

Serena csr news

Welcome to Serena csr news, the Corporate Social Responsibility bulletin for Serena Hotels. This bulletin will provide you with updates on CSR policies and activities across our East African properties on a quarterly basis. We hope you find it informative and interesting and welcome your feedback .



Saving the Mau Forest

Heralded as one of Kenya's most important water towers, the Mau is the source of at least 12 rivers in Kenya, including the Mara River where the spectacular wildebeest migration attracts thousands of tourists into the country every year.

The forest has, however, suffered a great cover loss over the years due to large-scale human encroachment, charcoal production and logging of indigenous trees among other reasons.

As a company that is at the forefront of conserving East Africa's natural habitats, Serena Hotels is playing an active role in the restoration process of this forest .So far, we have donated 11,000 tree seedlings to be planted within the Mau Complex and Kenya Forestry Department have allocated a 100acre plot to Serena for restoration.

Further, to mark this year's World Earth Day, members of staff participated in the national tree planting ceremony that took place within the forest.



The General manager, Serena Lodges, Shadrack Karabilo donates one of the seedlings to an official with the forestry department

Supporting Education of the Girl Child

Kabiruini Girls High School currently has 190 girls, many of who come from very humble backgrounds. Notably, the very best students in this school are the most vulnerable. Under the stewardship of the Serena Mountain Lodge manager, Kathurima Mbururgu the staff saw the need to help uplift the standards of the school's which is located about 15Km from the Lodge .

First thing they did was to hold a fundraising to help the school realize its dream of putting up a new dormitory. This was achieved in March this year.

The lodge management then donated a 10,000 litre water tank to harvest rain water that would serve the dormitory. Soon after, they donated 2 desk top computers to the school and a programme to familiarize the students with basic operations is up and running. The overwhelming support from Serena has motivated a lot of the girls many of whom are now determined to join the hospitality industry upon completion of their education.



The excited girls test one of the computers donated by Serena



The General Manager, Serena lodges, Shadrack Karabilo receives certificates from ECOSOK CEO, Edith Alusa– Bosire. Looking on are Serena’s Chief Environmentalist Bob Oguya (l) and Chris Magero of ECOSOK (r)

Responsible Tourism Practices Rewarded

A total of 5 Serena properties in Kenya have been awarded the Bronze Certification by the Ecotourism Society of Kenya (ECOSOK), a civil society organization that promotes ecotourism and sustainable tourism practices in Kenya

Certification follows a rigorous assessment that was carried out by the ecotourism body to determine best practices among players in the tourism industry in Kenya .

While all Serena hotels and lodges are guided by the Group’s ‘Corporate Environmental Missions Statement’ which is designed to help minimize Serena’s carbon footprint; Kilaguni Serena Safari Lodge, Amboseli Serena Safari Lodge, Serena Beach Hotel and Spa, Sweetwaters Tented Camp and Mara Serena Safari Lodge met all the required standards for certification for the additional reasons summarized below:

Kilaguni Serena Safari Lodge

This lodge has displayed laudable efforts in supporting environmental conservation in Tsavo West National Park. This has been achieved mainly through thoughtful environmental management which includes management of energy resources, water resources and waste resources. They also have a partnership with Kenya Wildlife Service (KWS) and provide regular support for conservation activities within the park.

Amboseli Serena Safari Lodge

The lodge has environmental mission statement that addresses the issues of environmental conservation and sustainable resources use. It was also noted that the lodge has put commendable effort into conservation through the ‘Greening Amboseli’ programme.

Serena Beach Hotel and Spa

Serena Beach Hotel and Spa has applied a lot of effort into environmental conservation and play a key role in turtle conservation on the North coast of Indian Ocean. It also has a unique project for butterfly farming with the sole purpose of preserving the butterfly species and their population. Sound environmental management practices for energy, water and waste exist.

Sweetwaters Tented Camp

Sweetwaters tented camp has made advertent effort to ensure increasing benefits accrue to the environment and people through the initiating a tree planting programme, supporting wildlife conservation through adoption and engaging the local community in the programmes. They also pay a conservation fees that accrues as benefits to the local community to Ol Pejeta Conservancy.

Mara Serena Safari Lodge

The lodge has good environmental management systems and practice that ensures the environment is protected and the impact of their operation is minimized. Some of the highlights are proper management of waste, use of energy saving bulbs, use of float switches to avoid unnecessary spillage from overflow, Health services are available to the local community at subsidized cost, support for local communities.
