



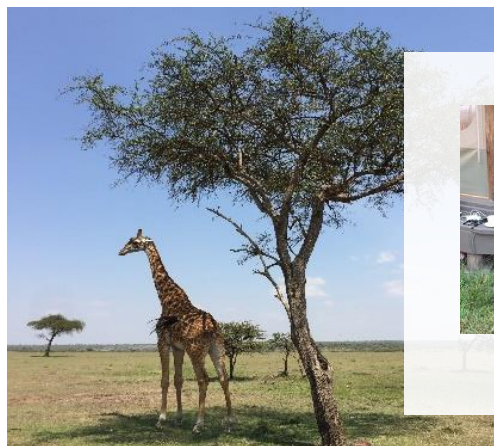
LGT Impact Fellowship 2019/2020

Impact Report

By Justin Arenhold

September 2020





Justin Arenhold (South African)

Host Organization: Basecamp Explorer Kenya

Fellow position: Strategic Development BCEK

Fellowship duration: Apr 2019 – Apr 2021

Degree: ND Hotel Management (CPUT South Africa)

Professional experience: 28 Years Senior Management experience in the Luxury Hospitality & Ecotourism Sector



Summary

With a background in the Hospitality and Ecotourism sector, Justin is responsible for Strategic Development for Basecamp Explorer Kenya (BCEK) supporting the Chairman and CEO in their individual roles. Key focus areas include new and existing project development (new safari camps, wildlife training college), organizational development, revenue development, health & safety / ERP structure and compliance, COVID-19 recovery strategy and Ecotourism partnerships & affiliations.

Basecamp Explorer Kenya aims to tackle the following challenges

- Conserving and protecting the Masai Mara Ecosystem in partnership with local communities and stakeholders
- Maintaining and developing effective and sustainable Ecotourism models with key 4 C’s modelling:
 - Conservation & Community
 - Culture & Commerce
- New conservancy development
- Ecotourism educational & research college development

Opportunity for a Fellow

- Understanding and developing effective Ecotourism models in existing and new Kenyan wildlife community conservancies
- Remote area organizational strategy development
- Remote area service delivery strategy development
- Sales strategy development
- Developing sustainable binding best practice Ecotourism partnerships & affiliations - the Long Run Foundation / LGT ESG Due Diligence / Ecotourism Kenya

“My experience as a Fellow...

has provided me with an incredible platform to develop strategies and processes that create a *positive impact in the field of Ecotourism*. Working hand in hand with local communities, key stakeholders and strategic partners we have continued to develop and build on the Conservation, Community, Cultural and Commercial initiatives in the Masai Mara which is one of the most important bio-spheres in the world. I am extremely grateful to have been given the opportunity to make a measurable impact and contribution to the organization’s initiatives and am incredibly excited for the next 12 months of my Fellowship.”

- Justin



Justin's achievements...

- Key projects/quality improvements: group safari camp Capex budgets, Wildlife Training College (WTC) masterplan, BCEK expansion plan, K&K/BCMM bridge development, K&K/BCMM new energy grid installation, BCMM rainwater harvesting project installation
- Organizational development strategy: structure, development & succession planning, key new group positions
- Training strategy: planning, implementation, quality mapping/ measurement
- Compliance, health & safety strategy, emergency response policy procedure and planning: COVID-19 BCEK group recovery/re-opening strategy, health & safety committee formulation, compliance, health & safety audits, licensing, training, monitoring, reporting
- Ecotourism partnerships & affiliations: binding with The Long Run Foundation/LGT ESG Due Diligence
- Leadership and management of emergency response, evacuation, closure, recovery and re-opening of BCMM safari camp during major river floods (February 2020)



... contributing to Basecamp Explorer

- Best practice design, supply chain management in current safari camps and new camp developments K&K, PCA Hilltop, WTC
- Improved operational service delivery and Efficiency
- Networking and building on new partner and supply chain relationships
- Increasing BCEK market presence and brand awareness in Kenya and in international markets

Justin's next challenge

Through his partner organization - Basecamp Explorer Kenya and Fellowship Organization - LGT VP, Justin's next challenge is to expand on the progress to date and to make further positively measurable and sustainable impact over the next 12-month period.

Key focus will be on the continued strategic development, quality improvement initiatives, community based conservation projects and stakeholder partnerships within the surrounding Masai Mara ecosystem.