

**3rd International Travelers' Philanthropy
Conference**

San Jose & Monteverde, Costa Rica

July 20 – 23, 2011

Workshop # 6; stream 3

Building a more Engaged and Ethical Industry

The case of Mara Naboisho Conservancy

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Basecamp Foundation & Basecamp Explorer



About Basecamp Group – (BCE & BCF)

- Create showcases of sustainable destinations
- Leave a positive footprint
- We develop unique meeting places that allow for interaction between traveler's and host communities



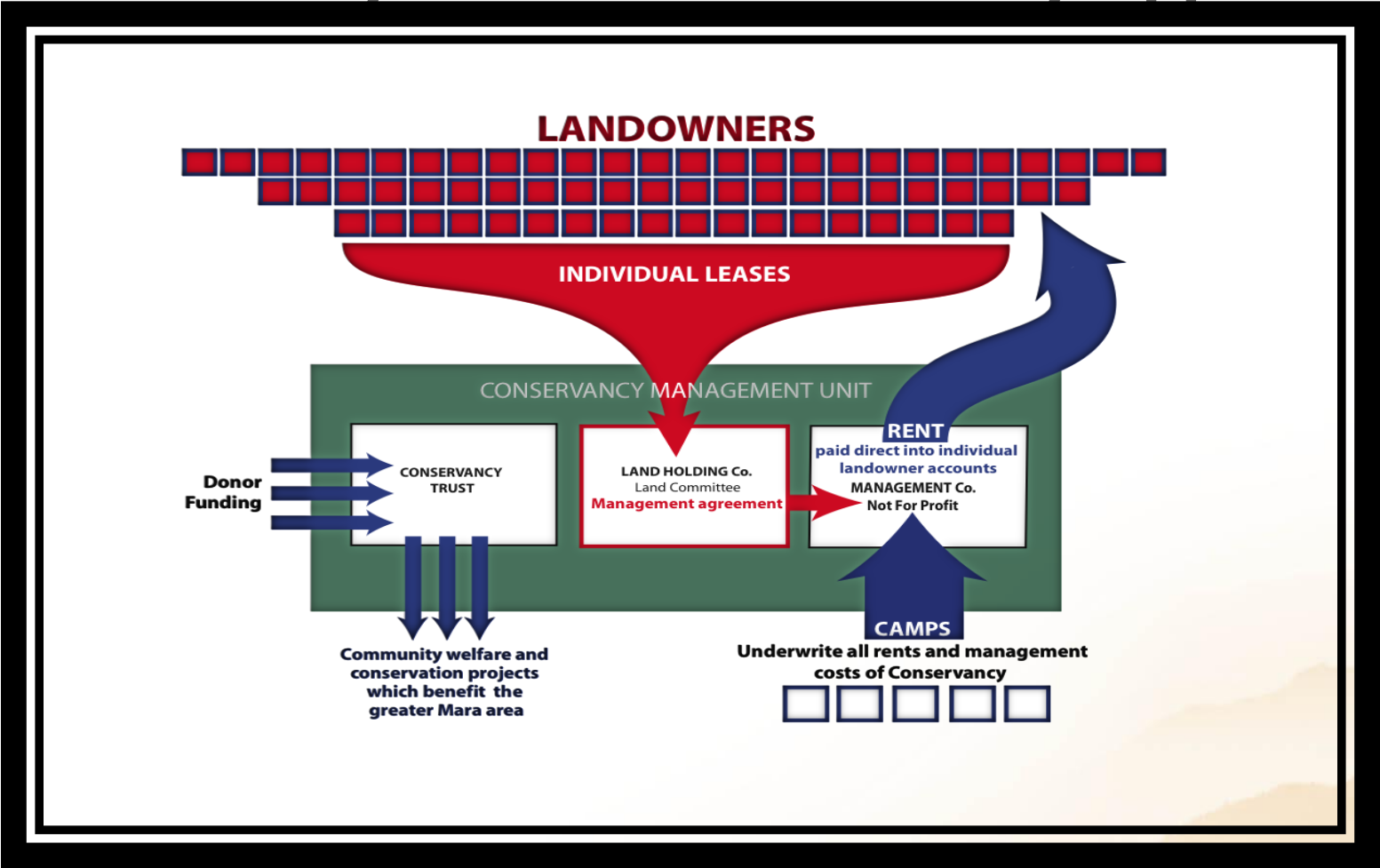
Responsible Tourism Businesses, CSR & TP

Responsible Businesses can add TP to their CSR program

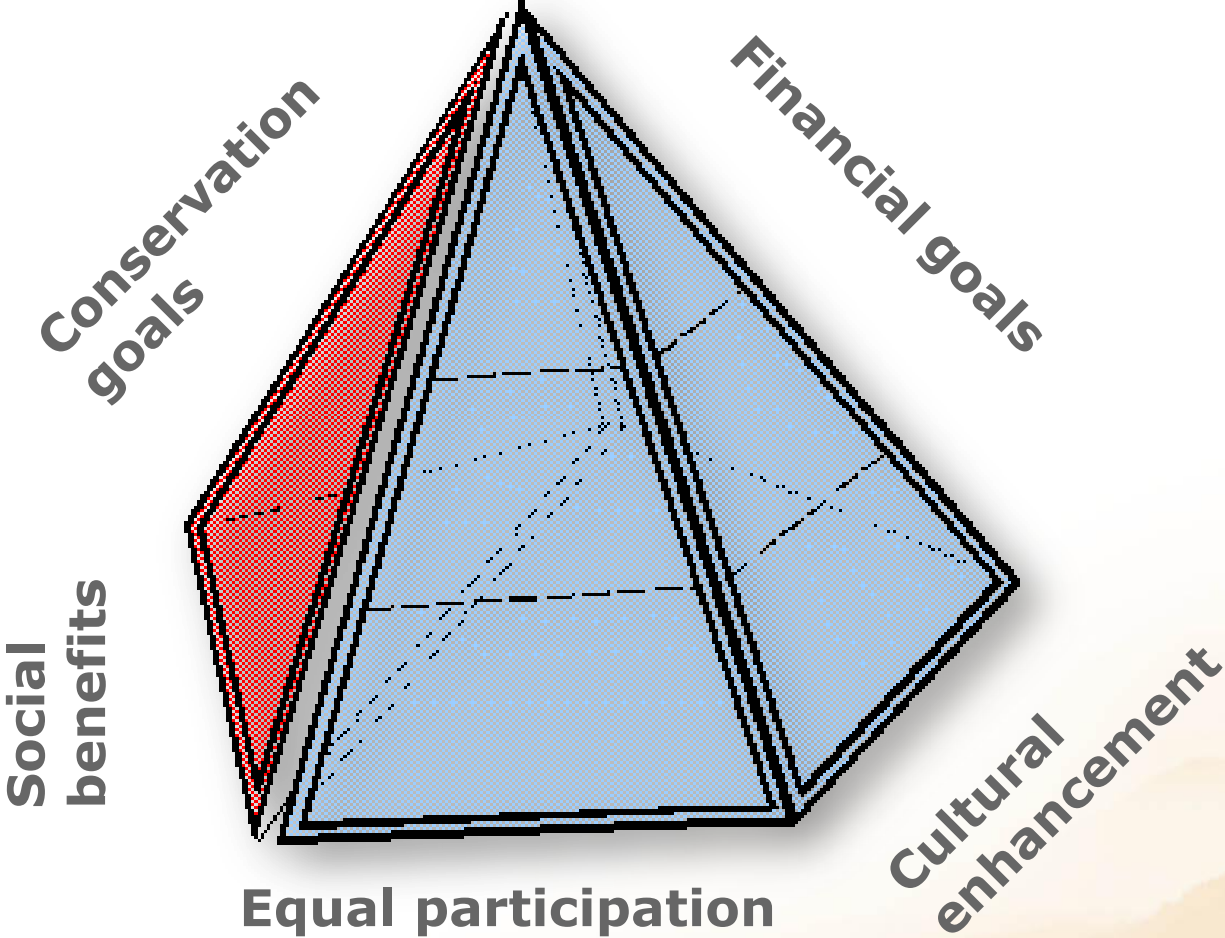
TP cannot be a responsible businesses' exclusive CSR program



More Engaged & Ethical Industry- The Community Wildlife conservancy Approach



Conservancy Deliverables



How ? Relationship Management

Naboisho Landowners Landholding Company

- Lease
- Management agreement

Tourism Partners Company Ltd (TpCo)

- Sub-license
- Disclosure letters
- Deed of adherence
- Code of conduct

Naboisho Conservancy Ltd (Managing organisation)

Licence

- Code of conduct
- Management agreement
- Shareholders agreement

Professional management Company

- contract



Whats new?

- Travellers are engaging with a business plan not an activity or event
- Dialogue and more dialogue with community-stakeholder engagement
- Travelers philanthropy becomes an opportunity to invest in a sustainable business model



Planning & Operations Instruments

- Board meetings of Management Company
- Management secretariat- facilitate implementation of programme /decisions- serves both businesses and landowners
- Empowered Landowners committee/ negotiating committee
- Contracted professional & independent management company



Sustainability Tools

- Management Plans
- EIAs
- Certification





Handwritten notes on a whiteboard, including the word "Strategy" and other illegible text.

Small framed text or logo on a table in the background.

TOSHIBA

Apple logo on a laptop screen.

Open Dialogue / Different Forums



eco storm



Community Ownership (Blessing)

