

# Singita | Carbon-Offsetting Programme

Climate change is rapidly affecting our planet and it's our collective duty to do what we can to protect the special places and destinations that form the backbone of all that we do, along with their wildlife, wilderness areas and surrounding communities. It's up to each of us to become more aware, educate others and to reduce our impact. Carbon offsetting allows our guests as well as our business to mitigate the impact of emissions. Essentially, it's a way to compensate for carbon emissions by funding an equivalent carbon saving elsewhere.

## FAQs

---

### WHAT IS CARBON OFFSETTING?

Simply put, it's a way to reduce carbon dioxide or greenhouse gases to compensate for emissions that were produced elsewhere. Travellers can offset the carbon emissions produced from their flights, ground transportation and other activities by purchasing carbon credits. The funds from these carbon credit sales are then distributed to emission mitigation projects.

### HOW DOES THE TRAVEL INDUSTRY CONTRIBUTE TO CARBON EMISSIONS?

Greenhouse gases (GHG) like carbon dioxide (CO<sub>2</sub>) are emitted when fossil fuels are consumed while driving cars, flying in planes, using electricity and generating waste. While we can adhere to more sustainable practices, use less energy, and travel less and/or smarter, some emissions are still unavoidable.



### WHY IS IT IMPORTANT FOR TRAVELLERS AND TOURISM OPERATORS TO OFFSET CARBON EMISSIONS?

Like all industries, tourism contributes to the world's carbon emissions so it's crucial to help ensure the environmental sustainability of the destinations in which one operates. A dedicated carbon-offsetting programme is an ideal vehicle, as it empowers both guests and operators to do so.



## How does it work?

Carbon emissions are generated by flights, accommodation, transport, dining and other travel-related activities.



### A BALANCING ACT

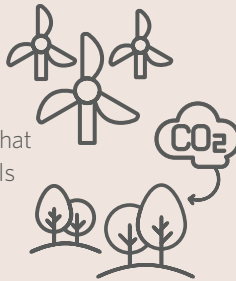
Carbon offsetting allows guests to balance out their climate impact and compensate for the emissions they've produced by reducing CO<sub>2</sub> elsewhere.

Travellers can purchase carbon offsets equivalent to the amount of CO<sub>2</sub> they've produced on their trip.



These projects either remove existing CO<sub>2</sub> from the atmosphere or prevent new emissions.

Projects range from wind farms that reduce the reliance of fossil fuels to programmes that encourage sustainable farming to protect trees that absorb CO<sub>2</sub>.



Their contributions fund certified projects that conserve and restore forests, generate clean and renewable energy, and/or increase energy efficiency.

## The importance of carbon offsetting in the quest to fight climate change



Carbon-mitigation projects offer several advantages, including benefits for local communities and biodiversity. The **UN's 17 Sustainable Development Goals (SDGs)** goals aim to address global inequalities and challenges by 2030, while aiding development and protecting the environment. Supporting carbon-offsetting projects that align with as many of these SDGs as possible means that their impact will go well beyond carbon mitigation. 2021 saw the launch of the Global Goals for Nature, one of which is achieving carbon neutrality.

Singita's 100-year purpose to preserve and protect large areas of African wilderness for future generations is completely in step with this mindset, and each of the projects benefitting from our Carbon-Offsetting Programme was chosen with these goals in mind.

# Is carbon offsetting the solution to climate change?

Offsetting allows for reducing carbon emissions in a cost-effective and economically efficient way. While it plays a vital role in combating climate change, it's **not** the solution if it's done in isolation. Climate change can only be addressed if individuals, businesses

and governments reduce carbon emissions as much as possible, and then offset the remaining unavoidable emissions. Singita's approach is to continue reducing emissions where we can, and to offset some of the remaining balance.







## Singita's carbon-offsetting providers

### Our Carbon-Offsetting Programme generates:

- guest levies for accommodation carbon offsets
- funds paid by Singita to offset emissions from staff business flights

These all contribute to Singita's overarching programme, which will support the following accredited carbon credit projects:

REGION	CARBON PARTNER	PROJECT
<p><b>SOUTHERN AFRICA</b></p>  <p><b>South Africa</b></p>  <p><b>Zimbabwe*</b></p>	<p><b>Climate Neutral Group</b>            For more info, visit: <a href="http://climateneutralgroup.co.za/the-wonderbag-a-recipe-for-social-change/">http://climateneutralgroup.co.za/the-wonderbag-a-recipe-for-social-change/</a> <b>or click here.</b></p>	<p>Wonderbag - a revolutionary, non-electric heat-retention cooker that allows food to continue cooking for up to 12 hours, without using additional energy.</p>
<p><b>EAST AFRICA</b></p>  <p><b>Tanzania</b></p>  <p><b>Rwanda*</b></p>	<p><b>Carbon Tanzania</b>            For more info, visit <a href="https://www.carbontanzania.com/our-projects/ntakata-mountains/">https://www.carbontanzania.com/our-projects/ntakata-mountains/</a> <b>or click here.</b></p>	<p>The Ntakata Mountains project works with small holder farmers to protect their threatened forests so that the forest can continue to provide the ecosystem services we all need.</p>

*\*Singita is seeking accredited carbon credit providers in these countries and will shift partners once identified, in order to benefit local communities*



# What is Singita doing?



## OUR ROLE

As an ecotourism and conservation brand, we believe we must play our part in fighting climate change. In line with our 100-year purpose and our commitment to the One Planet Living's Zero Carbon Energy principle, we've already made great strides towards:

- using renewable energy & energy-efficient equipment
- building to optimise energy management, and
- raising awareness about energy consumption among staff

While resolutely continuing with all of these in future, we also recognise the urgency to do more to reach **carbon neutrality\*** (or ideally, carbon negativity). Carbon offsetting allows us to make this extra commitment.



### In 2021, as part of our ongoing commitment to regenerative tourism...

- we intergrated a carbon emissions offset levy for accommodation

- therefore, we're essentially enabling guests to enjoy a carbon-neutral Singita stay
- the funds generated are rigorously tracked
- verified carbon credits are purchased from accredited service providers in each region
- we're also offsetting all carbon emissions from staff business flights

### \*Carbon neutrality:

when some emissions are still being generated by a building/process but these emissions are being offset somewhere else.

**Carbon emissions generated**  
- **carbon offset**  
= **CARBON NEUTRALITY**



## Offsetting our staff business flights

- All staff business flights are reported monthly by our Travel Partners or internal travel desks.
- When Travel Partners provide the carbon emissions of flights, Singita uses this information to log the carbon footprints of the trips.
- When not, Singita calculates the carbon footprints of the trips, based on distance, cabin class and the most recent UK Government GHG Conversion Factors for Company Reporting.
- Singita communicates the data to the regional carbon-offset provider and procures appropriate offsets at least annually.



# Need to know

## HOW IS SINGITA'S ACCOMMODATION CARBON-OFFSET LEVY CALCULATED?



- **The average carbon footprint of 1 night's accommodation** at Singita was converted into a carbon-offset cost for every stay.



- **Estimated current cost/tonne of carbon offset**  
**\$10/tonne**



- **The USD or rand value of the offset will appear on the guest invoice.**

### For example:

The invoice of a guest staying for **3 nights at Singita Sabi Sand** in South Africa **will show an offset levy of R156.**

$$3 \text{ nights} \times 0.19 \text{ tonnes/night} = 0.57 \text{ tonnes carbon emissions} \times \$14.74 = \$8.40$$

$$3 \text{ nights} \times 0.19 \text{ tonnes/night} = 0.57 \text{ tonnes carbon emissions} \times R274/\text{tonne}^* = R156$$

*\*Applying the current ZAR/USD exchange rate which is subject to change.*

- **The levy will apply to all bookings** – including guest suites, site inspections, pilot-guide accommodation, comp nights & staff educationals. The levy does not apply to accommodation in staff villages.



## Where will guests see the levy on their paperwork?

This will be an additional line item on each invoice. So just like our conservation fee, each invoice will include an item detailing this carbon-offsetting levy.

## How to summarise Singita's Carbon-Offsetting Programme.

Singita includes a carbon-offsetting levy in each booking, which automatically forms part of each final bill and effectively offsets the carbon footprint of each stay.