



Singita

Singita One Planet Action Plan

November 2016

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1. Message from Luke Bailes – Singita CEO

Singita's first lodge, Ebony, opened 23 years ago in the Sabi Sand Game Reserve. Truly ground-breaking when it opened, Singita Ebony set a new standard in luxury game lodges at a time when a typical game reserve experience was perceived as being one of 'roughing it'. In the last 20 years, game lodges generally have become synonymous with luxury and in fact the well-heeled modern traveller has come to expect luxury as a prerequisite.

Over the past 20 or so years Singita has positioned itself as a long term, sustainable conservation brand, protecting large wilderness areas in Africa for future generations. From relatively small beginnings in the Sabi Sand we now have a million acres under conservation management, with properties in South Africa, Zimbabwe and Tanzania. And new conservation projects are well advanced in Mozambique and Rwanda.

Recognising that conservation of these wilderness areas also requires us to run successful and sustainable tourism operations on our properties, Singita has partnered with the UK-based, Bioregional, to implement their One Planet Principles at all our lodges. One Planet Living uses ecological footprinting and carbon footprinting as its headline indicators. It is based on ten guiding principles of sustainability as a framework and monitors progress and sets goals. The ultimate goal is to become a zero carbon emission operation. This includes head office operations and, through heightened awareness, influences the way all our staff strive to live more sustainable lives.

Recent significant steps to lessen our carbon footprint include a 350 kWp solar installation at our Singita Kruger National Park properties (the largest project of its kind in the South African hospitality industry) and due for further expansion to 1015 kWp early 2017), and a 130 kWp solar system at Singita Sabora Tented Camp in Tanzania. Both of these off-grid lodges have now dramatically reduced their diesel consumption as a result. As Singita develops new lodges and renovates existing lodges, we will make it a priority to set ourselves tight goals for the highest possible standards of environmental sustainability.

2. Message from Pooran Desai – Bioregional co-founder and International Director of One Planet Communities

We are delighted that having worked with Singita Grumeti for four years, Singita is extending its commitment to One Planet Living to all of its properties in Southern Africa. This One Planet Action Plan sets out how Singita will meet the goals of the One Planet Living framework and paints a clear picture of Singita as a world leader in sustainable and conservation-orientated tourism.

Singita has always taken a long-term view, with the objective of conserving large tracts of land for 100s of years, and in many ways this commitment is an extension of that large-scale view. Conservation is not just about managing land and protecting species from poachers – it is also about protecting the ecosystems on which all life depends. So by committing to manage its own carbon emissions and supply chain Singita is ensuring that local conservation benefits will not be offset by negative global impacts.

Tourism has a huge impact on the world, both positive and negative. It is one of the largest single industries employing millions of people but accounts for 8% of global greenhouse gas emissions. At the local level it can cause local environmental damage as well as generate revenue for conservation projects.

While Singita has always striven to maximise the conservation benefits of its operations this increased commitment to reducing its own impact opens up further opportunities. Tourism has always had a tendency to hide its 'Back of House' but by embracing

sustainable operations this screen can be stripped away. This transparency can enhance the guest's experience as well as demonstrate to them the benefits of sustainable operations and lifestyle choices.

One Planet Living is a global initiative and Bioregional is working with partners all around the world who have made this commitment, sharing lessons learned and developing projects together. Singita joins a network of forward-thinking leaders, from the London 2012 Olympics in the UK to sustainable communities and businesses from China to the USA. All our partners in the network are striving for true sustainability – to make One Planet Living possible.

By combining ambitious conservation and community development activities with a unique tourism experience Singita can really bring to life 'sustainable development' for their guests and staff.

3. What is One Planet Living

We only have one Planet Earth, but as a global society we're living as if we have several planets and consuming in ways which cannot be sustained. That means that a lot of things have to change. But we also know that if we work together we can enjoy just as much comfort, more security and better health, while living lives that are enriching, fulfilling and sustainable.

One Planet Living sets out to make this transition. It is a framework and an initiative which grew out of the experience of developing the pioneering BedZED eco-village in south London, UK in the early 2000s. Today there are One Planet Communities and Destinations in Europe, North America, Africa and Australia.

It is a simple framework which enables everyone – from the general public to professionals – to collaborate on a sustainability strategy drawing on everyone's insights, skills and experience. It is based on ten guiding principles of sustainability which we can use to create holistic, joined-up solutions:

	Health and happiness	Encouraging active, social, meaningful lives to promote good health and wellbeing
	Equity and local economy	Creating safe, equitable places to live and work which support local prosperity and international fair trade
	Culture and community	Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living
	Land and nature	Protecting and restoring land for the benefit of people and wildlife
	Sustainable water	Using water efficiently, protecting local water resources and reducing flooding and drought
	Local and sustainable food	Promoting sustainable humane farming and healthy diets high in local, seasonal organic food and vegetable protein
	Travel and transport	Reducing the need to travel, encouraging walking, cycling and low carbon transport
	Materials and products	Using materials from sustainable sources and promoting products which help people reduce consumption.
	Zero waste	Reducing consumption, re-using and recycling to achieve zero waste and zero pollution
	Zero carbon energy	Making buildings and manufacturing energy efficient and supplying all energy with renewables

3.1. Ecological and carbon footprinting

One Planet Living uses two headline indicators of living sustainably on Planet Earth:

Ecological footprinting, which is a way of accounting for a wide range of our demands on the Earth's productive land and sea. Globally the world's population is consuming naturally renewing resources and polluting the planet at a rate 50 % higher than what the earth can replenish or absorb. Ecological footprinting shows that if everyone in the world consumed as many natural resources as the average person in Western Europe, three planets would be needed to support us. In South Africa the overall average is just over one planet, but this disguises considerable variations between different regions and lifestyles.

At the same time global levels of biodiversity are falling with the Living Planet Index declining by over 50% between 1970 and 2014. The Afrotropical region, which includes South Africa, Zimbabwe and Tanzania has shown patterns of declines and increases in the previous 40 years, though the overall picture is a 20% decline since 1970.

Carbon footprinting, which is derived from climate science. This measures CO₂ and other greenhouse gases emitted from human activity such as burning fossil fuels and agricultural practices. Well over half of our global ecological footprint comes from our carbon emissions. We know that humanity is warming the earth and changing the climate by putting carbon dioxide and other 'greenhouse gases' into the atmosphere, where they trap more and more heat as their concentrations build up. Scientists agree that we have to radically reduce our output of these gases if we are to limit the risks of dangerous changes in the climate.

At the Paris Climate Summit in 2015 world leaders agreed that the increase in global average temperatures should be kept well below 20C from their pre-industrial levels, with a 1.50C safety limit recognised as preferable. To avoid a two degree rise global greenhouse gas emissions need to be reduced by 50% from 1990 levels by 2050. In order for this to happen CO₂ emissions will have to be no more than 0.8 tonne per person per annum by 2050.

3.2. One Planet Communities Network

There are now hundreds of communities or companies globally that are using the One Planet Principles. However when Singita Grumeti adopted all the targets for One Planet Living in 2013, they become only the 7th endorsed One Planet Community globally. Singita is now extending this commitment to all of its Southern Africa properties and joining the 18 other One Planet Partners that show that a sustainable future is not an aspiration but a reality.

4. Singita's approach to One Planet Living

By committing to this One Planet Action Plan, Singita is aiming to create a benchmark for sustainable tourism for the 21st century – demonstrating how conservation, local economic development and high-quality tourism can reinforce each other.

Singita is a complex organisation as it is, in effect, both a business and a community combined, with over 320 staff and their family provided with accommodation for their work. Furthermore the success of the tourism operations is directly linked to the success of the conservation and community development work that Singita undertakes or supports.

By becoming a One Planet Community Singita is pledging to 'operate within global environmental limits' and committing to this principle as the foundation to the way in which the company conducts its business. Singita aims to do this in a number of ways:

- By setting a new standard in conservation and sustainable tourism, Singita aims to influence conservation in the wider area and tourism globally
- Increasing the awareness of conservation and environmental issues amongst guests, employees, neighbouring communities, suppliers and other stakeholders
- Supporting the increase in health and education levels in the neighbouring communities
- Transforming existing operations to a sustainable One Planet level, particularly during major refurbishments, without compromising conservation and tourism goals
- Developing any new camps and lodges in line with One Planet Principles

4.1. Carbon footprint baseline

Singita commissioned an independent carbon footprint assessment in 2012 which will be used as the baseline where possible. Any areas not covered by this report, such as Singita Pamushana Malilangwe, will use the oldest reliable and relevant data set as the baseline.

The 2012 report showed the total carbon footprint of the South African properties was 6,419 tonnes CO₂eq, the main contributors were:

- Grid electricity – 45%
- Diesel for generators – 21%
- Business flights – 9%
- Own vehicle fuel – 8%

The remainder was mostly comprised of: third party transport, refrigerant gases and emissions from waste

5. Summary

The table below summarises the key goals that Singita aims to achieve by 2020 and the main strategies for achieving these goals.

One Planet Principle	2020 Goal	Key strategies
Health and happiness	Improvement in staff health and engagement	Annual survey of staff welfare and act upon the results
	Improve local education and teaching levels	Support ongoing education programmes with the local communities
Equity and local economy	Maximise local recruitment	Training and enterprise development with local community
	Support development of local businesses	Build the capacity of local entrepreneurs to be able to supply Singita
Culture and community	25% of guests to participate in a community activity	Promotion and improvement of community visits
	Promote a culture of sustainability	Staff training and engagement
	Maximise contribution to Singita Trust Funds	Singita contributions and guest engagement
Land and nature	Maximise area under management	Develop new projects
	Maximise anti-poaching and conservation efforts	Through direct projects and partner cooperation
	Encourage environmental care within local communities	Environmental training for children and teachers
Sustainable water	Reduce losses through leaks to 5%	Install meters and monitor
	Reduce extraction of water from boreholes	Installation of rain water harvesting and water efficient equipment
Local and sustainable food	Increase local expenditure	Local capacity building
	All fish to be sustainable harvested	Suppliers to ensure all seafood from sustainable sources
	Improvement in staff diet	Staff engagement
Travel and transport	20% reduction in fuel	Review of logistics and promoting alternative to the game drive
	Reduction in business flights	Monitor and review flights
Materials and products	Only sustainable cleaning products	Supplier review and engagement
	Prioritising sustainable construction and fit-out materials	Engagement with design and construction teams
Zero waste	90% reduction in plastic waste	Elimination of plastic bottled water
	> 90% recycling rate	Onsite sorting and monitoring and engagement with contractor
Zero carbon energy	30% reduction in energy use	Energy efficient upgrade of all buildings
	100% renewable energy	Onsite solar power in non-grid connected locations, and purchase of renewable electricity

6. The One Planet Action Plan

This One Planet Action Plan has been developed through a four-month process. The first stage was the running of workshops at all the key Singita locations including:

- Singita Management Company - Cape Town
- Singita Style, Design and Procurement – Johannesburg
- Singita Sabi Sand
- Singita Kruger National Park
- Singita Pamushana & The Malilangwe Trust

The goal of these workshops was to:

- Raise staff awareness of One Planet Living
- Gather data on existing performance and practices
- Develop strategies for achieving the One Planet Goals

The information gathered from this work was used to define Singita's goals and targets as part of its One Planet Living commitment and to develop detailed One Planet Action Plans for each site. At each location the One Planet Action Plan will be overseen by a designated champion, and the company-wide targets and actions will be coordinated by the One Planet Integrator in Cape Town.

The Action Plan covers:

- All existing Singita properties in Southern Africa, specifically:
 - o Sabi Sand: Boulders, Ebony and Castleton Lodges
 - o Singita Kruger National Park: Lebombo and Sweni Lodges
 - o Malilangwe: Pamushana Lodge
- All Singita support companies and their buildings; Singita Management Company and Singita Style, Design and Procurement

All future projects will have their own One Planet Action Plans developed as the project evolves.

Singita Grumeti is covered separately by the Singita Grumeti One Planet Action Plan.

6.1. Health and happiness

	2020 goal	Target	Baseline
HH1	Improvement in key health statistics of staff, including psychological health	TBC	Benefits significantly exceed legal minimum
HH2	Maximise staff engagement	TBC	
HH3	Improvement in local education and teaching levels	Maintain at > 1700 children	SSS and SKNP: 1720 pre-school children provided with improved education (2016 target)

6.1.1. Key strategies

- Undertake an annual survey of staff welfare and act upon the results
- Design and implement an Employee Wellness Programme (EWP)
- Continual improvement in staff accommodation and facilities, and engagement over health issues including diet and exercise
- Through the Community Development programme support ongoing education programmes with the local communities

Singita strives to both create a healthy working environment for staff and to support the health and education needs of the local community. Staff are already provided with excellent benefits, such as six months maternity leave at 1/3rd of pay, and an annual staff survey will be used to identify staff engagement and their concerns and how these can be addressed. The community development programme already undertakes significant education work locally that will be continued.

6.2. Equity and local economy

	2020 goal	Target / indicator	Baseline
Eq1	Maximise recruitment from the local community, increasing total black employment	increase by > 30 individuals to > 75% of staff	Black employment: 314 of 440 staff (2015)
Eq2	Maximise the impact of training programmes		Singita School of Cooking trains 10 students a year
Eq3	Entrepreneurship - actively support the development of local businesses	increase purchases by 10% per annum	

6.2.1. Key strategies

- Through the Community Development programme provide training opportunities and enterprise development to the local community
- Maximise procurement from local communities and build the capacity of local entrepreneurs to be able to supply Singita
- Maximise employment of local people at Singita

Singita already has a strong track record and experience in providing employment and training opportunities for the local community, with the Singita School of Cooking being a shining example. While local entrepreneurs have been supported to supply the lodges, further supporting of local entrepreneurs will be a key strategy moving forward.

6.3. Culture and community

	2020 goal	Target / indicator	Baseline
CC1	25% of guests go on community tour, participate or are exposed to a community activity	25% guest exposure to CPP	none
CC2	One Planet Centre for guests and staff to promote a culture of sustainability	100% of staff trained in One Planet Living	None
CC3	Maximise contribution to Singita Trust Fund from Singita and Guests	15 bed nights a month total	Singita contributes 4 currently

6.3.1. Key strategies

- Promotion and improvement of community visits and guest interaction with the community and the role of the Singita Trusts
- Staff training and engagement to promote a culture of sustainability

As Singita strives to be a true conservation company training and engaging with staff about conservation and sustainability becomes increasingly important, and will be rolled out throughout the organisation.

6.4. Land and Nature

	2020 goal	Target / indicator	Baseline
LW1	Land area under conservation management	increase by 20%	287000 Ha (2015)
LW2	Maximise Singita's anti-poaching and conservation efforts	Zero incidents of Lion, Elephant or Rhino poaching on Singita patrolled land	
		Conservation spend to >20% of total spend at all location	10%-72%
LW3	Encouraging a commitment to environmental care within local communities	>1000 children reached per year	SKNP: 3 school, SSS: 600 kids, 75 teachers (2016 target)
LW4	Progress in conservation goals at each site	Specific indicator per site	

6.4.1. Key strategies

- Maximise protection of wildlife in areas managed either directly or through cooperation with partners
- Expand area of land under protection through new projects
- Minimise impact of any construction and own operations, such as minimising off-road driving and the use of harmful chemicals
- Support for academic research in the conservation field
- Provide local primary school children and teachers environmental training and an annual visit to the Singita concessions to experience the wildlife protected there.

Conservation is the core of Singita's mission and Singita has always significantly exceeded the legal or contractual requirements. This is demonstrated by the anti-poaching ranger and canine unit at SKNP and SSS that Singita funds. As conservation and poaching pressure grows Singita aims to increase the funds being directed to this area of work.

6.5. Sustainable water

	2020 goal	Target / indicator	Baseline
SW1	Reduce losses through leakage to 5%	5%	
SW2	Reduce extraction of water from boreholes	20% reduction or 350l/p/day	SSS and SKNP: 93,000m ³ /year

6.5.1. Key strategies

- Install sub-metering for usage monitoring and leak detection
- Installation of rain-water collection for specific uses – e.g. vehicle washing
- Water efficiency to be maximised in equipment procurement process

Water conservation has been identified as a priority area in lodge management and maintenance and so significant infrastructure upgrades will be implemented as part of this One Planet plan.

6.6. Local and sustainable food

	2020 goal	Target / indicator	Baseline
LSF1	Increase expenditure on 'local' suppliers		
LSF2	All fish to be sustainably farmed or harvested	% certified, green list	All green/orange
LSF3	Progressive improvement in the balance of the staff diet		
LSF4	Maximise environmentally friendly procurement - e.g. certified, low-impact products	Purchases of specific foodstuffs (e.g. Palm Oil)	

6.6.1. Key strategies

- Guarantee all seafood from sustainable sources
- Engage with staff to progressively improve the balance of their diet; e.g. introduce meat free Mondays.
- Through the Community Development outreach programme increase the capacity of the local communities to supply foodstuffs to Singita
- Work with chefs to reduce the impact of procurement (e.g. avoidance of palm oil)

Singita provides food for guests and many of the staff, and given the global impact of food this will have a significant impact. In terms of guest food a la carte dining rather than buffet meals already helps to minimise food waste, and further promotion of local and sustainable options can help to further reduce the environmental impact. In terms of staff food, initial focus has been on providing healthy and balanced meals, sustainability issues will now be integrated into these criteria.

6.7. Travel and transport

	2020 goal	Target / indicator	Baseline
ST1	Reduction in onsite vehicle fuel use	20% reduction in fuel litres	286,632 litres of diesel
ST2	Reduction in business flight emissions	20% reduction in emissions	Approx. 1000 t CO ₂ eq
ST3	Compensate for all direct transport emissions	Tonnes of CO ₂ eq	Approx. 2000 t CO ₂ eq
ST4	50% of guests offsetting or using a low-carbon air carrier	50% involved	

6.7.1. Key strategies

- Reviewing all potential logistics options to reduce vehicle use onsite
- Continue to promote alternatives to the game drive
- Investigate and trial low carbon vehicles
- Monitor all staff and guest flights; put in systems to rationalise where possible and offset remaining emissions
- Engage with guests over flights emissions and offer solutions.

Fuel consumption and transport accounted for approximately a third of Singita's 2015 carbon footprint and is one of the hardest areas to reduce emissions. Safari tourism and conservation work rely on four-wheel drive vehicles and the widespread and remote location of the lodges necessitates air travel to reach them. All staff vehicles used are modern and efficient, and so the focus will be on logistical improvements for onsite and air transport.

6.8. Materials and products

	2020 goal	Target / indicator	Baseline
SM1	100% sustainable cleaning products	100% of purchases	
SM2	Maximise local and environmentally friendly procurement	5% increase per annum	
SM3	Prioritising sustainable construction and fit-out materials	Project by project basis	

6.8.1. Key strategies

- Ensure all cleaning products are environmentally friendly
- Ensure all refurbishments and new builds use sustainable construction materials
- Maximise purchase of certified products
- Through the Community Development outreach programme increase the capacity of the local communities to supply to Singita

6.9. Zero waste

	2020 goal	Target / indicator	Baseline
ZW1	Reduction in plastic waste	Litres of plastic water purchased – 90% reduction	36,000/year (2013)
ZW2	Reduction in other waste	Tonne year – 10% reduction	
ZW3	Recycling rate of non-food waste	90%	
ZW4	Responsible disposal of food waste - 100%	100%	

6.9.1. Key strategies

- Reduce waste that is not easily recyclable – e.g. ensure filtered water available to all staff to virtually eliminate plastic bottled water
- Ensure efficient onsite sorting and monitoring of waste
- Engage with and support waste contractors to ensure all recyclable waste is recycled

Singita’s location and operations have significant benefits and challenges in terms of waste management. While Singita controls most of the materials that come onsite and so is able to ensure recyclability, the remote location limits some of the recycling options. Nonetheless by engaging with the waste contractor Singita has ensured that recyclable waste is recycled, and now the focus is on efficient onsite sorting. Additionally, waste reduction is well under way; the installation of water filters have significantly reduced the plastic waste generated, and by ensuring that filtered water is available to all this can be further reduced.

6.10. Zero carbon energy

	2020 goal	Target / indicator	Baseline
ZC1	Reduce total building energy use	30% reduction in MWh/year	9235MWh (2014)
ZC2	Reduce non-building energy GHG emissions (e.g. refrigerant gas emissions)	30% reduction in CO2eq	115tCO2eq (2012)
ZC3	100% renewable energy	% renewable energy	Zero (2012)

6.10.1. Key strategies

- Energy efficiency upgrades of all properties – Lodges and staff accommodation
- Procurement standards to minimise impact of refrigerant gases
- Switch to onsite solar power for non-grid connected locations
- Securing guaranteed renewable energy for 100% of electricity supply

Singita’s camps are either off-grid or have an unreliable electricity supply, and so have historically used diesel generators for a significant amount of onsite power. The recent installation of 385kWp of solar PV at SKNP has started the process of shifting away from diesel. By ensuring that all retrofits improve energy efficiency, identifying further solar opportunities and where possible sourcing green electricity it will be possible to move towards 100% renewable power.