

A herd of elephants is walking across a vast, open savanna landscape at sunset. The sky is filled with dramatic, golden clouds, and the sun is low on the horizon, casting a warm glow over the scene. The elephants are silhouetted against the bright light of the setting sun. In the background, there are low mountains and a body of water.

Chem Chem
ASSOCIATION

Annual Report

2023: *A journey of passion*



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*A calling, a passion,
and a land restored*

Dear friends,

At its core, the mission of the Chem Chem Association (CCA) has been, and will continue to be, the restoration and sustainable conservation of the Kwakuchinja Corridor. This incredible journey, which we started 15 years ago, has been guided by passion and made possible by the unwavering dedication of the CCA team and our funders. Today, the Corridor flourishes as a haven for wildlife.

In many respects, 2023 was a landmark year for the CCA – countless hours of advocacy work led to the recognition of the Corridor by the Tanzanian government, ranking it third among 20 prioritised corridors for protection. This acknowledgment by key decision-makers within the Tanzanian government indicates its significance. This victory only fuels our purpose as we work to develop a successful conservation model that we hope will, in turn, guide efforts across Africa.

As you read this report, you'll see how continued care and commitment to a shared cause can positively impact conservation. The protection of our wildlife remains our key focus, and this year we prioritised equipping, training, and growing our 'boots on the ground'. We're grateful for the dedication of this joint anti-poaching unit – a collaboration between the CCA, Tanzania Wildlife Management Authority (TAWA) and the Burunge Wildlife Management Area (WMA) – whose tireless work safeguards the Corridor's wildlife. Additionally, we're excited to have started building our Control Room (in partnership with TAWA, TAWIRI and Tanzania National Parks (TANAPA)), which will be a game-changer for our conservation efforts.

Our work to preserve the Corridor extends beyond that of traditional conservation because you cannot have conservation without community involvement. Our sustained success rests on the people who share the land with us and their

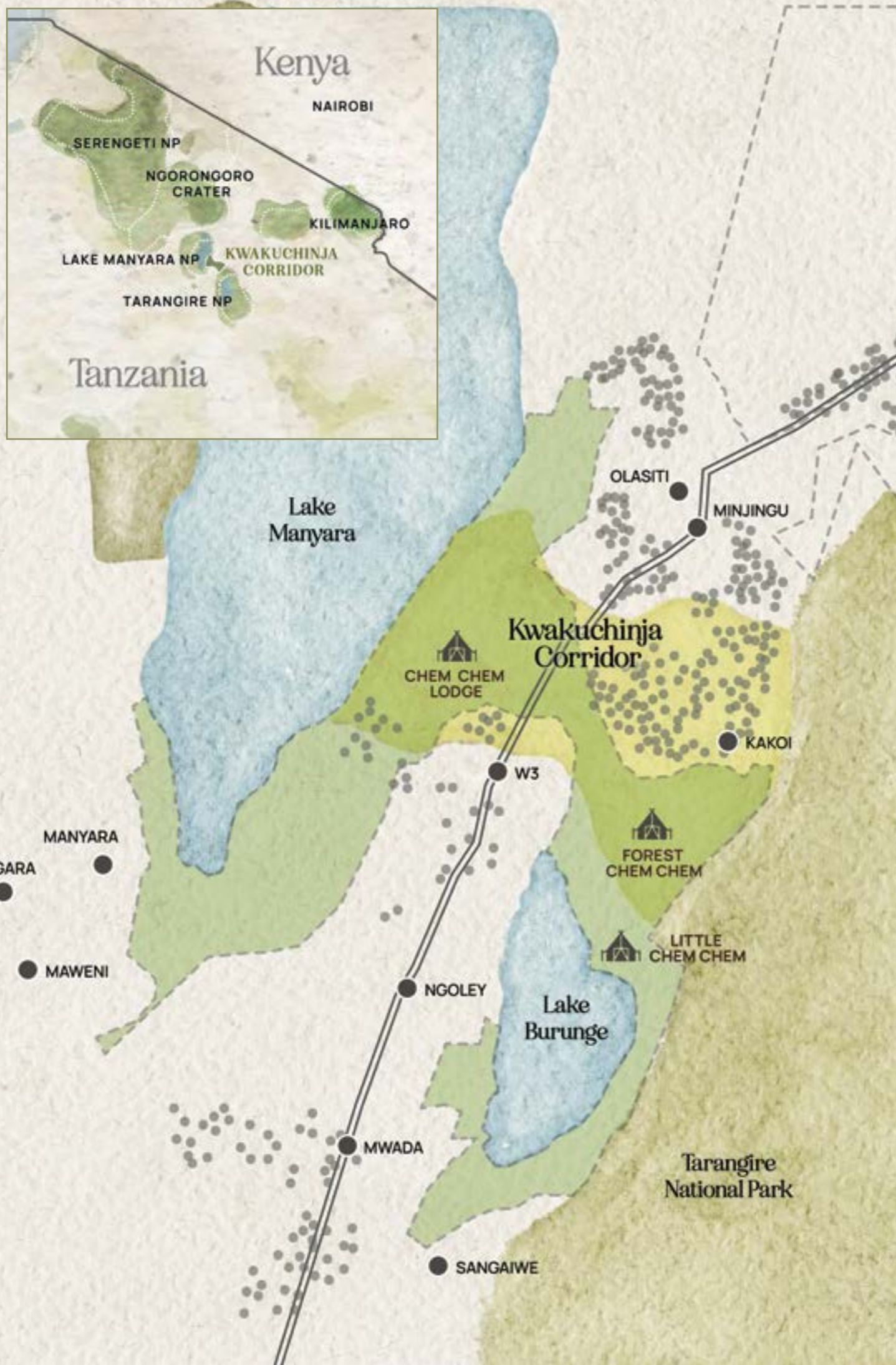
ability to take on the role of custodians of this wilderness. For this reason, unity-building and fostering financial independence within the villages surrounding the Corridor is critical to the work we do.

In 2022, we set the ambitious goal of increasing job creation in our communities by equipping 2,800 community members with income-generating entrepreneurial skills. Only one year into this 4-year project and we're already seeing remarkable results: 2,378 people have enrolled in the training. On top of that, we're pushing to empower our children, and are thrilled to have noted an increase in school attendance among schools that receive conservation-focused education. We've also finalised the outline for an initiative equipping youths with the skills needed to start businesses. We hope to roll out this project in 2024, reaching 900 youths over the next 5 years.

The work we do has always been guided by passion and a clear vision for the future. And, with our comprehensive 5-year strategy charting the course for our upcoming conservation and community-led initiatives, we're excited to be able to continue to work towards our goal of protecting and securing the Corridor, and positively impacting the lives of the people in the villages that surround it.

As you read through this past year's achievements, it's important to note that none of this would be possible without the shared passion and unwavering support of our funders and partners. On behalf of the CCA team, we extend our deepest gratitude to each of you. Together, we can continue to forge a path towards a brighter, more sustainable future for the Kwakuchinja Corridor. Our success is yours.

Fabia Bausch & Nicolas Negre



INTRODUCTION

CRITICAL CORRIDORS

Freedom of movement for the future of conservation

The areas in which wild animals can roam freely are shrinking. Rapidly. Right in front of our eyes, country-spanning territories and habitats are disappearing, as species find themselves corralled into national parks. This is the single most significant problem wildlife is facing today.

Corridors are the vital lifelines that connect the world's ecosystems and, with every passing day, they're being lost to encroachment. This, in turn, cuts off crucial pathways used by wild animals migrating between their breeding, feeding, and resting grounds, leaving them trapped within ever-shrinking habitats. From starvation and the inability to seek new, more suitable habitats as local climates change, to the loss of genetic diversity among species, the consequences are grave. It's clear that these corridors are pivotal to maintaining thriving ecosystems – and that we're in a race against time to ensure their survival.

The Kwakuchinja Corridor is one such pathway. After years of poaching, overgrazing, deforestation, and illegal settlement, the Corridor – once a vital link connecting the Tarangire and Lake Manyara national parks – was on the brink of collapse and declared 'abandoned' by the Tanzanian government.

Though immense, the task ahead of us was clear: to restore this migratory route so that wildlife could move freely between ecosystems once more. And so, armed with a vision for a better future, and driven by an unshakeable commitment to protecting this wilderness and its wildlife, we

began a journey of passion that, 15 years later, has already yielded incredible results.

Today, the Kwakuchinja Corridor is a land revived. Through a decade and a half of tireless conservation work, several initiatives to economically empower and engage with communities in the area, and countless hours of advocacy both at local and national government levels for its protection – the scars have begun to heal. Wildlife roams the Corridor freely and without fear. And, in a testament to this success, the tuskers of Tarangire made a triumphant return to bathe in the waters of Lake Manyara in 2021 – for the first time in more than 40 years.

The impact of our work in the Corridor is immense and far-reaching. It highlights the power conservation can hold. And, it shows that, with enough dedication and care, vital terrain such as wildlife corridors, can be recovered – and successfully revived – even after encroachment has taken place. The continent's fragmented ecosystems can be connected once more. It also illustrates how effective Chem Chem's private/public model, in which responsible tourism supports sustainable conservation, can be. This sets a precedent for future conservation models.

This is our passion. Our purpose. Our conservation success story. And, when you visit Chem Chem, you join us in making a difference. Each stay contributes to the continued conservation of the Corridor – ensuring it remains a haven for wildlife for generations to come.



THE BIG TUSKERS OF TARANGIRE

So named for their great tusks that reach the ground, the big tuskers of Africa are truly a sight to behold.

The Kwakuchinja Corridor and neighbouring Tarangire National Park are among the last remaining habitats in Africa for these iconic gentle giants, which have been all but hunted to extinction for their ivory tusks, weighing over 100 lb (45kg) each. These bulls, which only reach their prime in their forties, play a crucial role in elephant society, acting as role models for younger males and keeping teenagers under control.

To the tuskers, the Corridor is a haven in which to roam freely. To us, the Corridor offers a rare opportunity for visitors to come face-to-face with these remarkable animals in the wild.

OUR YEAR IN NUMBERS

A snapshot of our achievements in 2023.



2,378

COMMUNITY MEMBERS ENROLLED
IN ENTREPRENEURIAL TRAINING



526

CHILDREN RECEIVED
CONSERVATION EDUCATION



33

TEAMS PARTICIPATED IN
THE CHEM CHEM SOCCER
LEAGUE



1,5

MILLION PEOPLE REACHED
THROUGH MEDIA COVERAGE
OF THE CHEM CHEM SOCCER
LEAGUE



400

TREES PLANTED AT LOCAL
SCHOOLS



39

GAME SCOUTS IN OUR JOINT
ANTI-POACHING UNIT



17

POACHING CASES
WERE OPENED



1

GIRAFFE POACHING
SYNDICATE DISMANTLED



5

POACHERS WERE
SENTENCED





CONSERVING THE CORRIDOR

From the return of the elephants to the Corridor in 2018 to the herds of giraffes, zebras, and wildebeest that followed, with each year that passes, we've had the immense privilege of witnessing the landscape revive – and begin to thrive – right before our eyes. At the core of this success is a decade and a half of dedicated conservation work.

THE POWER OF COLLABORATION

Our 'boots on the ground' are making a difference

Our mission to re-establish the Corridor as a haven for wildlife – and ensure it stays that way – is no small task. Rising to the challenge is our joint anti-poaching team, a collaborative unit made up of 39 passionate rangers from the Tanzania Wildlife Management Authority (TAWA), Burunge Wildlife Management Area (WMA), the district, and the Chem Chem Association (CCA), who risk their lives to protect our wild animals.

This year, we prioritised improving the effectiveness of our patrols, leading to a noticeable drop in poaching in the Corridor.

UPSKILLING OUR TEAM

For our anti-poaching efforts to have a lasting impact, we need to support the Tanzanian government in upholding the rule of law through the arrests, opening of criminal cases, and prosecutions of poachers. To equip the joint anti-poaching team with the know-how to work with authorities and provide them with the evidence needed to build strong cases, we hosted a 2-week-long 'best practises' conservation training programme, facilitated by the Department of Interiors (DOI) and the College of African Wildlife Management (Mweka), in September.



4

NEW PATROL VEHICLES



2

NEW MOTORBIKE PATROLS



1

NEW FOOT PATROL TEAM

OUR NEW CONTROL ROOM SETS US UP FOR SUCCESS

Monitoring the Kwakuchinja Corridor is no small task but, with work starting on our groundbreaking Control Room in 2023, we'll soon have the tools we need to face it head-on. A joint venture with TANAPA, TAWA and TAWIRI, this dedicated monitoring space, fitted with state-of-the-art equipment, will be a game-changer for tracking the movement of wildlife – day and night – so that we can alert our rangers should any wild animals, especially elephants, approach our communities and local farmland.

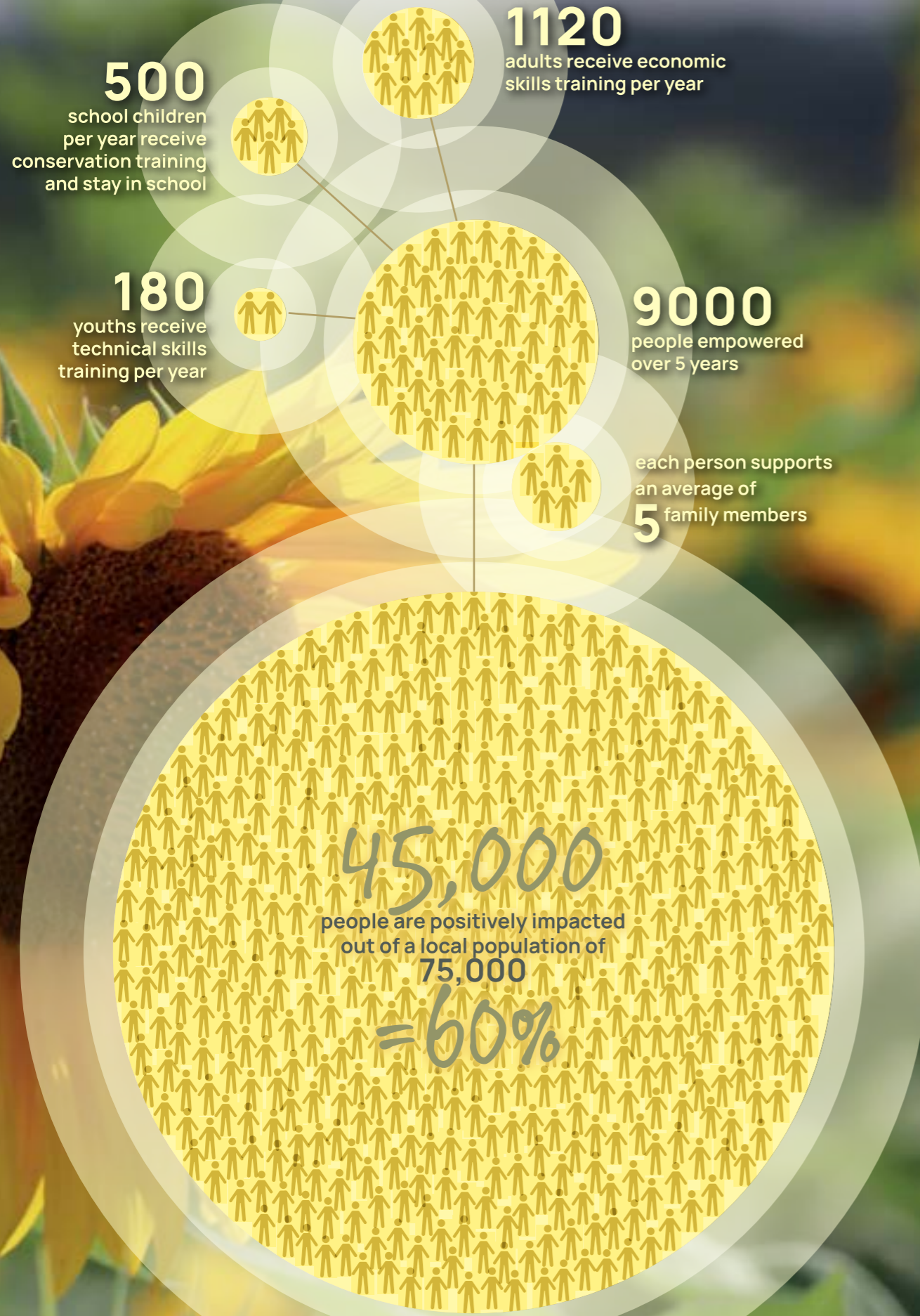




A CONSERVATION TRIUMPH FOR OUR GIRAFFES

The national animal of Tanzania, giraffes (twiga in Swahili) have long been a target of poachers, which makes the dismantlement of a notorious giraffe-poaching network operating within the Corridor an even bigger victory. Dubbed the 'Amos' case, this joint anti-poaching operation resulted in the lead poacher being sentenced to 23 years in prison — securing a safer future for these majestic animals.

COMMUNITY ECONOMIC EMPOWERMENT



EMPOWERING COMMUNITIES

The future we envision is one in which people can witness the magic of the elephants bathing in the waters of Lake Manyara for generations to come. To achieve this goal, we must look to the communities who share the land with us for help.

These communities hold the key to successful and sustainable conservation. It's up to us to engage with, learn from, and work hand-in-hand with them – and, ultimately, to empower them to become the self-appointed guardians of this precious wilderness.

ECONOMIC UPLIFTMENT

Fostering financial independence

By giving community members the entrepreneurial skills to start businesses, we can help to lift them out of poverty. Working closely with our partner, Hand in Hand Tanzania, as well as village leaders and local governments, we're able to guide community members towards securing stable futures through alternative income-generating pathways. To do this, we provide community members in the 10 villages that surround the Corridor with training in 4 crucial supply chains: beekeeping and honey-making, horticulture, poultry farming, and sunflower oil production.

2023 marked a major milestone for the project, which began its rollout in 2022. The project aims to provide economic planning to community members to equip them with the skills needed to start small businesses.

By the time the project wraps up in 2026, we hope to have created 2,548 jobs. Already, the project is showing amazing success with 2,378 community members (85% of our target of 2,800) enrolling for training – a truly inspiring result.



BEEKEEPING



POULTRY FARMING



SUNFLOWER OIL



HORTICULTURE

CASE STUDY: AGNES' BURGEONING POULTRY BUSINESS

When we first met Agnes, she had a small chicken stand and a big dream. Struggling to support her family with the small return from her 13 chickens, she decided to take part in our Marketplace Literacy Training. Today, as a result of the skills she gained through the programme, Agnes has 59 chickens and keeps business records to track her costs and profit.

Focusing on her future, Agnes has put in place new budgeting techniques to help her save for the building blocks to build a new, bigger, poultry house. This brings her one step closer to realising her goal of managing 200 chickens at one time.



HARNESSING THE POWER OF MUTUAL SAVINGS THROUGH COMMUNITY MICROFINANCE GROUPS (CMG)

Our mission to empower our communities has led us to support 10 Community Microfinancing Groups (CMG) in our area.

These grassroots microfinancing groups enable low-income households to access basic financial services such as loans, which can be used to sustain or start businesses – a crucial step towards fostering economic independence in our communities. As of 2023, we support 10 groups and our goal is to establish a total of 30 CMGs by 2025.



*Strengthening ties
within our communities*



BUILDING UNITY

The Chem Chem Soccer League

More than just a sports tournament, the Chem Chem Soccer League Cup is a means for us to grow the spirit of support and solidarity in our communities and gives a voice to our conservation efforts within the Kwakunchinja Corridor.

To advocate on behalf of the many giraffes – including our beloved Omo, a rare white (leucistic) giraffe – that live under constant threat of being poached, the theme for the ninth annual League Cup was 'Save our Giraffes'. The tournament was a resounding success. Spanning six weeks, the tournament hosted a total of 33 teams (16 men's teams, 7 women's teams and 10 u18 teams) from the 10 villages that surround the Corridor, and was attended by hundreds of fans, as well as representatives from the District Commissioner's office, who came to show their support.

Spreading our message of unity and conservation far and wide, local media – including local radio station FM Manyara and local news publications Habari Leo and Mwanaspoti – covered the event extensively, reaching more than 1.5 million people.



ADVOCATING FOR AWARENESS

Engaging with government partners

Advocacy is perhaps the most critical part of our work because we cannot protect the Corridor and the wildlife within, alone. It's up to us to be a voice for the Corridor, to champion its ongoing protection, and to highlight its value to the communities that surround it. In 2023, we reaped the rewards of our tireless advocacy work when the Tanzanian government ranked the Kwakuchinja Corridor as 3rd among the 20 wildlife corridors it would prioritise for protection.

This year, we took our advocacy work to new heights with the opening of several constructive chains of conversation with our partners, and local and national governing bodies. This includes monthly meetings with the Wildlife Management Authority (WMA), as well as the Village Government, Babati District Council, and the Regional Government (Regional Commissioner), the Ministry of Natural Resources and Tourism (TAWA, TAWIRI, TANAPA, Ngorongoro Conservation Area).

EDUCATION

Inspiring through engaged learning

Our journey so far has been driven by a passion for protecting the wilderness and the animals that call it home – and it's up to us to share this with the next generation. To do this, we're using conservation education as a means to spark curiosity about the environment.

This year we provided lessons across a variety of conservation-related topics to 526 secondary school children. Already, we're thrilled to be seeing an increase in attendance among schoolchildren receiving conservation education and we will continue to measure its impact in the years to come.

SOWING THE SEEDS FOR SUCCESS: OUR TREE-PLANTING INITIATIVE

To highlight the importance of biodiversity and sustainability within the Corridor and motivate our children to take an interest in conservation, we facilitated the planting of 400 trees across 3 secondary schools during the past year.



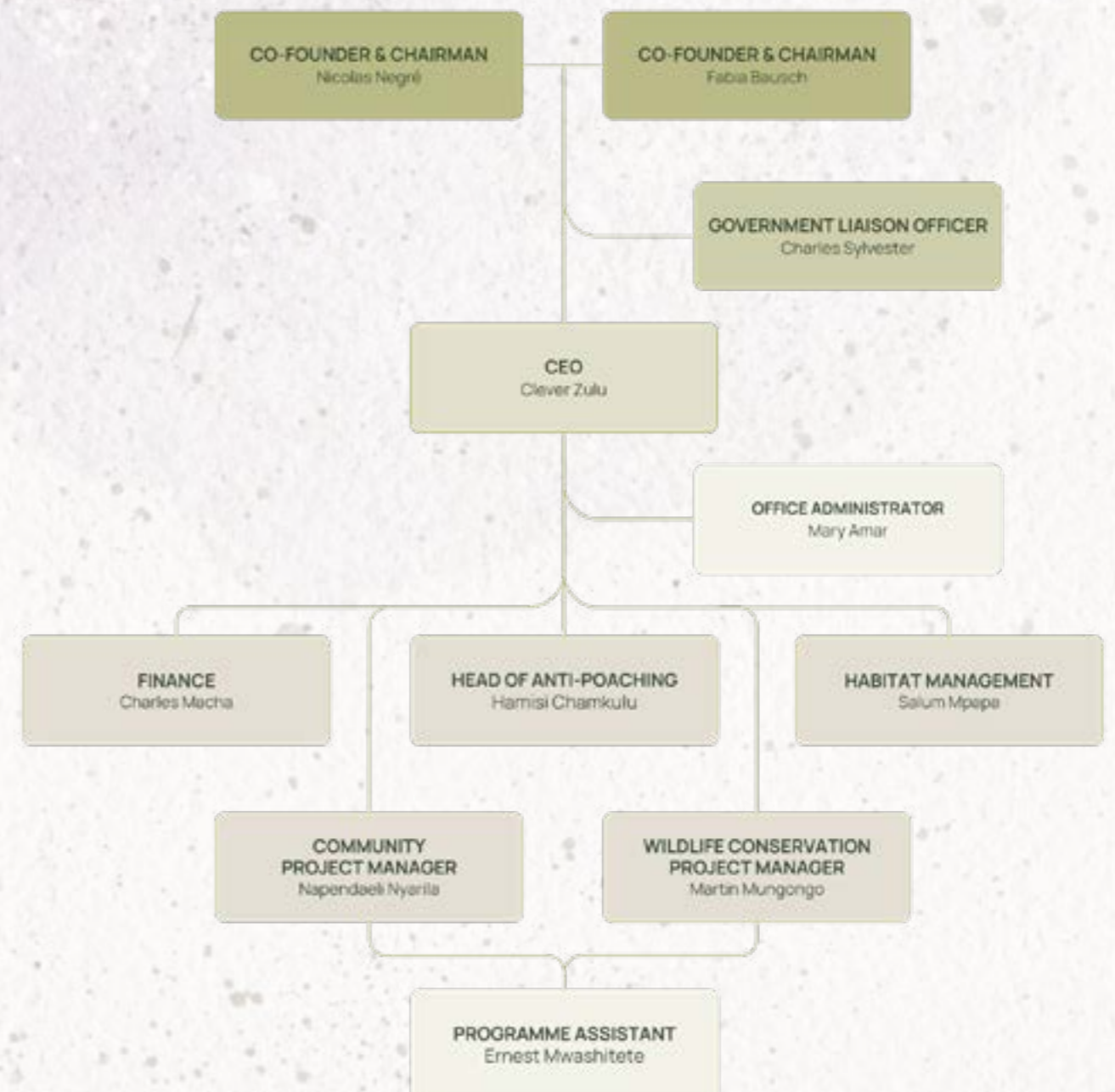


OUR TEAM

From overseeing anti-poaching and liaising with the community to making a case for the Corridor's protection at a national level, it takes a village to conserve the Kwakuchinja Corridor.

To ensure we can continue to do this to the best of our ability, we've assembled an exceptional team of individuals with an unwavering passion

for protecting the environment. Under the leadership of our Executive Manager, Clever Zulu, and with invaluable guidance from our co-founders and directors, Fabia Bausch and Nicolas Negre, our team will take the CCA from strength to strength as we continue our journey to restore and conserve this vital migratory tract.





EXPENDITURE

The Chem Chem Association has had a significant year, achieving growth in community engagement, scaling its advocacy work, and maintaining its efforts to protect the corridor, its wildlife and the communities.

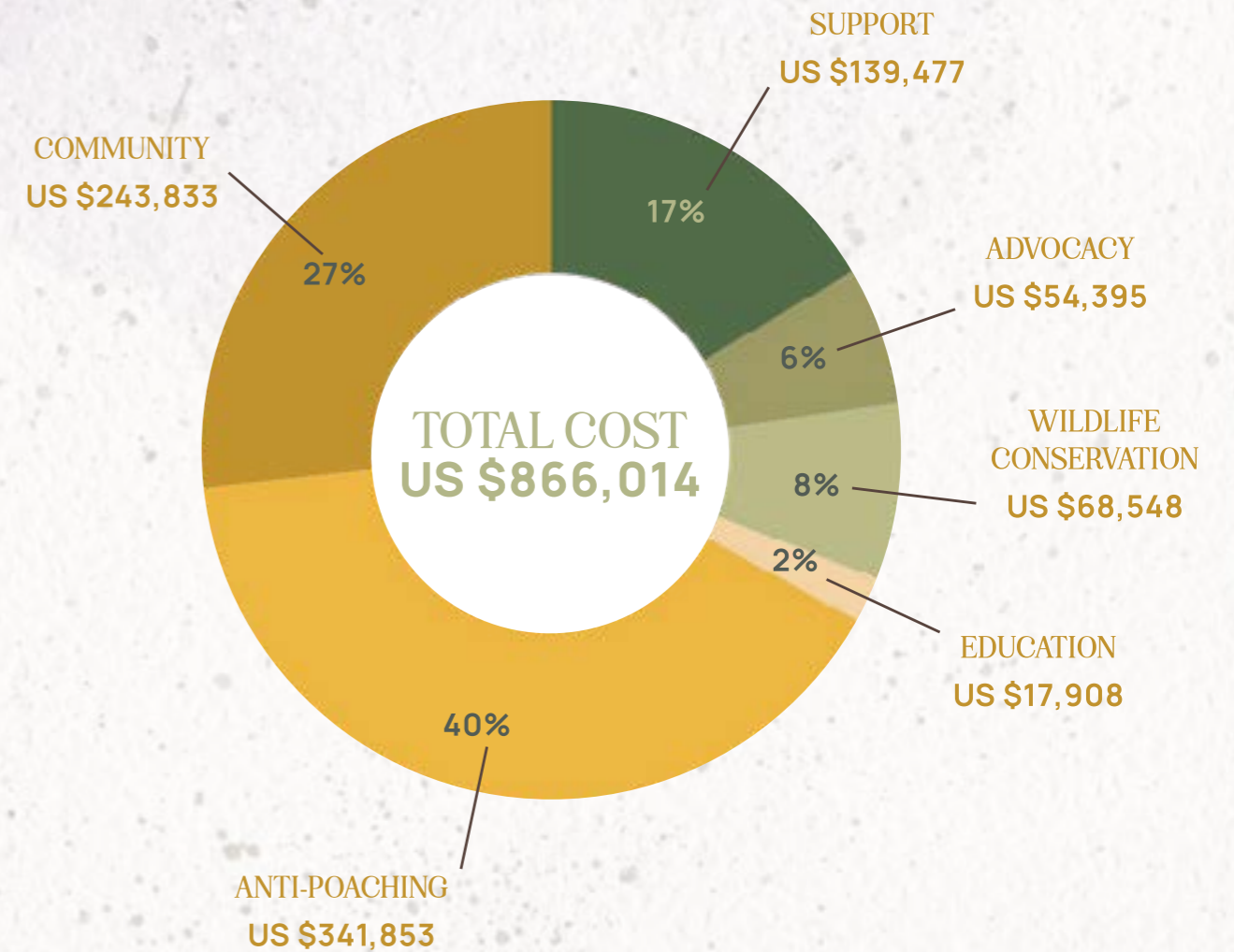
In 2023 the annual expenses totalled **US \$866,014**.

80% of all projects carried out in Tanzania are covered by Chem Chem Association Tanzania.

20% is covered by Chem Chem Association Switzerland, which acts as a funding arm for Swiss funders.

A full 2023 financial audit for both Chem Chem Association Tanzania and Switzerland are available upon request.

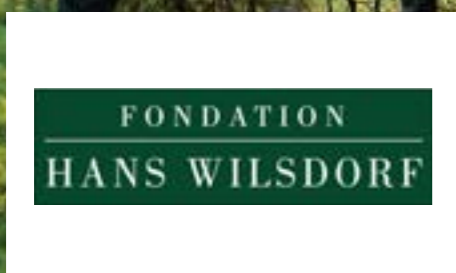
EXPENDITURE BY ACTIVITY



OUR PARTNERS

Simply put, the work we do to protect the Corridor would not be possible without the support of those who share our vision and passion. We'd like

to acknowledge those who continue to help us to make our vision a reality – we share our success with you.



LOOKING TO THE FUTURE

CARRYING THE TORCH FOR CHANGE

As humans and wildlife are now, more than ever, competing for space, safeguarding critical ecosystems and areas like the Kwakuchinja Corridor is not going to be easy. But, as we reflect on the work we've done and look to the future, we are filled with hope. Our conservation story stands out as a success.

Together with Chem Chem Safaris, our partners and donors, as well as the Tanzanian government and the communities that surround the Corridor, we have created a model that can inspire future projects to conserve wildlife corridors not just in Tanzania, but in the whole of Africa.

We believe that the future of the Kwakuchinja Corridor is bright.

The pursuit of our passion is not something that we can do alone. To join us in being a catalyst for the ongoing conservation and protection of the Corridor, please visit www.chemchemassociation.or.tz or contact us at info@cc-association.or.tz.

For direct donations scan the QR code below:

