

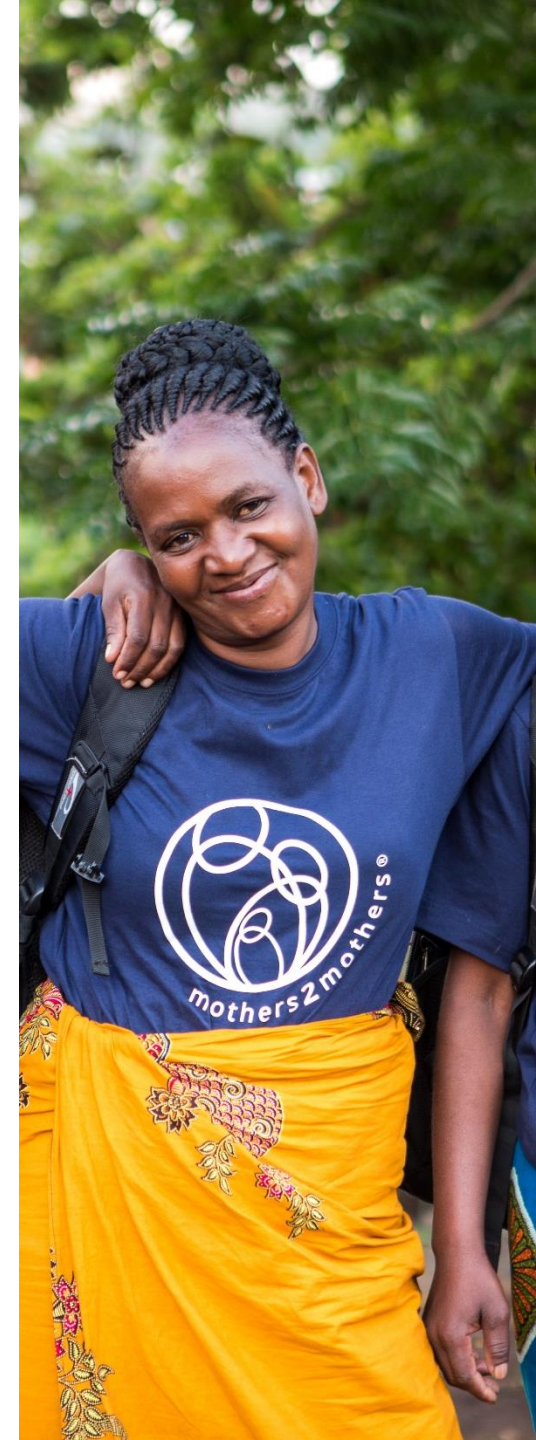


LGT Impact Fellowship 2021/2022

Impact Report

By Chimwemwe Mlombwa

August 2022





Chimwemwe Mlombwa (Malawian)



Host organization: Basecamp Explorer Kenya

Fellow position: Digital Marketing Fellow

Fellowship duration: Oct 2021 – Aug 2022

Degree: Bachelor of Social Science

Professional experience: 6 years



Summary

With a background in communications and international business, Chimwemwe joined Basecamp Explorer Kenya to support the digital marketing by creating strategies and campaigns that enhance brand awareness and online visibility.

BCEK aims to tackle

- The extinction of wildlife
- Improved livelihoods of the Maasai community
- Preservation of the environment

The solution BCEK provides...

- BCEK protects nature through sustainable tourism by using the profits for various community development projects and creating opportunities for local people to protect their own lands and wildlife.

... contributing to the SDGs:



Opportunity for a Fellow

- Leading digital marketing efforts to support strategic goals.
- Build a strong network of partners and enhance brand awareness .
- First hand experience of the Maasai culture, conservation and sustainable tourism.
- Introduce innovative ideas for content and strategies.

“My experience as a Fellow...

Working with BCEK has been an unforgettable experience for me. Learning about conservation and community engagement has been exciting and really changed my perspective of sustainable travel.

I am very grateful for the opportunity to have supported BCEK and I am happy to have been part of the organisation and I cannot wait to see the organisation grow and expand their impact.”

- Chimwemwe



Chimwemwe's achievements...

- Supported community outreach events by capturing and curating content
- Developed and led digital marketing campaigns that increased online engagement.
- Created partnerships with key stakeholders in the tourism sector in Kenya (Eco tourism Kenya, KWCA and MMWCA)
- Organised a virtual event in partnership with new partners
- Set up a database with relevant and potential partners
- Enhanced online visibility and brand awareness of BCEK
- Curated content and marketing material shared across digital platforms.
- Wrote an impact piece for the Voice of Mara publication
- Introduced LinkedIn and Twitter social media pages.
- Surpassed social media goals before the anticipated timeline.
- Created internal resources and tools to support digital marketing efforts in future.

... contributing to BCEK

\$
17300

Converted direct bookings from social media posts.

25%

Increased online engagement by 25%

5

Partnerships created

Chimwemwe's next challenge

Chimwemwe is joining Fos Feminista as a Digital Content and focusing on growing her social enterprise; Kwathu Ndi Kwanu.