

The background of the image is a high-resolution aerial photograph of parched, cracked earth. The soil is a rich, dark brown color, and the cracks form a complex, irregular pattern of polygonal shapes across the entire frame. The lighting is even, highlighting the texture and depth of the fissures.

NOMAD

AFRICA

IMPACT STRATEGY

We want to commit to a
more respectful, conscious
and uplifting way of travel.



ABOUT US

Nomad Africa is a premier travel company that specialises in providing unique and unforgettable travel experiences to local and international markets in Eastern Africa and beyond.

Nomad Africa's mission is to revolutionise travel and ensure unparalleled service delivery to our customers. We take a holistic approach, with focused attention on the environment and climate action. By acknowledging the symbiotic dependence between tourism and natural resources, we are committed to championing a paradigm shift in the way travel is conducted by promoting a community-centric approach to environmental conservation and investing in innovative carbon neutrality strategies that promote nature regeneration and ensure community resilience in our tourism destinations.



OUR GOALS

1.

Environment & Climate Action

To accelerate the reduction of carbon emissions and promote biodiversity conservation

2.

Women Empowerment

To promote equity, diversity and inclusion in the tourism and hospitality sector

3.

Supply Chain Management

To promote a responsible and sustainable supply chain in tourism and hospitality sector

4.

Community Engagement

To promote community inclusion and partnership in tourism and hospitality sector

5.

Governance

To implement robust sustainability governance for transparency, credibility, and stakeholder engagement across all aspects of our operations



OUR APPROACH

Our approach to regenerative tourism is guided by the needs of the destinations we travel in, the global urgency to accelerate the achievement of the UN's Sustainable Development Goals, and integrated strategies from our parent company, Purple Elephant Ventures, to ensure our efforts contribute to a positive impact.

ENVIRONMENTAL

- Accelerate carbon emission reduction
- Contribute to nature and biodiversity protection and conservation

SOCIAL

- Promote gender equality and women empowerment
- Foster local community inclusion and equity

GOVERNANCE

- Uphold transparency in our operations
- Promote stakeholder engagement through responsible supply chain management.



KEY SDG FOCUS AREAS



- Promote gender equality
- Women leadership
- Women's inclusion in decision-making
- Enhance women's entrepreneurial capacity



- Promote inclusive and sustainable industrialization



- Reduce carbon emissions
- Eliminate single-use plastics
- Natural resource conservation



- Promote the use of clean and renewable energy



- Social and Economic inclusion
- Ending discrimination
- Promoting equal access to opportunities



- Protection and conservation of Biodiversity
- Revenue sharing to promote wildlife conservation projects



- Promote beneficial and sustainable tourism
- Sustainable supply chain
- Decent work and equal pay
- Safe working environment

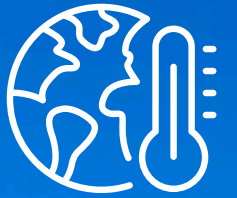


- Sustainable use and management of natural resources
- Reduce waste generation
- Sustainability reporting
- Sustainable tourism monitoring



- Implementation of regenerative tourism strategy
- Peer knowledge sharing
- Enhance and encourage partnerships for sustainable development





GOAL: To accelerate the reduction of carbon emissions and promote climate-friendly travel

1. To adopt innovative carbon neutrality approaches and reduce Nomad's scope 1 carbon emissions in 2024
2. To reduce waste generation by implementing efficient use of resources
3. To promote Nature and Biodiversity conservation by engaging in Nature Positive Tourism - the practice of tourism that minimises environmental harm and prioritises investment in nature restoration efforts in tourism destinations



W O M E N E M P O W E R M E N T

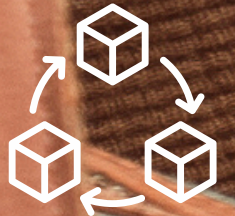


GOAL: To promote equity, diversity and inclusion in tourism

1. To promote initiatives that support the upskilling of women in the hospitality and tourism sector
2. To commit to ensuring equality and diversity goals are met at Nomad and its stakeholders
3. To build women-friendly travel products that increase women's participation in travel



SUPPLY CHAIN MANAGEMENT



GOAL: To promote a responsible and sustainable supply chain

1. To increase the number of Nomad's eco-certified suppliers by 50% by 2025 and work with verified partners to create a 'green travel network'
2. To leverage our platform to raise awareness and boost audience interest in conscious travel generating revenue to our sustainable partners
3. To partner with industry peers for shared learning on sustainable supply chain
4. To promote green transportation options for transfers and excursions to support a greener supply chain

NOMAD



COMMUNITY ENGAGEMENT



GOAL: To Promote community inclusion and partnership in tourism and hospitality

1. Identify and support ethical, grassroots community projects and Nature Positive Tourism initiatives operating in our tourism destinations
2. Promote off season travel via the Nomad Travel Club to ensure consistency for local communities
3. To enhance local enterprise capacities for effective engagement in the tourism value chain in the destinations we operate in



GOVERNANCE



GOAL: To implement robust sustainability governance for transparency, credibility, and stakeholder engagement across all aspects of our operations

- 1.** To develop an effective monitoring, evaluation and reporting framework to uphold transparency in all areas of our operations and maintain high standards of sustainable practice
- 2.** To enhance stakeholder engagement by prioritising the integration of responsible practices throughout our value chain
- 3.** To commit to sustainable internal management through a clear, well-communicated social policy covering employee health, safety, and human rights



Join us in revolutionising
how we travel.

N O M A D A F R I C A I M P A C T S T R A T E G Y

Nomad Africa
General Mathenge,
Nairobi.

