



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,



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 sized enterprises.

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'.





— Conservation —

Safeguarding biodiversity to support global needs.



Species Conservation

RHINO

Rhinos are one of the most endangered wildlife species in the world. Poaching and catastrophic habitat 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 96% in the last 20 years due to rampant poaching and degradation of critical habitat. Fortunately, over the past few years, sustained anti-poaching efforts by both the government and the private sector have seen poaching losses decline thus leading to a population increase of slightly over 5,000. This increase has been attributed to the establishment of various rhino sanctuaries and improved management.

However these Rhino Sanctuaries are now approaching their estimated carrying capacity, so securing additional suitable space is critical for the desired population growth to be realised. The ZEITZ foundation is therefore working towards expanding the range through the Segera Rhino Sanctuary. In collaboration with Kenya Wildlife Service (KWS), the ZEITZ foundation plans to relocate Black rhinos to the Segera region, aiming to expand their range by returning them to their historic natural habitat and to help restore Kenya's rhino population.

The long-term goal is to expand the Rhino Sanctuary beyond Segera Conservancy, creating vital wildlife corridors and connectivity to other sanctuaries and community lands, eventually creating the largest Rhino Sanctuary in the world.

You can support the Rhino Sanctuary by donating to:

- *The translocation of the founding population of black rhino.*
- *The Segera Rhino Sanctuary operations.*
- *The establishment of an endowment fund for the sustainability of the initiative.*



Anti-Poaching **RANGERS**

Conservation is a team effort that also requires round-the-clock surveillance. Our committed group of rangers and the incredible tracking dogs have made huge strides in not only protecting endangered species and biodiversity on Segera conservancy, but also providing additional security for local communities. These lovely tracking dogs are due to retire soon and we are keen to bring in a new set of puppies that will undergo intensive training alongside their handlers.

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. The majority of these graduates are employed on Segera and neighbouring conservancies.

These 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:

- *Ranger training and operational costs.*
- *Ranger employment costs, equipment and tools.*
- *The Canine Unit operations and personnel costs.*



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 3 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 850,000 trees by the end of 2023. The trees are being nurtured and planted entirely by women from our local community.

You can support the 'Tree of Life' Reforestation Initiative by donating to:

- *Seed purchase , equipment procurement and nursery operations to produce viable seedlings for the initiative.*
- *Monitoring and evaluation efforts to document impact and for adaptive management.*
- *Community training efforts for replication within the landscape.*



Sustainable Water **MANAGEMENT**

In March 2023, Kenya was emerging from the grip of the most severe drought in over four decades. A series of five failed rainy seasons led to notable losses in livestock, wildlife, and vegetation. Amidst these negative conditions, The ZEITZ foundation faced challenges in achieving its goals for its landscape restoration project, aiming to plant over 3 million Acacia trees over the next few years.

Acknowledging the project's scale and water dependence, the Foundation decided to mitigate future challenges by constructing a large water dam with a storage capacity of 600,000 cubic meters. Construction began in 2023 and has been in progress since then, with expected completion in 2024. Once finished the dam will not only ensure sustainable water access for wildlife and communities, but it will also play a critical role in supporting the rhino population at the proposed new sanctuary.

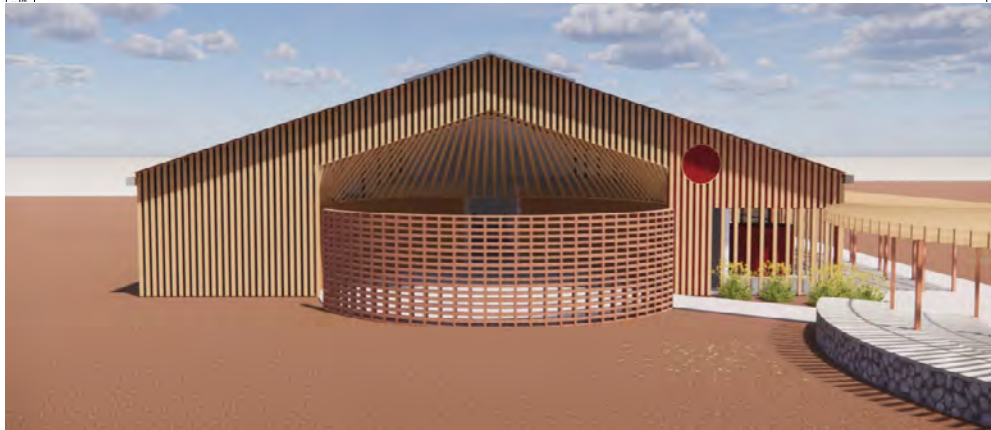
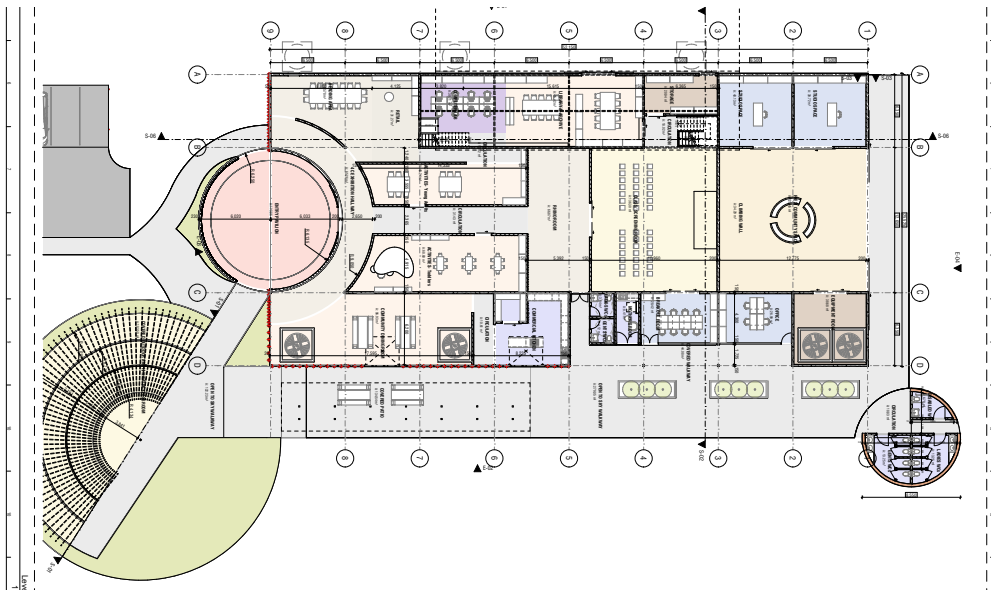
You can support the sustainable water management initiative by donating to:

- *Additional infrastructure to connect water to other locations from the dam.*
- *Routine maintenance of the water dam and silt traps.*
- *The construction of additional mini weirs and boreholes for wildlife and livestock across the conservancy.*



LAIKIPIA LEARNING CENTRE

Conservation, Community, Culture, Commerce



The ZEITZ foundation intends to establish the Laikipia Learning Centre, situated in Segera Conservancy. The Laikipia Learning Centre will serve both adults and children, with the goal of increasing knowledge, skills, and awareness of ecosystem restoration, wildlife conservation, sustainable livelihoods, and nature-positive commerce options. We hope to inspire the next generation of Kenyans by providing an opportunity for children from the foundation's supported schools, which serve a student population of over 2,000, to experience nature and wildlife in private conservancies. We also anticipate that our program will expand beyond Laikipia, to include schools in other counties.

The Laikipia Learning Centre will also host 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 experts from Kenya and beyond 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 Laikipia 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's.

You can support the development of the Laikipia 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.*



— Community —

Creating positive impact
and uplifting communities

A photograph of a student in a classroom, seen from the back, with their right hand raised. The student is wearing a dark sweater over a yellow shirt. In the foreground, there are stacks of papers or books on a desk. The background is blurred, showing other students and a chalkboard.

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 deserving 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:

- *The education of 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.*

“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”

Paul, High School Bursary Student, Class of 2021

“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

TerryAnn, High School Bursary Student, Class of 2021





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 of three solar powered classrooms, ablution blocks and a kitchen and dining area that meet the needs of the children.

You can support the SATUBO Kindergarten by donating to:

- *School infrastructure maintenance.*
- *The development of additional school infrastructure.*
- *The acquisition of school supplies to benefit numerous children.*
- *A lunch program that ensures that the children have healthy well balanced meals.*
- *Teacher salaries for continuity.*



Culture

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&

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for the greater good



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 dependence 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 SATUBO beadwork artefacts are showcased to visitors of the Segera Conservancy, and beyond. 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.

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

 www.zeitzfoundation.org

 www.instagram.com/zeitzfoundation/

 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@nptrust.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.

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www.zeitzfoundation.org