



TOURISM *supporting* CONSERVATION

## 2022 ACTIVITY REPORT



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# FOREWORD

2022 has proven to be a year of transformation for TOSCO. We celebrated a decade of growth, overcame challenges (the double impact of covid on the tourism industry and on conservation), and we finalised our 10 year strategy, for which we have started planting the first seeds of implementation. We have had to revise and sharpen our goals and objectives in order to evaluate how we could best re-organise ourselves amidst changing dynamics, not only within our organisation but also in conservation and tourism. Our core mission remains: linking travel to actual, positive conservation outcomes for the benefit of nature and the communities that safeguard it.

Tourism companies which have been members of TOSCO throughout the last 10 years, have shown admirable commitment to becoming more responsible. Moving forward, we will ensure that our impact is translated back to our members in a way that assists them to be recognised by a growing number of conscious travellers, who wish to leave positive impacts on their destinations and who seek responsible travel businesses that enable them to do so. For example, we will develop new methods to

measure and monitor our long-term impact by further integrating our activities into the national CBNRM-framework, as well as by exploring linkages with international responsible tourism standards. This is how our new strategy will guide us in growing into a strong benchmark for sustainable tourism in Namibia, to assist these businesses in adapting to this need, whilst growing tourism support for conservation.

This report illustrates activities over the last year within the framework of our new strategic goals and objectives. Indeed, this year we focused on laying the groundwork for new long-term partnerships and sustainable results. We are exploring means to support "Namibian grown" carbon credits for the tourism industry, furthering knowledge in the tourism-conservation sphere by developing shared-learning experiences for Namibian and international students, and planning new tourism routes to increase conservancies' access to tourism benefits. Simultaneously, we continued supporting hands-on conservation work in partnership with valued conservation partners and communities. We organised a fundraiser walk, for example, to raise awareness on human-elephant conflict, where participants walked over

150 km across conservancies covering elephant habitat and raised funds to train 'elephant guards' within these conservancies. Also, the Lion Rangers programme, for which TOSCO is the ISO (Implementing Support Organisation), has made great strides over the last year; over 45,000 km foot patrols have been recorded through the SMART system since its implementation in the program in June last year.

We invite you to join us in rethinking travel and continue navigating towards tourism that benefits all: our environment and ecosystems, local communities and travellers. By joining our movement, together we continue writing Namibia's conservation success story and inspire travellers from all over the world!



**Lara Potma**  
Managing Director





Our vision is for tourism and nature to flourish in harmony.  
Tourism numbers go up as natural ecosystems grow more diverse and spectacular,  
while benefiting local communities for the natural resources that they conserve,  
in a self-sustainable and infinite way.



TOURISM

supporting conservation



NATURE

providing resources

PART 1

# OUR WORK



TOSCO promotes responsible travel by linking tourism and conservation within three key themes:



## CLIMATE

support climate change mitigation  
and climate resilient livelihoods  
whilst sequestering tourism  
carbons



## EDUCATION

support awareness – and  
capacity building for sustainable  
tourism and conservation within  
the travel community, rural  
communities and amongst youth



## WILDLIFE

support landscape conservation  
of wildlife species whilst  
developing tourism-related  
incentives to conserve



# CLIMATE

Tourism is closely connected to climate change: it contributes to greenhouse gas emissions whilst it is also highly vulnerable to the effects of global warming. Droughts and declines in rainfall for example pose a threat to Namibia's wildlife, which is a key source for tourism. Meanwhile, rural communities suffer the consequences: their livelihoods still strongly depend on traditional livestock farming which is highly susceptible to drought, and in their efforts to adapt to more diversified livelihoods through backyard - and communal gardens, they are challenged by water scarcity and crop raiding by elephants.

Climate is one of the themes through which TOSCO links tourism and conservation, with the goal to encourage the tourism industry to take climate action through compensating for its travel emissions, whilst rehabilitating indigenous forests and supporting rural communities in growing more climate resilient livelihoods. Our objectives are to:



**1. Sell carbon credits to the tourism value - and supply chain in exchange for transparent and accountable impact numbers**

Over the past year, TOSCO has begun redeveloping its former Clean Travel programme, towards a scheme that is easier to implement, scale-up and monitor. Providing transparency and accountability on actual carbons sequestered, the means by which that has done, and how it results in impact on the long-term, is of critical importance to us. Together with Entrepreneurs Without Frontiers, we are exploring large scale reforestation in Namibia, which would enable us to sell Namibian carbon credits to the tourism industry from 2024. This will allow tourism businesses to effectively compensate their carbon emissions whilst providing a crucial tool towards addressing greenwashing practices in the tourism industry.

## 2. Grow food forests within communal conservancies towards livelihood diversification and food security

We will continue growing food forests in rural communities, applying regenerative approaches to agro-ecological systems. These enrich the soil to sustain crops, whilst enhancing the capacity of the gardens to store carbon. Meanwhile, it helps communities to be less reliant on only livestock farming, which is highly susceptible to drought. We will build capacity within communities for local monitoring and maintenance of food forests, as well as grow cash crops for the local tourism industry and train women to process these, for example into "elephant friendly" chilli products. Special thanks to Dirk Bockmühl for leading the pilot project in De Riet (started in 2022) as well as to Entrepreneurs Without Borders for hosting their tree planting event at the garden as part of the 'Cycling for the Climate' event.

### Funds from Entrepreneurs Without Frontiers: N\$ 93 500

Expenses went towards De Riet pilot garden (first phase, incl. vegetation, irrigation, transport, labour and planting ceremony)

### Donation from Mr. Pierre Fragnac towards development De Riet: total N\$ 130 256.50

Funds used towards fixing water tanks and pipes towards garden: N\$ 9829.15



Planting hedges to form a natural windbreak for the garden



60 entrepreneurs from Belgium each planted a tree in the new communal garden of De Riet, together with community members, regional and local authorities, and managers of surrounding lodges. after cycling 177 kilometers over 4 days.



### 3. Package carbon credits and carbon sequestration into one attractive "climate action" product for tourism businesses

In the coming year, we will focus on developing a product that captures large scale reforestation and small-scale community food forests into one climate product under TOSCO, that enables tourism businesses to take climate action in exchange for proven results in terms of environmental and social impact. Special thanks to Margo Potma for leading this development. In 2022 we collected feedback from the tourism industry by means of a survey, which gave us valuable insights on their particular needs in such a product, and which will be used in the development of this product.

#### Funds collected through Clean Travel in 2022: N\$ 122 800

which will be used towards the developing costs of the new climate programme and food forest pilots in communal gardens



**Elephant dung can be used as a natural compost: because elephants digest less than half of what they eat - which is why they consume so much every day - it means their manure is very rich in nutrients, which is highly beneficial for vegetable gardens.**

Business partners



# EDUCATION

Education is amongst the most powerful tools to shape the future of humanity and the planet. Creating a better understanding of nature and its importance cultivates the respect and appreciation with which people will look after it, making knowledge and learning key to address the conservation challenges of today.



Education is one of the key themes through which TOSCO links tourism and conservation. To create more capacity for sustainable tourism, it is important that travel community understands what sustainable tourism means in the Namibian context, and that it is centered around supporting community-centered conservation. Meanwhile, we support inclusive capacity building within rural communities and at rural - and urban schools, with the aim to empower Namibians to get access to related benefits and inspire youth to become future leaders in sustainable tourism and conservation. Our objectives are to:

## 1. Raise awareness on responsible travel and conservation within the travel community

We assist conservancies in reaching travellers on their land by placing informative signboards in environmentally sensitive areas, building small information centres and distributing responsible travel guidelines. We will also address conservation issues and share best tourism practices through hosting workshops for tourism stakeholders with our partners, at the new upcoming "conservation hub" in Windhoek, at tourism events and in the field. We will expand our focus to also reach travellers on online travel platforms, to guide them in making more responsible decisions when planning for their travels and while travelling.

In 2022 we have published our new responsible travel guidelines in partnership with EcoAwards, reviewed by our key conservation partners, and thanks to the additional support from UNESCO and GIZ. These will be distributed at key tourism hotspots, through tour operators and car rentals, at conservancy offices and information centres, and at (international) travel platforms.

### Own contribution: N\$ 4 617

In partnership with



We furthermore started renovations of the De Riet information centre, which involved mainly painting, and will in the next phases focus on enhancing information sharing, training individuals on tourism skills, souvenir making, and providing a coffee station.

### Donation from Mr. Pierre Fragnac towards development De Riet: total N\$ 130 256.50

Funds used towards renovations (painting, decoration, shade net): N\$ 8881.97

Renovating the De Riet tourist  
information centre with  
members of the community



Gitta Petzold (HAN) and Tapiwa  
Makiwa (CCFN) discussing how  
the relationship between tourism  
and conservation can be  
enhanced



TOSCO's Josephine  
Kamelo introducing our  
new travel guidelines to  
members of the tourism  
industry at the 2022 EXPO



## **2. Invest in Namibian youth to grow into future ambassadors for sustainable tourism and conservation**

We will provide learning experiences to Namibian tourism – and conservation students, which includes providing internships and engaging them in fieldwork. Furthermore, through partnerships with international universities we bring new academic ideas, skills and research results into our platform to enrich the tourism-conservation sphere in Namibia, whilst exposing them to new sources of information from the field that help inform international tourism studies and – standards. This year we have opened our doors to Master students from conservation and tourism studies at Wageningen University in The Netherlands, to assist TOSCO by doing research and internships that will help us to enhance the service to our members, whereby we will promote shared learning experiences between Namibian and international students. We will also explore possibilities to co-develop curricula together with Namibian and international universities to improve the relations between sustainable tourism and conservation. Finally, together with conservation partners, we will develop learning experiences at rural Namibian schools around wildlife and conservation.



In partnership with



The image shows a wide, flat, sandy landscape under a clear blue sky. In the background, there are large, rugged mountains with reddish-brown and grey rock faces. Some sparse green shrubs are scattered across the middle ground. In the lower right foreground, a large elephant is walking towards the left. The word 'WILDLIFE' is written in large, bold, dark letters on the left side of the image, partially overlapping the landscape.

# WILDLIFE

Wild, iconic animals, freely roaming Namibia's scenic landscapes are a unique tourism asset, making them an important source of income for communal conservancies. Some of these species can however be a liability when their presence leads to conflict with people whose livelihoods are negatively affected as a result. Ongoing drought and habitat loss force animals closer to settlements where they compete with people for food and water. Other species face threats of wildlife crime, including poaching.

**Wildlife is a key theme through which TOSCO links tourism and conservation. Our goal is to grow tourism support for the conservation of wildlife species at a landscape level. This includes supporting communities in implementing conflict mitigation and prevention measures and anti-poaching efforts, support research efforts with the aim to better understand and predict species behavior and inform conservation priorities, and improving access for rural communities to wildlife-based tourism benefits. Our objectives are to:**

## 1. Support lion conservation efforts on communal land

In partnership with



Namibian Lion Trust  
1991-2000 - FOR LIFE - FOR OUR FUTURE



In 2022 TOSCO continued as the ISO (implementation support organisation) for the Lion Rangers program, which brings together 11 conservancies, government, and NGOs around the shared mission of limiting human-lion conflict in northwest Namibia, through the application of community-based natural resource management (CBNRM) principles, as well as lion research and monitoring. Since the implementation of the SMART System into the program, a total of 208,756 km of patrols were logged over a period of 10 months, of which 45,554 km was foot patrols.

### Funds managed in 2022 by TOSCO:

- CCFN Grants totaling N\$ 5,131,084 (Nov 2020–Oct 2024) towards monthly Ranger field allowances, performance bonuses, annual training, field equipment, resources (fuel and field rations) for deployment of joint patrols in 8 conservancies
- Lion Recovery Fund N\$ 443,520 towards Lion Ranger Field rations during joint patrols
- Max Planck Institute N\$ 331,464 towards collaring expenses
- Wilderness Foundation N\$ 48,145 towards LRP running costs
- Online Fundraiser N\$ 279,860 towards TOSCO Ranger field equipment and salaries

Special thanks to Hugo Clément for endorsing our fundraiser!

Business partners



Lion Rangers during Law Enforcement training in April 2022



TOSCO Ranger Rodney Tjavara winning the first GOSCARs (Grassroots Owen-Smith Community Ranger Awards in April 2022

TOSCO's Lion Ranger programme administrator Mathilde Brassine with TOSCO Rangers Katukuruka Karutjaiva and Kaveisire Rutavi

## 2. Support the mitigation and prevention of human-elephant conflict (HEC) on communal land

In partnership with



Providing training to game guards and rangers, as well as within communities, is essential in the mitigation and prevention of human-elephant conflict, since it helps communities read elephants better, and recognise their signs. In addition, we will continue supporting research efforts that increase our understanding of elephant behavior and movement patterns, which we will feed back into these trainings. Apart from that, we will develop elephant-based tourism products in conservancies with high levels of conflict, as well as set up a 'chilli value chain' whereby we will grow chillies in communal gardens to use as deterrents as well as "elephant friendly" chilli products that can be sold to the tourism value - and supply chain.

We provided assistance to injured elephants on several occasions whilst training community game guards, in collaboration with elephant vet Simone Herzog and MEFT (picture: Orupupa Conservancy)



Together with IRDNC and Conserve Global, we have started planning for small scale tourism development in the Kunene Highlands which is home to the highland elephants. In 2022 we provided "cash for work" opportunities for community members in Otuzemba and Orupupa conservancies to clear vehicle tracks.

UNDP Lion Share Grant: N\$ 726,000  
Donation Michelle Flournoy: N\$ 169 000

Funds used towards road construction in Otuzemba and Orupupa conservancies in December 2022: N\$ 27 000



We helped organising the 'Kunene Elephant Walk', a 150 kilometer walk through 6 conservancies in June 2022. in northwest Namibia, and raised a total of N\$ 17218 through GoFundMe and GiveToday



Building an electric fence around the new De Riet communal garden

Donation from Mr. Pierre Fragnac towards development De Riet: total N\$ 130 256.50

Funds used towards electric fence: N\$ 38 051.08





### 3. Support conservancies in accessing more rhino-related tourism benefits

In partnership with




Rhino tracking activities on communal land provide additional income streams to conservancies, which can help fund rhino conservation efforts including anti-poaching. In 2022 we conducted a survey amongst the tourism industry. This feedback will be used to explore sustainable ways to grow such tourism-based support, in partnership with MEFT and SRT.


### 4. Support conservation efforts of other wildlife species on communal land

TOSCO supports conservancies with Annual Game Counts, which are censuses of local wildlife that allow conservancies to determine population fluctuations on communal land over the years, and inform conservation decisions. In 2022 we have also supported Community Game Guards with uniforms,

On the longer term, we will extend our focus to actively grow support for other conservation efforts including the Full Moon Count and other research efforts that contribute to community conservation, as well as conservation of species incl. giraffes, pangolins, brown hyenas, wild dogs, snakes and marine mammals.



**TOSCO availed 1 vehicle to support the Annual Game Count in Torra and #Khoadi- //Hôas conservancies at the cost of N\$ 10 395.73.**



**We supported the 12 Community Game Guards of Otjiu-West and Ongongo conservancies with full uniforms, embroidered with their logo's, at the total cost of N\$ 15 770.80.**

## 5. Support the development of additional wildlife tourism-based income streams



Wildlife Credits Namibia is an initiative to bridge this gap by rewarding communities being wildlife stewards, for positive, verifiable conservation outcomes, using innovative technologies. It serves as a platform for businesses to pay for conservation "products", including the securing of wildlife habitats and corridors as well as the conservation of specific iconic species that inhabit these landscapes. TOSCO will continue working with WWF to generate sustainable, long-term funding for conservation for Wildlife Credits from the tourism value – and supply chain. In return for their investment, businesses are provided with verifiable conservation results that can contribute to their ESG (Environmental Social and Governance) reporting needs.

**Wildlife Credits Grant received for 2.5 years (Jan 2020 – Jun 2022):  
N\$ 800,000**

TOSCO has also continued collecting Conservation Contribution fees, which participating tour operators pay when traveling over communal land. By paying a voluntary fee of N\$ 100 per guest per day, tour operators directly contribute towards community conservation in return for their guests' nature experience.

Tour operators pay these fees to TOSCO on an annual basis and individual travellers can be invoiced for their trip. In consultation with each conservancy that is part of the initiative, funds are then invested in tourism and conservation-related projects.

**Funds collected in 2022: N\$ 122 800**

which will be distributed in 2023 upon consultation with respective conservancies to determine their conservation-related needs.

**Camera traps are an effective tool to independently verify conservation performance. In Sobbe Sobbe conservancy, the community protects an important wildlife corridor for elephants. The images help to provide evidence that elephants are using the corridor. These, combined with satellite images that show no change in land use patterns such as new crop fields or kraals within the corridor, form verification data to construe that the Conservancy is successfully managing its wildlife corridor and will in turn receive funds, which will be used to develop the conservancy either in the form of social development projects or for human wildlife conflict mitigation.**



A close-up photograph of a zebra's head, focusing on the eyes and the intricate black and white stripes. The stripes are bold and run diagonally across the face. The zebra's eyes are dark and framed by white skin. The texture of the fur is visible.

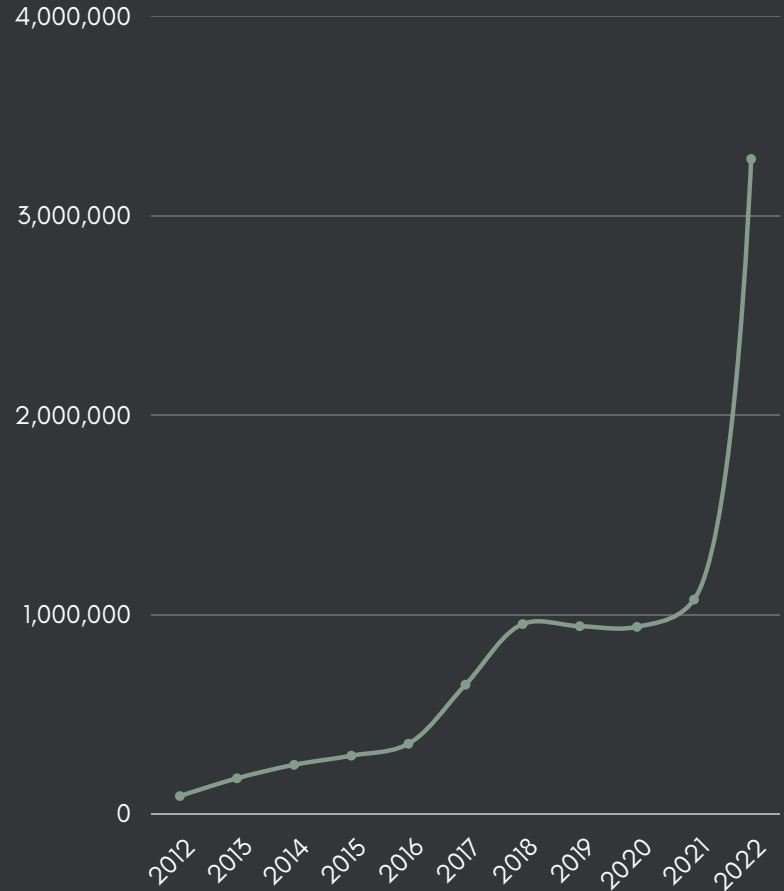
**PART 2**

# FINANCES

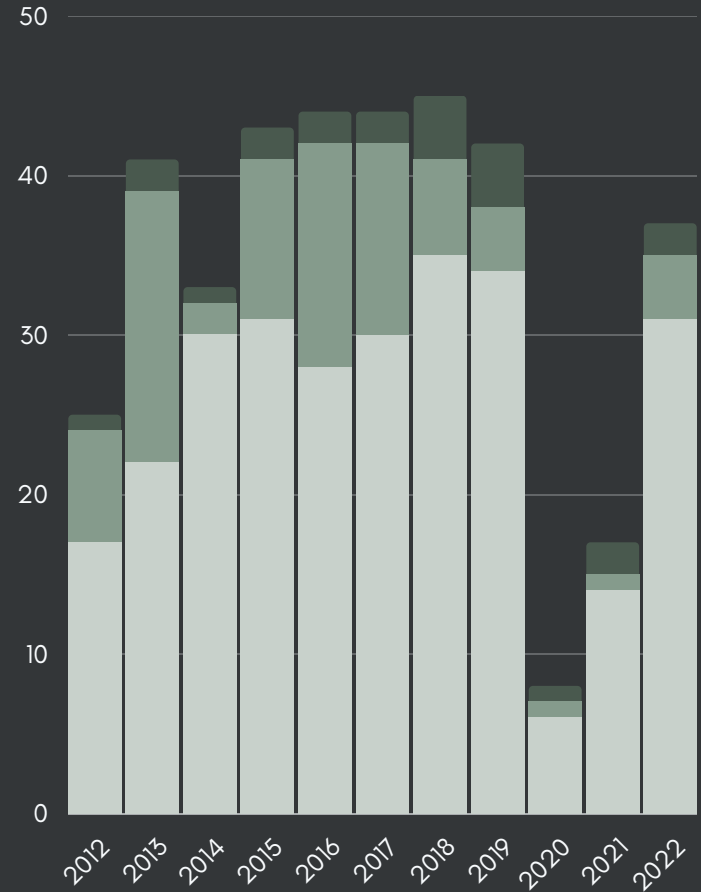
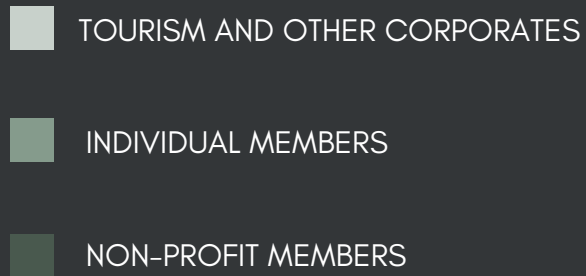
# ANNUAL INCOME

## 2012 - 2022

TOSCO's core mission since 2012 is to grow tourism support for conservation. With a temporary decline during COVID years, the income from memberships has again picked up in 2022, and we are committed to growing this number significantly, which goes together with continuing to strengthen our service in assisting tourism businesses to be recognised as a responsible one amongst tourists. In more recent years, grants have become an additional, major source of funding with which we are able to make significant contributions to conservation towards particular projects on behalf of our members, whilst enabling to cover the costs involved to implement these projects, such as transport and human resources. Public support through fundraising and donations was also significant in 2022. The figure shows the actual income for the year, which does not include unused funds that were carried over to the next year.

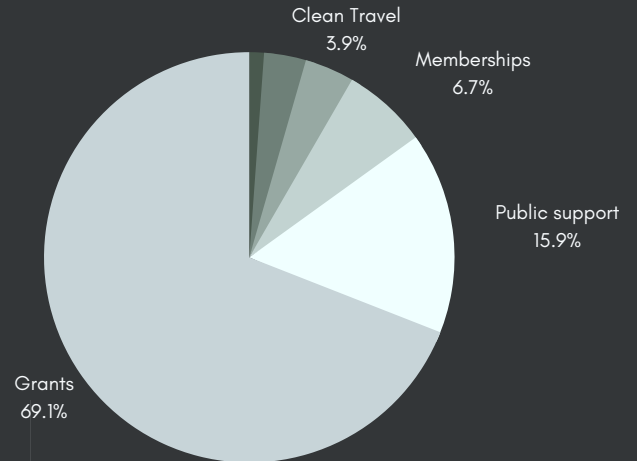


# MEMBERS BETWEEN 2012 - 2022

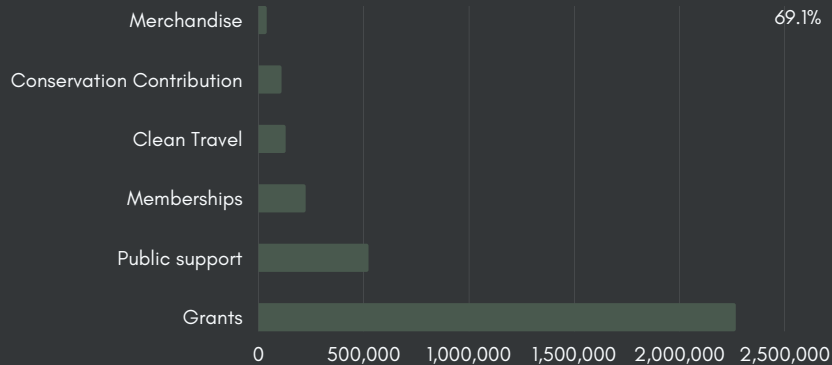


# FUNDING SOURCES

Funding sources in 2022 per category (%)



Funding sources in 2022 (N\$)



A full-page photograph of a savanna landscape at sunset or sunrise. A giraffe stands prominently in the center-right, facing left. In the background, several zebras are grazing or walking. The sky is a warm, hazy orange. A semi-transparent brown rectangle is overlaid on the left side of the image, containing the text 'PART 3' and 'OUR NETWORK' in white.

PART 3  
OUR NETWORK

## VIP MEMBERS



## LION MEMBERS



**ONDJAMBA SAFARIS**



**brochuresnamibia**

Brochure Distributors, Designers and Publishers

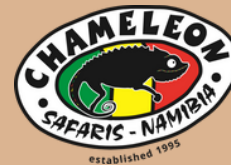


**BANNERMAN**  
RESOURCES

## LEOPARD MEMBERS



**Explore Namibia**



## CHEETAH MEMBERS



## FRIENDS OF TOSCO




Craig Youngleson

Wilfried Hähner

Simone Herzog

Toni K Hart

# JOIN THE RESPONSIBLE TRAVEL MOVEMENT



With tourist preferences changing towards more meaningful and conscious travel, genuine sustainable tourism in Namibia will become ever more important. By becoming a member of TOSCO, together we can ensure a future for travel and nature.

Whether your business is a **tour operator, accommodation, car rental company, airlines, activity provider or restaurant**, and whether you are located in Namibia or abroad, our tourism memberships are there for any business that is part of the tourism value – and supply chain linked to travel in Namibia.

## Why become a TOSCO member?

**Ensure the sustainability of tourism by safeguarding Namibia's pristine wilderness and iconic species**

**Maximise your impact by being part of a community of responsible tourism businesses that collectively supports conservation**

**Rely on us and our established partnerships with key role players to fill critical conservation gaps**

**Be recognised as a genuine responsible tourism business on (global) travel platforms**

## CHEETAH



You will receive an annual impact report and stories from the field, to communicate your impact to your clients. Your company name will be mentioned in our newsletters and activity report, and on our social medias and new website. You will get free entrance to our travel and conservation workshops and events. You will receive inspiring travel tips on responsible travel, as well as a membership certificate, vehicle stickers, our digital 2023 membership logo for your use, and 10% discount on items from our webshop.

**N\$ 5 000 / € 222**

## LEOPARD



In addition to the Cheetah benefits, you will receive special recognition at events, and do additional promotion of your company on our platforms (e.g. a blog post about your companies' best practices).

**N\$ 10 000 / € 555**

## LION



In addition to the Leopard benefits, you will be the first to hear about new opportunities for your company to be involved in, that will add value to your safaris. You will also receive tailor made visual content for your communication to clients.

**N\$ 20 000 / € 1 111**

\*if you wish to be a supporter to conservation beyond the Lion category, ask us for the possibilities of becoming a Business Partner.

# ARE YOU A GUIDE? BECOME A FRIEND OF TOSCO!

As a tour guide you have a key role in ensuring your guests have the best travel experience in Namibia, whilst making sure the impact on the environment is minimised. At the same time, there is a growing need amongst travellers to have a meaningful holiday that has a positive impact on Namibia's people and nature. By becoming a Friend of TOSCO, we support you in being the responsible tour guide that travellers are looking for.

## FRIENDS OF TOSCO



You will receive an annual impact report and stories from the field, to communicate your impact to your guests. Your name will be mentioned in our newsletters and activity report, and on our social medias and new website. You will get free entrance to our travel and conservation workshops, including exclusive workshops for guides. You will receive inspiring travel tips on responsible guiding, as well as a membership certificate, an exclusive Friends of TOSCO cap and sticker. You will receive our digital 2023 membership logo for your use, and 10% discount on items from our webshop.

**N\$ 1 000 / €55**

# JOIN AS AN SME OR CORPORATE

Supporting conservation goes beyond tourism. Any corporate and SME must do its part to address social and environmental issues. Loss of nature, climate change and large scale deforestation are major challenges that our planet is facing and affects all life on earth today, whilst nature is vital for us all: the million species that support the natural systems to provide us clean air to breathe, fresh water to drink, fertile soils to grow food, and a stable climate to make our life possible now and in the future. Join TOSCO as a business supporter and give your company's support to restore and safeguard Namibia's nature, whilst supporting rural communities in looking after it.

## OUR BUSINESS SUPPORTER PACKAGES

### QUARTZ



N\$ 5 000 / € 222

### TOURMALINE



N\$ 10 000 / € 555

### GOLD



N\$ 20 000 / € 1 111

\*if you wish to be a supporter to conservation beyond the Gold category, ask us for the possibilities of becoming a Business Partner.

## STRATEGIC PARTNERS



**WILDLIFE  
CREDITS  
NAMIBIA**



**H • A • N**  
Hospitality Association  
of Namibia



# OUR TEAM



**LARA POTMA**  
Managing Director



**JOSEPHINE KAMELO**  
Administration and Project  
Support Officer



**DIETER RISSE**  
Accountant and Trustee



**MATHILDE BRASSINE**  
Lion Ranger Program Administrator



**TIMO BEHRENS**  
Project Support



**CHARLOTTE HIERNARD**  
Project Support



**JENDERY TSANEB**  
TOSCO Lion Ranger  
Patrol Leader



**RODNEY TJAVARA**  
TOSCO Lion Ranger



**KATUKURUKA  
KARUTJAIVA**  
TOSCO Lion Ranger



**KAVEISIRE RUTAVI**  
TOSCO Lion Ranger



**ESAU MATUNDU**  
TOSCO Lion Ranger



**FELIX VALLAT**  
Founder and Chairman



TRAVEL RESPONSIBLY THE NAMIBIAN WAY