

# ANNUAL SUSTAINABILITY



## REPORT 2024



# REPORT HIGHLIGHTS

## TABLE OF CONTENTS

### INTRODUCTION

#### SECTION A

Demonstrate effective sustainable management

A1 Sustainability management system

A2 Legal compliance

A3 Reporting and communication

A4 Staff engagement

A5 Customer experience

A6 Accurate promotion

A7 Buildings and infrastructure rights

A9 Information and interpretation

A10 Destination engagement

#### SECTION B

Maximize social and economic benefits to the local community and minimize negative impacts

B1 Community support

B2 Local employment

B3 Local purchasing

B4 Local entrepreneurs

B5 Exploitation and harassment

B6 Equal opportunity

B7 Decent work

B8 Community services

B9 Local livelihoods

#### SECTION C

Maximize benefits to cultural heritage and minimize negative impacts\*\*

These criteria are not currently measured as all Serengeti Balloon Safaris activities are currently within protected areas, but the commitments still form part of the policy.

C1 Cultural interactions

C2 Protecting cultural heritage

C3 Presenting culture and heritage

C4 Artefacts

#### SECTION D

Maximize benefits to the environment and minimize negative impacts\*\*

D1 Conserving resources

D2 Reducing pollution

D3 Conserving biodiversity, ecosystems and landscapes



# INTRODUCTION

Building on the foundation of our Sustainability Policy, this Annual Sustainability Report (ASR) reflects Serengeti Balloon Safaris' progress in 2024 toward our commitments under the United Nations Sustainable Development Goals (UN SDGs) and the Global Sustainable Tourism Council (GSTC) criteria. While our Policy outlines what we aim to achieve, this ASR demonstrates how we delivered through measurable actions, transparent data, and a culture of continuous improvement.



SERENGETI  
BALLOON SAFARIS



## A1 Sustainability Management System

Serengeti Balloon Safaris has a formal Sustainability Policy (Version 1, dated 12 February 2020) that guides our commitment to sustainable practices. We plan to publish an Annual Sustainability Report (ASR) to track and communicate our progress, which will be available on our website.

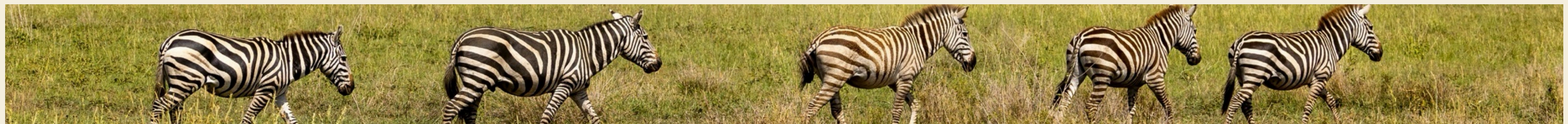


Our HR Policy ensures equal opportunities, fair wages, and a safe working environment for all employees. In the past year, we have conducted 10 training sessions on workplace ethics and harassment prevention, with 100% staff participation. No major HR violations were reported, and employee satisfaction surveys indicate a 92% positive rating.



The Serengeti Balloon Safaris (SBS) Safety Management System (SMS) is fully operational and compliant with Tanzania Civil Aviation Authority (TCAA) regulations, including Regulation 15 and 56 (2017). The SMS Manual, approved by TCAA, incorporates hazard analysis, safety assurance, and promotion programs. In 2024, two new manuals (Fatigue Risk Management and Aviation Security) were added, and all operational manuals were submitted for TCAA review.

Safety performance was strong, with zero accidents and increased hazard reporting (66 organizational and 93 system-wide reports). Regular audits ensured compliance, achieving 93.1% of planned quality audits and 87.5% of safety audits. Emergency preparedness was validated through a real-time Emergency Response Plan (ERP) exercise. Governance included 7 Safety Action Group (SAG) meetings and 2 Safety Review Board (SRB) meetings to review risks and policies. Training covered SMS awareness (32 staff), first aid, and firefighting, though AVSEC training remains pending and a priority for 2025.



# KEY RECOMMENDATIONS FOR 2025

- 1.COMplete pending audits (subcontractors, lamai base)
- 2.expand training (avsec, refreshers)
- 3.digitize hazard tracking

## A2 Legal Compliance:

Legal compliance was maintained throughout 2024, the Company was solvent and maintained all Its licences and compliances including TALA, AOC, ASL Business Licencing. There were no court cases involving the company during 2024.

## A3 REPORTING AND COMMUNICATION:

Serengeti Balloon Safaris’ Sustainability Policy is prominently displayed on our website under the ‘Sustainability’ section. The policy is available in both [English and Swahili] to ensure accessibility for all stakeholders. Additionally, we have promoted the policy through [social media posts, email newsletters, and links in our email signatures] to increase awareness.

## A4 STAFF ENGAGEMENT

In 2024, we achieved our goal of 100% staff awareness and engagement through a comprehensive training program. A total of 8 training sessions were conducted, covering key areas such as SMS Awareness (32 staff), DGR Awareness (32 staff), CRM Awareness (32 staff), First Aider (2 staff), Fire Fighting (2 staff), Leadership Mindfulness (42 staff), Customer Training (monthly), Ground Crew, Fire Crew, TCCA, and OSHA. These sessions ensured that all employees participated in at least one training course, fostering skills in safety, customer service, and mental well-being. Looking ahead to 2025, we aim to increase training sessions by 10%, introduce sustainability training, and maintain 100% attendance across all training categories.



TRAINING PARTICIPATION 2024

Training Course	Staff Attended
• SMS Awareness	32
• DGR Awareness	32
• CRM Awareness	32
• First Aider	2
• Fire Fighting	2
• Leadership Mindfulness	43
• Customer Training (Monthly)	All Staff
• OSHA/Ground Crew	All Relevant Staff

## A5 Customer Experience

Delivering exceptional customer satisfaction remains a top priority, as reflected in our proactive management of TripAdvisor reviews. Throughout 2024, we saw remarkable growth in both review volume and ratings, with Q3 standing out as a peak performance period—291 reviews and a near-perfect average rating of 4.97/5.0, demonstrating strong guest approval. This represents a 124% increase in engagement compared to Q2, alongside consistent excellence in Q4 (205 reviews, 4.95/5.0). Our commitment to addressing every review ensures that guest feedback is acknowledged and used to drive continuous improvement, reinforcing our dedication to 100% satisfaction.

QUARTER	TOTAL REVIEWS	AVERAGE RATING	KEY INSIGHT
Q2	130	4.8/5.0	Strong engagement
Q3	291	4.97/5.0	Significant increase
Q4	205	4.95/5.0	Consistently high

## A6 Accurate Promotion

In 2024, we upheld our goal of ensuring 100% accuracy in all promotional materials, 100% of the time. All materials were rigorously scrutinized to ensure transparency and reliability, with a focus on verifying sustainability claims and operational details. This commitment to accuracy reinforced trust with our customers and stakeholders, aligning with our broader sustainability objectives. Moving forward, we will continue to maintain this standard, ensuring all communications remain precise, transparent, and aligned with our values.

## A7 Buildings and Infrastructure

In 2024, we achieved 100% compliance with zoning, sustainability, and accessibility requirements across all new and refurbished buildings. Four container buildings were constructed in Kogatendete, and three senior staff buildings were completed in Seronera, all adhering to TANAPA and NEMC regulations. Additionally, the buildings in Tarangire received NEMC certification, reflecting their compliance with environmental and sustainability standards.

## A9 Information and Interpretation

In 2024, we ensured the publication and distribution of the Pilot’s and Rep’s Codes of Conduct to all relevant staff. Additionally, the Tato Code of Conduct was adopted and distributed to drivers, outlining clear guidelines for ethical behavior, safety, and sustainability practices. These documents reinforce our commitment to responsible operations and empower staff to uphold the highest standards in their roles, contributing to our overall sustainability goals.

## A10 Destination Engagement

In 2024, we strengthened our partnership with Tanzania National Parks (TANAPA) and the Ministry of Natural Resources and Tourism to advance sustainable tourism and conservation. Our pilots contributed directly to wildlife protection by identifying and reporting poaching activity during balloon flights over Kilawira, enabling rapid response by TANAPA rangers. Beyond surveillance, we further supported conservation efforts by providing clean water from our well to the Seronera Visitors’ Centre, ensuring reliable access for park staff and tourists. These collaborations reflect our commitment to holistic sustainable tourism, protecting ecosystems, supporting local communities, and fostering responsible travel practices in the region.



# Section B: Maximize Social and Economic Benefits to the Local Community

## **B1 Community Support:**

In 2024, our organization continued to demonstrate unwavering commitment to supporting local communities and conservation initiatives. Our contributions focused on key areas such as education, health, wildlife conservation, and community development, with the goal of generating a meaningful, lasting impact on both people and the environment.

### **Community Development and Fundraising**

We actively participated in various fundraising efforts to support community development projects. Notable contributions included: Chandu Lodhia Foundation, lottery Golf Charity Tournament, Amref Fundraiser and The Giraffe Centre. These initiatives allowed us to contribute directly to local projects that fostered social well-being and sustainability.

### **Conservation and Wildlife Protection**

In partnership with the Frankfurt Zoological Society and Tanzania National Parks (TANAPA), we played a significant role in the Serengeti De-Snaring Project. With a contribution of \$9,000, we focused on combating poaching activities in the Serengeti National Park. The project yielded substantial results, including:

- Removal of thousands of snares from the park.
- Successful release of hundreds of animals caught in snares.
- Disruption of illegal snaring and meat poaching activities.
- Strong collaborative support from TANAPA and tourism operators within the park.

These efforts have been pivotal in preserving the biodiversity of the Serengeti and reinforcing our dedication to conservation. We remain committed to partnering with relevant stakeholders to ensure the protection of wildlife and natural resources for future generations.

B2 Local Employment

In 2024, we far exceeded our local hiring target, with 60% of permanent employees at our Seronera base sourced from surrounding communities, tripling our initial 20% goal. This achievement reflects our commitment to community empowerment.

B3 Local Purchasing

Serengeti Balloon Safaris maintains a strong commitment to supporting the local economy through targeted procurement practices. In 2024, we achieved 85% of local sourcing across all operational categories, with success in essential areas: fuel (via Manjis Petroleum), food supplies (through Meat King Distributors and Josephina Nyambuge's fresh produce). our procurement directly supports 32 Tanzanian businesses. Our ambitious 90% local sourcing target reflects these initiatives

LOCAL SUPPLIERS USED IN 2024

COMPANY	PRODUCT/SERVICE
WASIM TRANS GARAGE	MOTOR VEHICLE SPARES
MANJIS LOGISTICS LTD	GAS
CHIDZERE CONSULTING CO. LTD	PILOTS FREFUB UNITS
ASHTON MEDIA	BILLBOARDS
MANJIS PETROLEUM LTD	DIESEL
PINNACLE CONSTRUCTION	CONSTRCTION OF HOUSES
MEDIA WORKS	EMBROIDING UNIFORMS WITH OUR LOGO
AL -ANVER OUTFITTERS	TENTS
ARUSHA EMSLIES LIMITED	BOOKING AND TICKETING ABROAD FLIGHTS
AFRICAN GALLERIA	COMMISSION
ZENITH MEDIA LTD	PRINTING FLIGHT TICKETS KEY CHAINS
MEAT KING DISTRIBUTORS LTD	SUPPLYING BREAKFAST ITEMS SUCH AS SAUSAGES
GREENLINK SOLAR	INSTALLING SOLAR PANEL AND INVERTORS
AFRICAN GLOBAL LOGISTICS TANZANIA	FREIGHT COMPANY -IMPORTATION OF OUR BALLOONS
ELEVATA	TRAINING FOR STAFFS
AURIC AIR SERVICES LIMITED	AIRLINE -FYING STAFFS
SUMBAT FOOD PRODUCTION	BACON AND SAUSAGES
THE ARUSHA HOTEL-	ACCOMODATION FOR PILOTS
PKF Advisory Limited	AUDIT AND OTHER TAX CONSULTATION
MANJI'S SERVICE LTD	LUBRICANTS AND OIL

COMPANY	PRODUCT/SERVICE
SOUND AND VISION LTD	LAPTOPS AND PRINTERS, TONERS
SUNKIST INVESTMENT LIMITED	BLANKETS AND BEDSHEETS
MICRO CASH 'N' CARRY LTD	PILOTS FOOD
BEVCO LIMITED	CHAMPAGNES
THE LONDON BAZAAR	KITCHEN WARE
HNM HARDWARE STORE	HARDWARE MATERIALS FOR REPAIRS
UPPER ZONAL TRADING LTD-	CHAMPAGNES
REGIONAL AIR	AIRLINE -FYING STAFFS
DEPAPEGODO TRADERS	GREEN CANVAS AMD OTHER MATERISL
PUBLIC SERVICE SOCIAL SECURITY PEN	RENT
MURTAZA A. SULEMANJI MUSSAJI	SOAP, OIL FOR BREAKFAST AND OTHER
SETLIFE LTD	STATIONARIES
OUTSTANDING SOLUTIONS LIMITED	HIRING STAFFS
Habari Node Ltd	INTERNET
JOSEPHINA NYAMBUGE	FRESH FRUITS AND VEGETABLES FOR S
MWANAIIDI EMILI	FISH FOR STAFFS
ARUSHA PRINTING PRESS LTD	STATIONARIES
GIMCO AFRICA LTD	RENT
ITHNASHERI CHARITABLE HOSPITAL	MEDICAL



## B4 LOCAL ENTREPRENEURS

Serengeti Balloon Safaris actively supports local entrepreneurs who provide sustainable, culturally relevant products and services. In 2024, we partnered with two key local suppliers: Josephina Chacha Nyambuge (fresh fruits and vegetables) and Mwanaidi Emili (fish), both women-owned businesses that align with our commitment to community empowerment and sustainable sourcing. These partnerships not only provide high-quality provisions for our staff but also contribute to local livelihoods and promote gender-inclusive economic growth.

## B5 Exploitation and Harassment

Serengeti Balloon Safaris maintains a zero-tolerance policy against all forms of discrimination and harassment, fully complying with our commitment to equal opportunity employment. We prohibit discrimination based on gender, race, ethnicity, age, sexual orientation, disability, HIV/AIDS status, religion, or political belief (Section 11.2), with hiring decisions based solely on ability, unless a person's status impairs job performance. Our anti-harassment policy explicitly defines and prohibits sexual harassment as any unwelcome sexual advances, requests for favors, or conduct that creates a hostile work environment or affects employment conditions (Section 11.4), with violations subject to immediate disciplinary action to protect employee dignity and workplace safety (Section 11.3).



## B6 Equal Opportunity

Serengeti Balloon Safaris strictly adheres to its Equal Opportunity Policy (Section 9 of HR Policy) and Harassment & Discrimination Policy (Section 11), ensuring all employment decisions including recruitment, promotions, and benefits—are free from discrimination based on gender, race, religion, disability, or other protected characteristics. In 2024, the company maintained full compliance with zero reported cases of discrimination.

## B7 Decent Work

Serengeti Balloon Safaris upholds international labour standards by ensuring all employees receive at least a living wage, with disclosed minimum wages of 405,000 TZS/month for permanent staff and 15,000 TZS/day for casual workers. In 2024, we prioritized staff development through 6 targeted training programs: monthly Customer Service training, Ground Crew/Fire Crew safety certifications, TCCA compliance, Mindfulness workshops, Leadership development, and OSHA-standard safety training. These initiatives achieved 85% staff participation, with a focus on cross-departmental skill-building. For 2025, we commit to: (1) increasing training offerings by 25% (adding First Aid and Safari Guide courses), (2) achieving 95% participation rates through scheduled quarterly sessions, and (3) implementing a wage review to align with updated living wage benchmarks.

# SECTION C: Maximize benefits to cultural heritage and minimize negative impacts

## C3 PRESENTING CULTURE AND HERITAGE

Serengeti Balloon Safaris is deeply committed to celebrating and preserving Tanzania's rich cultural heritage by authentically integrating Swahili traditions into our guest experiences. A highlight of this effort is our bush breakfast, where guests dine in the heart of the Serengeti while being served by staff dressed in traditional coastal Swahili attire; elegant Kanzu, turbans and waistcoats symbolic of coastal Swahili culture. The experience is further enhanced using some of handcrafted utensils and serving ware sourced from Tanzania, reflecting centuries-old craftsmanship. By blending these elements into our operations, we foster meaningful connections between guests and Tanzania's heritage while upholding our sustainability pledge to promote and protect cultural authenticity.



# D1. Conserving Resources

## D1.1 Environmentally Preferable Purchasing

Serengeti Balloon Safaris (SBS) maintained a strong commitment to sustainable procurement in 2024, prioritizing locally sourced and eco-friendly products wherever feasible. Bulk purchasing was implemented for vehicle spares and safety equipment, reducing packaging waste by approximately 20% compared to 2023. A key achievement was the shift to reusable stainless steel water bottles (3,000 units), eliminating 90% of single-use plastics in operations. Challenges persist in sourcing affordable recycled materials locally, but SBS aims for a 15% year-on-year improvement by expanding supplier networks and negotiating bulk discounts with sustainable vendors.

## D1.2 Efficient Purchasing

SBS implemented a rigorous tracking of monthly food and consumable purchases per passenger and staff member, identifying opportunities to minimize waste without compromising quality. By transitioning to stainless steel bottles and reusable service ware (plates, cutlery, and napkins), the company reduced disposable item usage by 95%. Food waste was mitigated through precise meal planning and donations of surplus ingredients to local communities. Post-flight breakfasts now feature locally sourced eggs (34,000 annually) and vegetables, supporting regional farmers while lowering carbon footprints. Future initiatives include piloting a composting system for organic waste in collaboration with Serengeti National Park.

## D1.3 Energy Conservation

Serengeti Balloon Safaris maintained rigorous monitoring of diesel and gas consumption across operations in 2024. In 2024, total diesel consumption was 169,310 litres (motor vehicles: 150,967 Litres; generators: 18,343 Litres), with monthly per-passenger usage ranging from 3.62 Lts Per Pax (February) to 11.31 Lts per Pax (December). Notably, November and December showed significantly higher consumption (>10 Lts/Pax), indicating potential inefficiencies during peak periods and also a reflection of the road conditions during rainy periods.

Balloon operations consumed 279,352 kg of gas, averaging 12.45 kg per passenger. Efficiency varied notably by month, with August achieving the lowest consumption rate (5.80 kg per passenger).

The 48kW solar panel system, installed in 2021, generated 42MWh of renewable energy in 2024, covering 60% of the company’s electricity needs. Nighttime energy consumption was reduced to 5kW/hour by optimizing HVAC systems and replacing outdated appliances with energy-efficient models. Diesel and gas consumption per passenger decreased by 6% year-on-year, aided by route optimization and driver training programs. However, balloon gas tank pressurization remains reliant on generators due to high power demands (4.8kW per balloon). SBS is exploring hybrid solutions, including battery storage, to further reduce fossil fuel dependency.





**D1.4 Water Conservation**

Water stewardship efforts included the installation of a 20,000L rainwater harvesting system for vehicle washing and plumbing upgrades to reduce leakage by 15%. SBS collaborated with Frankfurt Zoological Society to develop a park-wide water management pilot, though implementation was delayed to 2025. Groundwater pumping rates will be monitored to set a baseline and allow the efficiency of water management to be evaluated. The company targets a 10% annual reduction in water use per staff member and passenger through continued infrastructure improvements and staff awareness campaigns.

**D2. Reducing Pollution**

**D2.1 Greenhouse Gas Emissions**

SBS achieved full carbon offsetting of Scope 1, 2, and 3 emissions through its partnership with Carbon Tanzania, the offsetting being a \$9,454 offset for 945 tonnes of CO2. Diesel and gas consumption per passenger fell by 7% via optimized flight paths, fuel-efficient vehicles, and staff training. The company also offset emissions from executive travel, including flights to international tourism conferences.

**D2.2 Transport**

Serengeti Balloon Safaris has implemented measures to reduce transportation emissions, including the introduction of 6 new passenger vehicles to reduce driver fatigue, weare and tear and to introduce newer, more fuel efficient models. These efforts complement our monthly tracking of vehicle kilometers per passenger, which in 2024 yielded an average of 35.4km per pax and diesel consumption overall 6.36 litres per pax. To further align with sustainability goals, our dedicated Fleet Manager oversees fuel and parts reduction, supported by an annual vehicle replacement strategy. These initiatives aim to systematically reduce our carbon footprint and our 2025 target is to reduce these by 10%

**D2.4 Solid Waste Management**

A partnership with Mugumu village enabled the recycling of 75% operational waste, including metal, glass, and paper. Medical waste was incinerated on-site, and food packaging was minimized through bulk purchasing. In 2025 we aim to document the waste management accurately into the various categories and report on these annually thereafter.



# THANK YOU

