



Okavango
Capital

Porini Camps



Creating community allies in protecting wild landscapes.
Supporting livelihoods of rural, underserved communities.

- **PORTFOLIO:** Club Deal
- **COUNTRIES:** Kenya
- **STAKE:** Minority
- **REVENUE:** >10Mn



Context

Rural areas have been left behind in Modern Africa. While economic development is changing lives and landscapes in urban areas, most rural areas remain untouched. Most communities living around national parks are living in poverty with limited opportunities for earning income. Meanwhile, they own land that hosts stunning landscapes and iconic wildlife species that people all around the world would pay to see.

Without means to generate an income, communities often engage in activities that are destructive to wild habitat and wildlife- overstocking cattle, converting land to agricultural crops, poaching and charcoal production. Human wildlife conflict is exacerbated as human populations continue to expand and competition for land increases.

Strategy

Porini camps, run by Gamewatchers Safaris, has leased land from Maasai communities in areas adjacent to national parks- creating new conservancies that protect large tracts of wild ecosystems that would otherwise go unprotected. The company operates an industry leading model to engage communities in wildlife conservation by providing tangible benefits from eco-tourism to communities that exceed the returns that they are able to generate from any other form of land utilization such as farming.

The company's camps have won numerous awards and are internationally acknowledged as very successful examples of a tour operator working together with local communities and wildlife to produce a unique experience for visitors.





Communities on the Frontlines of Conservation



Porini creates opportunities for employment and community income that are unavailable through any other sources. As a result of the communities receiving direct benefits from wildlife there has been a change in attitude towards the concept of wildlife conservation. The community members have given their positive support to conservation and no longer engage in damaging activities within the conservancies.

The members see the wildlife as a resource which belongs to them and are enthusiastic about encouraging wildlife to move into their conservancies. They also recognize the vast improvement in vegetation and grass cover within each conservancy which is now a valuable source of controlled grazing for livestock during severe drought periods.

\$1.1Mn
COMMUNITY
 The community earns \$1.1Mn per year from rental payments for setting aside areas of their land as wildlife conservancies

20 yrs
CONSERVATION
 After 20 years, elephants have ecosystems inside the conservancy, reflecting the recovery of the landscapes that have come as a result of protection.

Impact



110K
CLIMATE
 110,000 acres land protected that wouldn't otherwise be- conserving key wild ecosystems and related ecosystem services.

95%
COMMERCIAL
 95% of 140 employees are from the local community. Junior staff make \$105/month, significantly more than average income in rural areas.



Source: <https://www.porini.com>