



SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

#Khomani San Kalahari Guiding Experiences : South Africa

Sustainable community-based ecotourism in the Kgalagadi Transfrontier Park

Project description

#Khomani San Kalahari Guiding Experiences is a community-based ecotourism enterprise on #Khomani San-owned land within and next to the Kgalagadi Transfrontier Park. It provides the community with sustainable employment opportunities through guided experiences that showcase the unique Kalahari Desert and the Bushmen people.



Business model

#Khomani San Kalahari Guiding Experiences takes an integrated approach to ecotourism that combines a focus on the individual interests of visiting tourists with a strong commitment to the shared needs and values of the local communities. This is all done under the overarching premise of a respectful and sustainable use of the local ecosystem.

The initiative offers authentic guided experiences that showcase the unique natural and cultural attractions of the Kalahari. These include Bushmen tracking trails, traditional bow-hunting experiences, overnight desert trails, game drives, stargazing and fireside tales.



Scaling up activities in 2012

- Train guides to meet the demand for professional, specialised guiding
- Develop a portfolio of guiding products and a line of value-added products, including handicrafts
- Develop a marketing strategy in collaboration with key partners and stakeholders

Immediate needs

- Expert advice on marketing, communications and business planning
- Access to start-up capital to purchase equipment and a game drive vehicle to be able to offer game drives and to facilitate the planning, logistics and management of overnight trails
- Access to start-up capital to pay the directors for four months through the start-up phase
- Capacity building and training for current guides to enable them to widen the range of guiding products on offer



SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **The South African Safari Lodge Foundation** facilitated the development of the #Khomani San Tourism Development Plan and provides mentorship and developmental support for the #Khomani San
- ❷ **South African National Parks** co-manages the #Khomani San portion of the Kgalagadi Transfrontier Park and provides the initiative with mentorship and marketing support
- ❸ **The Peace Parks Foundation** provides funding and administrative support for the communities' participation in the management of community-owned land and the Transfrontier Park
- ❹ **The Southern African San Institute (SASI)** supports the development of the Guides Association and the initiative



Social, environmental and economic impacts

Social impact: Training and capacity building enabling sustainable employment in ecotourism.

Environmental impact: Support for the continued management of the 61,000 hectare !Ae!Hai Heritage Park for conservation purposes, providing the basis for a vibrant ecotourism industry.

Economic impact: The creation of 20 sustainable guiding and ecotourism-related jobs brings significant benefits to the community in terms of income. In addition, a line of value-added products will be almost exclusively generated by or sourced from the community.

Contact

Dirk Pienaar

Email: bushmancouncil@khomanisan.com

Web: www.khomanisan.com

SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

SEED Secretariat

info@seedinit.org

