

# SUSTAINABILITY REPORT



ANNUAL REPORT OF 2025



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# 1.0 MAULY TOURS AND SAFARIS LTD

## 1.1 Introduction to Company

Maully Tours and Safaris Ltd is 100% owned by Tanzanians and was established in 1983. It is a renowned tour operator based in East Africa, offering exceptional safaris, wildlife tours, mountain trekking, and cultural experiences across Tanzania, Kenya, Uganda, and Rwanda. We are committed to delivering personalized travel experiences, tailoring itineraries to meet the unique preferences and interests of our clients. At Maully Tours and Safaris, we have a strong emphasis on sustainability, ensuring that all operations promote environmental conservation and the protection of wildlife. Through collaboration with local communities, we support responsible tourism and wildlife protection initiatives, while also prioritizing eco-friendly practices such as minimizing waste and reducing carbon footprints.

At Maully Tours and Safaris, we believe that responsible travel is not just a choice but a commitment to the future of our planet and the communities we serve. This report provides an overview of our efforts and achievements in promoting sustainability throughout the year. From minimizing our environmental footprint to fostering economic growth and preserving cultural heritage, these principles remain at the core of our operations.



## 1.1 MESSAGE FROM OUR EXECUTIVE DIRECTOR

On behalf of the management team at Mauly Tours and Safaris, we are excited to introduce our annual Sustainability report in **2025**. Our company is deeply committed to responsible tourism and environmental stewardship in our operations to enhance sustainable tourism in the areas where we operate.

At Mauly tours and Safaris, sustainability is the core of everything we do. We understand that tourism can have both positive and negative impacts on the environment and local communities. Therefore, it is imperative for us to take proactive measures to mitigate any adverse effects and maximize the positive outcomes of our operations. By adopting these practices, we not only reduce costs and enhance efficiency but also strengthen our reputation as a socially and environmentally responsible company.

So, I take the great pride to extend my heartfelt thanks to each and every one for the continuous support and dedication to Mauly Tours and Safaris Ltd.

**First**, First, I would like to thank our management team and staff for their hard work, dedication, and passion. Their ability to innovate, deliver exceptional service, and uphold our values is a testament to their professionalism and commitment to excellence.

**Second**, we extend our heartfelt gratitude to all our agents and clients for their trust and partnership. They have not only chosen us as a travel partner, but they have also supported our sustainable tourism initiatives. We are grateful for their continued loyalty and for sharing our vision of responsible travel.

Last but not least, we would like to extend our deepest gratitude to the government, and specifically to the Tanzania National Parks (TANAPA), for their commitment and dedication to preserving the natural beauty of Tanzania's national parks and shaping the future of sustainable tourism in our country.

Mozzah S. Mauly

Executive Director,

## 1.3 OUR SUSTAINABLE TOURISM POLICY

### 1.3.1 Our sustainability policy

At Mauly Tours and Safaris, we are committed to operating sustainably and responsibly. Our Sustainability Policy outlines our dedication to minimizing our environmental impact, promoting social responsibility, and preserving cultural heritage while providing exceptional travel experiences. Our company has a long-standing commitment to improving the quality of life in our destinations. Our policy is available on our website via: <https://mauly-tours.com/mauly-tours-sustainability-policy-2024/>.

### 1.3.3 Mission to

**Our mission** is to promote sustainable tourism practices that preserve the environment, support local communities, and embraces cultural diversity. Through innovation, education, and collaboration, we strive to create memorable experiences for our guests while protecting the destinations we visit for future generations.





### 1.3.2 Vision to sustainable tourism

We envision a world where tourism enhances, rather than harms, the environment, communities, and cultures. By leading by example and fostering partnerships, we aim to be pioneers in sustainable travel, inspiring others to follow suit.

## 1.4 Core values guiding our sustainability efforts

**1. Environmental Stewardship:** We are committed to minimizing our environmental footprint through responsible resource management, initiating conservation efforts, and the adoption of sustainable practices.

**2. Community Engagement:** We believe in actively engaging with local communities, respecting their cultures, and contributing to their economic development and well-being.

**3. Ethical Conduct:** Integrity, transparency, and accountability are the cornerstones of our operations. We conduct our business with honesty and fairness, adhering to the highest ethical standards.

**4. Innovation and Continuous Improvement:** We embrace innovation and strive for continuous improvement in all aspects of our operations, seeking new ways to enhance sustainability and minimize our impact on the environment.

**5. Customer Focus:** We are dedicated to providing exceptional travel experiences for our customers while ensuring their safety, comfort, and satisfaction. We prioritize their well-being and seek to exceed their expectations at every opportunity.

**6. Employee Empowerment:** We value our employees as our most valuable asset and empower them to contribute to our sustainability efforts. We provide them with the necessary training, resources, and support to excel in their roles and make a positive impact on the world.

## 2.0 OUR SUSTAINABILITY APPROACH

At Mauly Tours, sustainability is integrated into our daily operations through the three internationally recognized pillars of sustainability. This approach guides our decisions and ensures long-term environmental, social, and economic value.

### Economic Responsibility

Mauly Tours contributes to local economic development by sourcing locally, providing fair remuneration, and fostering long-term partnerships. Strategic investments in staff development and operational resilience ensure sustainable growth and economic stability.

### Environmental Responsibility

We work to reduce our environmental footprint by using resources responsibly, cutting waste, and encouraging energy efficiency. By promoting low-impact travel and raising conservation awareness among our team and guests, we help protect Tanzania natural beauty for future generations.

### Social & Community Impact

We uphold fair labor practices and safe working conditions, invest in training and capacity building for staff, guides, and porters, and actively support local initiatives such as Neema International Orphanage. We help preserve cultural heritage and ensure that the benefits of tourism are shared fairly and inclusively.



## 2.1 OUR ENVIRONMENTAL SUSTAINABILITY INITIATIVES

In 2025, at Mauly Tours we deepened our commitment to responsible tourism by adopting initiatives that protect nature and reduce our ecological footprint. From saving energy and water to reducing waste and supporting wildlife, these efforts demonstrate our dedication to preserving the environment for generations to come.

### 2.1.1 Conducted a 4-day cleaning campaign on Mt. Kilimanjaro

We conducted a four-day cleaning campaign on Mt. Kilimanjaro (Marangu Route) in collaboration with Kilimanjaro National Park (KINAPA). The initiative focused on collecting accumulated waste from trails, camps, and porter huts, identifying pollution hotspots, and promoting responsible trekking practices. A total of 89 kg of waste was collected and brought to Marangu Gate for sorting and recycling.





### 2.1.2 Support and participate into tree planting at Mtakuja secondary school

In July, we supported and participated in a tree-planting activity at Mtakuja Secondary School in Mabogini Ward, Moshi DC, in collaboration with the Kilimanjaro Media Club.

We donated 100 indigenous tree seedlings, which were planted within the school compound to provide shade and enhance the learning environment. Our Sustainability Officer, Mr. Frank, represented Mauly Tours to ensure that our conservation efforts were properly implemented and aligned with our environmental commitments.



### 2.1.3 Internal environmental practices

#### 2.1.3.1 Solid waste management

We successfully collected **131.8 kg of solid waste** generated from our operations. All collected waste was properly segregated and delivered to our recycling partner, **Zaidi Recyclers**, for responsible recycling. This initiative reflects our commitment to reducing environmental impact, promoting circular waste management, and ensuring that waste generated from our activities is managed in an environmentally sustainable manner.



#### 2.1.3.2 Water Management

Total water consumption amounted to **291 m<sup>3</sup>**. Through improved water-saving practices, staff awareness, and controlled operational use especially optimizing tent washing and daily water use the company achieved a **20% reduction in water consumption compared to the previous year**. This reduction was accomplished without affecting service quality, demonstrating effective and responsible water management during both low and high tourism seasons.

### 2.1.3.3 Carbon Footprint management

Fleet-related carbon emissions amounted to **10.56 metric tons of CO<sub>2</sub>e**, reflecting a **44% reduction compared to the previous baseline**. This reduction was achieved through reduced vehicle movements, improved trip planning, and more efficient fleet use. In addition, part of the remaining emissions was **offset through conservation initiatives**, including **tree planting programs**, contributing to ecosystem restoration and long-term carbon sequestration.

## 2.2 Social commitment

### 2.2.1 Our monthly Charity Donation

Throughout the reporting year, the company made **monthly charity donations** to support **Neema International**, among other local NGOs, as part of its commitment to improving the livelihoods of surrounding communities. These contributions focused on supporting **orphans through regular meals and access to school facilities**, helping to meet their basic needs and support their education. Through consistent monthly support, the company contributed to community well-being and social development beyond its core operations.



## 2.2.2 Training and Capacity building

### 2.2.2.1 Sustainable Tourism and fire safety staff training

Between March and April, the company conducted sustainable tourism training for Mauly Tours staff to strengthen awareness of sustainable tourism principles and responsible practices in daily operations. The training also included fire safety awareness, equipping staff with the essential knowledge to respond safely and effectively in case of emergencies. These sessions enhanced both environmental responsibility and workplace safety across operations.



### 2.2.2.2 Capacity building training

From 24th to 28th November 2025, the company hosted a five-day internal staff capacity-building and development training, facilitated by Watch Out, a professional capacity-building consultant. The training aimed to strengthen employees' knowledge, skills, and professional competencies to support effective performance and quality service delivery. Interactive sessions covered key areas including self-awareness, planning and time management, communication, complaint management, and staff evaluation, which contributed to improved staff confidence, productivity, and overall organizational effectiveness.





### 2.2.3 Staff Familiarization Trip and Experiential Learning

From **1st to 4th May 2025**, the company hosted a **four-day staff trip to Zanzibar** to enhance experience, motivation, and understanding of tourism destinations. Staff traveled via **ATCL flights** and stayed at the **Mora Zanzibar 5-star hotel**, enjoying relaxation and team bonding.



## 2.3 Economic impact on the local community

Maulu Tours contributes significantly to the local economy by creating sources of income through our operations, including safaris, mountain trekking, and other tourism activities. Through these operations, we employ local staff, porters, and guides, while local suppliers and service providers benefit from business opportunities. These activities help strengthen the economic resilience of surrounding communities by supporting livelihoods and enabling local people to generate sustainable income.

## 2.4 Our commitment to Travelife certification

We are deeply committed to responsible and sustainable tourism and works in close partnership with **Travelife** to align our operations with recognized sustainability standards. During the reporting period, the company successfully completed the **desk audit**, marking an important milestone in this journey. The next step will be the **physical audit planned expected on early 2026**, after which we expect to achieve full **Travelife certification**. This progress reflects the company ongoing dedication to improving, practices and contributing positively to people, communities, and the environment.





## 3.0 OUR CHAIN SUPPLY

### 3.1. OUR SUSTAINABLE ACCOMMODATION POLICY

Mauly Tours, we integrate sustainability into our travel experiences by prioritizing eco-friendly accommodations. Recognizing the importance of sustainable lodging, we consider environmental and social criteria when selecting accommodations for our tours. Our policy emphasizes partnering with accommodations that support environmental and community well-being, aligning with recognized certifications and maintaining access to essential services for local communities.

### 3.2 Our procurement policy

Our procurement policy reflects our commitment to sustainability by prioritizing bulk purchases, supporting local suppliers, and ensuring that our partners adhere to responsible environmental and social practices. This policy ensures responsible environmental and social practices in our supply chain, reinforcing our dedication to sustainable tourism.

### 3.3 Prioritizing locally made products

We prioritize sourcing locally made products in Tanzania to support the local economy and reduce our environmental footprint. By choosing local suppliers for our coffee and tea, we promote sustainable development and fair-trade practices. This approach not only ensures that we reduce transportation emissions but also fosters strong relationships with local businesses, such as D&J Distributors for coffee. Through this commitment, we enhance the sustainability of our operations and contribute to the economic well-being of Tanzanian communities.

### 3.4 Sustainability policy for our printer's service provider

As part of this commitment, we have implemented a Sustainability Policy for our printer service provider. The policy ensures that our provider adheres to energy-efficient practices, promotes recycling, and uses eco-friendly materials like green range paper. We prioritize reducing paper waste through practices like double-sided printing and the use of recycled paper. Through this partnership, we aim to reduce our ecological footprint while maintaining high service standards.

### 3.5 Our sustainability policy to excursion providers

We integrate Sustainability Policy to ensure that excursion providers adhere to eco-friendly practices such as minimizing waste, conserving resources, and protecting local ecosystems. So, help us to prioritize service providers who align with sustainability criteria. Beside that working with partners who share our commitment to environmental responsibility and ethical tourism, Mauly Tours we strive to offer responsible travel experiences that benefit both the planet and the destinations we visit.



## 4.0 Our thanks to you!

We would like to express our sincere gratitude to everyone who has taken the time to read and engage with our Sustainability Report. Your interest and support in understanding our efforts to create a more sustainable future are deeply appreciated.

At Mauly Tours, we are committed to continuous improvement, and your involvement in this journey helps us make meaningful strides towards a greener, more responsible travel experience for all.

Thank you for your time, attention, and continued partnership in fostering sustainability. We would love to hear from your suggestion, feedback through [contact@mauly-tours.com](mailto:contact@mauly-tours.com) | +255272750730 / +255784884018.

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