



[WWW.ZEITZFOUNDATION.ORG](http://WWW.ZEITZFOUNDATION.ORG)

# ANNUAL REPORT 2023







**“Sustainability is no longer  
about doing less harm. It’s  
about doing more good.  
– Jochen Zeitz**



# ABOUT THE ZEITZ FOUNDATION



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 Conservancy'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.

## **Vision**

The vision of the ZEITZ foundation is 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.

## **Mission**

The mission of the ZEITZ foundation is to create and support ecologically and socially responsible projects to achieve long-lasting impact and sustainability through a holistic balance of conservation, community, culture and commerce (the 4Cs).



# THE 4C'S PHILOSOPHY

Our work is guided by the 4C's Philosophy. We work towards:

## Conservation



Safeguarding biodiversity to support global needs

## Community



Creating positive impact and uplifting communities

## Culture



Preserving cultural heritage and celebrating diversity

## Commerce



Sustainable source of income for the greater good



## HISTORY AND SIGNIFICANT MILESTONES

### 2005

Work begins to rehabilitate Segera Conservancy after the purchase of the land in 2004

### 2008

The ZEITZ foundation is founded and establishes its Headquarter on Segera

The ZEITZ foundation's 4C Philosophy is developed at a workshop on Segera

### 2009

The ZEITZ foundation is formally launched with its global ambassador of the world's fastest sprinter Usain Bolt and former World 110m Hurdles World record holder Colin Jackson. Bolt and Jackson were made honorary Maasai warriors. Bolt was given the name "Lloingwany" – meaning "warrior of warriors" and he also adopted a cub cheetah that was aptly named "Lightning Bolt."

The Long Run (formerly known as the Long Run Initiative or LRI) is established as a new program of the ZEITZ foundation. The Long Run is a membership community of nature-based tourism businesses committed to driving holistic sustainability



# HISTORY AND SIGNIFICANT MILESTONES

## 2011

SATUBO Women's Beading Group is founded, bringing together c.20 women from Kenya's Samburu, Turkana and Borana tribes (hence SA-TU-BO)

## 2012

The Waterbank School is constructed at Uaso Nyiro Primary in Laikipia. The first of its kind in Africa, the low-cost passive building harvests and purifies over 360,000 litres of rainwater annually through a low-tech system. This provides much needed water to both students and their guardians

## 2013

The Waterbank School is awarded the 'Greenest School in The World' award by LEED architecture.

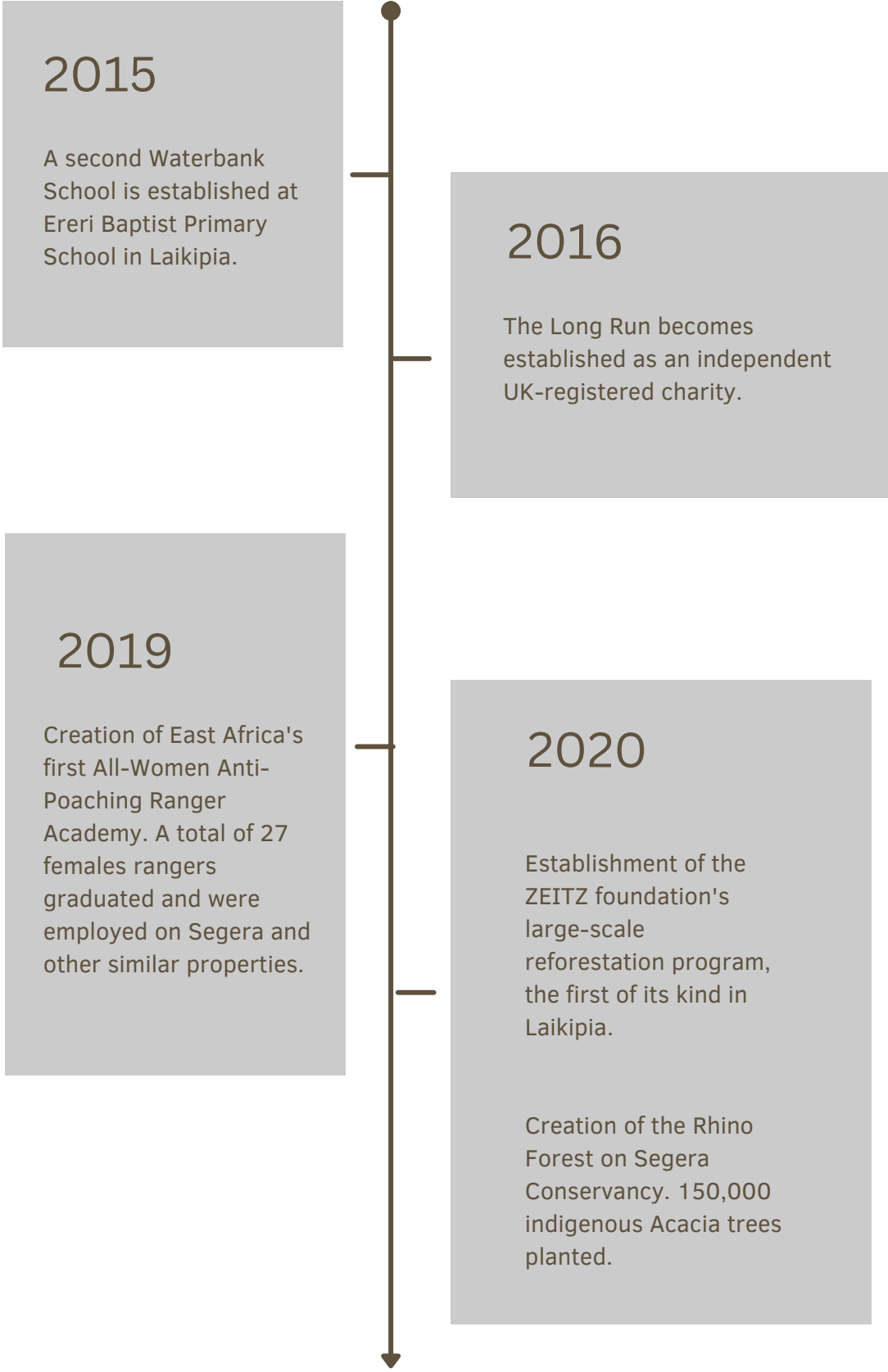
Segera Retreat is launched as Segera Conservancy's sustainable tourism facility (separate entity to the ZEITZ foundation)

## 2014

SATUBO Women's Beading Group is founded, bringing together c.20 women from Kenya's Samburu, Turkana and Borana tribes (hence SA-TU-BO)



# HISTORY AND SIGNIFICANT MILESTONES



# HISTORY AND SIGNIFICANT MILESTONES

## 2021

SATUBO Kindergarten is constructed, enabling mothers to continue working while their pre-school children have access to safe Early Learning education. This becomes the 7th school to be constructed or supported by the ZEITZ Foundation.

## 2023

Segera is formally registered as a Conservancy by the Kenya Wildlife Service.

Start of construction of a 600,000 cubic meter water dam on Segera, the largest stone dam on a private conservancy in Kenya

Conditional approval for the introduction of Black and White Rhino on Segera Conservancy is granted by KWS

Over 305 ha of degraded land on Segera restored over time through reforestation efforts.  
Over 850,000 indigenous Acacia trees planted.

## 2022

Over 100 students from rural Laikipia have benefited from high school bursaries

Over 2,000 students from seven Foundation supported schools continue to benefit from infrastructure development, furniture and equipment.

## 2024

The Long Run properties safeguarding over 23 million acres of biodiversity and improving the lives of 750,000 people.





# SUMMARY OF IMPACT IN 2023



889,476 trees planted since 2020 and 452,529 tree seedlings planted in 2023



60+ jobs created for local communities through the Reforestation Project



7 rangers attached to Canine Unit had a three-day assessment at the National Police Service K-9 Academy in Nairobi



6 rangers completed a three-month Community Rangers' Course at Kenya Wildlife Service Law Enforcement Academy



15 rangers trained on the use of the EarthRanger App



23 kms of fence installed in the proposed rhino sanctuary



50 kms of road network upgraded to meet rhino sanctuary requirements



Commenced construction of dam with potential capacity of 603,107 cubic meters



# SUMMARY OF IMPACT IN 2023



24 students received bursary support in academic year 2023



360 sets of school uniforms and 142 pairs of shoes to children from underprivileged homes.



5 bookshelves, 220 sets of desks and chairs plus age-appropriate furniture (8 tables and 40 chairs) for preschoolers donated



8 Early Childhood Educators trained in school preparedness and play based learning by the Roger Federer Foundation



6 schools benefitting directly from our education program



40+ community members received medical attention





# ADVANCING LANDSCAPE RESTORATION – THE ‘TREE OF LIFE’ REFORESTATION INITIATIVE

Through the ‘Tree of Life’ Reforestation project, we are creating a greener, more sustainable future. With the country recovering from its worst drought in over 40 years, we focused on growing and maintaining additional trees under our restoration efforts.

To date, the Foundation **has restored 305 ha of land (the equivalent of 153 football fields) with 889,476 Acacia trees since the project’s inception in 2020. Out of this, 452,529 tree seedlings were planted in 2023** – highest number yet! An additional tractor was also purchased to support these efforts at scale.

**Over 30 women** from the local communities have given their incredible support in the **watering and maintenance exercises** in the nurseries and in the field. **During the planting seasons, over 65 men and women are contracted** to support these efforts thus increasing knowledge and income at household level within the area.



**889,476 trees planted since 2020 and 452,529 tree seedlings planted in 2023**



**60+ jobs created for local communities through the Reforestation Project**



We would also like to acknowledge the support of the Centre for Ecosystem Restoration – Kenya (CER-K), that provided some technical training on seed selection and germination protocols to 10 community members and staff. This has led to improved production and survival rates within the year. We are also grateful for the continued supply of quality seeds from CER-K and the Kenya Forestry Research Institute, a government institution.

To expand our seed sources, we also trained and worked with local community members to harvest seeds from existing Acacia seeds on site. Our long-term goal is that communities neighboring Segera are empowered in ecosystem restoration strategies that can be replicated across the landscape.

We look forward to another great planting season in 2024.





## Feedback from technical experts on the 'Tree of Life' Reforestation Initiative

“From the very start of the process it was evident that the chipping method they were using (95% effective) was far superior over other systems like hot water treatment (40-45% effective)

It was staggering to see such an effective germination rate from sowing under straw, to only three days to seedling emergence.

Once the straw is lifted (1 week) and the plants are big enough to handle they are then transferred into the biodegradable pots put into convenient sized baskets and grown on for three months before being ready for planting.

Very importantly the baskets are placed onto recycled plastic sheeting to stop seedlings growing into the ground.... simple and highly effective.

From what I saw it would be difficult to beat what was an uncomplicated and an incredibly effective system to produce your target of 3 million trees.”

**Mike Nelhams, Tresco Estates**

“Following the recent training session that the Centre provided to the Foundation, project implementation strategies have significantly improved, and we look forward to working with the team in the future.

We are highly motivated to work with the Foundation to implement this project as we replicate the successful model, we initiated in the Masai Mara. The project has produced remarkable results after a two-year monitoring period.”

**Jonathan Jenkins, Centre for Ecosystem Restoration in Kenya (CER-K)**

# EXPANDING THE RHINO RANGE – THE SEGERA RHINO SANCTUARY

Central Laikipia is perfect rhino country and was once home to thousands of rhinos before the species was decimated. Over the last few decades, rhinos have been poached to the point of extinction. Black Rhino populations have declined 96% over 20 years and are now classified as critically endangered.

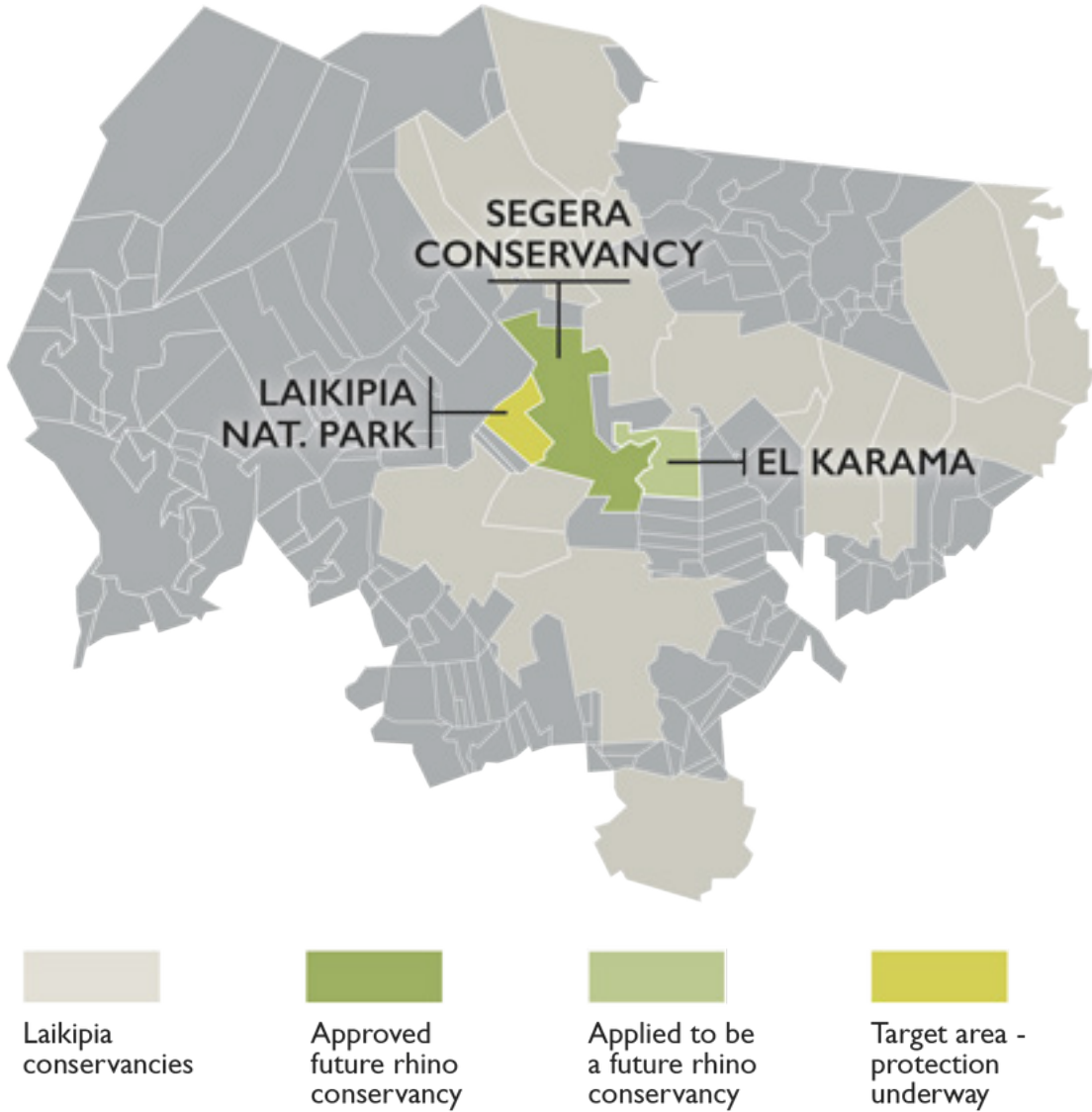
Our plan is to remove boundaries and connect large landscapes together (preserving wildlife corridors) to create a huge, interconnected rhino habitat.



Positioned at the geographical heart of Kenya, the Segera Rhino Sanctuary will become a vital gateway to a large-scale initiative to create an interconnected area of private and community conservancies, government parks and formerly abandoned lands to become one of the largest rhino sanctuaries in the world as part of the Kenya Rhino Range Expansion Plan (KRRE), where rhinos can safely return to Central Kenya's vast savannahs.

The project will be achieved with relevant landscape level partnerships such as with the Association of Private and Community Land Rhino Sanctuaries (APLRS). The APLRS is a membership association that represents the private and community landowners in Kenya who are custodians of rhinos on behalf of the state and under the direction of the Kenya Wildlife Service (KWS). Currently, APLRS constitutes eight of the 17 rhino conservation areas in Kenya (holding 64% of national rhino populations). This partnership approach to rhino conservation will certainly be a key part of its success.





The initial plan will be to form a new Rhino Sanctuary that in Phase 1 can grow to over 70,000 acres (Segera Conservancy, El Karama, and Laikipia National Park), larger than the country of Singapore, to then connect with at least one existing rhino sanctuary (Ol Jogi) to create a 130,000-acre mega-sanctuary.

In Phase 2, existing and new conservation and rhino areas will be included in the vision and grow the connected Rhino Sanctuary up to 520,000 acres. This plan is embedded in the Kenya Rhino Expansion Plan (KRRE) for the central region of Kenya.



The local government is highly supportive of conservation efforts from both private and community conservancies. In total, 26 partners have been selected to be a part of this expansive, interconnected area, and Segera Conservancy, El Karama and Laikipia National Park are some of the first pieces of the puzzle. Segera Conservancy already has approval from KWS, and El Karama has completed the application process. Creating a win here will gain momentum for the entire project, generating the belief and the encouragement to really get it off the ground.

We believe that this vast new Rhino Sanctuary will create and safeguard a complete ecosystem for significant populations of rhino and other endangered species, a win-win for Kenya's wildlife, communities, and future.

The ZEITZ foundation, has therefore focused its efforts on establishing the required infrastructure on Segera, with the expectation that this will be replicated in other adjacent properties in the first phase of the initiative. With conditional approval received from the government, we improved the road network, secured the area through fence installation, improved ranger skills and provided adequate support for operations.





To date, **50 kilometers of road have been upgraded, 23 kilometers of fence have been installed, and 15 rangers have also been trained on the use of EarthRanger, an incredibly effective software solution for monitoring and studying wildlife movement.** An additional ten rangers received specialized Ranger training from the Kenya Police Reserve thus equipping them with the required skills to protect this highly endangered species.

A **patrol vehicle was also purchased** to improve patrols and more security stations were established in readiness to conserve and protect the landscape, wildlife and people.

We hope to complete the set-up requirements in early 2024 to receive the go ahead for the translocation of the founding rhino population.

We are also happy to report that Segera was also formally registered as a conservancy in Kenya thus protecting the land for Kenya's wildlife and people for posterity. We look forward to a brighter and more secure future for the rhino and other wildlife species.



**50 kms of road network  
upgraded**



**23 kms of fencing  
installed**





# PROTECTING OUR LANDSCAPE – THE ANTI-POACHING RANGER UNIT



**7 rangers attached to Canine Unit had a three-day assessment at the National Police Service K-9 Academy in Nairobi**

As plans are underway to establish a Rhino population, strengthening the Anti-Poaching Ranger Unit has been a priority. These training sessions keep the rangers' knowledge and expertise abreast with the ever-changing trends.

**Seven rangers (Male 5; Female 2) attached to the Canine Unit had a three-day assessment on dog handling skills, tracking, kennel hygiene and basic dog care.** This was held in February 2023 at the National Police Service K-9 Academy in Nairobi.

Our bloodhounds Lindsey, Mickey, and Stevie have been an amazing addition to our anti-poaching and security efforts and do a superb job in keeping our wildlife safe. They also extend their support to local communities and neighboring conservancies when poaching, cattle rustling, and cases of missing persons occur.





Six male rangers completed a three-month **Community Rangers' Course** at Kenya Wildlife Service Law Enforcement Academy.

In collaboration with Space for Giants, an organization that works to protect large animals and their habitats, **15 rangers (Male 9: Female 6)** had a **refresher training session on the use of the EarthRanger**, a software solution that aids protected area personnel in making more informed operational decisions for wildlife conservation. EarthRanger collects, integrates, and displays all historical and available remote sensing data and combines it with reports from the field to provide one unified view of wildlife, rangers, enforcement assets and infrastructure within a protected area. It is very effective at monitoring and studying wildlife movement.



Within the year, **52 rangers received their required uniforms and operational support**, boosting their confidence and morale to carry out their duties



**52 Rangers**  
protecting **50,000**  
acres of biodiversity



# SUSTAINABLE WATER MANAGEMENT – THE SEGERA WATER DAM

Recognizing the challenges that the landscape has faced and continues to face from intermittent rainfall, we began **construction of a large water storage dam along the Segera River with a potential capacity of 603,107 cubic metres**, making it possibly the largest in East Africa.

Significant progress has been made in the core trench of the dam, with excavation completed and reinforcement works in progress. Despite the magnitude of the project, we expect to complete construction in early 2024, once two silt traps and associated infrastructure are completed.

We believe the dam will secure the future of the rhino population, other wildlife and the ecosystem.



Potential dam capacity of 603,107 cubic meters





# INCREASING ACCESS TO QUALITY EDUCATION – BURSARIES FOR STUDENTS

Under the ZEITZ foundation's bursary program, a **total of 24 students received support** to cover their four-year high school education in 2023.

Out of these, **11 students (8 male: 3 female) joined the program in 2023.**

We diligently monitored the progress of these students over the year and provided the support required when identified.



**24 students supported in  
academic year 2023**

To enhance the program, **we partnered with the Leo Project and Pathways Institute, to provide targeted mentorship sessions** during their school holidays.

The mentorship sessions are expected to empower the students to make informed decisions about their future careers, personal development, and academic pursuits as well as sexual and reproductive health, with an aim to ensure the students are not only able to handle any challenges they face, but also perform well in their studies.

The mentorship sessions will continue in 2024, we commit to supporting the students to ensure they realize their dreams and achieve their planned goals.

At the end of the year four students (1 male: 3 female) took their final secondary examinations with three attaining the required grades to join tertiary institutions. We wish our graduating students all the best in their future endeavors!



# IMPROVING SCHOOL FACILITIES – EQUIPPING AND DEVELOPING SCHOOLS

As a Foundation, we remain committed to ensuring that the schools neighbouring Segera have the required infrastructure and equipment to promote learning.

In the past year, we have donated **5 bookshelves, 220 sets of desks and chairs**. We also provided **age-appropriate furniture (8 tables and 40 chairs) for preschoolers**. We also provided **360 sets of school uniforms and 142 pairs of shoes** to children from underprivileged homes.

Beyond this, we strive to ensure that the welfare of the teaching staff is not forgotten, with **suitable furniture, teaching guides, and new class materials provided**.

Finally, we also worked with the **Roger Federer Foundation to train and equip eight teachers drawn from four schools** - SATUBO Learning Centre, Uaso Nyiro, Kisergei and Segera Mission. This training focused on monitoring and implementing school-preparedness strategies for early learning education learners using digital devices that were generously donated.

The sessions were very effective, and some teachers have worked towards implementing these strategies. The ZEITZ foundation continues to provide technical support in implementation.



Our education footprint is supporting over 2000 thousand children across our local communities.



6 schools benefitting directly from our education program



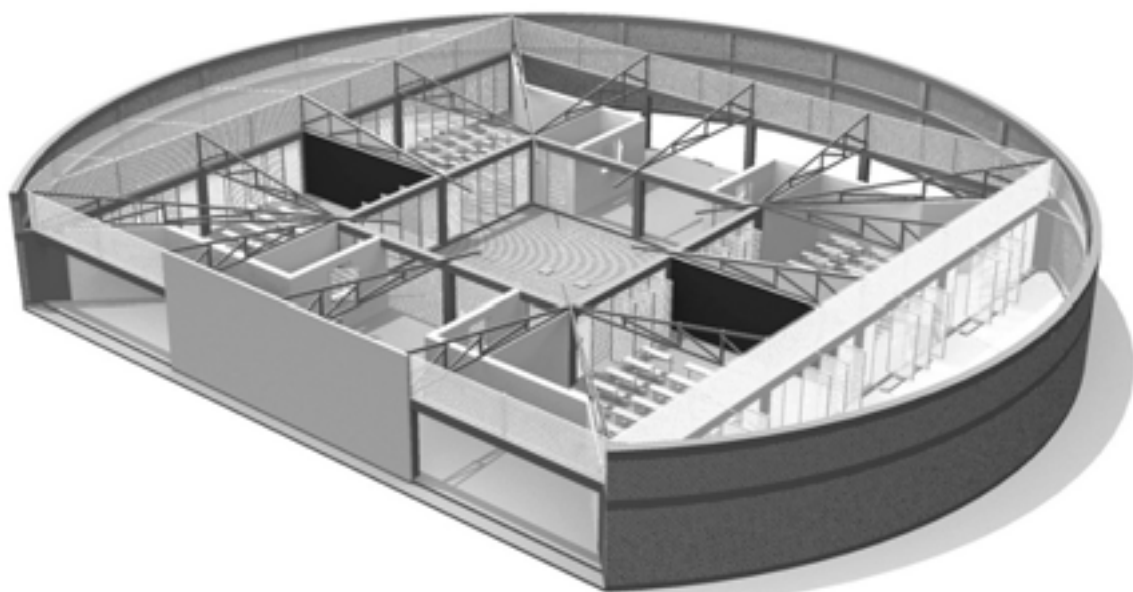


We constructed one additional classroom for a school that required decongestion and built a suitable kitchen and dining area at the kindergarten. The kindergarten's kitchen and dining area is a welcome addition as we prepare to launch a feeding program for the young developing minds that require it for growth and concentration. We are actively looking for funding to support this program in the coming years.

The classroom at Uaso Nyiro Primary School will alleviate crowding in one of the classes that can accommodate up to 100 students. With the school's growing popularity, the total population is approaching 1,000, with extremely limited space. We hope that through various strategic partnerships that we are currently cultivating, we will be able to support the construction of additional classes in the future and provide more holistic support.

The Foundation also continues to support the maintenance of school infrastructure with some repairs undertaken at both \*Waterbank Schools. This work will be completed in early 2024, thus ensuring the water harvesting system is adequately utilized during the drier seasons.

The Waterbank School is a solid, single-storey cylindrical structure with walls made of local stone. Rainwater is collected from a 600m<sup>2</sup> pitched roof catchment area and harvested through a low-tech ceramic water filtration system, which purifies the water for immediate use by the pupils and nearby families. Its solar-powered pumps, tanks and filter banks are capable of filtering larger quantities of water stored in a 150,000-litre reservoir underneath the central courtyard, and pumped daily to provide drinking water on demand.



# INCREASING ACCESS TO QUALITY HEALTHCARE – MOBILE MEDICAL CAMPS

We collaborated with the Leo Project to address the issue of some communities' lack of access to basic healthcare. According to a rapid needs assessment, one community must travel more than 50 kilometres to the nearest health facility.

Given this, we organized a very successful mobile health care camp at the Sugutan Community, which is located near Segera's northern boundary. The initiative was well received and appreciated, with over 40 people receiving health services and medication, including infants.

We are currently planning a quarterly mobile medical camp in two communities that do not have access to facilities. We also hope to establish a small medical unit pilot program at one of these sites. We look forward to partnerships that will actualise this vision.



**40+ community members received medical attention**



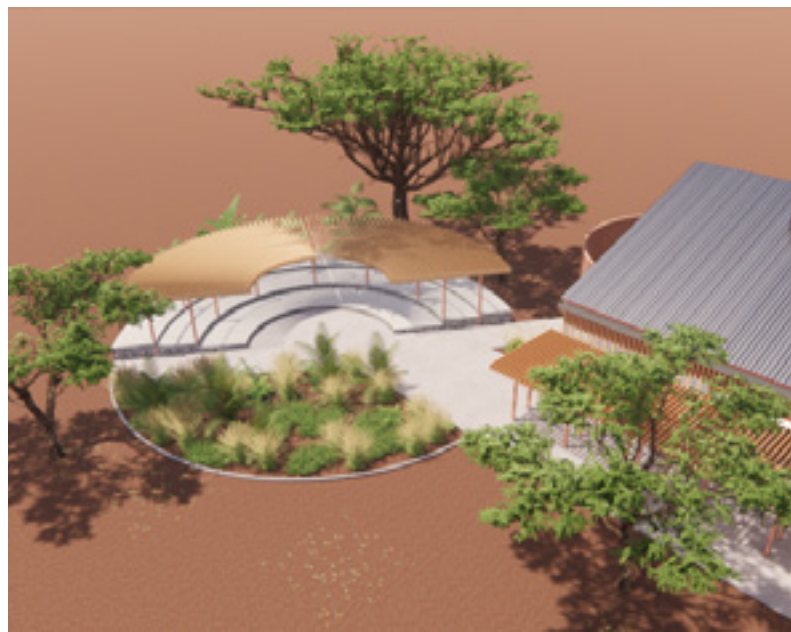


# EMPOWERING COMMUNITIES WITH VOCATIONAL SKILLS – THE LAIKIPIA LEARNING CENTRE

In our quest to increase access to education, knowledge, and awareness on Conservation, Community, Culture, and Commerce (the 4Cs), we have expanded the scope of the Vocational Training Academy for Permaculture to a bigger vision - now referred to as the Laikipia Learning Centre.

This multipurpose facility will serve as an education centre for both adults and children from Segera’s local communities. Plans for this center are still in development, with a local eco-conscious design firm hired to complete the architectural plans. This multipurpose facility, housed in a repurposed airplane hangar, will provide training in a wide range of topics such as conservation, culture, and sustainable commerce.

We are excited to see the final plans, which will be based on green building standards and will be an ode to our philosophy. We are actively raising funds for the Centre’s construction, which we hope will be a hub of empowerment for all!





## EMPOWERING WOMEN – SATUBO WOMEN’S BEADING GROUP

The ZEITZ foundation continues to support the economic empowerment of women and the promotion of culture through the SATUBO Women’s Beading Group. It is formed by the union between three iconic tribes in Kenya: Samburu, Turkana and Borana, from which the name is derived.


The beading collective contributes to increased income through the sale of beading products, promotes peace among the communities and promotes the ancient beading culture of these tribes.

The group was established through the support of the ZEITZ foundation and various generous supporters and has since its formation grown and contributes to improving the well-being of the women under its membership.

Through the Segera Retreat and with support from the Foundation, the women receive tourists as guests who subsequently purchase their products thus increasing individual and group income. We hope to replicate this model in other communities around us.





A close-up, side-profile photograph of a brown dog, possibly a Weimaraner, looking out from the side of a vehicle. The dog's head is turned towards the right, and its mouth is slightly open. The dog is wearing a dark collar. The background shows a blurred green landscape under a cloudy sky. A large, textured, brown fabric object, likely a tarp or part of the vehicle's interior, is visible on the left side of the frame.

We would like to thank all our supporters for making 2023 a successful year and we look forward to more impact in 2024.

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