



# Conservation Community Culture Commerce





“Sustainability is no longer  
about doing less harm.  
It’s about doing more good.”

– Jochen Zeitz



# The ZEITZ foundation

The ZEITZ Foundation is a non-profit organization which supports sustainable solutions that balance conservation, community, culture and commerce (the 4Cs). Our mission is to create and support ecologically and socially responsible projects that holistically balance the 4Cs to achieve long lasting impact and sustainability. These projects and initiatives are based on the vision of an ecosphere (our planet and all of its life-sustaining regions) maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.

Founded by Jochen Zeitz in 2008, the ZEITZ foundation is dedicated to inspiring and achieving the highest standards in sustainability through the balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas. Segera's 50,000 acres of wild Kenyan savannah is home to the ZEITZ Foundation. Our work here is geared towards delivering tangible and sustainable benefits for land, wildlife and rural communities.



## Our vision

is of an ecosphere where our planet and all of its life-sustaining regions are maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.

## Our mission

is to create and support ecologically and socially responsible projects to achieve longlasting impact and sustainability through a holistic balance of conservation, community, culture and commerce (the 4Cs).

# The 4C Philosophy



## CONSERVATION

*'Safeguarding biodiversity to support global needs'*

Thriving ecosystems and biodiversity are integral to the survival of people and our planet. Our Conservation efforts aim at safeguarding this biodiversity and the integrity of the ecosystem services it provides to support global needs.

We support the sustainable use of natural resources to protect the integrity of the planet in their area. Activities in this dimension address issues of biodiversity and ecosystem services as well as management of energy, water and waste, land planning, carbon impact reduction, amongst others.

## CULTURE

*'Preserving cultural heritage and celebrating diversity'*

In a world that is culturally diverse, celebrating commonality and respecting difference is key to nurturing understanding and harmony among communities.

Respecting cultural differences is crucial to our future. Drawing on our uniqueness, we enrich each other and contribute to a greater common good. The ZEITZ Foundation strives to strengthen intercultural relationships and understanding while safeguarding cultural heritage and raising awareness on cultural diversity. Activities in this dimension address issues of cultural heritage site protection, cultural heritage promotion and awareness, respect, and cultural exchange among others.



## COMMUNITY

*'Creating positive impact and uplifting communities'*

People matter; it is the right of every person to have their basic needs met. It is a fundamental obligation to all to enhance the well-being of communities. Activities in this dimension address fair working conditions, community relations, social infrastructure, social accountability, capacity building and support for small and medium

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## COMMERCE

*'Sustainable source of income for the greater good'*

Trading and the accumulation of wealth have been central to the development of civilizations over thousands of years and are likely to remain so. However, uncontrolled, commerce has had many negative impacts.

When conducted in a holistic and sustainable way, commerce can be a positive contributor. This dimension addresses the sustainability of commercial operations by recognizing the intricate link between profit, natural and social assets. Viable businesses offer the capacity to provide a source of income for people that depend on it, as well as long term investment back into the initiatives in each of the '4C's'.







# —Community—

Creating positive impact  
and uplifting communities



A young student with dark, curly hair, wearing a grey sweater over a yellow shirt, is seen from the back, sitting at a desk in a classroom. Their right arm is raised high in the air. In the background, other students are visible, some with their arms raised, and a chalkboard. The lighting is warm and natural, suggesting a bright day.

# OUR PROGRAMS

## Education Program

At the ZEITZ Foundation, we believe that education is transformative and a key driver of sustainable development. Our view on 'Education for Sustainable Development' is future-oriented and focused on creating a more ecologically and socially just world through informed action and ambitious leadership.

The ZEITZ foundation's education program supports the development of school infrastructure such as classrooms, toilet blocks, equipment such as desks as well as a bursary program to assist bright students from needy families around Segera Conservancy to grow into resourceful and socially active adults.

The bursary program supports students transitioning from primary to high school. The selection process for the bursaries is inclusive with input from the community liaison officers, Ministry of Education, Parent – Teacher Associations, local government representatives and the ZEITZ foundation. Selection is based on a set criteria that ensures deserving students benefit and that there is gender equity.

Improving the social infrastructure of education is key in facilitating better instruction, improving student outcomes, reducing dropout rates among other benefits. One of the ZEITZ foundation's key principles is 'creativity'. Many ideas are based in a new and innovative way of thinking, such as the 'Water Bank School' which won the 'LEED Greenest School in the World Award' in 2017. The Water Bank Building at the Uaso Nyiro Primary school features four full-sized classrooms and a unique underground storage with integrated water filtration to address the water needs of the students.



Beyond the infrastructure and bursaries, we also support the acquisition of school uniforms and supplies, as this is beyond the reach of many parents in the area.

**You can support the Education Program by donating to:**

- *Educating a child. A donation will cover their uniform, school supplies, food and other costs associated with the boarding facility. Tuition costs at public high schools in Kenya are fully covered by the government. We encourage supporters to commit to the entire six years of a child's high school education.*
- *School infrastructure development that will benefit numerous students. These facilities include classrooms, ablution blocks, boarding houses, laboratories, libraries, Information technology centres and teacher's housing.*
- *Equipping classrooms and other facilities.*
- *The acquisition of school supplies such as uniforms, books, stationery, among others.*

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**"I am very grateful for the program. I was able to complete my studies without any hiccups and I really enjoyed my time in school. I was not sure I would make it to high school but I am glad I did and I now think differently. My wish is to also sponsor other students from my community once I start working and see them realise their dreams"**

High school bursary student (Male), Class of 2021

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**"I would encourage parents within the Segera community to support their girls in pursuing their education. I am also grateful for the immense support and follow ups I got from the Bursary program. This further challenged me to work hard in school and come back home with good results at the end of**

High School Bursary Student (female), Class of 2021

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# SATUBO

## KINDERGARTEN

This early learning facility offers the mothers working as part of the SATUBO Beading Initiative alongside other families in the area access to safe, quality childcare. The school prepares the children for transition into primary school which is fundamental in promoting Sustainable Development Goal (SDG) 4.2: "By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education."

The close proximity to the SATUBO workshop ensures mothers can continue with their livelihood while making sure their young pre-school children are well looked after and happy.

The Foundation has so far supported the construction and equipping of two solar powered classrooms that meet the needs of the children. We are looking to increase the number of classrooms to host more children and to construct a kitchen facility for a meal programme.

**You can support the expansion of the SATUBO Kindergarten by donating to:**

- *School infrastructure development such as additional classrooms, dining facilities and ablution blocks.*
- *Equipping the classrooms and other school facilities.*
- *The acquisition of school supplies to benefit numerous children.*





# — Culture —

Preserving cultural heritage  
and celebrating diversity





# SATUBO

## WOMEN'S BEADING INITIATIVE

The SATUBO Beading Initiative is a collective of women drawn from the Samburu, Turkana and Borana tribes in Kenya. Through the traditional practice of beading, which is a staple of Kenya's northern tribal heritage, the women came together to find peace and prosperity, while supporting each other to generate independent incomes for the livelihood and wellbeing of their families.

SATUBO fully incorporates the 4C core concepts of conservation, culture, commerce and community. By creating an alternative source of income for the women, their dependance on livestock is alleviated, which in turn reduces overgrazing, and makes communities less vulnerable in times of drought. The inspiring beading collective of the SATUBO women promotes cultural heritage which fosters respect and cultural exchange. The women become empowered as this gives them an opportunity to obtain independent income and financial freedom. This in the long-run promotes inter-tribal peace among these communities that are resident in the area.

The ZEITZ foundation is integral in providing business development training and market access for the SATUBO women. The beadwork artefacts are showcased and sold to guests at Segera Retreat on the Conservancy. Collaboration with various local and international artists, like Dame Vivienne Westwood, Donna Karan and AMU Clothing (Segera's first fashion designer in residence) also helped expand their products and improve their skills.

*By purchasing beading products from SATUBO, you are directly supporting the preservation of local culture and offering these women an opportunity to obtain independent income and financial freedom.*





# — Conservation —

Safeguarding biodiversity to support global needs.





# 4C

Learning Centre

## CONSERVATION, COMMUNITY CULTURE COMMERCE

The ZEITZ foundation intends to establish a 4C Learning Centre, situated outside Segera Conservancy, to strengthen and support long term relationships between the local community and Segera Conservancy and to provide educational services in the areas of permaculture, forestry, wildlife and conservation within the community itself. Children from the local schools that we support will be able to visit the conservancy and experience its nature and wildlife, inspiring the next generation of young, conservation-conscious members of our local communities.

The 4C Learning Centre will also house a Vocational Training Academy for Forestry and Permaculture, which will significantly enhance the farming techniques and interests of small scale farmers from Laikipia's rural communities, as well as raise awareness about the protection and value of biodiversity.

In addition to offering vocational training programs for adults, we will also provide educational services for children, with a classroom space to learn about forestry, wildlife and conservation, and a canteen (kitchen and dining area) to provide lunch as part of their visit. Wildlife guides, Rangers, Artists in Residence, and other local experts will take part in giving inspirational talks and mentorship to the children.

A dedicated bus will be available for transportation to and from our local schools to ensure safe, direct access to the conservancy.

The 4C Learning centre will also showcase various initiatives by the ZEITZ foundation and provide an opportunity for guests from Segera, and beyond, to visit a community hub where they can learn about the beautiful and sustainable balance of the 4C projects.

### You can support the development of the 4C Learning Centre by donating to:

- Infrastructure development.
- Equipping the facilities for learning purposes.
- The provision of salaries for teaching professionals and support staff.
- The purchase of a bus that will transport school children to various learning sites.
- The establishment of the permaculture and forestry demonstration site.





# Tree of Life

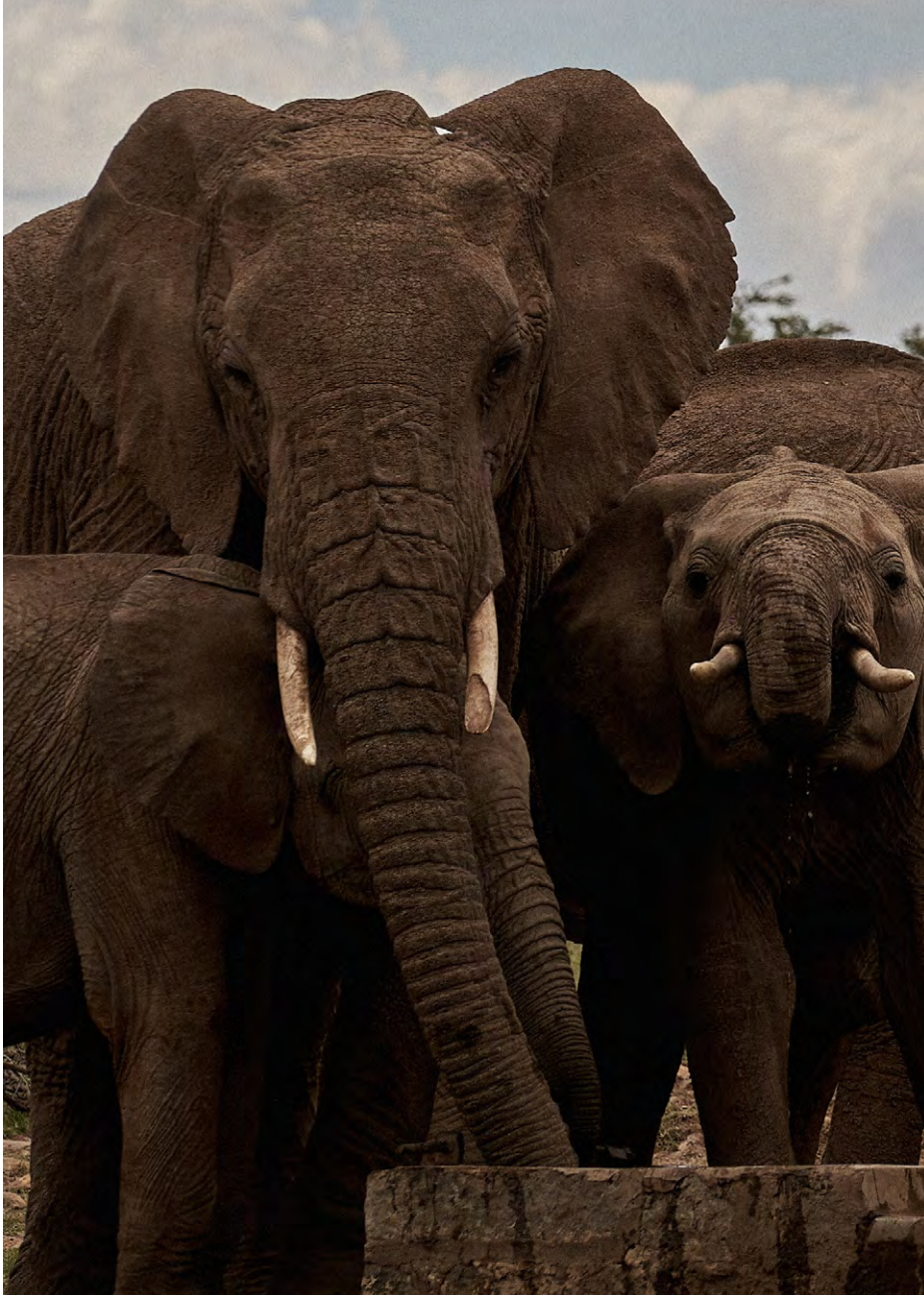
## REFORESTATION INITIATIVE

The long term effects of deforestation have a critically negative impact on the ecosystem, affecting not only plant and animal life but also the well-being of human communities who rely on the fertility of the land for their own prosperity. In 2020, the ZEITZ Foundation embarked on an initiative to highlight the most critical crisis of climate change and loss of biodiversity in the world. With an aim to grow new forest cover by planting over 2 million indigenous trees in the coming years, the Tree of Life Reforestation Initiative will be East Africa's largest reforestation project on a private conservancy.

The project is a critical aspect of restoring and replenishing the land, as a healthy landscape also creates underground water reserves, fertile topsoil and increases carbon sequestration capacity. In consultation with local experts, six different indigenous tree species were chosen to maximize long-term success for the 'Tree of Life' forest: *Acacia abyssinica*, *Acacia kirkii*, *Acacia polyacantha*, *Acacia seyal*, *Acacia xanthophloea*, *Acacia mellifera*.

For the first phase of our Tree of Life reforestation initiative, 150,000 tree seedlings were planted in the shape of a huge rhinoceros. The project continues successfully despite the challenges that unpredictable rainfall and drought have brought in recent years and we are happy to have planted over 300,000 trees at the end of the first half of 2022. The trees are being nurtured and planted entirely by women from our local community.





# Sustainable Water Access

Kenya is sadly experiencing a devastating drought, with various seasonal rivers drying up and frequent fires raging on Mount Kenya. This drought has been an important reminder of how precious a reliable water resource is to everyone, with scarce resources.

As urgency increases to protect our planet from Global Warming and its irreversible impacts on natural resources, the ZEITZ foundation is making critical plans for a long-term water supply for biodiversity. We are at the final stages of planning a new and sustainable water source for Segera Conservancy, introducing a large water dam that will be essential for the future survival of flora and fauna in the area. With Climate Change affecting seasonal rain patterns and increasing the intensity of drought periods, it has become critical to ensure a safe and consistent source of water.

**You can support the sustainable water access initiative by donating to:**

- *The construction and maintenance of the large water dam that will serve the landscape, people and wildlife.*





# Anti-Poaching **RANGERS**

Conservation is a team effort that also requires round-the-clock surveillance. Our committed group of rangers and the incredible Bloodhounds have made huge strides in not only protecting endangered species and biodiversity on Segera conservancy, but also providing additional security for local communities.

In 2019, the ZEITZ foundation launched East Africa's first All-women Anti-Poaching Ranger Academy. The dedicated female rangers graduated from the Academy having undergone an intense selection process and many months of holistic training and field exercises.

Our men and women rangers play a critical role in keeping our wildlife and communities safe, and also serve as important conservation ambassadors in the community. The ZEITZ foundation ensures the rangers are well equipped and receive regular training. This training keeps our rangers up to date with the changing tactics of wildlife criminals as well as being ahead of any threats to the security of the land.

**You can support the Anti-poaching Rangers by donating to:**

- *Their training sessions and equipment.*



# Species Conservation **RHINO**

Rhinos are one of the most endangered wildlife species in the world. Poaching and catastrophic habit loss are the most critical challenges facing rhino conservation here in Kenya. Kenya's black rhino population dropped from more than 20,000 in the 1970s to a low of fewer than 400 animals in 1987. That's a decline of 98% in less than 20 years due to rampant poaching and degradation of critical habitat. Over the past few years, sustained anti-poaching efforts by both the government and the private sector have seen poaching losses decline.

Most Rhino Sanctuaries in Kenya have already reached their estimated carrying capacity, so securing additional suitable space is critical for the desired population growth to be realised. The ZEITZ Foundation is working towards the creation of a Rhino Sanctuary on Segera to support Rhino Conservation. This sanctuary will eventually connect to the newly created Laikipia National Park and other existing rhino sanctuaries in central Laikipia, with the aim of sharing boundaries, intelligence, expertise and resources to create a more sustainable, long-term, conservation model for this critically endangered species and the wildlife and rich biodiversity that lives alongside it. The vision is to expand.

**You can support the Rhino Sanctuary by donating to:**

- *Infrastructural preparations needed for the introduction of its founding rhino population, or by contributing towards its annual operating costs.*



# For contributions and more information

If you would like to make a donation to any of these projects you can provide a tax deductible donation in the US, Germany, Kenya or UK by making a donation to any of the following accounts:

## KENYA

### NCBA BANK KENYA PLC (KES) ACCOUNT

Account Name: Zeitz Foundation  
Bank: NCBA BANK KENYA PLC  
Branch: Nanyuki Branch  
Account Number: 6775630018 (Kenya Shillings)  
Bank Swift Code: CBAFKENX  
Bank Postal Address: P.O. Box 44599, GPO 00100, Nairobi, Kenya

### NCBA BANK KENYA PLC EURO (EUR) ACCOUNT

Account Name: Zeitz Foundation  
Bank: NCBA BANK KENYA PLC EURO  
Branch: Nanyuki Branch  
Account Number: 6775630023 (Euro)  
Bank Swift Code: CBAFKENX  
Bank Postal Address: P.O. Box 44599, GPO 00100, Nairobi, Kenya

### NCBA BANK KENYA PLC DOLLAR (USD) ACCOUNT

Account Name: Zeitz Foundation  
Bank: NCBA BANK KENYA PLC  
Branch: Nanyuki Branch  
Account Number: 6775630044 (USD)  
Bank Swift Code: CBAFKENX  
Bank Postal Address: P.O. Box 44599, GPO 00100, Nairobi, Kenya



## FOR MORE INFORMATION:

Please contact [info@zeitzfoundation.org](mailto:info@zeitzfoundation.org)



[www.zeitzfoundation.org](http://www.zeitzfoundation.org)



[www.instagram.com/zeitzfoundation/](https://www.instagram.com/zeitzfoundation/)



[www.facebook.com/zeitzfoundation](https://www.facebook.com/zeitzfoundation)

## GERMANY

### UBS DEUTSCHLAND AG

Account Name: Zeitz Stiftung - Interkultureller Ecosphaeren- Schutz  
Branch: Frankfurt  
Bank Address: Bockenheimer Landstraße 2- 4

### Account Numbers:

DE21 5022 0085 2433 9910 14 ( EUR)  
DE52 5022 0085 2433 9910 38 ( GBP)  
DE57 5022 0085 2433 9910 45 ( USD)

Bank Swift Code: SMHBDEFFXX

## UNITED KINGDOM

### HSBC

Account Name: The Long Run  
Account Number: 22118351  
Branch: Surrey, United Kingdom.  
Branch Address: 75-77 High Street, Sutton, SM1 1DU,  
Bank Sort Code: 40-43-26  
IBAN: GB65HBUK40432622118351  
BIC: HBUKGB4157V

## UNITED STATES OF AMERICA

**Step 1:** Notify the National Philanthropic Trust by submitting a Contribution Agreement via mail, fax or email to: National Philanthropic Trust | 165 Township Line Road, Suite 1200 | Jenkintown, PA 19046 Fax: (610) 719-9570 | [wfdaf@npitrust.org](mailto:wfdaf@npitrust.org)  
[DAF: 4C Fund | Account: 72064 | Primary Advisor: Jochen Zeitz]

**Step 2:** Initiate transfer by ACH, Wire Transfer or Check to the National Philanthropic Trust (according to the NPT Wiring Instructions).

For further details and the NPT Contribution Agreement template, please contact [info@zeitzfoundation.org](mailto:info@zeitzfoundation.org).

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[www.zeitzfoundation.org](http://www.zeitzfoundation.org)

