

OL PEJETA CONSERVANCY A ROLE MODEL FOR CONSERVATION



ANNUAL REPORT 2017

OUR VISION

To become an innovative and sustainable development model of national importance that conserves biodiversity (particularly endangered species) and contributes to economic growth and the improvement of the livelihoods of rural communities.

OUR MISSION

OI Pejeta Conservancy works to conserve wildlife, provide a sanctuary for great apes, and to generate income through wildlife tourism and complementary enterprise for reinvestment in conservation and communities.

OUR BOARD OF DIRECTORS

Philip Coulson, Chairman

Joanna Elliott (Fauna & Flora International)

Dr. Annette Lanjouw (Arcus Foundation)

Mike Watson (Lewa Wildlife Conservancy)

Hon. Francis Ole Kaparo

Michael Gichangi

Dr. Helen Gichohi

Vijay Gidoomal

Daniel Szlapak



LETTER FROM OUR CEO

The year 2017 will be remembered as one where the massive challenges of maintaining space for conservation were laid bare.

During the year we saw invasions of land holdings across Laikipia by pastoralist groups from northern Kenya, in response to extreme drought and populist political rhetoric during the national elections. Whilst security has now been restored in most areas of the county, the root problems that caused the invasions will take many years to address properly.

These revolve around burgeoning human populations that have made traditional pastoralist livelihood systems more and more vulnerable in recent years. In the face of these changes, the challenge facing conservationists will be to develop inclusive methods of land use that permit and encourage economic development at the same time as providing conservation space. Whilst this will demand innovation and will be no easy task, OI Pejeta's model demonstrates that it is possible to create a productive land use system whilst still acting as a home to large populations of wildlife, including East Africa's largest population of black rhino. It is gratifying to us that in annual measures of economic contribution across large scale land-holdings in Laikipia, OI Pejeta remains the leader on both a "total" and "per acre" basis. Thus, our model not only sustains wildlife, but it produces food for the nation, employs over 900 people and contributes significantly to the national exchequer.

Despite the drought, where OI Pejeta suffered terribly during the latter half of the year, we continued to make progress towards our vision. Whilst the lack of rain and pasture resulted in dramatically reduced agricultural revenues, recent investments into fodder production allowed the organisation to sustain its cattle herds, as well as providing a source of forage for suffering wildlife. As I write I am pleased to report that the long rains arrived in early in March 2018 and have been excellent, with the result that pastures are now fully recovered (even if our roads network has been all but destroyed – temporarily!).

The first half of 2017 also saw a rebound in international tourism, building upon OI Pejeta's growing reputation as an excellent wildlife

destination. Unfortunately, the political tension experienced towards the end of the year acted to diminish tourism volumes and revenues. We hope for a robust return to better tourism fortunes, particularly in the latter half of 2018.

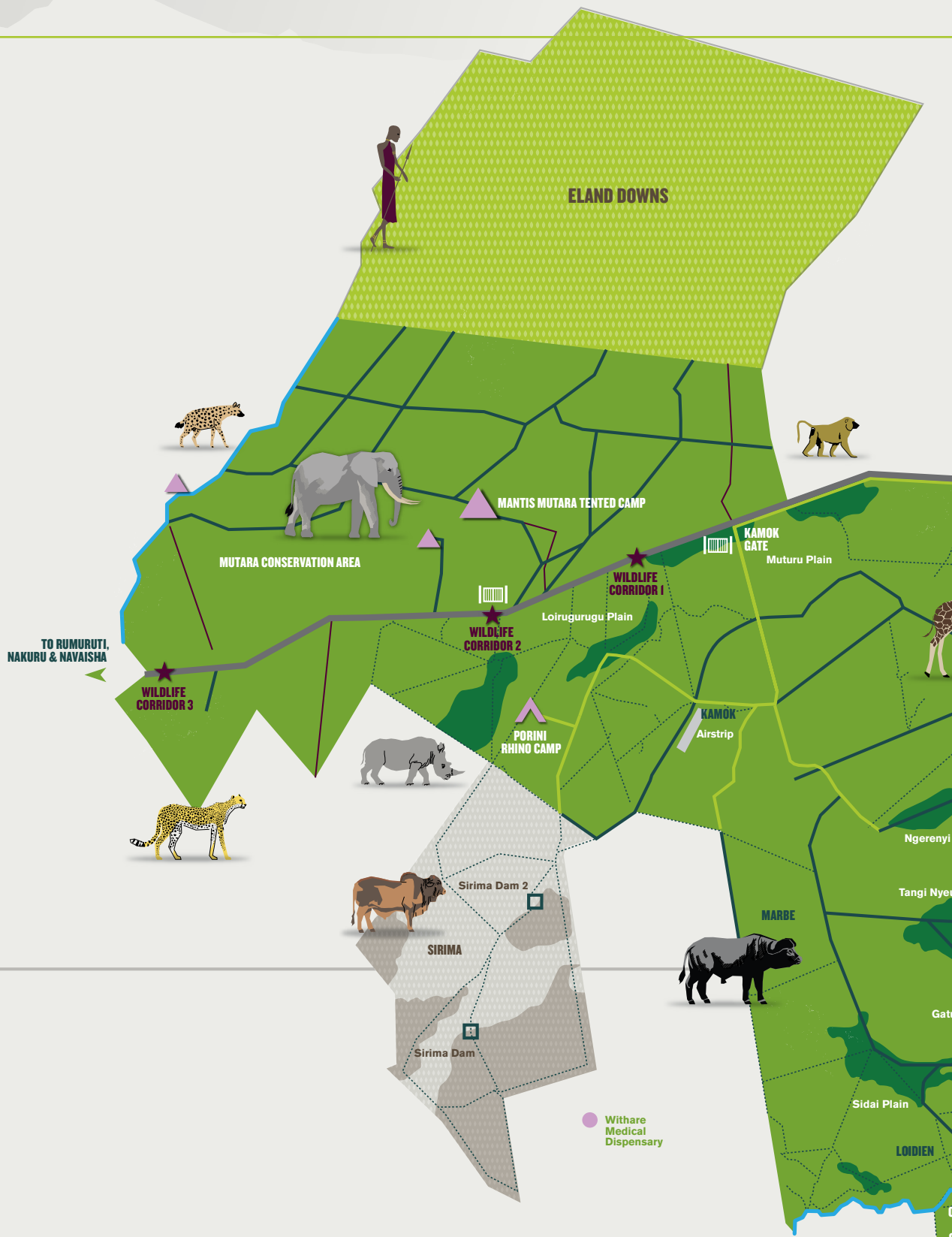
Despite the invasions during the year, we have continued to make progress to develop conservation space within the wider landscape. Whilst efforts are now underway to develop better collaboration and "conservation and development scale" across a number of significant Laikipia landholdings, steady progress continues to be made to secure the neighbouring 20,000 acre Mutara Conservancy as suitable habitat for OI Pejeta's expanding black rhino population. This effort will aim to fully involve communities that live adjacent to the area in the knowledge that without their full involvement and support, no attempt at creating conservation space in this area can hope to succeed in the long term. This effort will feed upon OI Pejeta's ongoing efforts to find solutions to issues of livestock overstocking in a way that returns value and sustainability to pastoralist communities.

In summary, despite a very challenging year, OI Pejeta continues to make progress on all fronts. We must hope that, with a return of the rains and a more stable political environment, progress can now be accelerated and scaled to avoid a return to the problems of 2017 during the next election cycle.



Richard Vigne
CEO
OI Pejeta Conservancy





EQUATOR

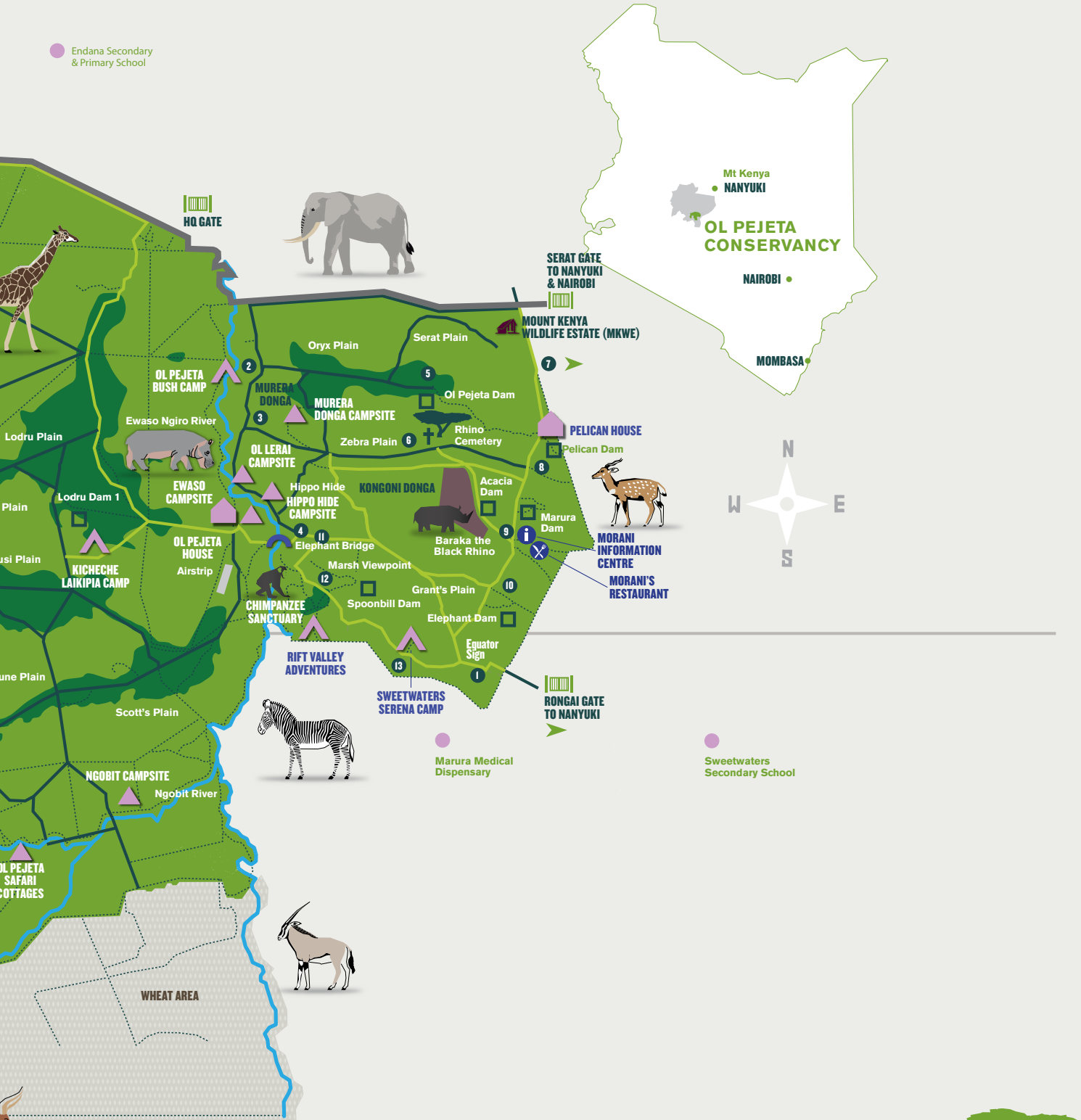
DISCOVERING OL PEJETA CONSERVANCY AND MUTARA CONSERVATION AREA

- | | |
|------------------------|--|
| ROADS | ENDANGERED SPECIES ENCLOSURE |
| ADC FIREBREAKS | ANIMAL 'DAMS' |
| MAIN ROAD | JUNCTION NUMBERS |
| ALL WEATHER ROADS | SWEETWATERS CHIMPANZEE SANCTUARY
Visiting hours 10.00am to 4.00pm |
| BUSH TRACKS | SELF-CAMPING SITES/PICNIC SITES/COTTAGES |
| RIVERS | RHINO GRAVEYARD
For all the rhinos poached on Ol Pejeta |
| PLAINS | MAJOR CAMPS AND LODGES |
| MAIN CONSERVATION AREA | MOUNT KENYA WILDLIFE ESTATE (MKWE) |
| WILDLIFE CORRIDORS | |





Endana Secondary & Primary School



CONSERVATION



AERIAL SURVEY

11 DIFFERENT SPECIES

(of large mammal counted)

WILDLIFE POPULATION STABLE

shown by tenth aerial survey of Ol Pejeta

REFORESTATION

**HABITAT RECOVERY
THROUGH EXCLUSION ZONES**



WILDLIFE MANAGEMENT

TWO LIONS COLLARED

with new GSM technology chips

12 LIONS TRANSLOCATED

due to rhino predation

ENCLOSURE EFFICACY REVIEWED

for endangered species

MUTARA

US\$ 600,000 GRANT

from The Darwin Foundation

16KM OF FENCE ERECTED

thanks to WildAid, Ernest Kleinwort
and Space for Giants

**MEANINGFUL ENGAGEMENT WITH
COMMUNITIES INITIATED**



RHINOS

BORN ON OL PEJETA

13 black rhinos and five white rhinos

BUT EIGHT RHINOS KILLED BY LIONS

ORPHANED FEMALE NABUUL GAVE BIRTH TO HER FIRST CALF

US\$ 570,000 RAISED

Since 2013 to support the northern white rhinos

NORTHERN WHITES

SIGNIFICANT ADVANCES IN ASSISTED REPRODUCTIVE TECHNOLOGY

made overseas for rhinos

ENCLOSURE PREPARED FOR SIX SOUTHERN WHITE SURROGATES



CHIMPANZEES

MANNO SUCCESSFULLY INTEGRATED

COMPREHENSIVE HEALTH CHECKS

for all chimpanzees and they are in good shape



ACCREDITATIONS FROM PASA AND GFAS

Pan African Sanctuaries Alliance and the Global Federation of Animal Sanctuaries

HOW FAUNA & FLORA INTERNATIONAL COLLABORATION HELPED US

- Conservation Strategy reviewed - log-frame developed
- Fundraising partnership and capacity building
- Technical support





Effective conservation sits at the **core of everything** OI Pejeta does.

By creating a model that can be replicated across the landscape, we aim to demonstrate that **conservation can be a sustainable and financially viable** land use in the semi-arid areas of Kenya. Working with partners from our communities as well as outside research facilities, we feel we continue to learn and make progress.

The year **2017 was a tough one for Laikipia**; the people as well as the animals. The drought

meant very **poor grazing conditions** and the resulting **invasions of private land** by pastoralist communities, combined with **political uncertainty**, resulted in huge pressure on the land and its wildlife populations. As a result of this, we witnessed **dramatically increased use of the wildlife corridors across OI Pejeta's northern boundary**, as large numbers of many different wildlife species sought refuge within the Conservancy.

AERIAL CENSUS

An aerial census conducted in December demonstrated that, on the whole, wildlife numbers on Ol Pejeta remain broadly stable. Notable was an apparent recovery in jackal numbers, a species that had previously been significantly reduced in number by canine distemper, allowing many of the smaller prey species – such as Thomson’s gazelle – to show considerable population increases. Such is the constant state of flux that typically exists in predator/prey relationships in natural systems.



Our signature species, THE RHINOS

Ol Pejeta remains home to the **largest** black rhino population in East Africa, and we are on track to reach **our 2020 goal of 130 black rhinos**. There were **13 black rhino, as well as five white rhino, calves born** during the year. Our beloved Nabuul, who was hand-reared on Ol Pejeta and released back into the wild in 2014, finally gave birth to her first calf in November – a fantastic demonstration of her successful reintegration into the wild.

Regrettably however, we have been unable to report positive growth in our black rhino population since 2016, due primarily to some highly **irregular predation habits** that formed amongst a resident coalition of adult male lions, who managed to **kill eight rhinos within the space of six months**, before being identified, captured and moved to another (rhino free) national park. Sadly, we also

lost one rhino to disease, another two (one black, one white) to drowning and three to poaching.

The cost and risks involved in keeping rhinos safe remains as high as ever, as **demand for their horn** continues at high levels. To secure its rhino populations Ol Pejeta has **more than 150 rangers**, including over **40 highly trained National Police Reservists (NPRs)**, employed in their protection. Working with government authorities as well as other conservancies, **sharing intelligence and improving training**, we were able to foil and deter a number of poaching attempts during the year. Despite this effort, we were devastated to lose **three rhinos to poachers**, notwithstanding the fact that, with the help of our crack K-9 Unit, we were able to catch and arrest the perpetrators in every case.

THE NORTHERN WHITE RHINOS

On the whole, the northern white rhinos had a good year in 2017, though it was necessary to supplement their diet further due to the poor grazing conditions that prevailed in the latter half of the year as a result of the drought. Sudan, the last male northern white rhino on the planet, found himself at the centre of a media storm over his **Tinder Campaign**, where he was featured as the **'most eligible bachelor in the world'**. This reached millions of people around the globe, managed to raise over **US\$ 85,000** and assisted to bring global attention to the plight facing all rhinos and other species threatened by extinction.

All proceeds from fundraising, as well as the proceeds from viewings of the northern white rhinos by visitors to OI Pejeta, are allocated towards **the northern white rhino recovery roadmap**. This was formulated at the end of 2015 between all stakeholders, including representatives from OI Pejeta, Dvůr Králové Zoo, Fauna & Flora International (FFI), the Kenya Wildlife Service (KWS) and the Africa Rhino Specialist Group (AfRSG).

This roadmap details every step of the recovery of the species, from cutting edge technology being pioneered in Europe and South Africa, to the meticulous care programme these animals receive in Kenya. We are pleased to report that steady progress is being made with the **development of in vitro fertilisation techniques (IVF)**. At the point of publication of this report, there have been

a number of successful attempts to remove eggs from zoo held southern white females. It is hoped that an **'ovum pick-up' attempt** will be made on the two remaining northern white rhino females in mid-2018.

To that end OI Pejeta has begun preparing the herd of six southern white rhino females who will act as **surrogates for the northern white rhino embryos** when they are ready. These females are now held in our endangered species enclosure, and we had to say goodbye to the bull, Kingi, who had been in the same enclosure with them for the last couple of years. He seemed, unsurprisingly, rather reluctant to leave his little bevy of ladies, but with his removal we can be sure that none of the females will be pregnant when the time comes for embryo implantation.

Whilst the two remaining females remain fit and healthy, Sudan, the last male in existence, has been in gentle decline for some time. Befriending Ringo (the abandoned rhino calf we tried to save last year) did seem to give him some renewed energy and vitality, but since Ringo's death he appeared to have rather lost his enthusiasm for life.

At the time of printing this Annual Report, we are sad to announce that **Sudan died on March 19th, 2018**. After age related health complications worsened, a decision was taken to euthanize him.

His death is a tragic loss to the world.



LIONS

Other than the pride of 12 that had to be moved to stop rhino predation, the lion population on OI Pejeta has remained **remarkably stable**. The insecurity elsewhere in Laikipia did, however, lead to a marked change in lion behaviour across the county. Years of improved animal husbandry and painstaking human/wildlife conflict management within conservancies and ranches had seen a marked decline in livestock predation. Unfortunately, with the influx of thousands of weak and poorly protected cattle from neighbouring counties, many lions couldn't resist the lure of an easy catch and have now '**re-learned bad habits**'. It will take vast amounts of effort, not to mention cost, to re-educate the Laikipia lion population not to view cattle as legitimate prey.

Last year, a lion was collared using **GSM (Global System for Mobile) chips**, which differ from the usual GPS lion collars which transmit through satellites. GSM chips transmit data using ordinary phone networks. Not only does this make them easy to use as they send information directly to a telephone, it also makes them about a **fifth of the price**. Working with our technology department, we now have **data on two prides** living on OI Pejeta, which is very useful, not just for our Livestock Department, but also for the communities we live next to and for our own research into lion trends and movement.



GREVY'S ZEBRA

The Grevy's zebra also had a hard time with the drought, although they were happy to have their diet supplemented by hay grown by our Agriculture Department. Nevertheless, a decision was taken during the year to **relocate the OI Pejeta herd to the predator free Mount Kenya Wildlife Estate** where forage is typically abundant. It is hoped that this will result in **population growth** as a basis for recovery of this species on OI Pejeta.





CHIMPANZEES

The Sweetwaters Chimpanzee Sanctuary is the only place in Kenya where one can see chimpanzees. It provides a safe home for **39 individuals rescued from desperate conditions**, mostly in Central and West Africa. Here, they receive expert care from our resident vet, keepers and visiting experts.

The Sanctuary received something of a **facelift** in 2017, with a new adoption centre and improvements to the information centre.

The chimpanzee **Manno**, who was rescued from Iraq in 2016, was successfully integrated into his new family, initially with gradual acceptance from the foster mothers, Jane and Akeela, and then slowly to the rest of the females, followed by the males. His youthful nature and boisterous antics have made him a firm favourite with everyone associated with the Sanctuary.

A **comprehensive health review** of all of the chimpanzees, done in collaboration with the KWS, the University of Minnesota and the Kenya Directorate of Veterinary Services, was carried out during the year. It was a significant opportunity for **veterinary students**, both local and overseas, who were allowed to observe and participate in the procedure.

A **significant sum** was raised over the course of the year from various organisations and individuals interested in the sanctuary, and we were honoured by **accreditations** from our valued partners, the Pan African Sanctuaries Alliance (PASA) and the Global Federation of Animal Sanctuaries (GFAS). The GFAS accreditation acknowledged the sanctuary as **a qualified centre for wildlife welfare**, and came with a gratefully received grant and donation for the sanctuary's fence upgrade.

REFORESTATION

We love elephants, we really do. But if there is one thing that frustrates us, it is the **amount of damage** they do to their habitat. Trees are left crumpled in their wake with seeming disregard for 'a waste not want not' mentality. It is left to us to try and preserve the environment we all have to live in. Last year we completed **selection of woodland areas that need to be excluded** in order to ensure the rehabilitation of acacia woodland. This will be achieved with a combination of **fencing, replanting and monitoring**, and will be implemented across the Conservancy in 2018.



CREATING THE MUTARA CONSERVANCY

We were extremely fortunate to receive significant **financial support from The Darwin Initiative** in 2017, in aid of our work to secure the Mutara Conservancy for conservation and community benefit. This programme will aim to develop a productive land use model that brings conservation and communities closer together. It is hoped that the Mutara Conservancy will eventually provide secured habitat into which **OI Pejeta's black rhino population can expand**.

The focus will be on rangeland and water resource rehabilitation and management, livestock management, conservation, enterprise and tourism initiatives. To date there has been **significant effort to develop meaningful engagement with the neighbouring communities** who have begun

a process to participate in planning infrastructure renovation and management strategies. Working with the Laikipia County Government, Space for Giants, WildAid and the Ernest Kleinwort Charitable Trust, a total of **16km of electric fencing** has been erected around the western and southern peripheries of the Conservancy to date.

OI Pejeta will be seeking further funds to support for this project; we estimate that **US\$ 4.5m will be required** to develop and operationalise this area over the next five years.

Our aim has always been to create a model that can work far beyond our own boundaries, and now that we are starting to reach that stage, a concerted effort to seek external support will be required.





FAUNA & FLORA INTERNATIONAL COLLABORATION

We are always keen to find ways in which we can better our efforts and become more efficient at achieving our goals. OI Pejeta believes in collaboration with others wherever possible. As such, we completed a review of our conservation strategy during 2017 together with our partners at Fauna & Flora International. The aim was to identify areas where collaboration in conservation and fundraising approaches could be beneficial, and the process was hugely worthwhile. It resulted in a well-defined “conservation log-frame” which will provide better management and cohesion within the organisation and between external stakeholders and interest groups.

WHAT'S BEEN HAPPENING?

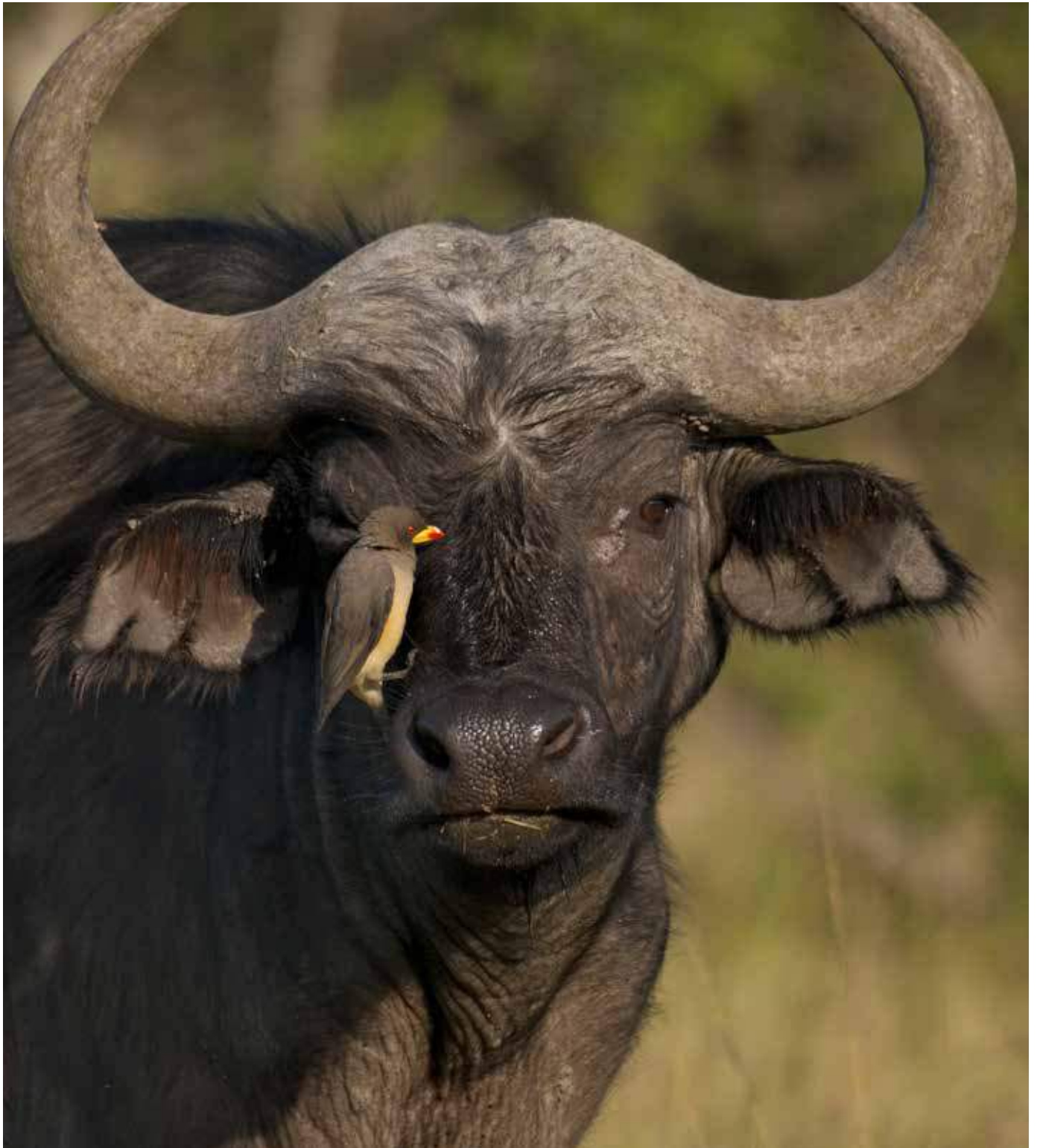
The Ecological Monitoring Unit

In March, the EMU (Ecological Monitoring Unit) team attended the **Biodiversity Heritage Library Workshop** at Mpala Research Centre, organised by the Smithsonian Institute, and participated in the review of Grevy's Zebra Management Strategy.

The team was also delighted to host a group of **three Wild Class volunteers** - a team of students from the US who arrived via Laikipia Wildlife Forum - in July. In November, they took part in the **11th annual Carnivore Conservation Conference** at the KWS Headquarters and gave a presentation on OI Pejeta's carnivore status. The team was also heavily involved in the review and drafting of the **National Rhino Management Strategy**.

In partnership with the **Peregrine Fund** a number of **vultures were collared**, the results of which offered valuable insights into vulture migration patterns – one was tracked as far as the Congo! The plight of vultures world-wide is perhaps not as well known as it should be – their numbers are in steep decline mostly due to predator poisoning arising as a result of human-wildlife conflict. A sensitisation campaign called '**Stop Poisonings Now**' aims to teach members of rural communities on the dangers of poisoning, and how to deal with any incidents arising from them.

A number of other research projects were undertaken on OI Pejeta and **more information on them is available on our website**.



COMMUNITY

2017 HIGHLIGHTS



KSH 66,153,845

TOTAL CONTRIBUTION TO COMMUNITY PROJECTS



BURSARIES

OFFERED TO UNDERPRIVILEGED CHILDREN



COMPUTERS

AND IT SUPPORT PROVIDED



OVER 1,000

COMMUNITY SCHOOL VISITS



DISPENSARIES

NEIGHBOURING OL PEJETA EQUIPPED AND REFURBISHED

AGRICULTURAL EXTENSION SERVICES PROVIDED INCLUDED:



rain water catchment tanks



artificial insemination services



tree planing to rehabilitate water catchment areas



water pan constructions



KSH3,400,000

**VALUE OF INCOME TO
COMMUNITY FARMER GROUPS**
for supply of fresh produce

24

COMMUNITY FARMER GROUPS
supported on conservation
agriculture and tree planting



We wouldn't be here without the **cooperation and support of our neighbours**, with whom we work together every day. As a not for profit organisation, **all surplus income is reinvested into conservation and our communities**. We offer support in the areas of **health, education, infrastructure, agriculture, livestock, resource management and training**.

We strongly believe in offering **help, not handouts** and, as such, all of our projects are carefully thought out and discussed with the recipients. This ensures that all our contributions will have the **maximum impact** in areas where they are most needed. The global Tourism for Tomorrow Award which we won in April was testament to the diligence and consideration that goes into every interaction with our communities.

During the year we provided **67 bursaries and scholarships to underprivileged children** in partnership with PA-MOJA, and in partnership with Afretech, offered IT support to 30 schools . We also provided over 1,000 **complimentary school visits**,

and **equipped and refurbished six neighbouring clinics and dispensaries**. We also continued to provide quality beef genetics to our neighbours through **artificial insemination services**, as well as building water pans, supplying water tanks and planting over **65,000 tree seedlings** together with the Ngobit River Water Users Association. The Conservancy now **supports 24 different community farmer groups** to understand and adopt conservation agriculture.

OI Pejeta also participated in an event arranged by the Loisaba Community Conservation Foundation that brought together students and teachers supported by conservancies around Laikipia. "**Education for Conservation**" saw around 200 students gather for inspirational talks by Margaret Lesuuda, William Kimosop and Laikipia North MP Sarah Lokorere, as well as Deputy Governor John Mwaniki; it was aimed at **finding better solutions for conservation and education** within communities neighbouring Laikipia's conservancies.

COMMUNITY STORIES

from the people on the ground

OI Pejeta PA-MOJA Scholarship Beneficiary

My name is Denis Ngatia Nyambura, and I am 15 years old. I joined Form One in 2018 at Tigithi Boys Secondary School in Laikipia County. I live with my 70 year old grandmother and two cousins in a village called Withare, near OI Pejeta Conservancy.

My mother left me under the care of my grandmother when I was eight months old. After graduating from primary school and getting a slot at Tigithi Secondary, I knew without sponsorship, my grandmother would not be able to pay my fees. She also has to take care of my cousin, whose mother passed on when he was five years old.

We were feeling quite hopeless when one of our church members approached my grandmother and inquired why I had not reported to school. My grandmother told him she hadn't managed to raise the school fees. He informed her that OI Pejeta Conservancy might be able to help and advised her to get in touch with Withare Community Representative for more information.

The representative told us about the full scholarships and part bursaries offered by OI Pejeta Conservancy and PA-MOJA. He told me of some of my friends who also have benefited from the scholarship programme. He guided me through the application process and by good luck I was so happy to be among the 10 students who qualified for full scholarship. When I finish my studies, I would like to be an aircraft engineer.

On behalf of the other scholarship beneficiaries, I would like to thank OI Pejeta Conservancy and PA-MOJA for how much their support has changed our lives.



The full scholarships are offered through PA-MOJA , our Canadian educational partner that is currently sponsoring a number of students in different schools.



Conservation Enthusiast and Beekeeper: David Mutaru

I am David Mutaru from Sirima, Ngobit community. I am a farmer, and also an avid beekeeper, with a few hives on my farm. It started last year, when I realised my farm produce would not be enough to sustain my family. I had been a member of the Mutaro Beekeepers community group for just three weeks when I heard about the community conservation education work being done by OI Pejeta. I always wanted to know more about the working of bees, how they pollinate and more importantly how they generate honey, and was happy to be able to meet with one of their representatives.

It is through OI Pejeta's education programme that I came to understand the art and science of beekeeping - and that they are the best pollinators. I am now able to generate income through the production of honey, beeswax, propolis (bee bread), royal jelly, food and medicine. I have set up an apiculture with two apiaries - one traditional one with seven log hives, and one modern apiary with 12 Kenya Top Bee Hives (KTBH).

I have realised that beekeeping is not only a money-making business, but also a fascinating hobby - and a means of increasing one's knowledge of nature. It is my hope and prayers that through the conservation education program more people will learn and understand more on conserving our biodiversity.



Conservation Agriculture Beneficiary

I am Paul Ndiritu and I am the Principal at Tigithi Boys Secondary School. I arrived in December 2016, and found two things - first, the school looked very dull and unattractive, and second, there was a lack of affordable food for the students. The school had been suffering from rampant absenteeism, which is actually mostly due to fluctuations in food prices, which in turn affects school fees. When food becomes expensive and money is scarce, school becomes one of the first things to go.

You can imagine then how happy I was to find out that the school has access to enough water to irrigate vegetables for 500 students - as well as a little extra for the neighbouring community.

There were two dilapidated greenhouses lying idle in the school and with the help from OI Pejeta's community department agricultural extension officers and Tambuzi, we were able to rehabilitate them, establishing crops such as spinach, carrots and tomatoes. The food we grow has enabled us to improve the students' diet with vegetables - which were not available before. We can harvest about 20 kilograms of spinach, which we give straight to our school kitchen. This also helps in reducing the fees, keeps students in school and gives them more time for learning. This then results in improved academic performance and better administration/student relationships.

We have been able to sell excess produce to the neighbouring community, with the extra income used to support other school activities. We are now expanding our farming land to one acre under eco-friendly drip irrigation.





ICT Education Beneficiary-Teacher

My name is Winfred Nyokabi a teacher of chemistry at OI Taffeta Secondary School. I am also the ICT integration teacher in the school. When I started working here, the school had no ICT devices and the exams were handwritten, most of the time on the blackboard. OI Pejeta, in collaboration with Afrotech Aid Society Canada and Mawingu under the Vulcan Grant, have really helped in setting up and equipping the ICT lab.

They gave us a tablet, a projector, internet connectivity, speakers and a keyboard, which I use to show my students how to get information from the internet. We later received a laptop and a hard drive, and I am now able to do exam analysis with great ease and give my learners soft copy notes. This has helped me complete my syllabus on time. I am also able to type my exams and administer standard exams.

I have been trained successfully by the OI Pejeta Teacher Support Officer on how to integrate ICT in teaching. My learners are benefiting immensely from the materials that I get off the internet and from the ARES (Africa Ruggedized Education System - a hardy little server that contains over a terabyte of educational content that can be accessed through multiple devices offline) box that was donated just recently from Afrotech.

To date, we have received over 40 new devices from them, through OI Pejeta. I now have high school graduates from a small village school who are tech savvy and can compete with their peers from the big schools, due to the resources given by OI Pejeta. I hope to continue working with the Conservancy to make this school just as big as the national schools.



Artificial Insemination: Joseph Kamunya

One early morning of February 1980, immediately after land demarcation, I arrived in Githira area, having left my ancestral land - with hope of spending the rest of my life here. With me were two dairy cows with which I hoped to expand my dairy venture. In those days, I didn't know about artificial insemination, and tried to grow my herd using pastoralist bulls. My dairy cows and the indigenous zebu cattle brought forth poor offspring, with low milk production. In the end, I had to leave the area, because there were too many cattle rustlers. Before OI Pejeta was a Conservancy it was an easy hiding place for them and, in 2000, they came and took my herd of 28 cows which I had kept for 20 years. After a night-long battle with bows and arrows, I left and vowed never to come back.

In 2007, I received the good news that OI Pejeta Ranch had been converted into a conservation area - and the rustler proof fence erected. It renewed my faith in the area, but not entirely.

Then, in 2013, I found out that OI Pejeta Conservancy had introduced artificial insemination for community cattle. I returned immediately and am now a proud beneficiary of the OI Pejeta A.I. service and a great campaigner against overstocking - which has caused a lot of environmental degradation. My Rhodes grass, also sourced from OI Pejeta, has done well and has sustained three head of cattle throughout the drought period. OI Pejeta gave me peace, and they renewed my hope.



TOURISM



VISITOR NUMBERS

THE DIFFICULTIES OF LAST YEAR SAW:

4.3% DROP IN KENYAN CITIZEN VISITS

from 27,611 in 2016 to 26,399 in 2017

10% DROP IN RESIDENT VISITS

from 8,970 in 2016 to 8,046 in 2017

28% DROP IN STUDENT VISITS

from 24,660 in 2016 to 17,550 in 2017

HOWEVER, RENEWED INTEREST IN KENYA AS A DESTINATION SAW:

20% INCREASE IN NON-RESIDENT VISITS

from 24,141 in 2016 to 29,016 in 2017



TOURISM EXTRA REVENUES

ADDITIONAL INCOME GENERATED BY TOURISM FROM SALES OF OUR CONSERVATION EXPERIENCES 23.4%

NEW

NEW CONSERVATION EXPERIENCES

Junior Ranger, Riding with Rhinos and Community Visits

OL PEJETA ESCAPES

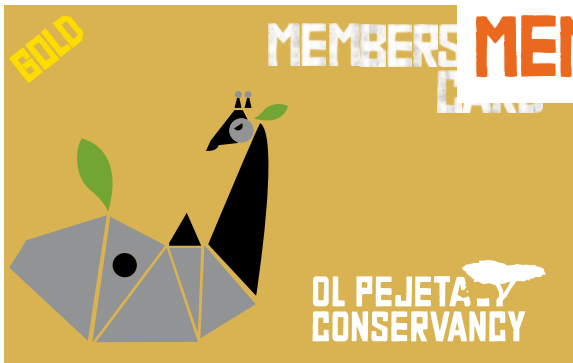
your one-stop travel shop on Ol Pejeta

MEMBERS EVENTS



OL PEJETA ESCAPES





MEMBERSHIP PROGRAMME

49 NEW MEMBERS IN 2017

88 MEMBERS TOTAL

MEMBERSHIP PRIVILEGES:

Unlimited free entry, events, discounts and specials on merchandise and accommodation

LAST MAN STANDING RHINO CUP

THIRD YEAR IN A ROW TO HOST THE EVENT

12 TEAMS

US\$ 14,000 RAISED

for rhino conservation and cricket development in Laikipia





What does OI Pejeta mean to you? For many, it is where they saw their first lion, or elephant, or where they first stopped for a genuine zebra crossing. For others, it is a **sanctuary** they can explore on a regular basis, a place they are lucky enough to **keep coming back to**. We aim to provide an **exceptional immersive experience for all our visitors**, whether they are just popping in for the day or staying for longer. From international guests to Kenyan school children, the OI Pejeta experience has made **lifetime memories for thousands of people**.

Despite a really robust start to the year, Kenya's tourism, which tends to fluctuate during election years, saw a downturn during the second half of 2017. Indeed, when the election was called, many people were left slightly unsure of what to expect and this impacted badly against visitor numbers in

all categories. As a result annual **citizen arrivals decreased by 4.3%**, **resident arrivals decreased by 10%** and **students arrivals reduced even further by a very significant 28%**. Happily, the **non-resident market remained reasonably strong with an overall increase of 20% over 2016**. That said we did start to see the signs of reduced non-resident demand towards the end of 2017 and this has carried through into 2018.

Despite softening demand, it is pleasing to report that revenue from our **ever-increasing range of conservation experiences went up by 23.4% during the year**. OI Pejeta sees this kind of immersive tourism as a great way of **educating people** about conservation at the same time as providing an **enjoyable and engaging experience** that in turn creates more **demand and enhanced revenue generation**.



GOING CASHLESS

In 2016, OI Pejeta made the decision to **go cashless at our gates**, in the hope that this would make the ticketing process faster, easier and more transparent. We are very happy to report that the transition to cashless in 2017 was **very smooth**, and we now have provide our clients with a ranger of different payment options including online prior to arrival.



CONSERVATION EXPERIENCES

Conservation is what we are all about. OI Pejeta is **not a “stay in your car” type of destination**, rather we want to encourage our guests to get involved and “get their hands dirty”. This year we launched **three new experiences**, Riding with Rhinos, Community Visits and Junior Ranger, bringing the total number of conservation experiences available on OI Pejeta to nine. All of these experiences are designed to give our visitors **a chance to go behind the scenes**, engage with our rangers and ultimately learn more about the work that OI Pejeta does. It is a pleasure for us to share our efforts more closely with our guests, to show them first-hand what it is like to run a conservancy. We consider the **Junior Ranger** activity to be an especially important platform for us to teach young people more about conservation and the environment, and it has proved to be very popular.



**OL PEJETA
ESCAPES**

OL PEJETA ESCAPES

We keep growing on OI Pejeta, and we are always thinking of what is best for our guests. OI Pejeta Escapes was launched as a **one stop shop** for our direct clients planning a trip to the Conservancy, and needing more information on accommodation, camping, conservation experiences, membership and everything else that OI Pejeta offers. In case visitors are looking for a **longer itinerary** (including other destinations in Kenya), we are working with our preferred tour operator **Let's Go Travel** to provide this service. So now, when you book your holiday through us, you will be **advised by experts** the whole way through the process. In 2018, Escapes will take on a much more prominent role as we further develop our bespoke online booking system to allow for an **efficient, hassle free tourism booking experience**.

MEMBERS

The membership scheme continues to gather momentum with **49 new members in 2017** - who enjoy a number of advantages; including **unlimited free entry** into the Conservancy.

Being a member is about special privileges. When you are a member, some of the benefits you can expect are invitations to “**behind the scenes**” **events**. Last year, two such events were held - the first took members for a special tour with the chimpanzees. They were able to meet Manno and the other chimpanzees, and received a fascinating talk from their keepers about the intricacies of their

care. The tour was followed by cocktails at Morani’s Restaurant, where Dr. Stephen Ngulu, our resident vet, gave a short presentation on great apes.

The second event was a tour of the OI Pejeta K9 Unit. Members saw a display of the incredible ability of our dogs to sniff out hidden bullets in a matter of minutes, before they tried (and failed) to evade our bloodhounds by hiding in the bushes on Zebra Plains. Everyone then headed back to Morani’s to enjoy delicious cocktails and bitings around a roaring bonfire, watching as elephants kicked the dust up in front of a setting sun.





RHINO CUP

In June, for the **third year in a row**, OI Pejeta was proud to host the world's most unique cricket tournament, **The Last Man Standing Rhino Cup**. Playing 10 overs a side with eight players per team, 12 teams from Kenya and one team, "Crease Lightning" from South Africa, battled it out on two pitches over two days. The event also hosted three charity cricket teams. All funds raised from the Rhino Cup **support rhino conservation as well as cricket development in Laikipia**. Our congratulations again to the East Africa Cricket Foundation on winning the 2017 tournament.

TOURISM PARTNERS

Part of the charm of OI Pejeta is the fact that we are able to **offer something for everyone**. OI Pejeta manages five exclusively booked campsites, as well as our own Pelican House and budget accommodation at The Stables. In addition to this we are able to offer many other

accommodation options, with prices ranging from **US\$ 40 per person per night to US\$ 500**. We aim to provide wonderful experiences for visitors to OI Pejeta and we are thrilled to be working alongside all of our partners who are involved in this process.

Jambo Mutara Camp
Laikipia Kicheche Camp
OI Pejeta Bush Camp
OI Pejeta Safari Cottages
Porini Rhino Camp
Rift Valley Adventures
Serena OI Pejeta House
Serena Sweetwaters Tented Camp



ENTERPRISE



**IMPROVED ACCOMMODATION
& RETAIL OPPORTUNITIES**

AROUND THE CONSERVANCY

**CREATED A MARKET
FOR LOCAL ARTISANS**



**STARTED 'RIDING WITH
RHINDS'**

**A POPULAR NEW
CONSERVATION EXPERIENCE**

**LAUNCHED THE
VOLUNTEER PROGRAMME**



OI Pejeta prides itself as an **innovative organisation** that is always **open to new opportunities**. Our "Enterprise" team are the ones who are normally charged with the responsibility of testing new revenue generating ideas as they

are developed by the organisation. **Our pursuit of new revenue streams for reinvestment into community and conservation will continue** as we aim to find paths for long term sustainability.



RETAIL & HOSPITALITY

In 2017, Enterprise developed **improved retail and hospitality facilities** around the Conservancy. These included the establishment of some very **smart shops** at Rongai Gate, the Chimpanzee Sanctuary and Morani Information Centre, selling OI Pejeta branded merchandise, as well as crafts made by artisans from our local communities and beyond. By creating a market for local products, we also hope to develop a platform that will link local entrepreneurs to markets further afield, helping to provide opportunities for financial diversification amongst our neighbours.

We also initiated the **refurbishment of Pelican House**. This will create a much-enhanced bush house product for visitors, operated by OI Pejeta to support our long term mission. The refurbishment included a fresh roof, a complete reorganisation of the interior and much improved décor and furnishings. In particular the deck at the front of the house that overlooks Pelican Dam has been enlarged and now provides a fantastic place to relax. The house reopened in May 2018.

RIDING WITH RHINOS

The formation of a new conservation activity in 2017, 'Riding with Rhinos', was a tremendous addition to the OI Pejeta experience. It is truly **an excellent way to see wildlife** and has of course proved to be very popular with guests. Riding gently through our endangered species enclosure, guests slowly amble amongst various species of plains game and, of course, a number of placid southern white rhino females. The northern white rhinos are just on the other side of the fence and the guides are full of information about all the wildlife seen as well as OI Pejeta Conservancy itself.



VOLUNTEER PROGRAMME

This year we launched a volunteer programme to **provide people with an exciting immersion into what it takes to achieve conservation.** People from all over the world have signed up to join the team and get a first-hand knowledge of everything from wildlife monitoring, rangeland management

and security, to the challenges faced by community development initiatives. Here on Ol Pejeta we are **striving to create a conservation model that can be implemented across Kenya and indeed beyond,** and we are delighted to receive help from people who believe in us.





RECENT REVIEWS FROM OUR VOLUNTEERS

The rangers in all departments were lovely and approachable. I learnt a lot with the anti-poaching unit with the dogs and rhinos as well as helping to change the cameras in the corridors!

All the staff were so friendly. Was such an amazing experience.

A life-changing experience!

The staff at Ol Pejeta were fantastic, always welcoming and excited to share their work with us. Their passion for conservation is contagious and I'll remember them always!

AGRICULTURE

2017 HIGHLIGHTS

LESS RAIN THAN AVERAGE **25%**



LESS RAINFALL THAN 2016 **20%**

PROVIDED SHELTER FOR OVER **2,500** **42%** **INCREASE IN TRADING SALES**



neighbouring community cattle

for pastoralist cattle

INCREASE IN CALVING RATES **7%** **11%** **GROWTH IN BREEDING HERD**



from 80% in 2016 to 87% in 2017

with a new calf being born every five hours

ADDITIONAL ACRES OF HAY **250** **840** **THE FODDER ACREAGE GREW TO**



went into production, from last year

KSH 80M

TO BE REINVESTED INTO SIRIMA IN NEXT FOUR YEARS



500

ACRES THINNED FOR IMPROVED RANGELANDS

INCREASE IN LOCAL COMMUNITY EMPLOYMENT

62%

for bush thinning programme compared to 2016



LOCAL WAGES

FROM BUSH THINNING INCREASED TO KSH 3.6M COMPARED TO KSH 2.2M IN 2016

KSH 12M

SALES OF OL PEJETA PRODUCED FODDER compared to 0 in 2016



OL PEJETA'S BORAN

- Is the biggest herd of pure Boran cattle in the world at 7,000
- Live in groups of 200, with two herders each
- Make world famous, exceptionally tasty beef
- Are produced in a conservation friendly manner





OI Pejeta maintains the **biggest herd of pure Boran cattle in the world**. Years of careful breeding and management have created an **award-winning stud herd** with genetics that are in demand the world over. We are exceptionally proud of our beef, which is **entirely conservation-friendly**, and we continue to learn more and more about how to ensure **livestock and wildlife live in harmony**. It is also some of the best-tasting meat you will ever try.

2017 was a difficult year with much **less rainfall** than we would have liked - **25% below average and 20% below 2016**. Despite the disappointing rains, OI Pejeta was able to **assist neighbouring community members with a home for over 2,500 head of cattle during the year**. The availability of grass on OI Pejeta, for cattle and wildlife alike, during such a severe dry spell was entirely due to **strategic rangeland management** by both the livestock team and our ecological monitoring unit.

With election uncertainty, high inflation, land invasions and drought we witnessed a **dramatic decrease in breeding sales** compared to normal years, while a reduction was also seen in beef sales especially from August to December. In total

our **livestock off-take reduced to around 15% of the total herd**, compared to 23% the year before.

We also **sold fewer home cows** than we did in 2016, but **trading sales of pastoralist cattle went up by 42%**, with over **2,300 cattle going through the slaughterhouse**. In partnership with others we buy cattle from pastoralist communities with poor pasture – in order to reduce numbers in overstocked, over-grazed areas – and then fatten them on OI Pejeta before selling them as beef. Currently, most of these kinds of transactions are carried out through **Northern Rangelands Trust Trading Limited (NRTT)**.

Although overall **mortality was up slightly by 0.6%**, we are able to report **increased calving rates from 80% in 2016 to 87% in 2017**. On average, a **new calf was born on OI Pejeta every 5 hours** – a **total of 1,748 new little cattle**. Our breeding herd number has also grown - in line with our reduction in finishing time for fat stock - meaning that we now have over **2,100 breeding cows**, up from 1,887 two years ago. This equates to an **11% expansion** and puts us on target to reach our goal of 2,300 breeders by 2020.

AGRICULTURE

With an additional **250 acres of hay** coming into production, OI Pejeta grew its fodder acreage to 840 acres and witnessed sales of over Ksh 12m – compared to zero sales in 2016. This is a fantastic result, as not only was the organisation able to bring in valuable revenue, but the hay was all sold locally and at fair prices to members of our local communities who were suffering due to the drought and illegal invasions.

In order to improve grazing on OI Pejeta, we have developed a **bush-thinning programme on over 500 acres of land**. The system requires that only branches are removed – rather than whole bushes – and allows for better-managed regrowth and more grass for cattle.

It is the view of OI Pejeta that **large-scale properties have to prove their worth** in order to remain valuable locally and nationally, and as such we are always looking for new ways to improve our overall productivity at the same time as maintaining conservation space.



INNOVATION

Last year we also began an **exciting new agricultural collaboration** on OI Pejeta with Lucsom Limited. A one-hectare trial nursery was constructed for the cultivation of fodder trees suitable to the climate in Laikipia and other arid regions of Kenya and East Africa. The nursery, in its infancy, **will hopefully grow into a multi-million-shilling business** for the conservancy, at the same time as providing employment for hundreds of people. With deforestation rife in Kenya we hope that agroforestry of this type will offer communities a **viable feed source** for their livestock and encourage permanent plantations in areas where indigenous trees have been cut down for firewood.

The year was also a time of planning with a lot of work going into the drafting of a comprehensive business plan for **the revitalization of the Sirima farm area**. Sirima is a 7,000 acre corner of OI Pejeta, fenced off from the main Conservancy, and currently rather degraded and unproductive. The new plan seeks to transform it into a **highly productive farm area for cattle**, at the same time as **expanding our acreage under fodder production**. The aim of the plan will be to generate more net revenue for OI Pejeta for reinvestment into community development and conservation.

HUMAN CAPITAL

OVER 900
PEOPLE
EMPLOYED



NEARLY
KSH 290M
PAID IN SALARIES

2
MAJOR TEAM
BUILDING EVENTS



10
NEW THREE-ROOM
HOUSES BUILT



MAJOR IMPROVEMENTS

**MADE TO ALL RECREATIONAL
FACILITIES
IN STAFF CAMPS**

**MEDICAL HEALTH
PROVISION**

**ENHANCED FOR ALL
STAFF MEMBERS**





LEADERSHIP & MANAGEMENT TRAINING

WORKSHOPS FOR MANAGERIAL STAFF

Our employees are **our biggest asset**. Ol Pejeta is **one of the biggest employers in the county** and **paid nearly Ksh 290m in salaries** last year alone. We take great care to ensure that all our employees are **treated fairly** and given **opportunities to advance** in their careers. Our Human Capital Department makes **frequent visits into the field** – even to the muddy bomas of the livestock department – to ensure that employees understand **their rights and the rules** and regulations of

the company, as well as knowing the **relevant procedures** for any queries or complaints they may have.

For harmonious industrial relations and proper management of union relationships, we were pleased to be able to sign our **Collective Bargaining Agreement (CBA)** with Kenya Game Conservancy, Tours and Safari Workers Union to improve terms and conditions of service for our employees; this will run for two years.





EMPLOYMENT

We strongly believe in helping our neighbours and making them a part of the conservation team, and wherever possible we recruit from our neighbouring communities. Currently there OI Pejeta employs over 130 people from our immediate neighbours, and we hope this number will grow in time.

TEAM BUILDING

Staff welfare is really important to us, and as such we promote and organize regular team-building opportunities which work to create greater cohesion and productivity within the company. In July, we held a management team-building session at Batian's View in Naromoru with tailor-made activities for building trust and understanding – it was both useful and rather amusing!

In December 2017, the popular annual event dubbed the “Mingle Tuchangamke – Pi!!” was able to engage over 400 employees from different departments in a fun-filled day. This doubled up as the OI Pejeta end of year staff get together and Christmas celebration.



HOUSING

OI Pejeta built and gave a few face-lifts to some of the staff housing over the course of the year. We also created an ‘Intern’s House’ – with two dormitories for male and female interns. We are delighted to be able to offer an internship programme here on the Conservancy, and its popularity is testament to the value it provides participants. The internship opportunity comes with free housing, electricity, water and cooking appliances.

Thanks to the African Wildlife Foundation (AWF), Australia Zoo and the OI Pejeta Rhino Association (OPRA), ten new three-bedroom houses were built for wildlife rangers around the Conservancy in 2017. We continue to make big efforts to ensure that staff accommodation is comfortable and these new houses represent a major improvement over the accommodation previously provided. We are grateful to our partners for making this possible. During the year we were also able to upgrade the recreational facilities at most of the major staff camps. This included the purchase of new sports equipment such as footballs, pool tables, dartboards and volleyball nets, as well as the construction of new recreational rooms with TVs and DSTV decoders.

Sport is an excellent team-building resource and a few members of our staff take it very seriously. In 2017, the OI Pejeta soccer and volleyball teams participated in various tournaments and friendly matches. The biggest highlight of the year was the OI Pejeta community league where our teams were thrilled to bag several medals and trophies.

HEALTH

Taking care of the organisation from a health perspective is critical. During 2017 medical health provision for unionisable staff members was enhanced, while medical health insurance for managerial staff was implemented for the second year, covering both inpatient and outpatient services.

Further to that, we continue to conduct HIV/AIDS Voluntary and Counselling sessions and the Conservancy also sent a Peer Educators team to represent us at the World Aids Day event in Rumuruti in December 2018.

TRAINING

We view career enrichment as an essential part of what we can do for our team members. Last year we offered extra training for managerial staff, conducted by our partners at FFI (Fauna & Flora International) in leadership and management skills. This helps to ensure that all departments have a better understanding of how to run a successful business and keep up with modern advancements in business practices as a whole. We also conducted further training in financial management (for “non-finance” staff members) with Geomatrix Consulting Ltd., again to improve the overall effectiveness of the company from within.



SECURITY



**CONTINUOUS TRAINING
BY 51 DEGREES**

**FOR BETTER
SKILLS & TACTICS**

**STRONG
RELATIONSHIPS
WITH NEIGHBOURS**

**ESSENTIAL FOR
GOOD SECURITY**



K9 UNIT

**RESPONDED TO OVER
100 INCIDENTS**

in and out of the Conservancy

**THREE RHINOS LOST
TO POACHING**





KENYA GOVERNMENT ISSUED 19 FURTHER WEAPONS

TO HELP SECURITY EFFORTS

NATIONAL POLICE RESERVIST RANGERS

INCREASED FROM 23 TO 42



There is no denying that Laikipia faced an **exceptionally trying time in 2017**. Politically incited **invasions and widespread violence** perpetuated by **drought** meant that many parts of the county saw a **dramatic decrease in productivity** across all sectors including tourism, livestock and agriculture.

Nevertheless, we are glad to report that OI Pejeta remained mostly unaffected by the insecurity that affected much of Laikipia. During the year, our National Police Reservists (NPRs) attended a number of training sessions, and their work, coupled to our **strong relationships with our neighbouring communities**, enable us to **protect ourselves** from the problems facing other parts of the county.

Our **K-9 Unit continues to be immensely helpful** to the Conservancy and communities around us. Whenever theft cases amongst our neighbours are reported, the Dog Unit Team respond without

hesitation, normally at the behest of the local police. This unit responded to **almost 100 incidents** inside and outside the Conservancy during the year, with many successful arrests made.

Wildlife faces ever increasing pressure and last year we were deeply disappointed to loose **three rhino to poaching**. As demand for horn continues, and our rhino populations grow, our security efforts and capacity have to be increased commensurately with more men on the ground, better training, better weapons and more technology. This prompted the **Kenya Government to provide us a further 19 National Police Reservist officers**, now necessary as we continue to expand our security operation to the Mutara Conservancy.

We are **grateful to the donors and organisations** we work with who allow us to do a better job at protecting our wildlife.

TECHNOLOGY



**UPGRADED IT
INFRASTRUCTURE**

**25 VEHICLES ON
FLEET TRACKING**

**IMPLEMENTED
THIS YEAR**



**NETWORKS
STRENGTHENED
& EXPANDED**

WIFI



MOBILE

**CONNECTIVITY
IMPROVED**

to help protect rhinos



SOLAR

POWER EXTENDED

**US\$ 7,000
SAVED IN FUEL &
MAINTENANCE
THANKS TO SOLAR
CONVERSION**



**CCTV
IMPLEMENTED
AT RONGAI GATE**



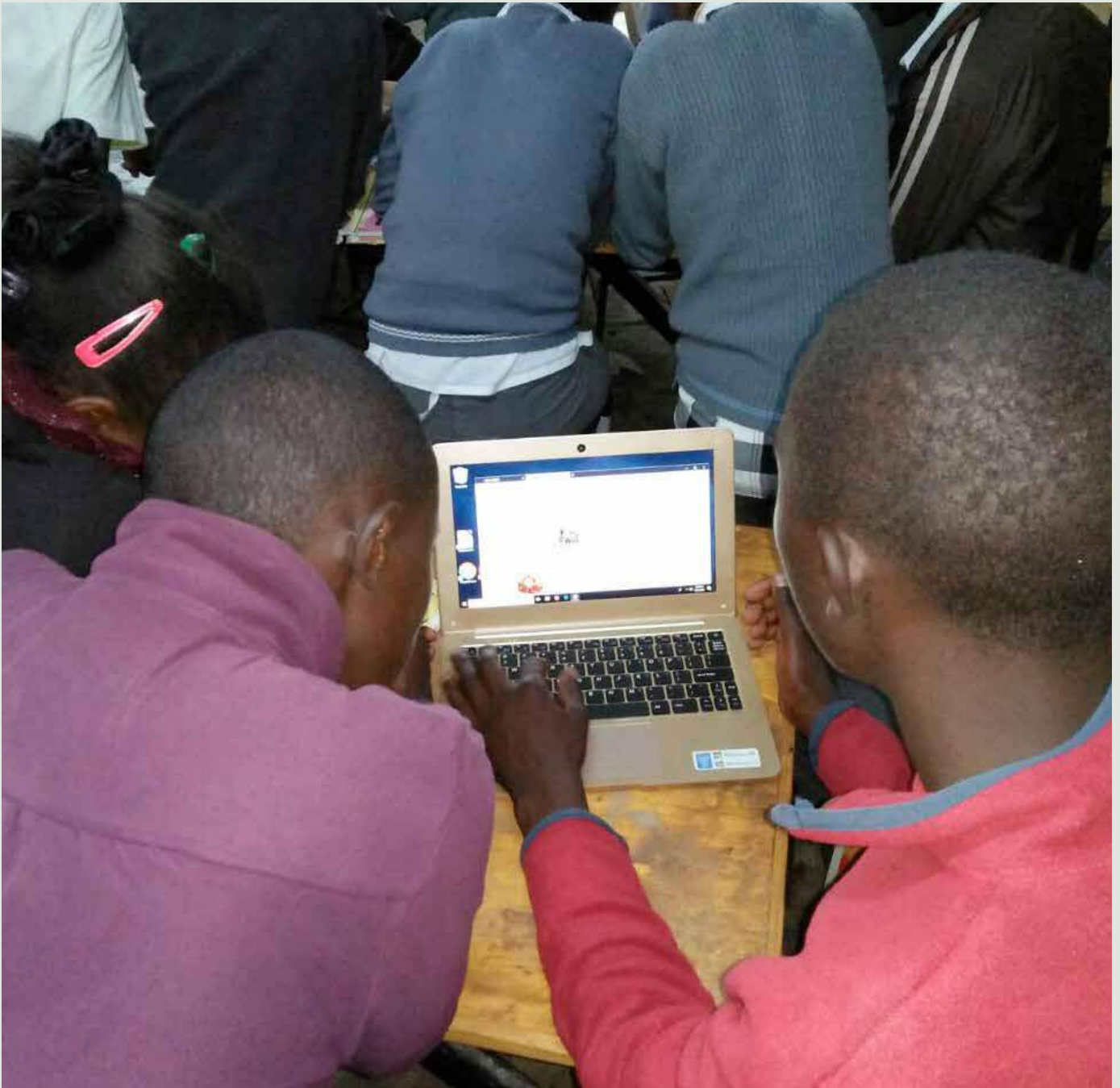
**CONSERVATION
TECHNOLOGY LABS**

**INITIATED THANKS TO
UNITED FOR WILDLIFE AND FFI**

**TWO WAY SMS
COMMUNICATION
SYSTEM ESTABLISHED**

**TO ENHANCE COMMUNITY
RELATIONSHIPS**





Technology is increasingly becoming a major part of our lives and we are fully aware it is the face of the future; in conservation, livestock and every other field. As such, our technology

department is always **looking for new ideas**, as well as prompting us **to modernise to better technological solutions whenever possible.**

INFRASTRUCTURE UPGRADES

OI Pejeta is rather **isolated**, so we need to make sure we are properly connected to the rest of the world and that the connectivity works all the time! Last year we committed to several important **upgrades in our server room**, including inverters, battery banks and monitors. This ensures that everything from our internet to our internal information systems and data are adequately powered and available round the clock leading to better assurance and reliability. We also implemented our **disaster recovery plan** through the deployment of a Network Attached Storage (NAS) - so we are sure to be prepared for any emergency data loss situation.

FLEET MONITORING

We are also now fully set up to keep a '**remote eye**' on **25 of our vehicles**. They were all fitted with devices that record real-time location, speed and fuel levels, as well as monitoring acceleration, braking, steering, refuelling and fuel drops.



BETTER NETWORKS FOR BETTER CONNECTIVITY

New networks and links were installed at Pelican House, Marbe, Kamok, the Safari Diner and Sweetwaters Chimpanzee Sanctuary. **Improving connectivity** within the Conservancy ensures information systems are working properly. These are the platforms on which systems such as CCTV, POS, and more rely.

RENEWABLE ENERGY TECHNOLOGIES

coupled with the Internet of Things

Last year was our first foray into converting our power generation **from diesel to solar**. Scott's borehole was our pilot project and we incorporated the Internet of Things (IoT) to allow us to remotely monitor and control the installation. IoT allows us to know much more about our impact, from how much water is being pumped to how much power is being generated.

This transformation was completed thanks to a generous grant from the BA Carbon Fund through Pure LeapFrog, and was implemented by the Centre for Alternative Technologies, a renewable energy company who have been immensely helpful

in our effort to change the way we produce and consume energy.

We are 100% committed to taking care of the environment we live in. By **2023**, OI Pejeta is aiming to have every single water pump, borehole and building on the Conservancy **fully powered by solar**, and coupled with Internet of Things. This will allow us to track energy use across the whole Conservancy, developing energy saving strategies if necessary. It will also mean we can monitor on a real time basis the utilisation of those resources, helping with preventative maintenance.



BETTER CONNECTIVITY TO PROTECT RHINOS

Connectivity is key when you are looking after rhinos. Preventing poaching is often about monitoring movements, predicting incursion and interrupting communications. To that end the technology unit was also instrumental in working with Safaricom to **improve GSM connectivity on the Conservancy**. Safaricom set up a new base

station near Rongai Gate, which has significantly assisted with communications.

Safaricom also assisted to implement remotely monitored **CCTV cameras at our gates**, helping security to monitor the movement of vehicles and individuals that come in and out of the Conservancy.



CONSERVATION TECHNOLOGY LABS (CTL)

Thanks to a grant from United for Wildlife and support from Fauna & Flora International, OI Pejeta will be able to provide this vital platform in 2018.

This will be a place **where people researching technology-based conservation solutions will come to test and deploy their ideas.**

There are four main areas in which the conservation technology labs will help us. The first one will be **real time tracking of animals**, probably with rhinos to start with, though we recently have had good success tracking lions with GSM trackers.

The second will be the establishment of a **two-way SMS communication system between us and members of our neighbouring communities.** Right now OI Pejeta operates a simple one way SMS system that allows us to keep our neighbours informed of various matters. But there is currently no system in place for us to hear from them – we would like to be able to hear immediately if they are having any issues so we can offer assistance.

The third will be the **installation of infrared CCTV monitoring cameras at key points.** These will be connected to observation rooms allowing us to monitor and curb any incursions as they happen.

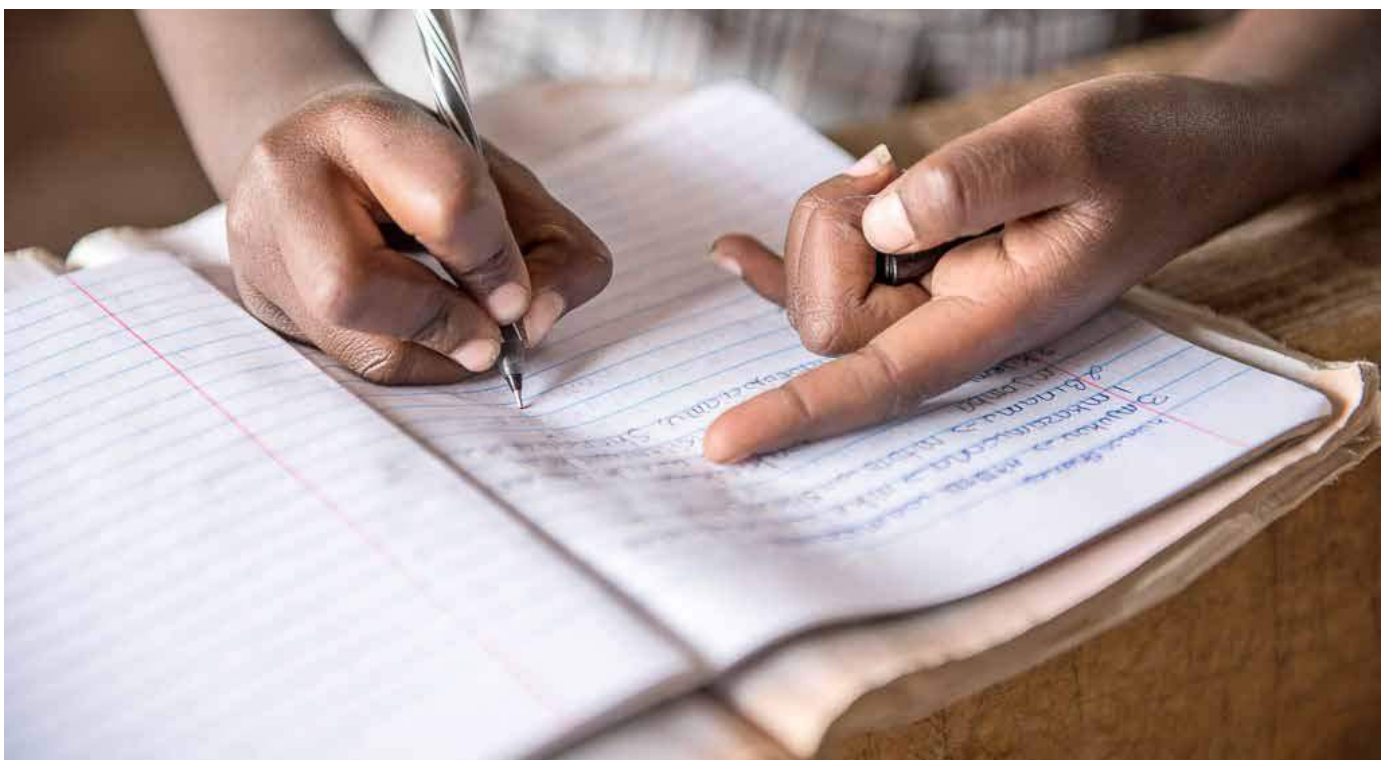
The fourth will be the **introduction of acoustic sensors.** This is very advanced technology and will help us keep extremely accurate records of wildlife movement, as every species emits a different frequency. It will also help us to detect illegal human incursions on the Conservancy.

The OI Pejeta Conservation Technology Labs will be **connected to the WildLabs community (www.wildlabs.net)** where people researching all things conservation go to communicate with each other, thus opening up more research opportunities for more people – from all over the world. The direct outcome of the technology lab will be that OI Pejeta is enabled to apply existing and emerging technologies to secure conservation space at scale.

FINANCIAL EFFICIENCY AND FINANCIAL STATEMENTS

We are constantly seeking to expand our revenue streams and pioneer innovative profit-making schemes for reinvestment into rural development and wildlife conservation. Aside from our regular tourism and entry fee income, we also offer exciting conservation experiences which are growing in popularity. Our livestock and agriculture side runs a herd of 6,000 award-winning Boran cattle as well as wheat and fodder production. We are currently looking into developing the Sirima section of OI Pejeta into a highly productive agricultural centre. Similarly our enterprise unit is expanding and we work continuously with various international and local partners to find further investment opportunities.

OI Pejeta is one of the most productive conservancies in Laikipia. The recent Economic Survey conducted by the LFA (Laikipia Farmers' Association) showed OI Pejeta's economic contribution was over KSh 3.5bn or US\$ 34m for the period 2014-2016. This makes OI Pejeta the largest economic contributor amongst the conservancies in Laikipia – by far.



Financial Information 2017

Revenue:	2017 (KES)	2017 (US\$)
Tourism and Conservation contributions	308,663,389	3,056,073
Trading and Enterprose	163,720,667	1,620,997
Lease and Rentals Income	31,392,999	310,822
Partners/Donor	95,967,000	950,168
Other Incomes	161,337,000	1,597,396
	761,081,055	7,535,456
Expenditure:		
Total Operational Costs	670,926,000	6,642,832
Finance costs	4,122,000	40,812
Corporate Income Taxes	10,246,841	101,453
	685,294,841	6,785,097
Surplus for reinvestment into conservation & community development :	75,786,214	750,359



OI Pejeta is proud to have created a model that **secures conservation space** in a manner that permits **sustainable and productive use of land**.

Because the company operates productively, **we pay income tax**.

We **also pay VAT** (Value Added Tax) on our tourism related incomes.

All our **employees are subjected to tax** in the form of PAYE (Pay as You Earn).

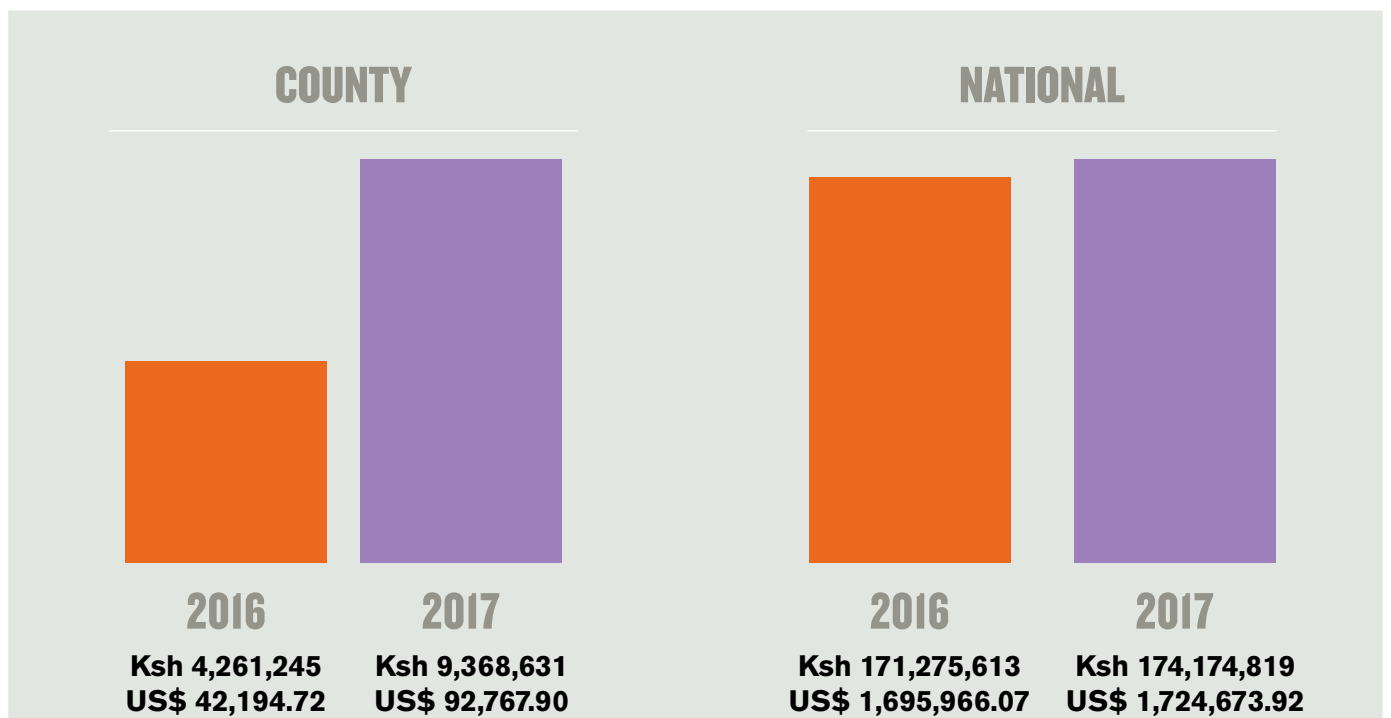
In our model, conservation thus acts as an engine for development by **contributing significantly to the national and county exchequers** that provide the resources necessary for the development of Kenya.

The donor incomes we receive are not taxable and are applied **in full** to support our conservation and community development work across the region.

We aim to be a lean, efficient organisation that **maximises the resources available to it for as much impact as possible**.



TAXES



The **cost of protecting** East Africa's largest population of black rhinos, as well as our small but growing population of southern white rhinos and the last two remaining northern white rhinos on the planet, **continue to grow as a result of demand for rhino horn from the Far East.**

As we work to **expand rhino range** to accommodate our growing populations, **these costs will continue to increase.**



RHINO PROTECTION & RELATED COSTS in 2017: Ksh 150,524,250 / US\$ 1,490,486.68



FUNDRAISING

Whilst we are just about able to cover all our own operating costs – no mean feat as the stewards of East Africa’s largest population of black rhinos – we do recognise the fact that there is **so much more that needs to be done**, particularly beyond the boundaries of OI Pejeta across the Laikipia landscape.

As such, we **work with many partners and supporters** to raise money that will allow us to **spread our impact further**.

Because we earn significant revenues ourselves,

we are able to provide **matching funds to support donor incomes**. We are also able to make sure that the vast majority of any money we raise is **applied directly to projects** because most of our administration and overhead costs are already covered.

And because of our business-like approach we are **good at spending money wisely and efficiently for maximum impact**.

We pride ourselves in making sure that our donors get excellent “bang for their buck”!

FUNDS WERE RAISED FOR

PEGAS

**TO END GREAT
APE SLAVERY**



WILDLABS

**CONSERVATION
TECHNOLOGY LABS**



**EXPANDING CONSERVATION
AREA INTO MUTARA**

A FURTHER 20,000 ACRES



10

**NEW HOUSES
FOR RANGERS**



K9 UNIT

SUPPORT





NEW SECURITY LANDCRUISERS

PURCHASED

NEW COMPUTERS, TABS AND ICT INTEGRATION

INTO COMMUNITY SCHOOLS



FENCING ON MUTARA'S BOUNDARY



SCOTT'S BOREHOLE

SOLARISATION



A NEW LIBRARY & BOOKS

AT NJOGUINI PRIMARY SCHOOL

While we would like to thank and highlight every single supporter, it is simply not possible given the overwhelming support we received from so many people in 2017. Below we highlight some of our major donors who had

significant impacts on our programmes are some of the donors who went beyond the call of duty and had a tremendous impact on our programs. We thank them.

We re-energised our fundraising partnership with FFI in 2017 to make use of their enormous experience of the donor fraternity. We are hoping that with their help, we will be able to increase donor revenues which can be applied in support of our conservation and community development work.

**Fauna & Flora
International**

The Arcus Foundation have always been one of OI Pejeta's biggest supporters. Last year they donated in support of PEGAS, a campaign to end to "great ape slavery" and supplied over US\$ 300,000 dollars in three years for this programme. Whilst this campaign has now come to an end, we are hoping to continue fundraising to rescue orphaned chimpanzees in need of a home from across Africa at the same time as continuing to highlight the global trade in Africa's great apes.

**Arcus
Foundation**

As outlined in our conservation section, the Darwin Initiative Grant of US\$ 530,000 (over four years) has helped catalyse the development of the Mutara Conservancy helping to expand our conservation model by involving communities more closely.

**Darwin Initiative
/ DEFRA**

United for Wildlife is who we, and many others, have to thank for making Wild Labs (trailing Conservation Technology) on OI Pejeta a possibility. They have provided significant funds for the creation of this project as a means to start the field application of technology solutions for conservation.

**United for
Wildlife**

OI Pejeta has, for a few years, suffered from a big shortage of decent housing for our rangers. Last year we were very happy to be able to build 10 new housing blocks across the Conservancy - each sleeping three people. The African Wildlife Foundation (AWF) built six, Australia Zoo three and OPRA (see next page) one. This has been a massive morale boost to the men and is very gratefully received.

**AWF,
Australia Zoo
and OPRA**

Their ongoing dedication to providing bursaries and scholarships makes a massive difference to the lives of many children in our communities.

PA-MOJA

Piper & Heath supported OI Pejeta last year through their Rhino Ride fundraising project. The brainchild and passion of safari veteran, Chris Liebenberg, Piper & Heath has a strong and transparent commitment to ecotourism and conservation.

**Piper & Heath
piperandheath.com/**

OPRA, or the Ol Pejeta Rhino Association, is a collection of five eminent philanthropists who committed to support Ol Pejeta's rhino programme for a period of three years making contribution of GBP 5,000 per person per year. Amongst other things their generous donation helped to pay for a new Landcruiser for the NPR team, which allows them to reach areas with issues much faster and more reliably.

OPRA

Working with communities, these organisations helped up erect 16km of fencing around part of the boundary of the Mutara Conservation area, vital for security and wildlife protection purposes, as well as the eventual use of this area to accommodate Ol Pejeta's expanding black rhino population.

**WildAid,
Ernest Kleinwort
& Space For
Giants**

As outlined in the technology section, we received additional support for the solarisation of another borehole with help from the BA Carbon Fund and Pure Leapfrog. The successful transformation of Scott's borehole is to be replicated at Nyumba Nne in 2018.

**BA Carbon
Fund**

ZMN, from Beijing, China, provided funds for the construction of a new library at Njoguini Primary School. This was then fitted with shelves and supplied with books thanks to Afretech Aid Society, who are based in Canada.

**ZMN &
Afretech Aid
Society**

Last year, through the Laikipia Wildlife Forum, USAID's donation assisted our K-9 unit with food, hygiene equipment, veterinary services and extra training.

**USAID &
LWF**

Helping Rhinos continues to be an enormous support to Ol Pejeta and play a significant role in so much of our conservation work and fundraising efforts. In 2017, Helping Rhinos provided US\$115,000 for general support to our black rhino program, our K9 Unit and the northern white rhino programme.

**Helping
Rhinos**

FUNDRAISING EVENTS

Last year, together with Helping Rhinos, Ol Pejeta held an event in London and were able to raise approximately US\$ 60,000.

Tinder's 'Last Male Standing' Campaign, in collaboration with Ogilvy Africa, raised US\$ 85,000.

We have started Kenya's first 'Virtual Ultra' Marathon in partnership with For Rangers - which involves competitors from around the world racing each other round a virtual track of Kenya's national parks and conservancies. Each has to raise a minimum of US\$ 1,000 dollars for rhino conservation, but they have a whole year to do so. This will be ongoing in 2018 and has over 30 participants - and we are hoping to grow this number in the future.

ONLINE FUNDRAISING

To all of you who have helped us with donations through our website, we are enormously grateful. In 2017, online donations became really important, and raised close to US\$ 150,000, all of which goes towards conservation and community development.

A SPECIAL THANKS

To individual donors and institutions who went above and beyond to help us achieve our goals. Below are donors who gave US\$ 500 and above. We are extremely grateful for their generosity. We also would like to thank

all other donors that didn't make it to this list, but whose donation also have collectively made a tremendous impact. No amount goes unnoticed.

Afretech Aid Society	Global Impact	proWIN pro nature Stiftung
African Environmental Film Foundation (AEFF)	Grit	Pure Leapfrog
African Wildlife Foundation	William Halbert	Mitchell Racoosin
Arcus Foundation	Helping Rhinos	Jessica Rappe
ARM	Esther Herrmann & Henriette Zeidler	Rhino Ride
Australia Zoo (Wildlife Warriors Worldwide)	Mukeshkumar Hirani	Meg Richards
Maxine Barnett	Julie Marie Hodgins Household	Rotary Club of Langley Central, Canada
Katherine Bermingham	J W Seagon & Company	Rotary Club of Nairobi North, Kenya
Brian Blower	Alex Jah	Rock & Stones Ltd.
British Airways Carbon Fund	Benjamin Janes	Denise Salazar
British Airways Communities & Conservation Programme	Brianna Klein	Scenic Treasures Ltd.
Johanna Brown	Ernest Kleinwort	Skepptuna School Sigtuna Kommun
John Burke	Last Man Stands Australia	Ena Stackhouse
Giles Clark	Sven Lauke	Kirstie Steiner
Grace Cockbain	Karen Laurence-Rowe	Mrs. Bonnie Sutherland
Council of Contributors	Michelle Leroy	Walter Sykes
Darwin Initiative / DEFRA	Dr. Robin Clive Loveland	Taurus Foundation
Kimberly Derwent	Elena MacLeod	THE BODY SHOP®
Aazk Detroit	Martin Laing Foundation	The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry
Die Ofenmacher e.V. (OFM)	Max Planck Institute	Mr. Robert Thomson
Jill Doeschier	Ruth Mctighe	Tusk Trust
Empowers Africa	Sally McVeigh	United for Wildlife
Fauna & Flora International	Mpala Scholarship Fund	University of Florida
Allan & Nesta Ferguson Charitable Settlement	OI Pejeta Rhino Association (OPRA)	U.S. Agency for International Development (USAID)
Tatiana T. Ferreira	Brent Oppenheimer	U.S Fish & Wildlife Service
Fight For Rhino	PA-MOJA	P. G. Allen Family Foundation (Vulcan)
Sarah Flowers	Pan African Sanctuaries Alliance	Lynn Whitnall
For Rangers	Brandi Pelz	WildAid
Melody French	John E. Penner	Wildlife Heritage
Friends of the World Foundation	Pennicott Foundation	Stephanie Williams
Global Federation of Animal Sanctuaries	Gwen A. Perpich	Kennedy Zakeer
	Gerald Pier	ZMN - Beijing
	John And Nuri Pierce	
	Piper & Heath	



PHOTO CREDITS

Thank you for contributing to the Annual Report:

Jonathan Cooke: Cover page, 20, 23, 27, 47, 48 and 55

Frank af Petersens: Inside cover, 22 (x2), 29, 45 and 49

Juan Pablo Moreiras: Page 4

Emma Dawson: Page 22 and 50

Ian Cummings: 4 (x2), 5, 6, 7, 9, 12 and 13

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Glyn Edmunds: page 21, 26 and 27

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