



# Serena News

*Insights and Inspirations in the World of Serena Hotels*

## The Corporate Social Responsibility (CSR) Newsletter for Serena Hotels

*Serena Hotels' day-to-day operations align with the Sustainable Development Goals (SDGs) set out by the United Nations Development Programme*

### Environmental and Social Awards & Accolades 2019

#### Gold Eco-Rated Certification

All of Serena Hotels' camps, lodges, and resort within Kenya are Gold Eco-Rated by Eco-Tourism Kenya. The in-depth biennial eco-audits this year resulted in **Lake Elmenteita Serena Camp** retaining its Gold Eco-Rating Certification, whilst **Amboseli Serena Safari Lodge**, **Kilaguni Serena Safari Lodge**, and **Serena Mountain Lodge** moved from Silver to Gold Eco-Rating Certification. **Mombasa Serena Beach Resort & Spa**, **Mara Serena Safari Lodge**, and **Sweetwaters Serena Camp** are also Gold Eco-Rated. The Eco-Tourism Certification Program has been recognized by the Global Sustainable Tourism Council since 2016.



*Irene Amoke, Chief Executive of Kenya Wildlife Trust (2<sup>nd</sup> from Left) and Hon. Najib Balala, Tourism CS (3<sup>rd</sup> from Left), award the Serena Hotels team during 2019 Eco-Warrior Awards held at Nairobi Serena Hotel.*

#### Skål International Sustainable Tourism Awards 2019

**Serena Beach Resort and Spa** was ranked 4<sup>th</sup> out of 11 in the category of "Marine and Coastal" for its Endangered Turtle Conservation project, which has seen the release of over 58,000 endangered turtle hatchlings into the Indian Ocean.

#### Opening Ceremony of the Zanzibar Tourism Show

**Zanzibar Serena Hotel (ZSH)** received a special mention and certificate of appreciation for outstanding contribution to tourism in Zanzibar. **ZSH** was recognized as the first 5-star hotel in Stone Town and for its commitment to service excellence and cultural & heritage preservation that made Stone Town recognized as a UNESCO World Heritage site.

#### Eco-Warriors: Fighting for Sustainable Tourism

**Lake Elmenteita Serena Camp (LESC)** took the lead whilst **Amboseli Serena Safari Lodge (ASSL)** took the first runner-up position under the 'Social Impact' category during the 2019 Eco-Warrior Awards. This year's theme was "Tourism, Jobs, and the Green Economy – A Better Future for All." Similar to other Serena properties, **LESC** and **ASSL** give priority to the local communities living around their areas of operation to ensure economic independence with the end goal of better navigating uncertainty and thriving towards a sustainable future livelihood. The ongoing social impact programs include: tree planting and conservation awareness, community and school health outreach, training and internships to local youth, school infrastructure and educational aids, and entrepreneurial support.

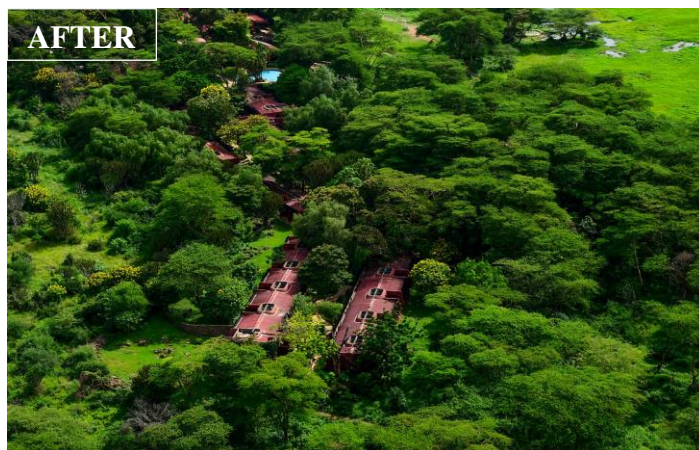
*"Everybody can be great...because anybody can serve...You only need a heart full of grace. A soul generated by love." -Martin Luther King Jr., American Civil Rights Activist.*

## Commitment to Environmental Sustainability: Earth Hour, Day, Year

Aligning with SDG 7, 12, 13, 14 & 15: Affordable and Clean Energy, Responsible Consumption and Production, Climate Action, Life on Land, Life Below Water



**BEFORE**



**AFTER**

*Successful results of Serena's tree planting commitment at Amboseli Serena Safari Lodge.*

### Tree Planting

Serena Hotels has been committed to tree planting since 1991, and has planted over 6.7 million trees in the past 28 years to combat the effects of global warming, increase forest cover, and reduce our carbon footprint. This year, Serena Hotels in East Africa planted a total of over 28,400 trees, and in 2020 is expected to plant 50,000 trees. All properties have a tree nursery and our guests are provided the opportunity to "plant a tree for Africa."

### Earth Hour Forest

In celebration of Earth Hour on March 28th, **Kampala Serena Hotel (KSH)** partnered with the World Wildlife Fund in hosting a dinner to recognize the world's first ever 'Earth Hour Forest.' The project aims to reforest the 2,700-acre Nabugulu National Forest, and **KSH** has planted 19.8 acres of indigenous trees towards this goal.

### Species Conservation

**Lake Elementeita Serena Camp (LESC)** participated in the National Waterfowl Census in partnership with National Museums of Kenya, the Kenya Wildlife Service, and the Soysambu Conservancy. A giraffe census exercise to identify population dynamics within the Soysambu Conservancy took place in partnership with **LESC**. Our **LESC** nature team continues to monitor the progress of

the 60 endangered colobus monkeys that were moved from Nyandarua County to a new habitat within Soysambu Conservancy.

**Serena Beach Resort and Spa (SBRS)** has pioneered sea turtle conservation in Mombasa since 1993. Just last year, **SBRS** saw 49 nests and 7,000 sea turtle eggs saved from poaching following partnerships with local fisherman and informational lectures with the local community and guests. Guests do participate in the release of turtles into the ocean.



*Over the last 25 years SBRS has released 58,017 sea turtle hatchlings into the ocean.*

**SBRS** has also continued to protect the diversity and population of the 65 local butterfly species since 2002 at its butterfly sanctuary. Last year **SBRS** guests witnessed the release of 27,800 butterflies. To date, over 376,882 butterflies have been released.

*"Avoiding climate breakdown will require cathedral thinking. We must lay the foundation while we may not know exactly how to build the ceiling." – Greta Thunberg, climate activist.*



## Commitment to Environmental Sustainability: Earth Hour, Day, Year

Aligning with SDG 7, 12, 13, 14 & 15: Affordable and Clean Energy, Responsible Consumption and Production, Climate Action, Life on Land, Life Below Water

### Energy Conservation

Our journey and efforts to move from fossil-based energy to renewable energy sources and effective energy management has evolved over the years. Incorporating historic energy data insights to our business strategy was one of the key drivers to analyze the viability of the investment that led TPS Serena Hotels to install the Solar Water Heating Systems (4 properties) and thereafter the Solar Power Plants (5 lodges). **Kilaguni Serena Safari Lodge**, **Amboseli Serena Safari Lodge**, and **Mara Serena Safari Lodge** have been fully solar powered off-grid since 2017, 2018, and 2019 respectively. **Lake Elmenteita Serena Camp** and **Sweetwaters Serena Camp** have been on a Grid-Tied Hybrid solar system since early 2018.

Approximate cumulative environmental impact as a result of installing the solar power plants:

- Total green energy produced: 2,771.4 MWh
- CO<sub>2</sub> avoided: 1,949.44 tons
- Trees that would need to be planted to extract the CO<sub>2</sub> within 10 years: 155,950 trees

Wherever possible, management are committed to replicating the Solar Power Plant model at the other Serena properties in Africa. A tour to the Solar Power Plant has become a popular and intriguing guest activity. The Solar Power Plant aligns with SDG 7: Affordable and Clean Energy; SDG 12: Responsible Consumption and Production; SDG 13: Climate Action; and SDG 15: Life on Land.



Solar Power Plant at Mara Serena Safari Lodge.

### Energy-Saving Jikos (Cooking Stoves)

As part of Serena Hotels' commitment to conserving energy, Serena properties engage the local community on how they can care for the environment. **Mara Serena Safari Lodge** and **Serena Mountain Lodge** have educated the local community around their respective areas on how to construct simple energy-saving jikos that use less wood and produce less smoke than the traditional three stones jiko. So far, the properties have helped build 18 "eco" jikos for the local communities.

### Reduction of Single-Use Plastic to the Extent Possible

Serena Hotels properties have pledged to lower their environmental impact by conducting monthly clean-up exercises to keep grounds and parks pristine, and reducing our waste to the extent possible.

As part of our mission to mitigate our environmental impact, Serena Hotels Africa aims to eliminate single-use plastics to the extent possible.

Guest Amenities (shampoo, shower gel, lotion):

- Since 2017: Replaced 'miniature' single-use bottles with refillable dispenser bottles at 13 of the 23 Serena properties. Impact: 230,000 bottles per annum since 2017 have not been released to the landfills.
- Year 2020: In a phased manner, the refillable dispenser bottles in the remaining 10 properties will be implemented.

Plastic Straws:

- Year 2019: Eliminated the use of plastic straws for guest drinks.

Single-Use Plastic Water Bottles:

- Year 2020: Will replace single-use plastic mineral water with recyclable glass bottles.

*"We must reverse the nefarious consequences of global warming, which is a powerful threat to our planet and to humanity." – Jose Condugua Antonio Pacheco, foreign minister of Mozambique.*

## Today's Coffee: Grown by the Women of Rwanda

*Aligning with SDG 5 & 8: Gender Equality & Decent Work*

With every cup served, **Kigali Serena Hotel (KiSH)** and **Lake Kivu Serena Hotel (LKSH)** give its guests the opportunity to economically empower 40,000 women coffee farmers.

Serena Hotels Rwanda have partnered with the Sustainable Growers Non-Profit Program, which trains women to become professional coffee suppliers. Since the partnership's inception, Serena Hotels guests have bought about 5,000 cups of coffee made by the farmers.

Guests are given the opportunity to experience coffee farm tours and master classes offered by Sustainable Growers.



*Rwandan women coffee farmers supported through Serena Hotels Rwanda partnership with Sustainable Growers.*

## Farmers' and Artisans' Markets

*Aligning with SDG 8: Decent Work and Economic Growth*



*Farmers' and Artisans' Market at Kigali Serena Hotel.*

Every month since November 2018, **Kigali Serena Hotel (KiSH)** has partnered with Kigali Farmers' and Artisans' Market to create a platform where local farmers and artisans can connect with global consumers. 85% of the vendors are women, youth, and people living with disabilities.

Over 70 local farmers and artisans have the opportunity to sell their wares to tourists each month.

Beatha Uwamariya, a member of a cooperative that sells pillows, bags, and blankets, indicated that this market has not only promoted the growth of her business and allowed her to make connections with foreign clients, it also helps her to pay school fees for her children and meet other domestic needs.

Farmers and Artisans' Markets complement Serena Hotels' commitment to empowering local artists. All of our gift shops sell products made by the local community/disadvantaged groups.

The farmers' and artisans' market concept has been adopted at **Serena Beach Resort and Spa**, and has been modified at other properties including **Amboseli Serena Safari Lodge**, **Dar es Salaam Serena Hotel**, **Mara Serena Safari Lodge**, and **Ngorongoro Serena Safari Lodge**, providing economic opportunities to local suppliers across East Africa.

*"Women and girls should be able to determine their own future, no matter where they are born." – Melinda Gates, philanthropist.*



## 100kg Initiative

*Aligning with SDG 2: Zero Hunger*

**Kampala Serena Hotel (KSH)** and **Lake Victoria Serena Golf Resort & Spa (LVSGRS)** have undertaken the 100kg initiative that involves monthly donations of 100kgs of supplies to the Mwanamugimu Malnutrition Unit, a wing at the Mulago National Referral Hospital.

Over the last five years, Serena Hotels Uganda has donated over 6,000kgs of supplies to the Malnutrition Unit, benefiting approximately 3,000 children.

This initiative provides severely malnourished children between 4 months and 10 years of age with the appropriate

nourishment through donations of soy flour, maize flour, rice flour, sugar, beans, and rice grain.

**KSH** and **LVSGRS** chose to donate to the children at Mwanamugimu because the issue of malnutrition is prominent in Uganda, as reports indicate that cases of acute malnutrition exceed those of other prevalent diseases such as malaria and HIV.

As with all of Serena Hotels' programs and initiatives, the goal is to create long-term impact on the quality of life of the community.



*Donations made by Serena Hotels Uganda to the Mwanamugimu Malnutrition Unit.*

## Helping Children Hear

*Aligning with SDG 3: Good Health & Wellbeing*

Since 2009, **Zanzibar Serena Hotel (ZSH)**, in partnership with specialist doctors from the Zanzibar Outreach Program, have offered complementary ear surgery to children with hearing problems. Last year, **ZSH** offered the surgery to 30 children, and over 462 people have benefited from the program in the last decade. This initiative supports social growth, as hearing loss can contribute to delayed development.



*Dr. Naufal Kassam, Head of ENT at Mnazi Mmoja Hospital, at a surgical procedure.*

*"The wise man does not lay up his own treasures. The more he gives to others, the more he has for his own." - Lao Tzu, ancient Chinese philosopher.*

## Serena Hotels' Adopt a School Program

*Aligning with SDG 4, 6 & 9: Quality Education & Industry, Clean Water & Sanitation, & Innovation & Infrastructure*

Serena Hotels has, in the last decade, worked with schools around our 23 properties in Africa in various ways to ensure children have a conducive environment for learning. This support is through the “Adopt A School” aegis that has seen initiatives that influence positive attributes in a child, thus having a holistic, positive impact on a child’s upbringing and development that will in the medium to long-term assist to gradually transform the quality of life for generations to come. The Serena Hotels “Adopt A School” initiatives include: setting up of children’s libraries (to date 47 libraries and 16,007 beneficiaries for the community and our staff have been set up); introduction of Eco-Clubs; planting of fruit and herb trees; health outreach programs through the Serena Wellness Program; infrastructure support, and its ‘Light up A Life” Christmas program.

### Supporting Sikizana Trust

**Kilaguni Serena Safari Lodge (KSSL)**, with the dedication and support of repeat guest Heather Haythorpe, provided wheelchairs to two children at Sikizana Trust. Jackson Wambua and Tom Musyoki received wheelchairs by the generous donation of Ms. Haythorpe, and **KSSL** provided 5 pairs of crutches, as well as clean linens to the Trust.

**KSSL** conducts quarterly visits to the trust to provide donations of foodstuffs, detergents, and clean linens. Sikizana trust supports children abandoned by abuse and neglect.



*Jackson Wambua and Tom Musyoki with their new wheelchairs.*

### Eco-Clubs

**MSSL** has continued to promote education through a partnership with Michigan University with the purpose of creating eco-champions through encouraging conservation ideologies to the next generation. Through lectures to students at Enkereri Primary School, **MSSL** and Michigan University assist the school in teaching the importance of conservation and establishing eco-clubs that will inspire students to champion conservation.

### Maji ya Serena (Water from Serena)

It is unfortunate that many of the communities in which we operate are deprived of access to clean drinking water and are thus exposed to a wide range of water-borne diseases. To overcome this situation to the extent possible, we provide clean water to our neighboring communities.

**Mara Serena Safari Lodge (MSSL)** initiated the tunneling of a 26-foot well for Isokon Primary School, and will assist the school in using this water to establish a vegetable garden for students’ lunch. This year, **Sweetwaters Serena Camp** donated 500 liters of drinking water per day for 72 days to 244 beneficiaries at Sweet Waters Secondary School in response to urgent need caused by a draught in the region. **Lake Manyara Serena Safari Lodge** provides daily donations of 15,000 liters of water pumped from their supply to approximately 100 households in the local community.

**Amboseli Serena Safari Lodge (ASSL)** provides safe, clean drinking water to approximately 4,800 members of the community and 30,000 of their livestock per annum.



*26-foot well at Isokon Primary School, near MSSL.*

*“Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.” – Kofi Annan, 7<sup>th</sup> Secretary-General of the United Nations.*



## Health, Safety, and Wellbeing

*Aligning with SDG 3 & 17: Good Health and Wellbeing & Partnerships for the Goals*

Through the Serena Wellness Program, champions, Serena clinic nurses, members of staff, and the local community are continuously sensitized on various lifestyle-induced illnesses with a special focus on cancers, diabetes, and hypertension, in partnership with various medical institutions. The program also incorporates guest speakers who address diverse topics including health matters, financial management and planning, goal setting, stress management, and family life skills.

### World Health Day

This year for World Health Day, **Lake Victoria Serena Golf Resort and Spa** educated its staff about cancer and other related illnesses. **Kampala Serena Hotel (KSH)** partnered with Rotary Uganda and Mengo Hospital to fundraise for the construction of a blood bank at the hospital. **KSH** also partnered with the Indian Association of Uganda to help sponsor the treatment of 10 children with cardiovascular related diseases.

As part of the **Serena Wellness Program**, health outreach is carried out throughout the year in communities surrounding Serena Hotels to improve their quality of life. **Lake Manyara Serena Safari Lodge** committed to World Health Day 2019 by partnering with Lions Club

Arusha to provide 350 members of the Mto wa Mbu area treatment for minor medical issues as well as health outreach on positive health-seeking behaviours.

**Amboseli Serena Safari Lodge (ASSL)** provided 64 members of the Oldule Village with treatment for minor illnesses via an outreach exercise. The **ASSL** clinic provides free medical outreach to 1,920 members of the community per annum. **Kilaguni Serena Safari Lodge (KSSL)** commemorated World Wellness Day by engaging staff and community members in a talk about mental health. Following this, **KSSL** staff and community members participated in a football match.



*Mental health talk at Kilaguni Serena Safari Lodge.*



*Staff wellness activities at Serena Beach Resort and Spa.*

*"It is one of the most beautiful conceptions of life that no man can sincerely try to help another without helping himself." – Ralph Waldo Emerson, American poet.*

## Profile of a Naturalist: Anthony Kiteng'e

The Naturalist is a unique position to all of Serena Lodge and Camp locations. The role of the Naturalist is to curate unique safaris and community visits for the guests that immerse them in the culture and environment of the area, thus personalizing the guest experience.

The Naturalist works with local government, village leaders, and community members to undertake initiatives such as school renovations, the tunneling of boreholes, providing economic opportunities to local artists and farmers, and tree planting.

Anthony Keli Kiteng'e has been a Naturalist at Serena Lodges for over 10 years. After starting his career at **Mara Serena Safari Lodge** and **Serena Mountain Lodge**, Anthony is currently the resident Naturalist at **Kilaguni Serena Safari Lodge (KSSL)**. His days are filled with planning, developing, and conducting exceptional experiences and programs for his guests.

His unique position, coupled with the wealth of knowledge he has amassed through the years, make him the perfect person to inform guests of the natural, historical, cultural, and environmental features of the Tsavo West National Park.

Anthony draws his inspiration from nature and is keen on understanding the environment and sharing his insight with others.

From renovating dormitories in a nearby rescue center, to constructing library shelves for the Reading for Children initiative, to leading the charge on Serena Hotels' commitment to reforestation, his passion for the environment is evident in his work.

Anthony fondly recalls a particularly interesting day on the job when he had the opportunity to take His Excellency, The President of the Republic of Kenya, Uhuru Kenyatta on a game drive through Tsavo National Park.

In a sentence, Anthony describes **KSSL** as "classic and serene; for the optimal safari game viewing experience."



*"If you want to lift up yourself, lift up someone else." -- Booker T. Washington, American educator, author and adviser to US Presidents.*





*Polana Serena Hotel* is a gracious haven that recalls the elegance and splendor of colonial times, with a history stretching as far back as 1922. With options of sea-facing or city-view rooms, the 'Grand Dame of Maputo,' as the Polana Serena is widely known, shows the world how graciously it has merged a combination of the past with present-day facilities and comforts.

## THE SERENA HOTELS PORTFOLIO

### Hotels

#### Kenya

Nairobi Serena Hotel

#### Tanzania

Dar es Salaam Serena Hotel

Arusha 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

#### Tanzania

Lake Manyara Serena Safari Lodge

Ngorongoro Serena Safari Lodge

Serengeti Serena Safari Lodge

Serena Mivumo River Lodge

### 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 and Spa

#### Uganda

Lake Victoria Serena Golf Resort  
and Spa

#### Rwanda

Lake Kivu Serena Hotel

#### Zanzibar

Zanzibar Serena Hotel

## RESERVATIONS

### Serena Sales Center

#### Kenya

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4<sup>th</sup> Ngong Avenue

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### Tanzania Central Reservations

#### Tanzania

2<sup>nd</sup> Floor, Diamond Trust House

P.O. Box 2551

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Email: reservations@serena.co.ke

### Johannesburg Reservations Office

#### South Africa

Grayston Ridge Office Park

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144 Katherine Street, Sandown

Johannesburg, South Africa

Tel: +27 21 2607/8/9

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reservations@serenahotels.co.za

### Website:

[www.serenahotels.com](http://www.serenahotels.com)

### Social Media

[www.facebook.com/SerenaHotels](https://www.facebook.com/SerenaHotels)

[www.twitter.com/serenahotels](https://www.twitter.com/serenahotels)

### Serena Hotels Blog:

[www.theserenaexperience.com](http://www.theserenaexperience.com)

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