

Our Climate Will Be Decided in the Global South

We all know this—but what can we do, *concretely* and *effectively*, to ensure our climate efforts truly have an impact? They shouldn't be wasted or fizzle out. So how can our commitment make the **maximum difference**?

And how can we take action easily? Especially as a company—with minimal internal effort, relatively low cost, yet achieving an impact of **€200 million**?

Because here's one thing I learned on the ground in the Global South: **Every euro we invest there wisely has about 1,000 times the effect** compared to the same euro spent in the Global North. Of course, these figures are rough expert estimates—the systems are complex. But the magnitude is valid.

So, what can we do?

As a company, you could have an impact that changes the world—and saves lives—with just **€200,000 per year**¹. How? It's actually revolutionary—and no one has done it quite like this before.

Become the sponsor of your own conservation area in the Maasai Mara! This is about creating change on the ground—preserving and gently modernizing traditional ways of life, but above all, bringing **wildlife back** into these areas—while building a **deep connection** with this part of the world.

It's a tremendous opportunity to connect personally and professionally. Use it for on-site training. Gather insights through long-term product deployment under these environmental conditions. Be among the pioneers who dare to think beyond the beaten path. And of course, use it for **reporting and advancing your sustainability goals**.



Does it work?

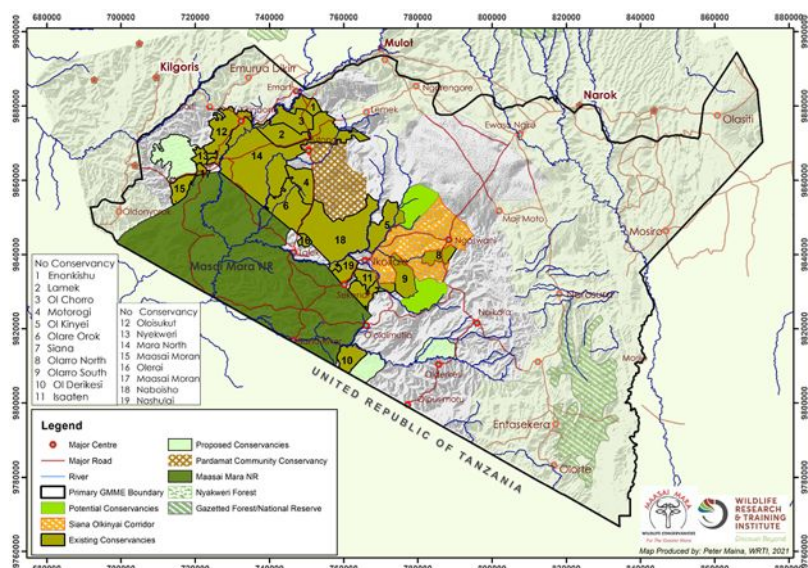
Well, it's not entirely true that no one has done this. WWF and other organizations have helped build and support existing conservancies. But **companies** have not yet used this opportunity. Simply because the knowledge and tools weren't available.

How does it work?

The conservancies belong to **Maasai communities**. You sponsor the transformation and can even name the area. What does it include?

- ▶ Integration into the national park—**without** mass tourism
- ▶ Support for traditional (zero-footprint) lifestyles, where appropriate
- ▶ Empowerment through **education**, especially for girls and women
- ▶ Return of wildlife
- ▶ Hiring and funding **rangers—especially female rangers**—to track animal movements and prevent poaching
- ▶ Teaching in schools about the value of wildlife and nature, to counter desertification and short-term exploitation

The great challenge is the **careful modernization of life in Maasai with nature**—for example, managing water, resources, and waste.



¹ The exact investment varies greatly. Support for at least 10-20 years is important. Smaller support from €5,000 for defense is also possible and helpful.

The Impact

30 years ago, wild animals roamed freely from Nairobi to the Maasai Mara. Today, fencing has turned much of that land into ecological wasteland. And with the wildlife, the **greenery and water** disappeared too. The land and its people suffer.

One driver behind this? A desire to “live like people in Europe”. Understandable, perhaps—but short-sighted, based on a **highly distorted and incomplete view** of our lives. There’s no reason to repeat all our mistakes.

The **expansion of conservancies** is a way to reverse this—a real opportunity for **re-wilding**. Great for your **GRI reporting**, but with true added value: for nature, the climate, biodiversity, and people.

CO₂ compensation can be estimated and measured—but that’s honestly just a side benefit. **16 of the 17 Sustainable Development Goals** are supported. And there are major synergies with Goals **8, 9, 11, and 12**. All of this can be part of your sustainability reporting.

Your advantage: the people on the ground have over **10 years of experience** building conservancies. Creating new ones is now more efficient than ever.



If we think of the 17 SDGs, then—depending on the product and service—collaborations may also be conceivable. For modern products in particular, it can be practical to test and understand their robustness and suitability for everyday use in a completely different environment. What Toyota did with its vehicles years ago, we can also do with our products, as far as it fits and makes sense.

Innovation knows no boundaries.

What now?

It’s easy to get started:

- ▶ A conversation and more info—just get in touch.
- ▶ A guided visit on site—to one of the conservancies, with the rangers and in the camps. It’s the best way to understand how massive the transformation is when “**paradise returns.**”
- ▶ Decide and implement step by step.
- ▶ Before implementation, we document the land’s condition as a **baseline**—this also serves as a foundation for future reporting.
- ▶ I’m happy to support you with reporting or any other questions.

Disclaimer

Even though this now runs under OrgIQ, it’s **non-profit**. This is a personal mission—for me and for us. The only additional costs you’ll incur are for **travel and materials**.

Because when it comes to our efforts, one thing is clear: **Everything should benefit the local nature (Kenya, Maasai Mara).**

Thank you.



Current impressions