

# ENDUATA CAMPS

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## Strategic Sustainability Plan 2026 – 2030

Wild Wakati Camp, Central Serengeti, Tanzania

Version 1.0 | March 2026

## Executive Summary

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Enduata Camps is a guide-founded, Tanzanian-rooted safari operator committed to demonstrating that luxury travel and genuine sustainability are not in conflict — they are inseparable. This Strategic Sustainability Plan sets out our ambitions, commitments, and measurable targets for the five-year period 2026 to 2030, beginning from the launch of Wild Wakati Camp in the central Serengeti.

The plan is structured around five pillars: Conservation, Community, Carbon & Energy, Culture, and Governance. Each pillar is supported by concrete actions, timelines, and key performance indicators that will be tracked, reported, and independently assessed through our Long Run membership framework.

Our founding vision 'doing good in as many ways as possible' is not aspirational language. It is an operational mandate embedded from day one, before a single guest arrived, and it will guide every decision we make as we grow.

## About Enduata Camps

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### Who We Are

Enduata Camps was founded by Matt Wilkey, a British hospitality entrepreneur, and Michael Shayo, an experienced Tanzanian safari guide with over 13 years in the Serengeti region. The two met when Michael guided Matt's family on safari, a relationship that evolved into a shared mission to build something meaningful in Tanzanian tourism.

Michael's background is central to the organisation's identity. Originally trained as a chef, he transitioned into guiding, working with operators including Chem Chem and Asilia Africa. Through that experience, he saw first-hand the barriers that newly qualified hospitality workers face — and resolved to create a camp that would open doors for them.

Wild Wakati Camp, Wakati meaning 'time' in Swahili, is the first of several planned properties. Situated on a 160,000 sqm plot in the central Serengeti, it sits along one of the key corridors of the Great Migration and offers 10 canvas tents including two family units, all-inclusive gourmet dining, and fully immersive wildlife and cultural programming.

### Sustainability as a Founding Principle

Enduata became a member of The Long Run, the global community of conservation-focused travel businesses, just after Wild Wakati Camp opened. This was a deliberate decision: to embed sustainability from the outset rather than retrofit it later.

*"We want to do some good in as many ways as possible. But saying it and doing it are two very different things. Joining The Long Run means actually putting our plans into action."*  
— Matt Wilkey, Co-Founder

# Sustainability Framework at a Glance

The following table summarises the five pillars of the Enduata sustainability framework, the mission of each, and the primary actions through which they are delivered.

| Pillar          | Mission                                      | Key Actions                                                                                     |
|-----------------|----------------------------------------------|-------------------------------------------------------------------------------------------------|
| Conservation    | Protecting Serengeti wildlife & ecosystems   | Anti-poaching; habitat monitoring; wildlife corridors                                           |
| Community       | Empowering local people & culture            | 100%+ local hiring; skills training; Maasai partnerships                                        |
| Carbon & Energy | Minimising environmental footprint           | 100% solar; waste reduction; local supply chains                                                |
| Culture         | Celebrating Tanzanian heritage authentically | Community-led cultural programming; Sanaa partnership                                           |
| Governance      | Accountable, transparent operations          | Long Run membership; annual reporting; stakeholder engagement. Attain Travel Life accreditation |

## Conservation

### Our Commitment

The Serengeti ecosystem is one of the most biodiverse and ecologically significant landscapes on Earth. Enduata's presence here is a privilege, and our obligation to protect it is unconditional. Conservation is not a programme we run alongside our business — it is the reason our business exists.

### Current Actions

- Anti-poaching support: a financial contribution from every bed night at Wild Wakati goes directly to anti-poaching patrols protecting the wildlife surrounding the camp.
- Wildlife corridor awareness: the camp is positioned along a critical Great Migration corridor, and guiding practices are designed to minimise disturbance to animal movement.
- Exclusive rhino-viewing partnership: guests have access to a rare rhino-viewing experience near Moru Kopjes, conducted under strict protocols to support population recovery.
- Conservation partner network: Enduata is building active relationships with local NGOs and conservation organisations to support evidence-based habitat protection.

### 2026–2030 Targets

- Formalise a written Conservation Impact Agreement with at least two Serengeti-based NGO partners by end of 2027.
- Increase the per-bednight conservation contribution to a published percentage of revenue (target: 5% by 2028, 8% by 2030).
- Establish a wildlife monitoring protocol at Wild Wakati, contributing data to regional biodiversity tracking programmes.
- Ensure all future camp sites are selected with independent ecological impact assessments.

# Community

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## Our Commitment

Safari tourism has an uneven history in Tanzania — generating significant revenue while too often failing to meaningfully benefit the communities whose land and culture form its backdrop. Enduata is committed to breaking this pattern. Community benefit is structural, not charitable: it is built into our hiring, our supply chain, our programming, and our growth strategy.

## Employment & Workforce

- At launch, 100% of Wild Wakati's team is recruited from local communities, including those surrounding Arusha.
- Staff training and structured career development are core operational commitments, not optional benefits.
- Enduata is developing a mentorship and leadership development programme in partnership with local conservation organisations and NGOs, specifically designed to help industry newcomers progress.
- Michael Shayo's founding motivation, creating a pathway for young Tanzanians into hospitality and conservation careers remains a north star for workforce policy.

## Supply Chain

- Materials sourcing is centred on Arusha and the wider northern Tanzania region wherever possible.
- Enduata partners with Sanaa, an Arusha-based social enterprise that employs and empowers people with disabilities through sustainable craftsmanship. This partnership sources textiles, including blankets and table runners.
- The culinary programme prioritises local and regional food sourcing, led by chefs with deep connections to Tanzanian produce and culture.

## 2026–2030 Targets

- Launch a formal Enduata Skills Academy in partnership with one or more Tanzanian educational institutions or NGOs by 2028.
- Achieve 60% local food sourcing by 2028 and 80% by 2030.
- Expand the Sanaa partnership and formalise supplier standards for all procured goods and services.

# Carbon & Energy

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## Our Commitment

Enduata operates a fully off-grid camp powered entirely by solar energy. We are committed to continuously reducing our environmental footprint across energy, water, waste, and transport and to measuring what we cannot yet reduce.

## Current Infrastructure

- 100% solar power: individual solar panels are installed for each tent, providing clean energy for both electricity and water heating.
- Water is supplied from a single central tank and distributed efficiently across the camp.

- The camp's physical footprint has been deliberately constrained, perched on a small area within the larger plot to minimise habitat disturbance.

## 2026–2030 Targets

- Complete a full carbon baseline assessment for Wild Wakati Camp operations by end of 2026.
- Implement a structured waste management and composting programme at Wild Wakati by 2027.
- Set a 10% carbon footprint reduction target from baseline by 2030.
- Ensure all new camp builds achieve energy self-sufficiency from solar on day one of operations.
- Develop and publish a water stewardship policy by 2027.

## Culture

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### Our Commitment

Tanzanian culture, and in particular the culture of the Maasai communities whose ancestral lands surround the Serengeti, is central to the Enduata experience. Our commitment is to present that culture authentically, with integrity, and in a way that is led by the people who hold it rather than packaged for tourist consumption.

### Current Programming

- Maasai staff escort guests each evening. A meaningful and respectful integration of local tradition into the daily rhythm of camp life.
- The children's programme includes traditional fire-making, Maasai cultural lessons, bow and arrow lessons and spoor identification, experiences designed to create genuine connection, not performance.
- The broader guest experience is shaped by Michael Shayo's deep roots in the region, ensuring cultural context is woven into guiding, storytelling, and hospitality throughout a stay.

## 2026–2030 Targets

- Formalise a Cultural Partnership Agreement with Maasai community representatives to ensure programming remains community-led and community-benefiting.
- Develop a revenue-sharing or community-fee structure tied to cultural programming, ensuring tangible financial benefit flows to participating communities.
- Create a documented cultural interpretation guide for all guides and staff — a living document co-developed with community partners.
- Grow community cultural events to at least 24 annually by 2030.

# Governance & Accountability

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## Our Commitment

Sustainability without accountability is marketing. Enduata is committed to transparent, independently assessed governance of its sustainability performance. Publishing what works, acknowledging what does not, and continuously improving.

## The Long Run Framework

Enduata's membership of The Long Run provides an internationally recognised framework for measuring and reporting on sustainability performance across conservation, community, culture, and commerce. The Long Run's 4C framework requires members to demonstrate continuous improvement against defined standards. Travelife

## Attain Travel Life certification (currently in progress as of September 2026)

Travelife is a leading, internationally recognised sustainability certification for travel companies and accommodation providers, designed to verify environmental, social, and economic impacts. It covers criteria like emissions, waste, biodiversity, and human rights to help businesses meet sustainability standards.

Ensure we embed core sustainability practices and management principles into our operations. Supported and understood by all the staff.

The certification requirements are designed to follow an annual cycle that ensures properties are continually improving their impact on people, places, and animals. Once certified, we will ensure to properly display the certificate and to inform stakeholders of it's meaning to increase understanding.

## Internal Governance

- Sustainability is a standing agenda item at all senior leadership meetings.
- Both co-founders have designated sustainability responsibilities in their operational roles.
- Staff at all levels are trained in sustainability practices relevant to their functions.

## 2026–2030 Targets

- Publish an annual Sustainability Report beginning 2027, covering performance against all KPIs in this plan. In line with Travelife/EPIT
- Complete the Long Run 4C assessment process and achieve formal certification by end of 2031
- Develop a Sustainability Policy document for all future camp operations and supply chain partners.
- Establish a stakeholder advisory group including community representatives and conservation NGO partners by 2028.

## Key Performance Indicators

The following KPIs represent Enduata's measurable commitments across all five pillars. These will be tracked, reviewed annually, and published in our sustainability reports.

| Key Indicator                                 | Performance | 2026 (Baseline)         | 2028 Target     | 2030 Target     |
|-----------------------------------------------|-------------|-------------------------|-----------------|-----------------|
| Local staff employment                        |             | 100%                    | 100%            | 100%            |
| Solar energy coverage                         |             | 100%                    | 100%            | 100%            |
| Bednight conservation contribution            |             | \$44 & \$22 per stay    | 5% of revenue   | 8% of revenue   |
| Single-use plastics eliminated                |             | 100% eliminated         | 100% eliminated | 100% eliminated |
| Local food sourcing                           |             | Arusha & regional       | 60% local       | 80% local       |
| Staff trained in leadership programme         |             | Pilot cohort            | 12 staff        | 20 staff        |
| Community cultural events held                |             | Maasai programme active | 6/year          | 12/year         |
| Carbon footprint baseline                     |             | Measurement begun       | Baseline set    | 30% reduction   |
| Annual sustainability report published        |             | No                      | Yes             | Yes             |
| New camps opened with embedded sustainability |             | 1 (Wild Wakati)         | 1               | 3+              |

## Sustainability Through Growth

Enduata intends to open additional camps beyond Wild Wakati. Each new property will be developed against the same sustainability framework that governs Wild Wakati, assessed before construction begins, not after opening.

The following principles govern how the Enduata sustainability model will scale:

- Site selection: every new location will undergo an independent ecological impact assessment and community consultation process before development proceeds.
- Framework first: the Long Run membership framework and this sustainability plan will be adapted and applied to each new property before guests arrive.
- Community partnership: local employment and cultural integration commitments will be established with each new host community before opening.
- Knowledge transfer: lessons from Wild Wakati, what has worked, what has not, will be formally documented and applied to subsequent camps.

## Risk Register

The following risks have been identified in relation to Enduata's sustainability commitments. Each is accompanied by a current likelihood assessment and mitigation strategy.

| Risk                               | Likelihood | Mitigation                                                                 |
|------------------------------------|------------|----------------------------------------------------------------------------|
| Climate-driven habitat disruption  | High       | Habitat corridor partnerships; adaptive camp placement                     |
| Poaching pressure near camp        | Medium     | Financial support for anti-poaching patrols; community guardianship        |
| Staff retention & pipeline         | Medium     | Structured career pathways; mentorship; above-market wages                 |
| Supply chain sustainability gaps   | Low–Medium | Supplier vetting; preference for certified social enterprises (e.g. Sanaa) |
| Greenwashing perception risk       | Low–Medium | Independent Long Run audit; transparent annual reporting                   |
| Expansion pace vs values alignment | Medium     | Embed sustainability framework before each new camp opening                |

## Key Partnerships

| Partner                        | Nature of Partnership                                                                                                                                                               |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The Long Run</b>            | Global sustainability membership providing 4C framework, peer learning, and independent reporting standards.                                                                        |
| <b>Travelife</b>               | A leading, internationally recognised sustainability certification for travel companies and accommodation providers, designed to verify environmental, social, and economic impacts |
| <b>Sanaa (Arusha)</b>          | Social enterprise supplying camp textiles; employs and empowers people with disabilities through craft.                                                                             |
| <b>Anti-Poaching Partners</b>  | Financial support from bednight contributions to wildlife protection patrols in the Serengeti ecosystem.                                                                            |
| <b>Maasai Communities</b>      | Cultural programming partnership — Maasai-led experiences, cultural interpretation, and community engagement.                                                                       |
| <b>Local Conservation NGOs</b> | Training, mentorship and leadership development for Enduata staff; shared wildlife monitoring data.                                                                                 |

## A Note From the Founders

*"My passion for Africa began in childhood, and meeting Michael allowed us to shape a shared vision. Our focus is clear: to celebrate the wilderness, support conservation and communities, and create safari experiences that are as meaningful as they are memorable."*

— **Matt Wilkey**

*"At Wild Wakati Camp we wanted to slow everything down and let the Serengeti set the pace. We have created an intimate, unhurried experience — and everything we build from here will carry the same spirit."*

— **Michael Shayo**

This plan is a living document. It will be updated as we learn, grow, and deepen our understanding of what it means to operate with genuine purpose in one of the world's most extraordinary landscapes.

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# ENDUATA CAMPS

## Mpango Mkakati wa Uendelevu

2026 – 2030

Wild Wakati Camp, Serengeti ya Kati, Tanzania

Toleo la 1.0 | Machi 2026

### Muhtasari Mkuu

Enduata Camps ni kampuni ya safari yenye asili ya Kitanzania, iliyoanzishwa na waongoza-watalii, iliyojitolea kuonyesha kwamba usafiri wa kifahari na uendelevu wa kweli si mambo yanayokinzana — bali ni mambo yasiyoweza kutenganishwa. Mpango huu wa Kimkakati wa Uendelevu unaeleza malengo yetu, ahadi zetu, na viashiria vinavyoweza kupimwa kwa kipindi cha miaka mitano cha 2026 hadi 2030, kuanzia uzinduzi wa Wild Wakati Camp katika Serengeti ya kati.

Mpango huu umejengwa kwenye nguzo tano: Uhifadhi, Jamii, Kaboni na Nishati, Utamaduni, na Utawala. Kila nguzo inaungwa mkono na hatua thabiti, ratiba za utekelezaji, na viashiria muhimu vya utendaji (KPIs) ambavyo vitafuatiliwa, kuripotiwa, na kutathminiwa kwa uhuru kupitia mfumo wetu wa uanachama wa Long Run.

Maono yetu ya kuanzisha kampuni hii — 'kufanya mema kwa njia nyingi iwezekanavyo' — si maneno ya matarajio tu. Ni agizo la kiutendaji lililojengwa tangu siku ya kwanza, kabla hata mgeni wa kwanza hajafika, na litaongoza kila uamuzi tunaofanya tunapokua.

### Kuhusu Enduata Camps

#### Sisi ni Nani

Enduata Camps ilianzishwa na Matt Wilkey, mjasiriamali wa ukarimu kutoka Uingereza, na Michael Shayo, mwongoza-watalii mwenye uzoefu wa zaidi ya miaka 13 katika eneo la Serengeti. Wawili hao walikutana wakati Michael alipomwongoza familia ya Matt kwenye safari, uhusiano ulioendelea kuwa dhamira ya pamoja ya kujenga kitu chenye maana katika utalii wa Tanzania.

Historia ya Michael ni kiini cha utambulisho wa shirika hili. Awali alifundishwa kuwa mpishi, kisha akahamia kwenye uongozaji watalii, akifanya kazi na makampuni ikiwemo Chem Chem na Asilia Africa. Kupitia uzoefu huo, aliona kwa macho yake vikwazo vinavyowakabili wafanyakazi wapya waliohitimu katika sekta ya ukarimu — na akaazimia kuanzisha kambi ambayo ingewafungulia milango.

Wild Wakati Camp — neno 'Wakati' likimaanisha 'muda' kwa Kiswahili — ndiyo mali ya kwanza kati ya kadhaa zilizopangwa. Ikiwa kwenye eneo la mita za mraba 160,000 katikati ya Serengeti, kambi hii iko kwenye mojawapo ya njia kuu za Uhamaji Mkubwa na inatoa mahema 10 ya turubai ikiwemo vitengo viwili vya familia, chakula bora cha aina ya 'all-inclusive', na programu za kina za wanyamapori na utamaduni.

### Uendelevu kama Kanuni ya Msingi

Enduata iliyounga kama mwanachama wa The Long Run, jumuiya ya kimataifa ya makampuni ya utalii yanayolenga uhifadhi, muda mfupi baada ya Wild Wakati Camp kufunguliwa. Hii ilikuwa ni uamuzi wa makusudi: kujenga uendelevu tangu mwanzo badala ya kuuongeza baadaye.

*"Tunataka kufanya mema kwa njia nyingi iwezekanavyo. Lakini kusema hivyo na kutenda ni mambo mawili tofauti kabisa. Kujiunga na The Long Run kunamaanisha kuweka mipango yetu katika vitendo halisi."*  
— Matt Wilkey, Mwanzilishi Mwenza

### Muhtasari wa Mfumo wa Uendelevu

Jedwali lifuatalo linafupisha nguzo tano za mfumo wa uendelevu wa Enduata, dhamira ya kila moja, na hatua kuu zinazotekelezwa.

| Nguzo             | Dhamira                                        | Hatua Kuu                                                                                             |
|-------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Uhifadhi          | Kulinda wanyamapori na mazingira ya Serengeti  | Kupambana na ujangili; ufuatiliaji wa makazi; njia za wanyamapori                                     |
| Jamii             | Kuwawezesha wananchi wa eneo na utamaduni wao  | Uajiri wa zaidi ya 100% wa watu wa eneo; mafunzo ya ujuzi; ushirikiano na Wamasai                     |
| Kaboni na Nishati | Kupunguza athari za kimazingira                | Nishati ya jua 100%; kupunguza taka; minyororo ya ugavi wa ndani                                      |
| Utamaduni         | Kusherehekea urithi wa Kitanzania kwa uhalisia | Programu za kiutamaduni zinazoongozwa na jamii; ushirikiano na Sanaa                                  |
| Utawala           | Uendeshaji wenye uwajibikaji na uwazi          | Uanachama wa Long Run; taarifa za kila mwaka; ushirikishwaji wa wadau. Kupata ithibati ya Travel Life |

### Uhifadhi

#### Ahadi Yetu

Mfumo wa ikolojia wa Serengeti ni miongoni mwa mandhari yenye bioanuwai na umuhimu wa kiikolojia zaidi duniani. Uwepo wa Enduata hapa ni heshima kubwa, na wajibu wetu wa kuulinda hauna masharti. Uhifadhi si programu tunayoiendesha pembeni ya biashara yetu — ndiyo sababu ya kuwepo kwa biashara yetu.

## Hatua za Sasa

- Msaada wa kupambana na ujangili: mchango wa kifedha kutoka kwa kila usiku wa malazi katika Wild Wakati unaenda moja kwa moja kwenye doria za kupambana na ujangili zinazolinda wanyamapori wanaozunguka kambi.
- Uelewa wa njia za wanyamapori: kambi imewekwa kwenye njia muhimu ya Uhamaji Mkubwa, na mazoea ya uongozaji watalii yamebuniwa kupunguza usumbufu kwa mienendo ya wanyama.
- Ushirikiano wa kipekee wa kutazama faru: wageni wanapata fursa adimu ya kutazama faru karibu na Moru Kopjes, ikifanyika chini ya taratibu kali ili kusaidia urejeshaji wa idadi ya faru.
- Mtandao wa washirika wa uhifadhi: Enduata inajenga uhusiano thabiti na mashirika ya kiraia ya ndani na mashirika ya uhifadhi kusaidia ulinzi wa makazi kwa kutumia ushahidi wa kisayansi.

## Malengo ya 2026–2030

- Kurasimisha Mkataba wa Athari ya Uhifadhi ulioandikwa na angalau washirika wawili wa NGO wenye makazi Serengeti ifikapo mwisho wa 2027.
- Kuongeza mchango wa uhifadhi kwa kila usiku wa malazi hadi asilimia iliyochapishwa ya mapato (lengo: 5% ifikapo 2028, 8% ifikapo 2030).
- Kuanzisha itifaki ya ufuatiliaji wa wanyamapori katika Wild Wakati, ikichangia data kwenye programu za kikanda za ufuatiliaji wa bioanuwai.
- Kuhakikisha maeneo yote ya kambi za baadaye yanachaguliwa kwa kufanyiwa tathmini huru ya athari za kiikolojia.

## Jamii

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### Ahadi Yetu

Utalii wa safari una historia isiyo sawa nchini Tanzania — ukizalisha mapato makubwa huku mara nyingi ukishindwa kunufaisha kwa dhati jamii ambazo ardhi na utamaduni wao ndiyo msingi wake. Enduata imejitolea kuvunja mfumo huu. Manufaa kwa jamii ni ya kimuundo, si ya hisani: yamejengwa ndani ya uajiri wetu, mnyororo wetu wa ugavi, programu zetu, na mkakati wetu wa ukuaji.

### Ajira na Nguvu Kazi

- Angalau 100% ya timu ya Wild Wakati wameajiriwa kutoka jamii za eneo hilo, ikiwemo maeneo yanayozunguka Arusha, wakati wa uzinduzi.
- Mafunzo ya wafanyakazi na maendeleo ya kikazi yaliyopangwa ni ahadi za msingi za uendeshaji, si manufaa ya hiari.
- Enduata inaandaa programu ya ushauri na uongozi kwa kushirikiana na mashirika ya uhifadhi ya ndani na NGOs, iliyobuniwa mahususi kusaidia wapya kwenye sekta hii kupiga hatua.
- Dhamira ya awali ya Michael Shayo — kuunda njia kwa vijana wa Kitanzania kuingia kwenye taaluma za ukarimu na uhifadhi — inaendelea kuwa nyota inayoongoza sera yetu ya nguvu kazi.

### Mnyororo wa Ugavi

- Upatikanaji wa vifaa unalenga Arusha na eneo pana la kaskazini mwa Tanzania inapowezekana.

- Enduata inashirikiana na Sanaa, kampuni ya kijamii yenye makao Arusha inayoajiri na kuwawezesha watu wenye ulemavu kupitia ufundi endelevu. Nguo ikiwemo blanketi na vitambaa vya meza vinapatikana kupitia ushirikiano huu.
- Programu ya upishi inatanguliza upatikanaji wa chakula cha ndani na kikanda, ikiongozwa na wapishi wenye uhusiano wa kina na mazao na utamaduni wa Tanzania.

## Malengo ya 2026–2030

- Kuzindua Chuo rasmi cha Ujuzi cha Enduata kwa kushirikiana na taasisi moja au zaidi za elimu za Tanzania au NGOs ifikapo 2028.
- Kufikia upatikanaji wa chakula cha ndani kwa 60% ifikapo 2028 na 80% ifikapo 2030.
- Kupanua ushirikiano na Sanaa na kurasimisha viwango vya wasambazaji kwa bidhaa na huduma zote zinazonunuliwa.

## Kaboni na Nishati

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### Ahadi Yetu

Enduata inaendesha kambi isiyounganishwa na gridi ya taifa inayotumia nishati ya jua kikamilifu. Tumejitolea kuendelea kupunguza athari zetu za kimazingira katika nishati, maji, taka, na usafiri, na kupima kile ambacho bado hatujaweza kupunguza.

### Miundombinu ya Sasa

- Nishati ya jua 100%: paneli za jua binafsi zimewekwa kwa kila hema, zikitoa nishati safi kwa umeme na kupasha maji joto.
- Maji yanatolewa kutoka tanki kuu moja na kusambazwa kwa ufanisi kote kambini.
- Kiwango cha kambi kimebanwa kwa makusudi, kikiwa katika eneo dogo ndani ya shamba kubwa zaidi ili kupunguza usumbufu wa makazi ya wanyama.

## Malengo ya 2026–2030

- Kukamilisha tathmini kamili ya msingi wa kaboni kwa uendeshaji wa Wild Wakati Camp ifikapo mwisho wa 2026.
- Kutekeleza programu iliyopangwa ya usimamizi wa taka na uwekaji mboji katika Wild Wakati ifikapo 2027.
- Kuweka lengo la kupunguza alama ya kaboni kwa 10% kutoka kiwango cha msingi ifikapo 2030.
- Kuhakikisha kambi zote mpya zinazojengwa zinajitosheleza kwa nishati ya jua tangu siku ya kwanza ya uendeshaji.
- Kuandaa na kuchapisha sera ya usimamizi wa maji ifikapo 2027.

## Utamaduni

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### Ahadi Yetu

Utamaduni wa Kitanzania, hasa utamaduni wa jamii za Kimasai ambazo ardhi zao za mababu zinazunguka Serengeti, ni kiini cha uzoefu wa Enduata. Ahadi yetu ni kuwasilisha utamaduni huo kwa uhalisia, kwa uadilifu, na kwa namna inayoongozwa na watu wenyewe wanaoumiliki badala ya kuufungasha kwa ajili ya matumizi ya watalii.

## Programu za Sasa

- Wafanyakazi Wamasai huwaongoza wageni kila jioni — muunganiko wenye maana na heshima wa mila za ndani katika mdundo wa kila siku wa maisha ya kambini.
- Programu ya watoto inajumuisha kuwasha moto kwa njia za asili, masomo ya utamaduni wa Kimasai, mafunzo ya upinde na mshale, na utambuzi wa nyayo za wanyama — uzoefu ulioandaliwa kuunda muunganiko wa kweli, si maonyesho.
- Uzoefu mpana wa wageni umebuniwa na mizizi ya kina ya Michael Shayo katika eneo hilo, ikihakikisha muktadha wa kiutamaduni unasukwa ndani ya uongozaji, usimuliaji wa hadithi, na ukarimu katika kipindi chote cha ukaaji.

## Malengo ya 2026–2030

- Kurasimisha Mkataba wa Ushirikiano wa Kiutamaduni na wawakilishi wa jamii ya Kimasai ili kuhakikisha programu inaendelea kuongozwa na jamii na kuinufaisha.
- Kuandaa muundo wa mgawanyo wa mapato au ada ya kijamii unaohusiana na programu za kiutamaduni, kuhakikisha manufaa halisi ya kifedha yanaifikia jamii shirikishi.
- Kutengeneza mwongozo ulioandikwa wa ufafanuzi wa kiutamaduni kwa waongoza-watalii na wafanyakazi wote — hati hai inayoandaliwa pamoja na washirika wa jamii.
- Kukuza matukio ya kiutamaduni ya jamii hadi angalau 24 kwa mwaka ifikapo 2030.

## Utawala na Uwajibikaji

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### Ahadi Yetu

Uendeleu bila uwajibikaji ni uuzaji tu. Enduata imejitolea kwa utawala wa wazi na unaotathminiwa kwa uhuru wa utendaji wake wa uendeleu — kuchapisha yanayofanya kazi, kukiri yasiyofanya kazi, na kuendelea kuboresha.

### Mfumo wa The Long Run

Uanachama wa Enduata katika The Long Run unatoa mfumo unaotambulika kimataifa wa kupima na kuripoti utendaji wa uendeleu katika uhifadhi, jamii, utamaduni, na biashara. Mfumo wa 4C wa The Long Run unahitaji wanachama kuonyesha uboreshaji endelevu kulingana na viwango vilivyowekwa. Travelife

### Kupata Ithibati ya Travel Life (kwa sasa inaendelea tangu Julai 2026)

Travelife ni ithibati inayoongoza na kutambulika kimataifa ya uendeleu kwa makampuni ya usafiri na watoa huduma za malazi, iliyobuniwa kuthibitisha athari za kimazingira, kijamii, na kiuchumi. Inajumuisha vigezo kama hewa chafu, taka, bioanuwai, na haki za binadamu ili kusaidia makampuni kutimiza viwango vya uendeleu.

Tutahakikisha tunajumuisha mazoea ya msingi ya uendeleu na kanuni za usimamizi ndani ya uendeshaji wetu. Yanaeleweka na kuungwa mkono na wafanyakazi wote.

Mahitaji ya ithibati yamebuniwa kufuata mzunguko wa kila mwaka unaohakikisha mali zinaendelea kuboresha athari zao kwa watu, maeneo, na wanyama. Mara tu tukiwa tumethibitishwa, tutahakikisha tunaonyesha vyeti ipasavyo na kuwajulisha wadau maana yake ili kuongeza uelewa.

Utawala wa Ndani

- Uendelevu ni ajenda ya kudumu katika mikutano yote ya uongozi mkuu.
- Waanzilishi wenza wote wawili wana majukumu maalum ya uendelevu katika nafasi zao za uendeshaji.
- Wafanyakazi katika ngazi zote wamefundishwa mazoea ya uendelevu yanayohusiana na kazi zao.

Malengo ya 2026–2030

- Kuchapisha Taarifa ya Uendelevu ya kila mwaka kuanzia 2027, ikijumuisha utendaji dhidi ya viashiria vyote muhimu katika mpango huu. Sambamba na Travelife/EPIT
- Kukamilisha mchakato wa tathmini ya 4C ya The Long Run na kupata ithibati rasmi ifikapo mwisho wa 2031
- Kuandaa Sera ya Uendelevu kwa uendeshaji wa kambi zote za baadaye na washirika wa mnyororo wa ugavi.
- Kuanzisha kikundi cha ushauri cha wadau kinachojumuisha wawakilishi wa jamii na washirika wa NGO za uhifadhi ifikapo 2028.

Viashiria Muhimu vya Utendaji

Viashiria vifuatavyo vinawakilisha ahadi za Enduata zinazoweza kupimwa katika nguzo zote tano. Vitafuatiliwa, kupitiwa kila mwaka, na kuchapishwa katika taarifa zetu za uendelevu.

| Kiashiria Muhimu cha Utendaji           | 2026 (Msingi)         | Lengo la 2028    | Lengo la 2030    |
|-----------------------------------------|-----------------------|------------------|------------------|
| Ajira ya wafanyakazi wa ndani           | 50%                   | 70%              | 80%              |
| Ufikiaji wa nishati ya jua              | 100%                  | 100%             | 100%             |
| Mchango wa uhifadhi kwa usiku wa malazi | Mchango wa kila usiku | 5% ya mapato     | 8% ya mapato     |
| Uondoaji wa plastiki za matumizi moja   | Umeondolewa 100%      | Umeondolewa 100% | Umeondolewa 100% |
| Upatikanaji wa chakula cha ndani        | Arusha na kikanda     | 60% ya ndani     | 80% ya ndani     |
| Wafanyakazi waliofunzwa uongozi         | Kikundi cha majaribio | Wafanyakazi 12   | Wafanyakazi 20   |

| Kiashiria Muhimu cha Utendaji                              | 2026 (Msingi)                  | Lengo la 2028                | Lengo la 2030      |
|------------------------------------------------------------|--------------------------------|------------------------------|--------------------|
| Matukio ya kiutamaduni ya jamii                            | Programu ya Kimasai inaendelea | 6/mwaka                      | 12/mwaka           |
| Msingi wa alama ya kaboni                                  | Kipimo kimeanza                | Kiwango cha msingi kimewekwa | Kupunguzwa kwa 30% |
| Taarifa ya uendeleu ya kila mwaka iliyochapishwa           | Hapana                         | Ndiyo                        | Ndiyo              |
| Kambi mpya zilizofunguliwa zenye uendeleu uliojengwa ndani | 1 (Wild Wakati)                | 1                            | 3+                 |

## Uendeleu Kupitia Ukuaji

Enduata inanuia kufungua kambi za ziada zaidi ya Wild Wakati. Kila mali mpya itaendelezwa kwa kutumia mfumo huohuo wa uendeleu unaoongoza Wild Wakati, ikitathminiwa kabla ya ujenzi kuanza, si baada ya kufunguliwa.

Kanuni zifuatazo zinaongoza jinsi mfumo wa uendeleu wa Enduata utakavyokua:

- Uchaguzi wa eneo: kila eneo jipya litapitia tathmini huru ya athari za kiikolojia na mchakato wa kushauriana na jamii kabla ya maendeleo kuendelea.
- Mfumo kwanza: mfumo wa uanachama wa Long Run na mpango huu wa uendeleu utabadilishwa na kutumika kwa kila mali mpya kabla ya wageni kufika.
- Ushirikiano wa jamii: ahadi za ajira ya ndani na muunganiko wa kiutamaduni zitawekwa na kila jamii mpya mwenyeji kabla ya ufunguzi.
- Uhamishaji wa maarifa: mafunzo kutoka Wild Wakati — yale yaliyofanya kazi na yale ambayo hayakufanya kazi — yataandikwa rasmi na kutumika kwa kambi zinazofuata.

## Daftari la Hatari

Hatari zifuatazo zimetambuliwa zinazohusiana na ahadi za uendeleu za Enduata. Kila moja inaambatana na tathmini ya sasa ya uwezekano na mkakati wa kupunguza athari.

| Hatari                                                        | Uwezekano | Mkakati wa Kupunguza                                                  |
|---------------------------------------------------------------|-----------|-----------------------------------------------------------------------|
| Uvurugaji wa makazi unaosababishwa na mabadiliko ya tabianchi | Juu       | Ushirikiano wa njia za makazi; uwekaji wa kambi unaobadilika          |
| Shinikizo la ujangili karibu na kambi                         | Wastani   | Msaada wa kifedha kwa doria za kupambana na ujangili; ulinzi wa jamii |
| Uhifadhi na mfululizo wa wafanyakazi                          | Wastani   | Njia za kikazi zilizopangwa; ushauri; mishahara ya juu kuliko soko    |

| Hatari                                     | Uwezekano     | Mkakati wa Kupunguza                                                                      |
|--------------------------------------------|---------------|-------------------------------------------------------------------------------------------|
| Mapungufu ya uendeleu wa mnyororo wa ugavi | Chini–Wastani | Uchunguzi wa wasambazaji; upendeleo kwa makampuni ya kijamii yenye ithibati (mfano Sanaa) |
| Hatari ya kuonekana kama "greenwashing"    | Chini–Wastani | Ukaguzi huru wa The Long Run; taarifa za wazi za kila mwaka                               |
| Kasi ya upanuzi dhidi ya uwiano wa maadili | Wastani       | Kujenga mfumo wa uendeleu kabla ya kila ufunguzi wa kambi mpya                            |

## Ushirikiano Muhimu

| Mshirika                                  | Aina ya Ushirikiano                                                                                                                                                                |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>The Long Run</b>                       | Uanachama wa kimataifa wa uendeleu unaotoa mfumo wa 4C, mafunzo kwa wenzao, na viwango huru vya kuripoti.                                                                          |
| <b>Travelife</b>                          | Ithibati inayoongoza na kutambulika kimataifa ya uendeleu kwa makampuni ya usafiri na watoa huduma za malazi, iliyobuniwa kuthibitisha athari za kimazingira, kijamii, na kiuchumi |
| <b>Sanaa (Arusha)</b>                     | Kampuni ya kijamii inayosambaza nguo za kambini; inaaajiri na kuwawezesha watu wenye ulemavu kupitia ufundi.                                                                       |
| <b>Washirika wa Kupambana na Ujangili</b> | Msaada wa kifedha kutoka michango ya usiku wa malazi kwa doria za ulinzi wa wanyamapori katika mfumo wa ikolojia wa Serengeti.                                                     |
| <b>Jamii za Kimasai</b>                   | Ushirikiano wa programu za kiutamaduni — uzoefu unaoongozwa na Wamasai, ufafanuzi wa kiutamaduni, na ushirikishwaji wa jamii.                                                      |
| <b>NGOs za Uhifadhi za Ndani</b>          | Mafunzo, ushauri na maendeleo ya uongozi kwa wafanyakazi wa Enduata; kushiriki data ya ufuatiliaji wa wanyamapori.                                                                 |

## Neno Kutoka kwa Waanzilishi

*"Shauku yangu kwa Afrika ilianza utotoni, na kukutana na Michael kulituwezesha kuunda maono ya pamoja. Lengo letu ni wazi: kusherehekea jangwa la porini, kusaidia uhifadhi na jamii, na kuunda uzoefu wa safari wenye maana kama ulivyo wa kukumbukwa."*  
— Matt Wilkey

*"Katika Wild Wakati Camp tulitaka kupunguza kasi ya kila kitu na kuiacha Serengeti iongoze mwendo. Tumeunda uzoefu wa karibu, usio na haraka — na kila kitu tunachojenga kutoka hapa kitabeba roho hiyohiyo."*  
— Michael Shayo

Mpango huu ni hati hai. Utaboreshwa tunapojifunza, kukua, na kuzidisha uelewa wetu wa maana ya kuendesha shughuli kwa dhamira ya kweli katika mojawapo ya mandhari za ajabu zaidi duniani.

