



WILDERNESS

# Rooted Together: Equitable Benefit Sharing & Community Participation

JOE MATOME, CARETAKER MD, OWS

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OUR PURPOSE

To increase the world's  
wilderness, together

OUR PURPOSE AS AN INDUSTRY

To Grow our Socio Economic  
Contribution to the Economy, Together



We want a future where tourism  
does more than sustain — it  
transforms.



# **Empower | Protect | Educate**



# IMPACT REPORT



WILDERNESS  
BOTSWANA



## BOTSWANA



WILDERNESS

We exist to explore, expand and protect the world's wilderness, channelling our hospitality business as a force for lasting, positive impact. Three Impact Pillars guide our conservation and development priorities.

For every  
**USD1**  
netted by shareholders

Government was  
paid  
**USD5,16**

staff have earned  
**USD8,27**

**EMPOWER** Building conservation economies, providing employment and support to small and local businesses

**1,100**  
camp staff  
employed

**USD77** million  
paid to staff

**USD48,5** million  
paid to Government

**350** tonnes  
of Covid relief supplies to  
local communities

**USD94** million  
in purchases of goods and  
services in the local economy

**EDUCATE** Environmental and life skills education in nearby communities

**2,700**  
children participated  
in Eco-Clubs

**2,100**  
children attended  
annual camps

**1,434**  
senior and junior staff trained on  
accredited courses over the last 5 years

**PROTECT** Human-wildlife co-existence and biodiversity stewardship

We help protect biodiversity & ecosystem health within our

**257,000**  
hectare Botswana footprint

**USD19,5** million  
paid by Wilderness and guests  
for use of protected areas

**81%**  
compliance with  
Group Environmental  
Minimum Standards

**97%**  
reduction in use  
of bottled water

**890 kW**  
installed solar  
generation capacity

All figures for period 2014 to 2023 except where indicated otherwise

For more information, download the Wilderness Botswana Impact Report



For every P1 that goes to investors,  
P5.67 is paid to the government,  
and P8.67 to employees.

1000 staff employed for just one  
(albeit larger) company

Over P56 million paid to local  
communities, including P6.4 million  
in 2024 alone.

Solar energy implemented across  
10 owned and 19 marketed camps.

Additional Environmental Standards  
going beyond Statutory  
Requirement

Our Contribution as an Industry is a  
multiple of what One Company Does.

Why Then Do We need to Do More,





Differentiate between Corporate Social Responsibility (CSR) – and Corporate Social Investment (CSI).

Responsibility Beyond Compliance → CSR  
Paying Taxes, Fair Wages, Staff Welfare, Royalties, Lease Fees and fulfilling statutory obligations.

Responsibility with Heart →  
Commitment to social licence to operate





## The Current CSI (vs CSR)

NB. Other Members of HATAB also do their own contributions

Local suppliers expo (2024) – CEEP, P6m within three months of expo to new local and citizen owned suppliers,

P1.3 billion spent on local suppliers, boosting Botswana's economy.

P2 million invested in classrooms at Eretsha Village (2024).

76 hectares of farmland cultivated, supporting 52 farmers across six villages also in that space, Fellow Operator Great Plains.

1096 food parcels (40 tons) distributed during the 2024/5 drought at a cost of over P650,000.

Annual Community Liaison Forums.

OCT: Milling plant is build and awaits equipping in Gunotsoga

Support for the Lesego Chombo and Children In Need



Conservation without community  
is conservation without future.





## COMMUNITY ENGAGEMENT APPROACHES → LISTENING, LEARNING, LEADING TOGETHER

Kgotla Meetings, One-on-One  
Engagements, Concession  
Inspections/Communities (Host and  
Local visits to Facilities, Board  
Meetings, Leaseholder  
Engagement, NGOs Community  
Leadership Forums,



What Is Best Practice?

No Silver Bullet

Learn from each others  
experience

Looking Into the Future

My Thoughts Learning from My  
Wilderness Experience





EQUITABLE BENEFIT SHARING – BEST PRACTICES

Link what you do to UN SDGs and King Pula Corporate Governance Principles.

Competent, Empowered and Knowledgeable Community Representatives e.g. Trusts

Involve more than just the CommunityTrusts if you work with them

Appropriate Support from e.g. Government and Land Boards and TACs for communities – **We look to new CBNRM Act and Regulations**

HATAB businesses and their communities know Members best know what their committees need, and are therefore best placed to deliver community benefit effectively.

Trusts/Community Groups that are well governed and managed

Reasonable Lease Fees, escalating at CPI not the current unsustainable levels to allow for more direct benefit and equitable distribution by direct means.

Community Development Funds Monitored by TAC and Community Leadership Forums (If such funds remain with Trusts/Communities)

Community Funds as opposed to Lease Fees and Royalties being best way to reduce the extent if “disproportionate Benefit” and deliver community benefit directly and promptly.

Industry Supplier Expos Ultimately run and funded through HATAB and Ministry of Trade and Entrepreneurship (as part funders and partners too??) with for example BITC and their database. (Several Operators are doing versions of this individually)

Effective Partnerships (NGO etc)

Impact Reports That keep you Grounded. Reference OWS/Wilderness Reports



EQUITABLE MEANS IMPACTFUL

Let's not be remembered as the generation that only complied. Let's be remembered as the generation that chose to care more — and to do more.





## Suggestions/Possibilities (My Personal Views) – It IS about people

Have Community Leadership Forums that reflect the whole community from State to Non State Actors. Local Leadership from Members of Parliament; Councils and Councillors; Land Boards etc.

Hatab to come up with themes for every 2 years of its Board Tenure agreed by members in General Meeting??

Review of Proposed CBNRM Act and Regulations to cover support to communities/trusts with required competencies and advice; monitoring of communities' application of development funds from operators etc.

HATAB to run Supplier Expos with and part Funded by Ministry of Trade and Entrepreneurship.

Provide for more significant portion of the total lease fee/royalty fee (Cost to Companies) to be for direct benefit to communities in conjunction with the operator (New CBNRM Act and Regulations??) Monitored by TAC or equivalent, Community Forums/Leadership

Align Lease Fees and Royalty escalations to CPI to enable sustainable business to contribute more directly.



**When we do the  
above The Impact  
is We:**

**Empower |  
Protect | Educate**





01

Educate



Our youth are  
our future.

Eretsha School Classrooms  
at cost of P2 million with  
Okavango District Council  
and Okavango Community  
as well as partnering with  
other industry operators.

2100 children have visited  
Wilderness camps so far to  
learn in situ





02

Empower

The next generation of conservation leaders. Working together with Government Ministry of Education through award winning Children in the Wilderness (CITW) Programme as well as Businesses outside this industry and NGOs like Mokolodi and Tshwaragano school in Gaborone





Creating leaders and businesses from Botswana, for Botswana. Local Supplier Expo/Initiative where we work with Stanbic Bank to address SMME Funding has engaged a Botswana Company to supply guest scents for the whole Wilderness Group in Africa. Uniforms for back of House to engage- a local manufacturer in the next year



03

Protect



Research funded by Wilderness Trust - using animal scents to reduce human wildlife conflict and Increase Human Wildlife Co-existence sustainably and non-lethally with NGO Wild-Entrust and their Bio-Boundary Research Project. Conserving our unique ecosystems while supporting the well-being of local communities.



# THANK YOU

