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Greetings!

Sustainability and pulling together in the face of COVID-19

It is indeed an uncertain time around the globe. It is now 22 days since the World Health Organization characterized COVID 19 as a global pandemic and 20 days since Kenya confirmed her first case. Tourism and all associated industries including aviation, hospitality and conservation are have really borne the brunt of this COVID 19 issue. While the disease had brought a myriad of economic losses and most importantly loss of human life, it is also a time to rethink and start thinking sustainability.

Sustainability is at the heart of dealing with the realities of the new Corona Virus. For while scientists and doctors are working hard to get a cure / vaccine, nature and humanity is slowly healing. This touches on the very core sustainability which includes conservation and community. With regards to conservation, there have been many reports of how global emissions are reducing with reduced activity and how wildlife is reclaiming more spaces.

Our focus today will be on community. While tourism remains one of the hardest hit with this crisis, the spirit of community wellbeing still resonates strongly for businesses that practice responsible tourism. Today we will highlight the story of Mara Bush Camp, a Gold Eco rated property that is making do with the situation and giving back to the community in line with the current circumstances.

One of the proven ways to prevent contamination and spreading of the Corona Virus is by regularly washing our hands with soap and water. Mara Bush Camp has found a way to contribute to the fight against the virus by contributing to this particular goal - hand washing. Through a partnership with a company called Akusi Organics, the camp is donating their used vegetable oil to be recycled and used to make castile hand washing soap. The soap is then distributed to the less privileged communities in Korogocho slums in Nairobi. The story of Mara Bush Camp is therefore a story of sound waste management, pulling together and benefit to local communities. All this contributing to the heart of sustainability. Kudos to the camp!

The castile soap making process illustrated



While working with local communities a mandatory requirement to be certified by Ecotourism Kenya, the extent of your investment remains solely your personal initiative. There could be many ways you could contribute positively to the community and share your resources. Perhaps you would even want to contribute to this particular initiative? Please contact gabriele@sunworldsafaris.com It is a time for humanity to work together, for this is the heart of sustainability and if we pull together, then together we shall overcome.