



Serena News

Insights and Inspirations in the World of Serena Hotels

The Corporate Social Responsibility (CSR) Newsletter for Serena Hotels

SERENA HOTELS CELEBRATES EARTH DAY

On April 22, Serena Hotels' properties **Serena Beach Resort & Spa (SBRS), Mombasa** and **Nairobi Serena Hotel (NSH)** partnered with Ocean Sole in this year's Earth Day to raise awareness on environmental conservation. Ocean Sole and Serena Hotels share a common goal of building awareness on the conservation of sea turtles and butterflies, beach pollution mitigation and waste management.

Ocean Sole is a marine wildlife organization that recycles old flip flops/"pati patis" (as they are commonly known in East Africa) that have been washed away along the coast and turns them into beautiful artifacts – such as elephants, giraffes, octopuses, sea turtles, butterflies and lions.



Left to Right: Ocean Sole Factory flip flops/"pati patis" before they become final products, Ocean Sole octopus unveiled at Nairobi Serena Hotel, Serena Beach Resort & Spa Mombasa Earth Day Information Booth

Information booths set up at the aforementioned Serena properties on Earth Day exhibited products created by Ocean Sole and educated individuals on environmental challenges as well as Serena Hotels' current initiatives towards these challenges, such as the Sea Turtle and Butterfly Conservation Projects at **SBRS**. Several breathtaking artifacts were also on display, such as a 2-meter tall octopus made entirely out of recycled flip-flops/"pati patis" and other recycled materials – unveiled for the first time at **NSH** before making its journey to the United Nations Environment Programme (UNEP) conference. Guests and staff together had the opportunity to view the process undertaken when creating Ocean Sole products and bring old flip flops/"pati patis" at collection points set up at the two properties.

Serena Hotels is currently working towards taking its environmental conservation efforts to the next level through continuing to build awareness and making an impact to its surrounding communities and habitats.

COMMITMENT TO PROMOTE READING AND LITERACY IN EAST AFRICA

In 2016 Serena Hotels, in partnership with the Aga Khan Foundation (AKF), Madrasa Early Childhood Program (MECP) and Lions International, expects to expand its milestones from the 19 Community Libraries in Kenya that were launched in 2015 to a total of 23 more libraries across Kenya, Tanzania and Uganda.

READING FOR CHILDREN (RFC), TANZANIA

Following the RFC Training Session for the facilitators that was held at **Ngorongoro Serena Safari Lodge** in March, **Lake Duluti Serena Hotel**, **Lake Manyara Serena Safari Lodge**, **Kirawira Serena Camp**, **Serena Serengeti Safari Lodge** and **Mbuzi Mawe Serena Camp** held RFC Community and Staff Workshops. Below are some of the many RFC success stories from Tanzania:

LAKE DULUTI SERENA HOTEL



Blind student presented a book at the RFC Library Launch at Patandi Primary School

Lake Duluti Serena Hotel in Arusha held a Community Workshop for Patandi Primary School. Over 20 enthusiastic and eager participants attended the Workshop to learn more about the importance of reading, storytelling, and language development, as well as for the launch of the library within the school property. Serena Hotels' RFC Facilitators Godwin Joshua from **Lake Duluti Serena Hotel**, Andrew Natsson from **Lake Manyara Serena Safari Lodge** and Yotham Sulle from **Ngorongoro Serena Safari Lodge** went above and beyond for the Workshop, by ensuring a generator was in place for the 2-day Workshop due to the lack of power supply at the school. Moreover, Mr. Joshua included his wife and daughter in the Workshop, instilling key lessons from the RFC Initiative within his family.

Patandi Primary School, located in Arusha, Tanzania has several children facing physical disabilities such as blindness, deaf & mute, etc. To accommodate for the children facing blindness, Serena Hotels is looking into purchasing books in braille for the school's new RFC Library.

LAKE MANYARA SERENA SAFARI LODGE



Storytelling activity at Kilimamoja Primary School

Lake Manyara Serena Safari Lodge held a Community Workshop for Kilimamoja Primary School. Over 40 participants attended the Workshop to learn key lessons from the program. The aforementioned Serena Hotels' RFC Facilitators once again went above and beyond for the Workshop by building confidence amongst the participants of the Workshop. At the end of the Workshop, participants were more willing to present in front of a large audience, discuss issues and ideas openly, as well as take on leadership roles such as Head Librarian or Head Parent of the new library launched.

Kilimamoja Primary School is located about 15 km east of Karatu in the Manyara region.

MBUZI MAWE SERENA CAMP



Staff RFC Workshop at Mbuzi Mawe Serena Camp

Mbuzi Mawe Serena Camp held a Staff Workshop, teaching individuals the importance of reading for your career and reading for and to your children. The 50+ attendees were extremely grateful to have the RFC Initiative expand to include staff and their children, as working in a remote location such as Serengeti can make it difficult for staff and their families (when they come to visit) to access reading material. RFC Facilitator Alpha Godwin from **Mbuzi Mawe Serena Camp** led the Workshop, receiving positive feedback to hold similar workshops on a regular basis.

Alpha Godwin took the RFC Initiative a step further by encouraging reading and language development to his own 5-month old son at home. "I want him to develop this interest while growing up. RFC will work 100% in our families, I am sure of this." Mr. Godwin explains.

KIRAWIRA SERENA CAMP



Child from the Center reading book from the new RFC library

Kirawira Serena Camp held a RFC Community Workshop for Mary Mother of God Perpetual Help Center – a children center for Albino and physically disabled children that **Kirawira Serena Camp** has supported on several occasions, such as the Serena Hotels' 2015 Christmas Initiative 'Light Up a Life'.

Serena RFC Facilitators Wema Kamando from **Kirawira Serena Camp** and Godwin Joshua from **Lake Duluti Serena Camp** held an extremely successful 2-day workshop for the caretakers and children at the Center.

For more information on Mary Mother of God Perpetual Help Center, please see **page 9**.

SERENGETI SERENA SAFARI LODGE



Staff RFC Workshop at Serena Serengeti Safari Lodge

A successful RFC Staff Workshop was held at **Serengeti Serena Safari Lodge (SSER)**, with eager staff members ready to learn more about Serena Hotels' RFC impact over the past two years and to partake in the worthwhile initiative. The staff of **SSER** were grateful to listen to RFC Facilitator Caleb Nyaoso discuss the importance of reading for career development.

The staff of **SSER** was keen to receive the library books and would like to expand the RFC Staff Initiative to include having an English teacher assist some of the staff to further develop their language skills.

The books at **SSER** will be placed in an area that will be known as a "mini library" for the staff – creating a space for staff to take time for themselves and self-development.

READING FOR CHILDREN (RFC), UGANDA

In April 2016, staff members from **Lake Victoria Serena Golf Resort & Spa** and **Kampala Serena Hotel** were trained on launching the RFC Initiative at their respective properties and within 2 communities – St. Mary Kevin Orphanage and Serena Heights School.

RFC Facilitators, Doreen Nakanyike of **Lake Victoria Serena Golf Resort & Spa** and Christine Atuhairwe of **Kampala Serena Hotel**, along with the support of Country Sales Manager, Allen Ampaire and Country Manager, Anthony Chege, held 2 successful RFC Staff Workshops during the month of May. The remaining 2 RFC Community Workshops will be held during the upcoming months.



Left to Right: RFC Training at Madrasa Early Childhood Program Center, RFC Staff Workshop at Lake Victoria Serena Golf Resort & Spa, RFC Familiarization Event after Staff Workshop at Kampala Serena Hotel

"Education is an admirable thing, but it is well to remember from time to time that nothing that is worth knowing can be taught." – Oscar Wilde (Irish Author, Poet and Playwright)

KIGALI SERENA HOTEL AND LAKE KIVU SERENA HOTEL CONTINUE TO SUPPORT GENOCIDE SURVIVORS IN RWANDA

Since the time when Serena Hotels expanded its brand into Rwanda in year 2007, **Kigali Serena Hotel**, **Lake Kivu Serena Hotel** and its staff support a broad range of charitable causes and community initiatives towards the survivors of the Genocide in Rwanda. This has and continues to be done with the sincere hope and belief that the initiatives implemented together with those from other willing donors and government-led initiatives will go a long way to address the difficult life challenges that the survivors still face today, so as to move towards a better, peaceful and sustainable life.

The sustainable initiatives and economic empowerment support provided by **Serena Hotels, Rwanda** to date takes many forms:

- Donation of food, home materials and medical bills' settlements;
- Through the government led program known as *Girinka Munyarwanda* to donate cows which was set up to reduce child malnutrition rates and increase household incomes for small scale farmers whilst providing soil nutrients through manure - **Serena Hotels, Rwanda** has donated four cows towards this Program;
- Provide on-the-ground support, advice and training on quality to small-scale farmers and genocide widows from whom we purchase fresh foodstuff - as we have been encouraging and training people on how to produce more crops, we no longer need to import fruits compared to when we began operations in Rwanda;
- Donated quality mango and orange trees to plant in order to help increase the number and quality of fruits in the market and increase household incomes;
- Provide training opportunities to youth genocide orphans in the hospitality industry, some of whom are currently employed by **Serena Hotels, Rwanda** and use part of their salary to educate their siblings; and
- Participate in the monthly government activity known as *Umuganda*, which can be translated as “coming together in common purpose to achieve an outcome” and is vital to the renewal of Rwanda - on the last Saturday of every month, **Serena Hotels, Rwanda** joins community members to volunteer their time towards community work such as tree planting, litter collection, building schools in the community and rehabilitating wetlands.

Every year, Serena Hotels commemorates the lives lost during the 1994 Genocide. This year, Prince Aryn Aga Khan visited the Kigali Genocide Memorial site in April, along with Serena Hotels Management and Staff to honour the lives lost and the resilience of those who survived the Genocide.



Prince Aryn Aga Khan (centre), Mahmud JanMohamed, Managing Director, Serena Hotels (right) and Charles Muia, Country Manager, Serena Hotels Rwanda (left), at the Kigali Genocide Memorial site

WORKER'S DAY 2016 - NGORONGORO SERENA SAFARI LODGE

Worker's Day, locally referred to as “May Day”, was celebrated in style in the Ngorongoro Conservation Area (NCA), as stakeholders in the tourism sector organized a sport bonanza with various games held within the NCA grounds.

In an event that incorporated tour companies and high-end hotels, various sports activities within were held in a field where lions, elephants and buffaloes happened to be among the spectators.

The event was held at the open field adjacent to the NCA Authority's Headquarters, a place that is frequented by freely grazing elephants and buffaloes. The sports that dominated the day included sack race, volleyball, tug-of-war, relay racing, chicken chasing, netball and football.

The Event Coordinator, Jeconiah Ojuok, from **Ngorongoro Serena Safari Lodge** said the bonanza gave a chance for workers who serve within the game park to participate in the bonanza like their counterparts in other areas of the country.

“Working in the parks doesn't mean that people are left out in May Day or any other public holidays,” pointed out Ojuok, adding that the event had also attracted participants from the Kilimanjaro and Arusha regions.

It was the first time that a major sporting event took place within the NCA area, which is meant for wildlife, tourism and conservation.

SERENA BEACH RESORT & SPA, MOMBASA ATTAINS GOLD LEVEL ECO-RATING CERTIFICATION

Serena Hotels is pleased to announce that **Serena Beach Resort & Spa (SBRS), Mombasa** has for the first time attained the Gold Level Eco-rating Certification after an assessment carried out by Ecotourism Kenya and the Eco-Rating Technical Committee. This is the third Serena property in Kenya to be eco-rated and through a vigorous re-assessment; **Sweetwaters Serena Camp** has for its second consecutive year retained its Gold level Eco-Rating Certification. Last year, **Lake Elmenteita Serena Camp** was also certified for the Gold Level Eco-Rating Certification, which is valid for 2 years.

Ecotourism Kenya promotes responsible tourism practices within the tourism industry. This entails encouraging the adoption of best practices in the use of tourism resources, working with local communities and managing waste and emissions. (<http://www.ecotourismkenya.org/>)

As stated by Ecotourism Kenya, **SBRS** demonstrated outstanding best practices in responsible tourism, specifically on the Sea Turtle Conservation Project and its business legal compliance. Efforts were also echoed in sustaining its environmental management system.



Sea turtle hatchling at the Serena Beach Resort & Spa, Mombasa

SEA TURTLE CONSERVATION PROJECT

The **Serena Beach Resort & Spa (SBRS), Mombasa** has been working for over 20 years to protect sea turtles and has released over 40,000 hatchlings into the sea.

About 2 decades ago, marine ecological reports have indicated that sea turtles face extinction within the next 50 years if action is not taken. This indication necessitated the Convention on International Trade in Endangered Species (CITES) to list sea turtles in the region of Mombasa, Kenya as critically endangered.

Why Save Sea Turtles?

As everything in life is connected, the very removal of a vital part of our ecosystems (i.e. the extinction of sea turtles) can cause an imbalance and affect the environment and life for humans immensely.

On land, the eggs that are laid by sea turtles provide nutrients to beaches and sand dunes, ensuring the beaches so frequently used by humans and inhabited by various creatures do not face erosion.

In water, sea turtles feed on jellyfish, thus controlling the population of jellyfish, specifically stinging jellyfish. Sea turtles also strengthen marine ecosystems through grazing on sea grass beds and eating sponges, creating a strong ecosystem for other marine species to live in.

Lastly, sea turtles are an important tourist attraction on land and during water activities, such as snorkeling and scuba diving – this is an important source of income for many countries worldwide.

Serena Hotels Impact on Sea Turtle Conservation

SBRS initiated a Turtle Conservation Project back in 1993. This initiative was the establishment of a turtle nest protection programme, where turtle eggs around the Shanzu Bay, Mtwapa, Kikambala and Kenamai beaches are protected and hatched. Insecure nest sites found in these habitats are brought to **SBRS** for protection and hatching and kept in the 2 mesh-cages found along the **SBRS** beach lawn.

During the hatching process, **SBRS** staff and the Naturalist Consultant invite guests and local community members to a Hatching Ceremony to witness as sea turtle hatchlings find their way to the ocean. This is also an opportunity to educate guests on sea turtles and the important role they play in our ecosystem. In addition, weekly lectures are conducted at **SBRS** on Tuesday evenings in order to educate guests and the local community about various sea turtle species that exist in Mombasa, the threat of extinction, and how individuals can play a role in conserving sea turtles.

Since inception, 320 Green, 46 Hawksbill and 41 Olive Ridley nests have been reported and secured with the help of the local fishermen, beach operators and Kenya Wildlife Service Rangers. During this time, 52,524 eggs have been secured, with 43,691 turtle hatchlings released into the Indian Ocean. Serena Hotels is currently working on taking their project to the next level, by getting various partners involved to raise awareness and increase their impact on the conservation of sea turtles globally.



Sea turtle incubation demonstration to guests by
Consultant Naturalist, Mr. David Olendo



Sea turtle cages at the Serena Beach Resort & Spa
Mombasa

“MIZIZI” – SERENA HOTELS TREE PLANTING CAMPAIGN



A SERENA GROUP INITIATIVE

JOIN US BUILD THE ROOTS FOR A GREENER TOMORROW.

Serena Hotels, along with guests and local communities, are taking their commitment to creating a long term environmental impact to the next level. MIZIZI, meaning “roots” in Swahili, is an initiative aimed at engaging communities and creating awareness on the importance of planting trees and monitoring their impact, as well as partaking in other environmental activities such as clean-ups and recycling drives.

Join us and together, let us build the roots for a greener tomorrow.

Serena Hotels has been partaking in tree planting activities since the 1970s, starting within the properties and branching off to include local community regions and school properties. Serena's tree planting activities over the past 40 years has made a huge impact across East Africa and Mozambique. This year, Serena Hotels would like to take their commitment to tree planting one step further.

Mizizi is a Swahili word meaning "roots", and the name of Serena Hotels' new Tree Planting Campaign. Roots are the foundation of a tree, and the most important part to help a tree grow. To make a deeply rooted impact on the environment, Serena Hotels must go beyond tree planting and include other activities to make a larger and greater impact. **Serena Hotels TPS Head Office, Serena Mountain Lodge, Lake Elementeita Serena Camp, Kilaguni Serena Safari Lodge, Sweetwaters Serena Camp (Kenya), Lake Duluti Serena Hotel, Lake Manyara Serena Safari Lodge (Tanzania) and Polana Serena Hotel (Mozambique)** have all held various environmental activities for the MIZIZI Tree Planting Campaign thus far. **Below are some of the stories from various Serena properties and their participation in MIZIZI.**

TPS SERENA HOTELS HEAD OFFICE. NAIROBI & SERENA MOUNTAIN LODGE

On June 25th 2016, over 40 staff members from TPS Serena Hotels, Nairobi and Serena Mountain Lodge visited D.E.B Muslim Primary School and Iruri Secondary School in Nyeri, Kenya to plant various types of trees with students within their school properties. 550 trees were planted collectively, including mango, avocado, orange, red stinkwood, East Africa yellow wood and Kenyan green heart trees.

Two speakers from the Kenya Organization for Environmental Education (KOECC) accompanied the Serena staff during the MIZIZI activity. The KOECC speakers educated students from D.E.B. Muslim Primary School on activities they can implement to become an eco-school through the launch of an eco-club. Students can take charge of their own waste management by reusing waste material to create products to be used within the school. Moreover, with the fruit and herbal trees planted in collaboration with Serena Hotels, students can start their own fruits and vegetables garden, tree nurseries and nurse the seedlings planted to create a green space within the school property. By initiating an eco-club, students are taught to become environmentally conscious from a young age, whilst indirectly influencing their character into being a more responsible global citizen. Furthermore, students take charge of their own environmental actions and influence their families and friends to do the same.



Students from D.E.B. Muslim Primary School with Richard Ndiga, Special Projects Manager, TPS Serena Hotels, Nairobi planting fruit and herbal trees for the MIZIZI Tree Planting Campaign



Cake cutting ceremony held by Polana Serena Hotel to mark the MIZIZI Tree Planting Campaign

LAKE MANYARA SERENA SAFARI LODGE

Lake Manyara Serena Safari Lodge (LMSL) held various environmental activities to commemorate World Environment Day on June 5th and launch the MIZIZI Tree Planting Campaign. Supporting Kilimamoja Primary School, the property held an environmental lecture to educate students on major environmental issues, such as pollution. Through educating students on current issues and the role they can play in the environment, a foundation is set to influence future generations to make environmentally friendly decisions. Moreover, staff and students partnered to partake in litter collection and tree planting in the local community.



Environmental talk by Andrew Natsson, Naturalist at Lake Manyara Serena Lodge, held at Kilimamoja Primary School

DAR ES SALAAM SERENA HOTEL VISITS DOGODOGO BUNJU CENTRE



Group Photo for Dogodogo Centre Family, Dar es Salaam Serena Hotel Team, National Microfinance Bank Team and Montage Staff after the Traditional Dance performed by the Dogodogo Multi Media Group

On June 16th, a team of staff from Dar es Salaam Serena Hotel, along with a team from the National Microfinance Bank, visited to Dogodogo Centre for street children and youngsters in Bunju. The team spent the day with the staff and children from the Centre, learning various skills such as stitching and carpentry from the individuals at the Centre and painting the dining room together. To further support Dugodugo Centre, the Serena staff purchased several carpentry items, including wooden chairs and serving trays.

Along with purchasing items and painting the dining room of the Centre, the Dar es Salaam Serena Hotel team provided further support by hosting a lavish lunch, inclusive of soft drinks and a cake. A cake cutting ceremony was held to mark the Day of the African Child.

THE STORY OF: HUNTING OF ALBINOS



Mr. Godwin Joshua, Assistant Manager of Lake Duluti Serena Hotel, with his son, Jovin Joshua

Zacharia is a 5-year-old boy living at The Mary Mother of God Perpetual Help Center for albino and physically disabled children in Lamadi, Tanzania. Zacharia was born into a family where his father did not support him. Immediately after he was born, his father left his mother for giving birth to an albino child. One day, while farming to earn an income for herself and her son, Zacharia's mother left him under a tree to provide shade from the sun, while she spent another hard day at work. The mother soon saw 3 men approaching her son, ready to hunt and kill the boy. She immediately took Zacharia and ran to the Center where she left him to be taken care of, as she could no longer continue to put both their lives at risk. It has now been 3.5 years and Zacharia's parents have not returned for him.

Fortunately in December 2015, Zacharia was adopted by a Serena staff member, Mr. Godwin Joshua of **Lake Duluti Serena Hotel (LDSH)**, and given a family once again. Zacharia is now known as Jovin Joshua, a name given by Mr. Joshua's 3 other children – Joan, Joyleen and Jocelyn – a creative combination of the 3 names.

The term 'Albinism' dates back to 1908 originating from the Latin word 'Albus' – meaning 'White'. As indicated in various medical reports, albinism is the result of a reduction or absence of the pigment *melanin* – often causing white skin, white hair and vision problems; approximately 1 in every 17,000 individuals in the world suffers from albinism and in Sub-Saharan Africa the rate is even higher, with approximately 1 in every 5,000 individuals suffering from albinism.

In traditional African communities, albinos are perceived to be precious commodities. They are thought to have magical powers and their body parts can be sold for thousands of dollars on the black market for use in "witchcraft potions" said to bring wealth and good luck. The hunting of albinos is especially high in Tanzania, with at least 8 attacks recorded in 2014 (*People Magazine*). To mitigate issues related to albinism, Serena Hotels is doing their part to provide a better quality of life to the albino individuals, as can be seen through the story of Jovin Joshua.

The Mary Mother of God Perpetual Help Center is located in Lamadi, Tanzania – approximately one hour away from **Kirawira Serena Camp (KWSC)**. The Center was started in 2011 by Maria Helena to house and educate albino children who continue to be hunted – providing a safe haven to care for these children. Currently, there are 54 children at the Center – 40 children living with albinism and 14 children between the ages of 1 and 17 years with physical disabilities.

The Center faces several challenges such as lack of space and dormitories, schooling and clean water. The lack of dormitories limits Mary from housing more children. After experiencing a horrible unforgettable event in Mary's life of turning away a 6-year-old albino boy, Mary would like to ensure she is caring for and helping as many children as she can. Due to the lack of space at her Center, Mary had to turn away the 6-year-old boy with a promise that she will take him in immediately after room was available. Within the same week, hunters killed the boy for his body parts.

KWSC has been supporting Mary Mother of God Perpetual Help Center in various ways. Jonathan Cheres, (General Manager of **KWSC**), Godwin Joshua (Assistant Manager of **LDSH**) and Wema Kamando (Clinical Officer of **KWSC**), along with other staff members, have supported the Center during Serena Hotels' Christmas Initiative – 'Light Up a Life', launched a library in the Center through the Reading for Children (RFC) Initiative, held Easter events and conduct monthly visits.



Launch of the Serena Hotels Reading for Children (RFC) Initiative by Kirawira Serena Camp

Through raising awareness and providing support, Serena Hotels hopes to assist Mary in reaching her goal to expand the Mary Mother of God Perpetual Help Center and better the lives of as many children as possible that are suffering from albinism and other physical disabilities.



Styled to replicate the elegant hunting camps of such legendary 'white hunters' as Denys Finch Hatton and Baron Bror Blixen, Kirawira Serena Camp is located adjacent to the famous western corridor of the Serengeti National Park - arena of the 'Greatest Wildlife Show on Earth', the annual migration of the wildebeest.

THE SERENA HOTELS PORTFOLIO

HOTELS

KENYA

Nairobi Serena Hotel

TANZANIA

Dar es Salaam Serena Hotel

Lake Duluti Serena Hotel

UGANDA

Kampala Serena Hotel

RWANDA

Kigali Serena Hotel

MOZAMBIQUE

Polana Serena Hotel

SAFARI LODGES

KENYA

Mara Serena Safari Lodge

Amboseli Serena Safari Lodge

Kilaguni Serena Safari Lodge

Serena Mountain Lodge

Ol Pejeta House

TANZANIA

Lake Manyara Serena Safari Lodge

Ngorongoro Serena Safari Lodge

Serengeti Serena Safari Lodge

Serena Mivumo River Lodge

TENTED CAMPS

KENYA

Lake Elmenteita Serena Camp

Sweetwaters Serena Camp

TANZANIA

Kirawira Serena Camp

Mbuzi Mawe Serena Camp

Selous Serena Camp

RESORTS

KENYA

Serena Beach Resort & Spa

UGANDA

Lake Victoria Serena Golf Resort &

Spa

RWANDA

Lake Kivu Serena Hotel

ZANZIBAR

Zanzibar Serena Hotel

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