

# WILDLIFE WORLDWIDE

Classic tailor-made wildlife holidays around the world - from tiger-viewing and bear-watching to expedition voyages and African Safaris.



## Responsible Tourism: What is the Worldwide Group doing about it?

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## **A BRIEF INTRODUCTION TO WILDLIFE WORLDWIDE & THE WORLDWIDE GROUP**

Wildlife Worldwide is a small specialist travel organisation that began in 1992. Since its early days it has matured into a highly regarded company with specific divisions each handling its own specialist products...

Wildlife Worldwide  
Walks Worldwide  
Dive Worldwide  
Equine Adventures  
Schools Worldwide  
Families Worldwide  
Go2Tanzania

All of these are based at our new country location in the heart of Hampshire with the exception of Walks Worldwide, run by Mike Wynne, and Go2Tanzania, run by Chris MacDougall, which have an office and shop-front in Ingleton on the edge of the Yorkshire Dales National Park, and Schools Worldwide which is run by Nick Joynes from London. Each division forms part of the Worldwide Group and all divisions uphold the same Responsible Tourism ethos and carry out similar Responsible Tourism practices. (Please see the specific sections relating to each division for more information).

Over time our products have evolved to include a highly successful (annual) Festival of Wildlife, which attracts such 'names' as David Shepherd OBE, Jonathan and Angie Scott, John Craven, Jonathan Truss, Mark Carwardine and many others as participants. Also, through our Walks Worldwide department a highly developed families programme has evolved into Families Worldwide with its own brochure and exciting holidays. More recently we have teamed up with two exceptional computer programmers to create YouDive.com, a specialist self-contained web-based diving operation which will run alongside Dive Worldwide.

We are featured almost weekly in the national newspapers and in monthly magazines, we rank highly on all of the major internet search engines and we have a good and loyal network of journalists who enjoy our products.

## **RESPONSIBLE TOURISM**

### **WHAT IS THE WORLDWIDE GROUP DOING ABOUT IT?**

#### **1. Office Environment and the Worldwide Group team**

##### Recycling

- The vast majority of our paper in the offices is from recycled source and being recycled - on a week-by-week basis. We also recycle bottles and cans.
- We use a compost bin for all compostable waste.
- All printer cartridges are recycled.
- When recently installing a new telephone system in the office, we ensured that old handsets were made good use of by passing them onto other companies.
- In the past, (and indeed up to the present day) we have made every possible effort to recycle

unwanted office equipment and furniture, for example old chairs have been taken to charity shops rather than being dumped at the local refuse site. Old tables have been utilised by our Families Worldwide division rather than purchasing new ones.

- We are careful to try and use environmentally responsible suppliers in the UK as well as abroad.

#### Office space

- As a company, we are careful to limit the amount of power we consume:
  - Computers are powered down when not in use
  - Lighting is turned off in rooms when not in use
  - Heating is limited to usage only when required
  - Energy saving light bulbs are used where possible
- When new office furniture is purchased, we are keen to source this from sustainable sources.

#### Team Awareness

- All the team at Wildlife Worldwide is dedicated to trying to uphold the company's responsible tourism ethics.
- Many of the team regularly walk or cycle into work each day.
- Members regularly bring their own lunch into work, negating the need to travel into the nearest town at lunchtimes.

## 2. Wildlife Worldwide Trips

#### Pre-tour Information and Final Documentation

- A certain amount of written documentation accompanies each holiday booking taken by Wildlife Worldwide. Where possible, e-mail communication is preferable. However, where printed documentation is required we try to ensure that this is concise and informative.
- All pre-tour documentation relating to each specific destination is as informative as possible regarding local customs, religions, communities etc. We try to ensure that our customers will be helping to benefit the local communities by their trips.
- Each Wildlife Worldwide booking made offers customers the chance to offset their trip carbon footprint by donating to Climate Care (see [www.climatecare.org](http://www.climatecare.org)). Climate Care have a tree planting program, as well as other initiatives to offset carbon emissions.
- Go2Tanzania use an organisation called Carbon Tanzania. - <http://www.carbontanzania.com/> for carbon offsetting

Carbon Tanzania is an NGO where all the funds go to the regeneration of local habitats in the immediate vicinity of Manyara at a place called Monduli. There is also another project running on the slopes of Kili in a bid to plant more trees on the lower slopes around Marangu.

There is a link on the Go2Tanzania home page (see <http://www.go2tanzania.co.uk/>), and all new bookings are offered the chance to offset by giving \$50USD towards the above projects. This money is passed to Carbon Tanzania on a quarterly basis.

## Local operators

- In all areas we favour, and in most areas we use ground agents, camps and lodges who are environmentally sympathetic in the way that we are.
- Almost all of the lodges we work with make use of local guides and are actively employed in the training and development of local staff.
- Throughout Africa the lodges we work with favour solar power over generators, and don't employ damaging detergents that can contaminate local water sources. Many of the lodges that we work with (particularly in Botswana and Namibia) actually remove ALL waste products from the parks and reserves and dispose of them in environmentally sound situations away from wilderness areas. One company even has a policy in certain areas of building its lodges on stilts in order to reduce the 'footprint impact' of the lodge on the ground.
- A considerable number of the hotels, lodges and camps that we work with around the world have their own environmental programmes, including specific projects for the protection of certain species e.g. (cheetahs and rhinos in Namibia, turtles and zebra in South Africa, etc).
- Many of the lodges we work with around the world donate a percentage of their takings to local school and community projects. Norman Carr Safaris have established initiatives such as a medical clinic and the Kapani School Project (see below).
- A number of the lodges we work with are co-owned by local residents who benefit directly from the visiting tourists.
- The ground agents that we work with in South Luangwa National Park (Norman Carr Safaris) have set out policies and guidelines for responsible tourism which they follow rigorously. The syllabus they set for safari guide exams has now been adopted nationally.

As announced in the latest (March 2007) edition of their newsletter, Norman Carr Safaris are setting up a tree planting scheme in Mfuwe that will be run in conjunction with their existing school project which we actively support (see below). Travel agents and individual travellers can donate \$20 dollars a head and they will guarantee that every cent will be spent on planting trees and on a lecture program through local schools to explain to the next generation, the dangers of deforestation.

## YOSEFE PRIMARY SCHOOL and MKASANGA SCHOOL - ZAMBIA

We are actively assisting Yosefe Primary School and the more rural Mkasanga Primary School in Zambia's Luangwa Valley.

- We make all clients travelling to Zambia aware of the schools and their need for resources (see Appendix 1).
- Members of our staff have used contacts at libraries to gain donations of old books to be passed on to this needy cause.
- Each client travelling to Zambia is asked to assist in providing the schools with more amenities by taking reading and reference books, along with various stationary items including pens, pencils and paints when visiting the region.
- Clients then have the opportunity to visit the schools and meet with a former pupil from Yosefe (Abraham Banda) who is now the Safari Manager at Kapani Safari Lodge.
- On average 340 clients per year have partaken in this charitable act, and upon hearing of the

scheme, some have taken it upon themselves to make their own personal donations to the school.

- One of our key objectives for Yosefe School in the future is to provide them with electricity. This, in combination with the computers we hope to provide (see below), will give them access to the Internet and links to other schools throughout the world. Mkasanga require funding for more basic needs in the form of more classrooms, teachers houses etc. Mkasanga is assisted through our local agent Remote Africa Safaris.
- We are looking to donate our own old computers to Yosefe School and others once they have electricity. This will not only benefit the school but will mean that the computers are well recycled.
- We are actively researching further worthy causes in developing countries to which we might make a difference through similar schemes to that which we have arranged for Yosefe and Mkasanga Schools.
- Our sister, **Walks Worldwide** division only uses ground agents that follow strictly the IPPG regulations; the porters employed by their ground agents in Nepal are insured and are well looked after. Whereas other tour operators in Nepal accommodate their clients in local 'tea-houses' or lodges that consume a lot of firewood (adding to Nepal's deforestation problem), all Walks' cooking is done on paraffin stoves and guests are not offered hot showers. **Walks Worldwide** are careful to inform clients of procedures with regards to rubbish; it must either be burnt or buried (if biodegradable) or carried to a suitable disposal point.
- **Walks Worldwide** ensure that the ground agents they use in Peru comply with the IPPG guidelines that are relevant for that country.
- **Go2Tanzania** sponsor a young Masaai boy through school in Arusha.

### 3. Conservation

Wildlife Worldwide works very closely with a number of conservation organisations around the world by helping to promote awareness and raising much needed funds for their work. These organisations include The Galapagos Conservation Trust, Raincoast Conservation Society in Canada and the most notable within the UK being The David Shepherd Wildlife Foundation (DSWF).



#### DAVID SHEPHERD WILDLIFE FOUNDATION

- We have worked closely with the David Shepherd Wildlife Foundation for a number of years now and continue to progress different ways of working together.
- Every Wildlife Worldwide holiday booking made gains that customer a years membership to the DSWF (worth £25).
- Wildlife Worldwide regularly sends out flyers for events on behalf of DSWF when customer documentation is posted out.
- We donate holiday prizes to auctions in order that DSWF can raise money for conservation.
- Our pre-tour information for each and every destination has a full page of information regarding DSWF and its projects worldwide.
- We frequently attend DSWF fundraising events to which we invite our clients to give them the

opportunity to meet David Shepherd, renowned conservationist and wildlife artist himself.

- Over the past 4-5 years, the total amount raised by Wildlife Worldwide for different conservation organisations has amounted to over £75,000. This money is then put towards saving critically endangered species in their natural habitat, and also to help the local communities living alongside these animals.

#### Festival of Wildlife

In 2004 Wildlife Worldwide initiated the Festival of Wildlife. This is an annual event, which assembles customers, together with experts in the fields of wildlife, photography, art etc. for an intensive programme of workshops, presentations, discussions and wildlife viewing in a particular location each year.

A gala dinner and auction raises much needed funds for DSWF and also significantly for the local community and local conservation groups. The auction alone at the Festival in Ranthambhore, India in 2006 raised over £15,000. All this money is then put directly towards conservation through the particular projects which DSWF have initiated.

At the 4th Festival in British Columbia in September 2007, over £19,000 was raised and split between DSWF, Raincoast Conservation Society in Canada and the local First Nation Hartley Bay School.

#### Other Conservation Fund Raising

Wildlife Worldwide recently organised a number of successful promotional evenings at our barn offices in Hampshire. As we had recently moved as a company to Hampshire, these evenings provided us the opportunity of opening our doors to the local community for evenings of presentations, drinks and canapés. We were joined for each event by top wildlife photographers Nick Garbutt and David Back and by top wildlife artist Jonathan Truss. Jonathan provided us with a wildlife art workshop whilst Nick and David gave very interesting slide show presentations of their work and travels. At each event customers were given the opportunity of donating an entrance fee to three different wildlife conservation charities, whose representatives also attended each event.

An evening event in November 2007, with naturalist and wildlife photographer Chris Packham, raised £500 for The Hawk Conservancy in Andover.

We are continuing to develop other ideas for working with and helping raise funds for different conservation groups.

Wildlife Worldwide has recently been awarded the following awards for Responsible Tourism practices:



**APPENDICES**

Appendix 1 - Kapani Yosefe School Project document

## Appendix 1 Kapani Yosefe School Project – Norman Carr Safaris

The Kapani School Project was established in 1986. Its aim is to give an education to children who otherwise would not be able to go to school.

Yosefe School is the flagship of our project. We currently sponsor 40 children there, giving them uniforms, books, pens and pencils. We also pay their tuition fees.

We have 34 students at various high schools all over the region (grade 8-12). This sponsorship is more expensive at around \$250 per year as they have more elaborate uniforms, boarding fees, text books and transport costs.

We also have some students who have progressed to further education. The project originally chose not to send students to college since the costs were so high but a few years ago we sent our first person to a teachers training college, that lady is now a qualified teacher and has returned to Yosefe School.



Yosefe School gets no grant from government so the project also undertakes the maintenance of the school. Each year the general fund puts a bit aside for maintenance.

Over the years we have had several sponsors who wished to give money for a specific project. As a result we have been able to build seven new teachers' houses. (The government will only allocate teachers to a school if there is suitable accommodation for them).

We have also put in a borehole and a hand pump. Clean water is essential to good health and this borehole is a treasure not only to the school but also to the surrounding communities.

We have built a new two classroom block and recently renovated the existing two blocks and replaced all the desks.

We have also been able to provide a school laboratory, and pit latrines for both pupils and staff.

We also teach the children conservation awareness. Twice a month we take groups of kids into the National Park to watch the animals. We also give lectures on many conservation issues. The general attitude towards wildlife in the villages is negative - elephants destroy crops, lions eat people or livestock, and impala are just meat to eat. However due to our efforts it is very rewarding to see the changing attitudes in these young children. A couple of years ago we organised a tree planting competition and the winners were treated with a night at one of our bushcamps. They just loved it!

With the assistance of specific donations the School Project has also built a library at Yosefe School which is designed to benefit the whole community. We had no problem filling it with books - many people sent over small packages of books and we have recently received a container full of books sent from the States by Rotary International.

Yosefe has 886 children with only 20 teachers. Therefore our future project proposals would include the construction of a three classroom block, two teachers houses, a staffroom and we hope to electrify the school. Supplying electricity is very expensive but we hope to purchase a generator for the meantime. There is a lot of suspicion these days about so called "charities", so much is spent on administration that not much is left for the intended purpose. Our project is different - all members are volunteers and no one gets an allowance or a salary. Hence every penny generously donated goes directly to educate these kids.

If you are travelling to Kapani and would like to contribute to Yosefe School, the children are always in need of pens & pencils, books- any, but particularly ABC and 123 type schoolbooks for young children, footballs, netballs.etc. All donations would be very gratefully received.

**Or, if you would like to make a donation please send a cheque payable to "Kapani School Project" to us at Kapani Lodge, Box 100, Mfuwe or [send us an email](mailto:kapani@normancarrsafaris.com) asking about depositing directly into our London or Mfuwe accounts ([kapani@normancarrsafaris.com](mailto:kapani@normancarrsafaris.com)).**

### **Kapani Tree Project**

As announced in the latest (March 2007) edition of their newsletter, Norman Carr Safaris are setting up a tree planting scheme in Mfuwe that will be run in conjunction with their existing school project which Wildlife Worldwide actively support. Individual travellers can donate \$20 dollars a head and Kapani will guarantee that every cent will be spent on planting trees and on a lecture program through local schools to explain to the next generation, the dangers of deforestation.