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segera retreat

facts

LOCATION

Situated in the central Laikipia Plateau in Kenya, just north of the Equator

ACCOMMODATION

NUMBER OF VILLAS:

Eight Villas in total consisting of:

- 5 Villas raised on wooden decks comprising one bedroom with en-suite bathroom and outside deck. Beneath each Villa lies an outside lounge and comfortable swing-bed.
- 1 Family Villa comprising one double and one twin room, each with an en-suite bathroom and a shared lounge and deck area. Beneath the Villa lies an outside lounge and two comfortable swing-beds.
- 1 Seger House comprising a reception area, one double and one twin room each with an en suite bathroom, a shared lounge and kitchen, a raised outside deck area, private sala, garden and plunge pool.
- 1 Villa Seger comprising a bedroom connected to an observation lounge and deck area by bridge, with a private lounge area downstairs and large pool with a private bathroom, outside shower and sunken hide. Villa Seger is available on request only.

This camp can accommodate up to 20 guests and has one twin room for private guides/pilots/ tour leaders. The standard Villas can accommodate 10 guests in total, the Family Villa 4 guests, Seger House 4 guests and Villa Seger 2 guests.

VILLA DETAILS

Each Villa has a private deck overlooking the African savannah, with the exception of Villa 5 which is nestled within the botanical sculpture garden

- En-suite bathroom with shower
- Private deck with outside bath
- Sundeck with sunlounger
- Mosquito net
- Hanging swing-bed and outside lounge area
- Hairdryers
- Full range of amenities
- Electronic room safe
- In-room self help beverage service station
- Family Villa with private plunge pool
- Seger House with private garden and plunge pool
- Villa Seger with private garden and swimming pool
- Each Villa's interior décor includes a selection of art from the owner's private collection



segera retreat

facts

RETREAT DESCRIPTION

- Situated overlooking the African savannah with distant view of Mount Kenya
- Choice of three dining areas: the Paddock House, Stables and Pool Bar area
- Entrance pavillion with fireplace
- Stables lounge area with fireplace
- Shop
- Art gallery
- Gym
- Wellness centre including a double spa treatment room
- Mobile massage bed for private in-Villa massages
- Rasul tower with steambath
- Salt-water swimming pool
- Wine tower with the owner's private selection
- C4C (4Cs Centre with innovative exhibition of this sustainability framework)
- Botanical garden including sculptures from the owners African Art Collection

GAME VIEWING

Abundant plains games, range-restricted species, endangered mammals, mega-herbivores and predators use Segera as well as neighbouring conservation areas.

PLAINS GAME SPECIES

- Plains Zebra
- Grant's Gazelle
- Thomson's Gazelle
- Impala
- Defassa Waterbuck
- Buffalo
- Warthog
- Eland
- Grey Duiker
- Steenbok
- Kirk's Dik-Dik

RANGE-RESTRICTED SPECIES

- Beisa Oryx
- Reticulated Giraffe
- Grey's Zebra
- Lelwel's Hartebeest



segera retreat facts

ENDANGERED MAMMALS

- Grevy's Zebra
- Wild Dog
- Patas Monkey

MEGA-HERBIVORES

- Elephant
- Hippopotamus

PREDATORS

- Lion
- Leopard
- Spotted Hyaena
- Cheetah
- Wild Dog
- Black-Backed Jackal
- Serval
- Striped Hyaena

ACTIVITIES

Activities are offered off a 4C menu, which is based on the innovative 4Cs philosophy (a sustainability framework comprised of Conservation, Community, Culture and Commerce) and can be facilitated through your personal host;

- Day and night game drives
- Picnics and sundowners
- Hides / lookout points
- Guided walks

- Camel walks
- C4C Tours
- Interpretive tour of private art collection
- Tour of botanical garden
- Sleep outs
- Cultural visits with local communities
- Wellness centre (gym, spa, Rasul tower)
- Kids and family activities
- Healthy and traditional food menu

Please note that the activities are flexible and can be tailor-made to guest requirements.

EXCURSIONS AVAILABLE AT ADDITIONAL COST

- Fixed wing charter, picnic lunch and game viewing day trip to Samburu / Buffalo Springs / Shaba
- Fixed wing charter to the Matthews Range
- Fixed wing charter with picnic to Mount Kenya
- Helicopter excursions to Mount Kenya or the Aberdares
- Helicopter trip to the Great Lakes (Baringo / Nakuru)
- Helicopter trips to attractions around Northern Kenya

*Pre-booking required in order to guarantee any of the above excursions



segera retreat

facts

ELECTRICITY & WATER

- Electricity is provided by solar energy with a back up generator if required
- Drinking water is purified through a reverse osmosis plant
- Rainwater harvesting tanks and borehole provides additional water
- Biobox system recycles all waste water
- Video and camera batteries as well as laptops can be charged in the Villas.

DRINKS POLICY

All drinks are included in the nightly tariff, with the exception of the owner's selection of wine, spirits and champagne.

LAUNDRY POLICY

Laundry is done daily and is inclusive in the nightly tariff.

EXTRAS & PAYMENT

Art, other shop purchases, wellness treatments, excursions and gratuities can be settled on check out. Payment can be made in cash in the following currencies: Kenya Shilling, US Dollar, British Sterling or Euro. Mastercard and Visa are also accepted.

FLYING TIMES

- Scheduled air to/from Nairobi to Nanyuki Airstrip: 35 minutes
- Private charters to/from Nairobi to Segera Retreat: 45 minutes – 1 hour

ROAD TRANSFER TIMES

Road transfer between Nanyuki and Segera takes 2 hours in a closed vehicle.

AIRSTRIP DETAILS

- Airstrip is located at Segera Retreat
- Airstrip coordinates: Mukenya Airstrip N 0" 15.321 E 36" 48.346
- Altitude: 1,808m
- Length: 1,200m

GRATUITY SCHEDULE

The following is the suggested gratuity schedule only and is subject to personal perception of service standards:

- Guides: US\$10.00 per person per day
- General Camp Staff: US\$5.00 per person per day
- Specialist Guides (if applicable): US\$10.00 per person per day



segera retreat interiors

In the wide open world, at the foot of Mount Kenya's Laikipia region, there lies an oasis of calm, a place of style and substance. In this world apart, there is a private and exclusive villa for each guest to call his or her own. This is where luxury, art, social relevance and simplicity flow creatively to form a new signature style: the Segera style.

PHILOSOPHY

It is in this spirit of understated elegance and quiet authenticity that South African based LIFE Interiors + Architecture + Creative Direction was tasked by Wilderness to create the Segera architectural and interiors experience with a mandate to create a simple but sophisticated retreat that is comfortable yet stylish. A subtle thread of complete comfort and contextuality weaves through the private villas to the public areas and guest experiences creating a new type of hospitality. Each stilted villa has the feeling of a privately owned holiday home and the public areas are relaxed yet exude a dramatic air of a haven for like-minded individuals.

There is an eclectic ambience created by the cohesive coexistence of new and heritage buildings; a traditional Kenyan farmhouse has a dialogue with the new cellar tower; a courtyard is created from classic rectilinear buildings bonded together by natural elements and curved structures.

This eclectic ambience was also the cue for the interior language. The very African concept of collectivity – disparate, yet aesthetically united objects – are grouped together to create new dialogues and relationships. Traditional and expeditionary references play against more modern elements in a new tension.

The concept of the curated collector's objet trouvé is artfully transported into the interiors, echoing the way the significant art collection plays and interacts with the guests. It is a true reflection of the passions and goals of its founder, Jochen Zeitz, and those of the Zeitz Foundation. The principles of the 4Cs – Culture, Conservation, Community and Commerce – come alive in this magical place; the interiors personify them, the architectural spaces embody them, the ethos of the place is enlivened by its ambassadors in the guest experience.

There is a sense of monumentality, of this place existing forever, a found paradise where the seasons have weathered the wood and smoothed the stone, where the solidity of rock walls is softened by the fringes of twisted thatch roofs and chiming of locally-made recycled glass chandeliers.

Architecture frames the views, the interiors frame the experience.



WILDERNESS COLLECTION



Samburu
Shaba
Buffalo Springs

Bogoria

Laikipia Plateau
SEGERA RETREAT

Nanyuki

EQUATOR

Meru

Mount Kenya

Kora

Nakuru

Aberdares

KENYA

Nairobi



WILDERNESS
COLLECTION

MAP KEY

- SEGERA VILLAS
- MAIN RETREAT BUILDINGS
- DECKING
- GARDENS
- POOLS
- PONDS
- SEGERA ART
- SOLAR PANELS
- WALKWAYS
- HEDGES / FENCES



segera retreat

ecological & environmental

Segera Ranch is located in the heart of the Laikipia Plateau, a conservancy area of 9 500 km², and a major component of the Ewaso Ecosystem. Laikipia supports the second highest density of wildlife in Kenya and is the only area in the country where wildlife populations and habitat are on the increase. The area is one of Africa's – and the world's – most exciting safari and wildlife tourism destinations in a setting dominated by the iconic backdrop of Mount Kenya.

Remarkably, Laikipia does not possess a state protected area (although this is soon set to change with the anticipated gazettement of Laikipia National Park on Segera's south-western boundary), and its wildlife is entirely sustained by private and communal landowners. Central among these is Segera Ranch.

LAIKIPIA'S WILDLIFE

Wildlife in Laikipia is diverse and numerous. It is home to Lion, Leopard, Buffalo, Elephant and Black Rhino (on Segera itself, only Rhino is absent, although these can be seen in abundance on neighbouring properties). The Ewaso Ecosystem is home to 7 000 elephant, Kenya's second largest herd. It also supports important populations of endangered species, including Black Rhino, some 2 000 Grevy's Zebra (70% of the world's population), a similar number of the remaining global population of Reticulated Giraffe, Kenya's only viable population of the endangered Patas Monkey, and the country's only viable population of Lelwel's Hartebeest, as well as one of the few expanding populations of African Wild Dog.

SEGERA'S WILDLIFE

Segera, home to more than 30 large mammal species, supports the highest number of zebra among the properties in Laikipia, comprises part of the home range of several prides of lion and harbours a full range of indigenous plains game, including Oryx, Eland, Impala, Thomson's and Grant's Gazelles as well as Bushbuck.

The Ranch offers excellent habitat for many range-restricted animals such as Lelwel's hartebeest, Beisa Oryx, and Defassa Waterbuck. It is also an oasis for the more charismatic species such as Leopard, Cheetah and Buffalo.

Numerous reptiles and more than 150 bird species have been recorded.

A CONSERVATION SUCCESS STORY

Segera's central location and expansive 50 000 acreage (19 688 ha) at the very heart of Laikipia means that it is essential to effective wildlife and habitat management for the Ewaso Ecosystem as a whole. Segera helps forming a vital migratory corridor and provides a permanent home to many endangered species. The purchase of Segera in 2005 by the current owner saw concerted ongoing, successful efforts to restore Segera to its former role as a key component of Laikipia's biodiversity conservation success story. In addition to efforts on Segera Ranch itself, significant activities are also taking place (through the Zeitz Foundation) to ensure that conservation-friendly land use practices are also adopted in neighbouring communal areas.



segera retreat

ecological & environmental

A UNIQUE COMBINATION OF WILDLIFE AND CATTLE

Segera, and indeed, much of Laikipia, has had a long and unique history of successfully integrating livestock and wildlife management activities. The paradox of wildlife (especially large carnivores) existing alongside cattle and other livestock in Laikipia provides a unique study in tolerance. Not only do these species exist side by side, but both thrive, and Laikipia is perhaps the area in Africa which has been most successful in adapting ranching practise and livestock production systems to suit wildlife as well as cattle. Segera has embraced this multi-use land tenure system with equal success and is proud to be part of the Laikipia story.

HABITATS, CLIMATE AND VEGETATION TYPES

Segera is located at an altitude of 1 700-1 800 m above sea level and lies immediately north of the equator. The land consists mainly of flat plains and gradual slopes, transected by the four permanent and seasonal river valleys, which range from almost flat to locally steep sided. There are two wetlands on the Suguroi and Mutara Rivers, both of which are important local habitats for animals and birds.

The dominant vegetation is dry savannah, comprised of grassland and open woodland. Various grasses, interspersed with stunted Whistling Thorn (*Acacia drepanolobium*), are typical of the predominant black cotton soils. In those areas with red soils, more nutritious grasses and various *Acacia* tree species form thickets, along with *Euphorbia* trees. The Yellow Fever Tree (*Acacia xanthophloea*) is a feature of Segera's river banks and wetlands, and large Fig Trees are scattered along the rockier sections of the riverbanks.

The annual rainfall on Segera averages around 680 mm, but varies greatly from year to year. The principal rainy seasons are the 'long rains' from March until May and the 'short rains' take place over October and November. In addition the southern end of the ranch is sometimes affected by the 'grass rains' around July. Humidity is relatively low, typically 35-50%. The climate is mild, with the average daytime temperature being 17.4°C. There are no extreme temperatures, with an average maximum of 25.7°C and a minimum of 8.3°C.



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CONSERVATION STRATEGY

Given the central role that Segera plays in conservation in the area and the successful history of integrating wildlife and cattle throughout Laikipia, it is not surprising that today the goal of conservation is to ensure that Segera contributes to maintaining and/or improving the integrity of the Ewaso Ecosystem alongside a world-class tourism experience and a high quality, sustainable cattle ranching system as the economic and social bases for land use.

Specific objectives of the conservation activities on Segera include:

- Foot patrols by a dedicated conservation ranger unit
- Annual fixed transects for game counts
- Biennial camera trapping surveys
- Aerial counts
- Control of invasive alien plant species and replanting of indigenous trees
- Snare removal

PAST AND ONGOING RESEARCH WORK AND COLLABORATIONS

Segera is home to a number of cutting edge research programmes which contribute to the global knowledge base for conservation activities related to specific species and habitat management. Such research, and the adoption of a collaborative approach with many leading institutions and individuals, has ensured that Segera is making a substantial contribution to the successful conservation efforts throughout the Ewaso Ecosystem. In doing so, Segera has become a respected partner of the Kenya Wildlife Service and other national and international conservation bodies.

Segera's geographical location makes it incredibly important in terms of landscape scale conservation and connectivity in Laikipia. It is critical in terms of westward expansion of an open, fenceless wildlife migration corridor and an important link between eastern and western Laikipia and its recorded animal movements.



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CONTRIBUTION TO CONSERVATION ACTIVITIES OF NEIGHBOURS

The conservation objectives of Segera are premised on the reality that what happens on Segera has implications on what happens outside the boundaries. Segera, through its neighbours and environment community committees, has been involved in positively impacting the natural resource management practices of our neighbours. This has included:

Starting, through the Zeitz Foundation, a process of establishing community conservancies in communal areas neighbouring Segera, and specifically one that would further secure the future of the Grevy's Zebra.

Establishing a conservation agriculture field training site for communities bordering Segera. The objective is to stem harmful and wasteful use of water from Uaso River for irrigation and train future generations of neighbours and farmers from neighbouring Endana secondary school.

Actively participating in Laikipia-wide conservation through Laikipia Wildlife Forum, a grassroots conservation organisation that has recorded great success in conservation.

Reforestation inside and outside Segera.

Promoting alternative and renewable lighting and cooking energy technologies as well as rainwater harvesting.

Bio-enterprises: Segera piloted honey production in 2011 and (together with Desert Edge Ltd, a bio-enterprise company dealing in ethno-botanicals and honey) is currently working with two community groups to create revenue streams that incorporate environmental conservation.

Laikipia Unity Cup (LUC) brings together communities and institutions through the power of sport to participate in environmental education and awareness activities in all corners of Laikipia. The LUC also promotes both peace-building and the beautiful region of Laikipia as a tourism destination. The initial festival reached nearly 30 000 people.



segera retreat statement

BE HERE, BE INSPIRED, BE INVOLVED!

In choosing Segera, you have chosen an inspirational vacation with real purpose. Created by the founder of the Zeitz Foundation, which developed the unique and holistic 4Cs approach to sustainability, Segera is the ultimate global destination for fun, adventure, spiritual reflection and peace all in the secure knowledge that you are making a positive contribution through the 4Cs – Conservation, Community, Culture and Commerce—a chance to act today to make a better tomorrow.

Fusing absolute luxury with the latest in cutting-edge environmentally friendly technology, visitors will have an experience of self-discovery during the stay at the Retreat or while being on Safari in the Greater Segera region. Secluded and private, Segera is the central wildlife sanctuary in Laikipia, resting in the wooded savanna and grasslands of the Laikipia Plateau to the north-west of Mount Kenya; panoramic vistas of nature fill our guest with sublime, spiritual nourishment. Segera is home to a vast array of wild animals, teems with a myriad species of birdlife and provides an important corridor for the east-west migration of elephants and other wide-ranging species. From the elevated viewing platforms of each individual Villa, visitors cannot help but be moved by the wonders of Segera.

One of the cultural highlights in visiting Segera is the Zeitz Collection. Leading, and emerging, artists from across Africa and the its Diaspora showcase their talents in a series of changing exhibitions curated by internationally acclaimed curator, Mark Coetzee—The Zeitz Foundation's Culture Specialist. Situated in amongst the Oasis Villas, the

Segera Botanical Garden, and further out into the wild, guests are exposed to the very latest in skill, craftsmanship, imagination, thought and aesthetic appreciation.

In tandem with this reverence, every detail about Segera is focused not only on sustaining and supporting nature, but also conserving and nurturing it. Each guest, by visiting Segera, automatically contributes towards these goals.

A visit to Segera, home to the Kenyan Headquarters of the Zeitz Foundation, also ensures a positive contribution to the livelihoods and traditional cultures of our local communities. Unique opportunities are offered to visitors to learn from and about these indigenous peoples, their centuries old traditions and ways of life. Segera not only provides employment for our neighbours, but also a wide range of opportunities to improve their livelihoods, based on their traditional skills such as beading and traditional knowledge of medicinal plants.

Guests will not only connect meaningfully with local cultures and the wider Diaspora of Africa, but the restorative power of experiencing the wild will inspire visitors to extend their stay and return again and again. The fresh, home-grown gourmet food, dining under a vast, unpolluted star laden sky, fine wines and exquisite cocktails—not to mention the equally mouthwatering fresh fruit and vegetable juices, will bind the guest to this special place. This is bliss. Guests will struggle to leave. For, at Segera, you are nowhere else.

BE HERE, BE INSPIRED, BE INVOLVED!



segera zeitz Collection

The Zeitz Collection was founded in 2002 by business entrepreneur, Jochen Zeitz. In 2008, a commitment was made for the Zeitz Collection to become one of the most representational collections of contemporary art from Africa and its Diaspora. The Zeitz Collection is held and exhibited in spaces in Kenya, Spain, Switzerland and South Africa.

Mark Coetzee currently acts as the curator of the Zeitz Collection and oversees its remit of acquiring, conserving, archiving, researching and exhibiting seminal bodies of work from artists such as Owusu Ankomah, Kudzanai Chiurai, Marlene Dumas, Rashid Johnson, Isaac Julien, Glenn Ligon, Julie Mehretu, Nandipha Mntambo, Wangechi Mutu, Chris Ofili, Andrew Putter, Nicolas Shlobo, Kehinde Wiley and Hank Willis Thomas.

An important project of the Zeitz Collection is the establishment, in 2012, of the Zeitz Sculpture Garden. Situated at Segera, Kenya, the Zeitz Sculpture Garden brings together monumental bronze, stone and steel works, land and earth art, outdoor projections and site-specific interventions. The Zeitz Sculpture Garden strives to represent a broad spectrum of outdoor projects from across Africa and its Diaspora supported by ongoing major commissions by the Zeitz Collection.

Visitors to Segera are also surrounded by world-class contemporary art in their treetop Villas and the grounds of the Retreat. A gallery pavilion of MOCA Africa is filled with changing exhibitions of works by a number of artists such as Isaac Julien (whose work is rooted in explorations of black identity and migration), Nandipha Mntambo (who investigates contemporary society's understanding of the female body), Strijdom van der Merwe (who uses patterns and ephemera highlighting landscapes that are often overlooked) and many others.

As you drive through the landscape of Segera, you will be confronted by specially commissioned site-specific land art installations. Segera offers a truly unique African cultural experience – one that is challenging, enriching, contemporary and authentic.

The Zeitz Collection places its holdings at the disposal of museums globally to encourage the understanding of work that falls within its remit. Recent loans from the Zeitz Collection include ARS, Museum of Contemporary Art Kiasma (Helsinki, Finland); Biennale de Venezia (Italy); Biennale of Sydney (Australia); Iziko South African National Gallery (Cape Town, South Africa); Museum Beelden aan Zee (The Hague, Netherlands); Nelson Mandela Metropolitan Art Museum (Port Elizabeth, South Africa); Oliewenhuis Art Museum (Bloemfontein, South Africa); Tate Liverpool (England); Triennial de Paris (France). In 2013, the Zeitz Collection will present its first travelling exhibition in Miami, USA.



segera zeitz Collection



The Zeitz Collection collaborates on an ongoing basis with the Zeitz Foundation for Intercultural Ecosphere Safety. The mission of the Zeitz Foundation is to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas. The Zeitz Foundation supports creative activities that strengthen intercultural relationships and understanding, raise awareness of cultural diversity, and inspire others to act in kind. The Zeitz Collection curator, Mark Coetzee, acts as the cultural specialist for the Zeitz Foundation. Both institutions collaborate on cultural outcomes at the Foundation headquarters, based in Kenya, and globally.

The Zeitz Collection also runs an international residency programme in partnership with Segera and the Zeitz Foundation. This residency programme, based at the Segera Retreat in the centre of Laikipia, one of Kenya's richest ecosystems, hosts artists from around the world, encouraging engagement with cultural discourses about or from Africa.



segera retreat

zeitz foundation

THE ZEITZ FOUNDATION

Founded in 2008 by business entrepreneur Jochen Zeitz, the Zeitz Foundation is a non-profit organization registered in Germany, headquartered in Kenya, and with representation in the United States and the United Kingdom. Its full name is the Zeitz Foundation for Intercultural Ecosphere® Safety. Ecosphere® safety refers to the planet and all its life-sustaining properties and relates to the maintenance of the ecosphere® in the interest of all future generations.

- The vision of the Zeitz Foundation is of an ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.
- The mission of the Foundation is to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas.
- The goal of the Foundation is to maintain or improve the integrity of ecosystems through effective, sustainable management practices that ensure ecosystems continue to deliver services – such as clean water and air, carbon sequestration, and healthy soils – for the benefit of humankind.

At Segera Retreat, your first exposure to the Zeitz Foundation and the 4Cs of Conservation, Community, Culture and Commerce is likely to be through the C4C (Centre for 4Cs), located in amongst the Villas. Here you can learn more about the 4Cs and how these manifest themselves in practical, applied projects and interactions with our neighbours – the Greater Segera community. The C4C is the gateway and guide which explains those activities that you can take part in or just visit during your stay on Segera.

AREAS OF WORK:

The Zeitz Foundation aims to contribute to sustainable ecosystem management by:

- Creating, strengthening and promoting a network of Long Run Destinations (LRDs): These are locations around the world that provide and build sustainable, mostly tourism-driven enterprises, community development and cultural stewardship.
- Developing and implementing the Global Ecosphere Retreat® certification system: a certification scheme for the LRDs, verifying their progress across the 4Cs.
- Investing in initiatives that maintain or strengthen the integrity of ecosystems and their ability to deliver services, such as clean water and air, carbon sequestration, and healthy soils.
- Following the Zeitz Foundation philosophy, known as The Long Run: an approach to life geared at acting today for a better tomorrow.





segera retreat

zeitz foundation

THE LONG RUN INITIATIVE:

Launched in 2009, the Long Run Initiative is the Zeitz Foundation's flagship programme, built around Long Run Supporters, Long Run Alliance Members, and Long Run Destinations, but reaching out into every aspect of our day-to-day life by putting the Long Run philosophy of acting today for a better tomorrow into practice.

GLOBAL ECOSPHERE RETREAT® (GER) CERTIFICATION:

The Zeitz Foundation's GER® Certification is setting a new standard in sustainability and is a driving force in promoting and developing sustainable thinking around the globe. It ensures that best practices in sustainability are adhered to and innovative approaches experimented with and researched to develop sustainable solutions. The GER® certification is undertaken by some Long Run Alliance Members that have transitioned from a commitment to sustainability to the effective demonstration that their resources are sustainably managed. Once the certification is achieved, these become Long Run Destinations (GER® certified).

THE 4CS APPROACH

The Zeitz Foundation intends to demonstrate that sustainable ecosystem management – and ultimately steps towards a healthy planet – can be achieved by balancing Conservation, Community, Culture and Commerce: what is referred to as the 4Cs.

Segera provides the Zeitz Foundation's own 'incubator' to establish and innovate best practice throughout the world. What this means for visitors to Segera Retreat is a host of unique opportunities to engage with and learn from as well as to contribute to a wide range of innovative, cutting-edge Community, Conservation and Cultural activities, offering experiences that will leave an indelible impression on anyone who chooses to engage with and seize these opportunities.

As a visitor to Segera, you are not just an observer, but an integral part of the 4Cs approach to sustainability. Your visit is the fourth C – Commerce – which provides the financial basis underpinning the sustainability of Conservation, Community and Cultural activities. How much you choose to engage with the other Cs is entirely up to you.

Conservation and sustainability lies at the heart of all activities on and around Segera. Sustainable environmental activities entails having a clear understanding of the natural resources that one has at hand and then formulating the most efficient and sustainable strategies to utilise them. Adopting this approach on Segera has ensured that the latest environmental technologies are applied to minimise water used and carbon produced. Water is provided primarily from rainwater harvesting and is recycled and reused, whilst energy is provided by solar power. Most consumables are produced and/or purchased locally and all waste products are recycled and reused.



segera retreat

zeitz foundation



A visit to Segera provides unique opportunities to engage with a range of exciting biodiversity conservation activities that are ongoing both on Segera itself and in neighbouring community areas. You may want to actively contribute to reforestation efforts by planting indigenous trees in the Wangari Maathi Memorial Forest at the Zeitz Foundation Headquarters or a local school, or take part in daily tracking and monitoring activities of the endangered patas monkey or Grevy's zebra, or simply learn more about the symbiotic relationships between different species by plucking a pod of the acacia thorn bush. Alternatively, you may just want to sit back in the comfort of a spacious 4x4 vehicle and drive around Segera with an expert guide to explain the wonders of what you are seeing. At the end of the day you may want to sit back on the stargazing deck and take in the breathtaking nighttime vista of stars.

A visit to Segera automatically ensures a positive contribution to the livelihoods and traditional cultures of our local communities, who include the Maasai, Samburu, Pokot, Turkana and Kikuyu ethnic groups. Unique opportunities are offered to visitors to learn from and about and interact with these indigenous peoples, their centuries-old traditions and ways of life

You are invited to visit and join in a broad range of Cultural, Community or Conservation initiatives – undertaken by the Zeitz Foundation with our neighbours – which provide opportunities for them to improve their livelihoods, based on their traditional skills and sustainable forms of natural resource use.

This may include visits to traditional beading groups, conservation agriculture projects – where you will also learn where much of your food on Segera comes from, beekeeping initiatives, tree planting ceremonies or simply visits to the traditional homes of some of our neighbours as their invited guests. And should your visit coincide with traditional ceremonies, you may be fortunate enough to be invited to attend these. Whilst there, you may want to develop photo-stories with your hosts, an opportunity to gain greater understanding of how they view the world and the impact of climate change on their lives, while sharing your own culture and life back home with them.

Alternatively, you could visit the local market, or the environmental education centre at one of the local schools and watch a local theatre group performing environmental awareness plays for the children and their parents. A visit to a local traditional healer will leave you marvelling at the extent of local knowledge about the use of indigenous plants for local medicines. These are just a few of the community and cultural activities that you can choose to engage with, in the sure knowledge that you are an invited guest and your visit will not only be fascinating for you, but also contribute to improving the livelihoods of those you are visiting.