilimanjaro, the plains of the Serengeti, the villages of the Maasai. These are not just places we pass through. They are living ecosystems and cultural homes, and the communities within them depend on their health and integrity for their livelihoods and way of life.

Tourism has the power to protect these places or to put them under pressure. We have built African Scenic Safaris around the belief that it should always do the former. That means every decision we make how we design our trips, who we partner with, how we treat our staff, and how we engage with local communities is guided by a commitment to leaving things better than we found them.

Our sustainability work is organised around three pillars: education, conservation, and community. Together, they reflect our understanding that responsible tourism is not one thing. It is many things, done consistently, over time. This report is our account of that work in 2025 honest, measurable, and ongoing.



Pillar 1

CONSERVATION

“Protecting the landscapes that make Tanzania extraordinary”

“ Tanzania's wild places are not backdrops for our safaris they are the reason we exist. In 2025, we put boots on the ground, hands in the soil, and crew on a mountain to prove it.

Reforestation

*November 2025 ·
In collaboration with Eco -
Carbon and KEP*

In November 2025, our reforestation work took us across three sites the Gomberi River Bank, Kilimanjaro Girls Secondary School, and the slopes of River Lobanga where, together with students, teachers, and our own guides, we planted a total of 2,000 trees.

At Gomberi, 500 trees went into the ground alongside students from four local schools and colleges. These are working trees anchoring soil, filtering water, and restoring the riverine ecosystem that surrounding communities depend on.

At Kilimanjaro Girls School in Moshi, planting was only half the story. We also returned to formally recognise students who had planted and cared for trees in 2024. Seeing those trees standing tall a year later and the pride on the faces of the students who planted them was proof that environmental stewardship, when taught early, takes root.

On the slopes of River Lobanga, all African Scenic Staff members joined the effort, replacing felled trees and helping arrest the erosion threatening the riverbank. This was not a scheduled CSR activity. This was our team choosing to protect a place they work in and care about.

2,000 trees. Three sites. A clear commitment: the landscapes our guests come to experience are landscapes we are actively working to preserve.

2,000

Trees Planted

3

Distinct Sites

4

Partner Schools

262 Kg
Total waste
removed in
6 days

Mount Kilimanjaro Clean-Up Expedition

Every year, between 30,000 and 40,000 people attempt to climb Kilimanjaro and the mountain carries the evidence. Waste accumulates season after season, route after route, and without active effort it stays there.

This is why our clean-up work never really stops. Our porters and mountain guides collect waste on every single climb throughout the year not as a programme, just as a standard.

November 2025, we went further. Twelve members of our team dedicated six full days to a targeted clean-up of the Machame Route, collecting 262kg of waste from the gate all the way up to Kosovo Camp at 5,470 metres. Every piece that came off that mountain is one less piece contaminating the soil, the water sources, and the ecosystems that make Kilimanjaro what it is. We do not just take people up Kilimanjaro. We take care of it.



Activity Break down:

Day	Section	Waste Collected
Day 1	Machame Gate → Machame Camp	16 kg
Day 2	Machame Camp → Shira Cave	109 kg
Day 3	Shira Cave → Barranco Camp	30 kg
Day 4	Barranco → Karanga	5 kg
Day 5	Karanga → Barafu → Kosovo Camp (5,470m)	101 kg
Day 6	Barafu → Mweka Camp	1 kg
	Total	262kg



GOODBYE CARDBOARD, HELLO BAGASSE

2

025 year, we switched our safari lunch boxes from cardboard to sugarcane bagasse a material made from what is left over after sugar production. It is not just compostable;

it is made from waste that would otherwise be discarded. Every box we use is a second life given to a by-product, not a tree felled for packaging.

Previous packaging	Cardboard boxes (timber-derived)
New packaging	Sugarcane bagasse (agricultural by-product)
Environmental advantage	Decomposes faster; no new timber required



THE ROAD TO PLASTIC-FREE BOTTLES



2009 - 2022

(Standard single-use plastic bottles)



2022 - 2024

(Reusable plastic bottles introduced)



2024 - 2025

(Plastic bottles fully eliminated)

2009 - 2022

Foundation Stage

(Standard single-use plastic bottles)

For over a decade, single-use plastic bottles were the norm not just for us, but across the industry. This was our starting point, and acknowledging it honestly is part of the story

2022 - 2024

Transition Stage

(Reusable plastic bottles introduced)

Single-use bottles out. Reusable plastic bottles in. Less waste on every trip and the first step toward eliminating plastic entirely

2024 - 2025

Achievement

(Plastic bottles fully eliminated)

Plastic bottles were completely eliminated across all African Scenic trips replaced with durable, reusable stainless steel bottles that guests can refill, reuse, and take home, reflecting our dedication to protecting the landscapes we explore.

OFFSETTING OUR CARBON FOOTPRINT

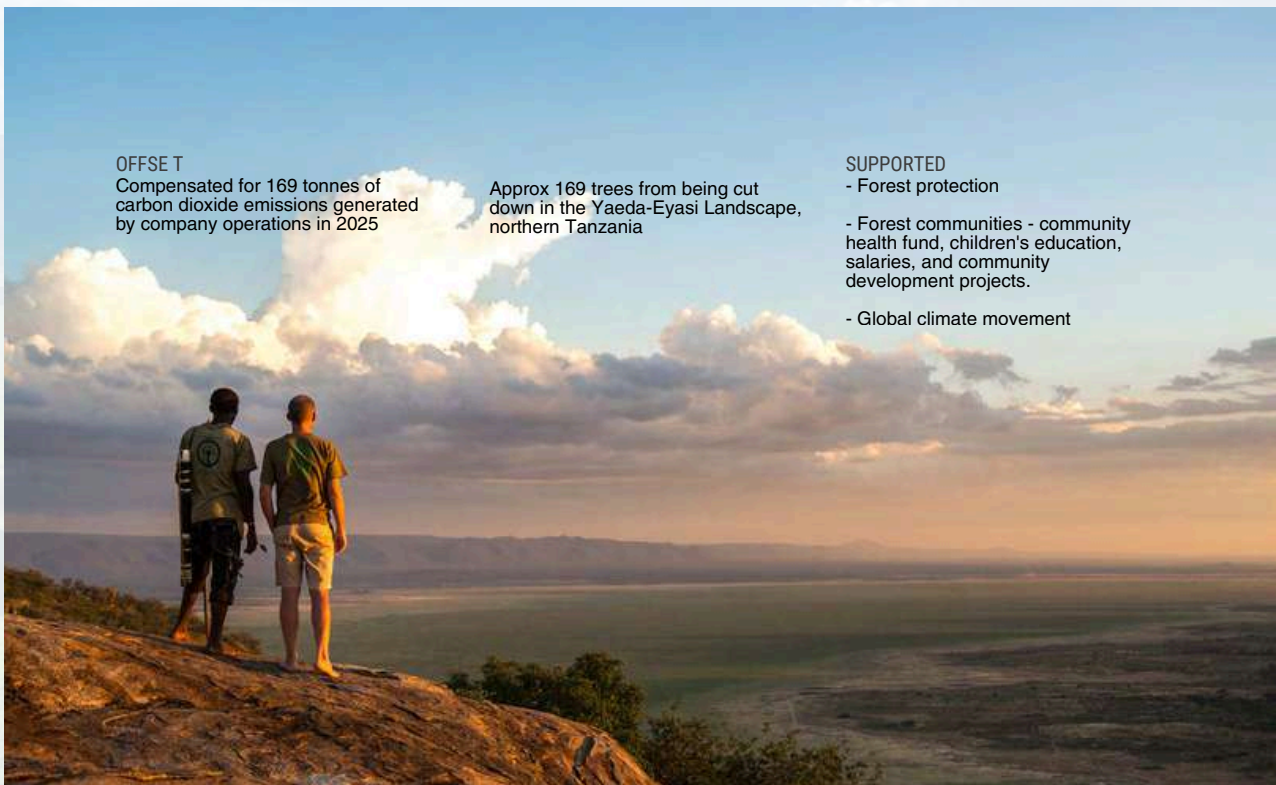
In 2025, African Scenic Safaris offset 169 tonnes of CO₂ our largest single-year offset to date, covering emissions from our vehicles, electricity, and LPG gas use. The offset protected approximately 169 trees in the Yaeda-Eyasi Landscape of northern Tanzania, and supported surrounding forest communities through children's education, salaries, and local development projects.

But this did not start in 2025. Since 2023, we have held annual carbon credit certification and each year, the number has grown. We began with 66 tonnes offset in 2023, protecting trees in the Yaeda Valley and Eyasi Region. In 2024, that grew to 117 tonnes,

this time covering the Ntakata Mountains in western Tanzania. In 2025, we reached 169 tonnes a 156% increase on where we started.

Three years. Three certifications. A clear and consistent direction.

We are not a zero-emissions business not yet. But we are a business that measures honestly, accounts for what it produces, and grows that accountability every single year. That trajectory matters to us, and we believe it should matter to the people who travel with us too. The progression reads naturally without needing a table, and the 156% figure still lands.



OFFSET

Compensated for 169 tonnes of carbon dioxide emissions generated by company operations in 2025

Approx 169 trees from being cut down in the Yaeda-Eyasi Landscape, northern Tanzania

SUPPORTED

- Forest protection
- Forest communities - community health fund, children's education, salaries, and community development projects.
- Global climate movement



If you would like further information on how your contribution is supporting forest conservation, indigenous communities and mitigating climate change please contact Carbon Tanzania on info@carbontanzania.com or visit www.carbontanzania.com



Pillar 2

COMMUNITY

“Investing in people, livelihoods, and the communities at the heart of our safaris”

“Sustainability that ignores people is just conservation for its own sake. Our community work is rooted in a simple belief: when the people around us thrive, Tanzania thrives. And when Tanzania thrives, so do we.

THINK GREEN
GO GREEN

WOMEN'S DAY 2025 EQUIPPING GIRLS ACROSS TANZANIA



This Women's Day, our team did not just mark the occasion they showed up for it. Our ladies' team donated reusable sanitary pads to girls at two locations across Tanzania, reaching 600 girls in total.

In Arusha, 300 pads were donated to girls at Tinga Tinga Secondary School, located near the Maasai village where we take our guests for cultural experiences. The donation was accompanied by training sessions on women's health, girls' empowerment, and tourism as a future career opening doors to opportunities that go well beyond the classroom. In Dar es Salaam, a further 300 pads were donated to girls at Huruma Orphanage in Goba, in partnership with Nuru Yetu Foundation, whose support was instrumental in making this distribution possible ensuring that this initiative reached girls who need it most. All pads were sourced from Reepads, a women-owned social enterprise whose products are made by local women tailors. Every pad purchased supports a tailor, reduces waste, and keeps a girl in school. Choosing Reepads meant that this single initiative supported two communities at once.



KCMC COMMUNITY OUTREACH CUSTOMER SERVICE WEEK



CUSTOMER SERVICE WEEK

From 6th to 10th October, our Director Ms. Neema Natai and General Manager and Sustainable Tourism Coordinator Ms. Mary Njuguna led our team to Kilimanjaro Christian Medical Centre, where over three days we prepared and served meals to more than 3,600 people – patients recovering from illness, families who had spent days at bedside, students in medical training, and hospital staff working long shifts.



3,600+
people were served
meals at KCMC Hospital
over three days

Hospitals carry a particular weight. The people inside them are often at their most vulnerable, and the people caring for them are often running on empty. Showing up with a hot meal is a small act – but in that context, it is a meaningful one. At African Scenic Safaris, we believe sustainability is only complete when it includes people.





SCHOOLS SPORTS BONANZA

In November 2025, African Scenic Safaris joined students from schools across Moshi Mjini for a day of sport at Mwereni Primary School marking our second year of bringing this bonanza to life. Football, rope jumping, basketball, sack races, and running and our staff competed alongside the children, not from the sidelines.

The children come from different backgrounds some from local families, others are orphans. The day brought them all together on equal ground.

Participating schools included Newlands and Mwereni Primary School, with special recognition to Moskiza, whose partnership was key in making this year's bonanza a success.





Pillar 3

EDUCATION

*Because knowledge is the most powerful resource
Tanzania has*

We believe that tourism can be one of the greatest forces for education on earth if we let it. In 2025, we invested in university students, in our own guides, and in the young girls who will one day lead this industry

Safari Passport Book:

Long game drives can be challenging for young children. The Safari Passport Book was designed and created by our sales team at African Scenic Safaris to change that giving every child their own companion for the journey, filled with animal checklists, colouring pages, and fun facts.

Every child who travels with African Scenic Safaris receives their own copy. The book is available in Italian, French, and German making it accessible to families travelling with us from across the world.

It is a small addition to the safari experience that makes a real difference keeping children engaged, learning, and connected to what they are seeing around them.

Hosted Internships Supporting Tanzanian Youth:

In 2025, African Scenic Safaris hosted three internship placements for Tanzanian university students from institutions including the University of Dodoma and Mwalimu Nyerere University. Placements ran across departments including Operations, with durations of up to six months.

Each intern received hands-on experience, mentorship, and formal training throughout their placement. All three interns are Tanzanian a reflection of our commitment to building local capacity and creating opportunities for young people within the tourism industry they will one day lead.

We are proud to share that one of the three interns was offered full employment with African Scenic Safaris upon completing their placement. That is the outcome we work towards not just training young people, but retaining them.



Staff Training & Wellbeing

Staff Training - Chipuka Organisation

Our team undertook a specialised training programme facilitated by Chipuka Organisation, led by trainers Robbie and Ollie. The focus was not technical skills, it was people skills. Understanding personality traits, cross-cultural communication, guiding and client-hosting, and team collaboration.

For a company that hosts guests from all over the world, this training is directly relevant to the quality of experience we deliver. A guide who communicates well across cultures, or a team member who understands how to read a client, makes every safari better.

Strong sustainability starts with strong people and investing in our team is one of the most important investments we make.

Mental Health Awareness Training

African Scenic team received mental health awareness training from Kilimanjaro Christian Medical Centre, delivered directly at our offices. For a team that works closely with clients, colleagues, and communities often in demanding environments understanding mental health is practical, not optional. The training equipped staff with the knowledge to recognise and respond to mental health challenges, both in themselves and in those around them.

Guides Annual Training:

As part of our commitment to safety and professional standards, our mountain and safari guides undertake the following refresher courses each year:

- WFR (Wilderness First Responder) Refresher Course ensuring our mountain guides are equipped to respond to emergencies in remote environments.
- First Aid Refresher Course keeping our mountain guides current with essential life-saving skills.
- Safari Guides Code of Conduct Training under TATO reinforcing the professional and ethical standards expected of our safari guides across the industry.



ISM Student Safari Initiative

A student from the International School of Moshi, inspired by his own visits to Tanzania's national parks, took it upon himself to raise funds so that students from government schools could experience a safari. African Scenic Safaris supported the initiative by donating a safari vehicle and professional guiding services.

Eight students from four schools, including Korongoni Secondary School, made the trip to Tarangire National Park on 12th December 2024. For many of them, it was their first time experiencing a national park in their own country. The feedback from students and teachers was positive, with an expressed desire to repeat the trip.

The key learning outcome was the importance of early preparation something the organising student has already taken forward.

Access to nature should not be determined by which school a child attends. This initiative, started by one young person with an idea, made that point better than any policy could.



EVENTS ATTENDED & GLOBAL REPRESENTATION



ITB Berlin 2025

African Scenic Safaris was proud to be represented at ITB Berlin 2025, one of the world's leading B2B travel trade shows, held under the theme "The Power of Transition." Our Head of Sales, Solène Perbost, took to the stage as a speaker, contributing to a panel discussion on the role of DMCs in catalysing sustainable tourism certification across African destinations joining fellow Travelife Certified DMCs from Uganda, Ethiopia, Madagascar, and Tanzania in sharing practitioner perspectives and best practice.

Kilifair 2025

African Scenic Safaris participated in KILIFAIR 2025, East Africa's leading tourism and travel trade fair. Our General Manager and Sustainable Tourism Coordinator, Mary Mushi, represented us in a speaking role sharing our sustainability work with hundreds of industry stakeholders from across the region. KILIFAIR placed African Scenic Safaris at the centre of the conversation about the future of East African tourism.



ATTA Awards — Sustainability Finalist 2025

Recognition of our sustainability efforts extended beyond participation; African Scenic Safaris was proud to be selected as a finalist for the African Travel & Tourism Association (ATTA) Awards 2025, affirming the impact of our work across education, conservation, and community engagement.

PARTNERSHIP WITH THE TATU PROJECT

African Scenic Safaris has partnered with The TATU Project a Northern Tanzania non-profit reinvesting all tour profits into the communities of Msitu wa Tembo and Londoto. Together, we run responsible cultural tours that connect travellers with real village life, support local livelihoods, and fund on-the-ground conservation. This partnership reflects our conviction that tourism, done right, belongs to the communities it passes through.

Purpose-Driven Travel

100% of TATU Adventures profits flow directly into community projects not shareholder returns.

Ethical Tourism

Every tour is designed with local people, not just for them, ensuring fair wages and genuine cultural respect.

Cultural Immersion

Travellers experience daily rural Tanzanian life first-hand from farming practices to community-led conservation.

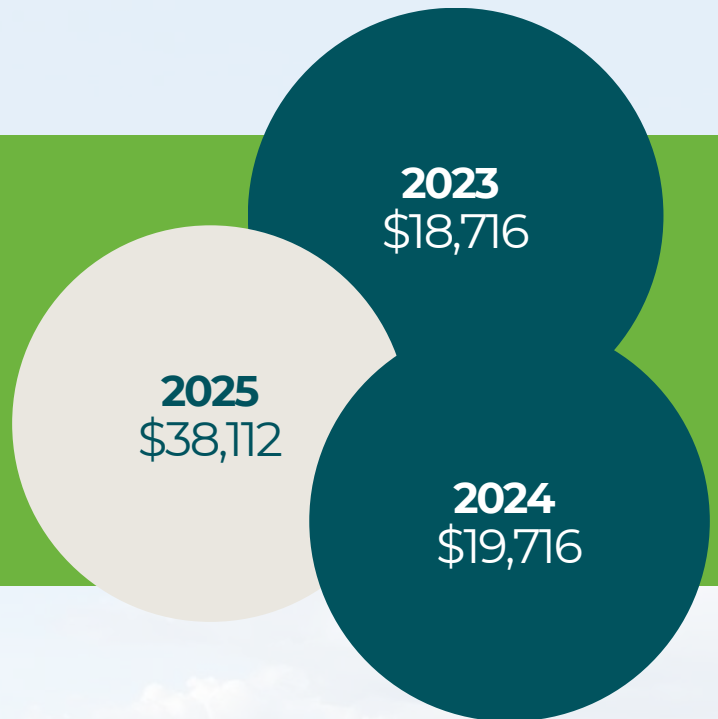
Sustainable Impact

Alongside KPAP and Carbon Tanzania, we ensure our footprint protects both people and wilderness.



Financial Overview

Our sustainability expenditure is not a fixed budget line it grows as our business grows. In 2025, our total spend across sustainability activities reached \$38,112, nearly double what we spent in 2024.



Our expenditure spans around this areas:

- ✓ **Environmental Conservation & Sustainability** - tree planting, mountain clean-ups, carbon offsetting, composting, and refillable water bottles
- ✓ **Community Empowerment & Social Support** - community outreach, medical camps, and porter welfare
- ✓ **Staff Development & Welfare** - training programmes, WFR certification, and mental health awareness
- ✓ **Advocacy & Industry Partnerships** - Travelife membership, TATO, sustainability audits, and lodge inspection trips

OUR PARTNERS





Follow us for updates!





Looking Ahead!

2025 was a year of action across all three pillars—education, conservation, and community. We planted trees, cleaned a mountain, fed thousands, trained our team, equipped girls with tools for their health and future, and held ourselves accountable through certification and transparent reporting.

Some data points in this report are still being gathered; we are committed to improving how we measure and document our impact year on year.

There is always more to do. The work does not stop here; if anything, this year has shown us where we can go deeper, do better, and reach further. We are not finished. We are just getting started.



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