

December 11, 2009

Educational Travel Community  
P.O. Box 159  
Ronan, MT 59864-0159

ETC Executive Advisory Council:

Greetings. It gives us great pleasure to nominate Gibb's Farm for the ETC Responsible Tourism Showcase Award. Please find all requested contact information on the following page.

As you may well know, Gibb's Farm has risen to become one of East Africa's finest eco-lodges in recent years, and our travelers have enjoyed staying at Gibb's for decades. Most recently, Condé Nast Traveler recognized Gibb's with a World Savers Award for their outstanding contributions to education, wildlife, preservation, and health initiatives in communities. Deeply rooted in the surrounding communities of the Ngorongoro Highlands, Gibb's employs more than 150 local people and offers unparalleled programs for healthcare, retirement, micro-loans, and indigenous knowledge training.

The farm, whose history stretches back to the 1920s, remains genuinely committed to preserving both its surrounding cultures and environment and includes one of the largest solar panel arrays in northern Tanzania, an extensive greywater recycling and irrigation program, and nearly 45 acres of organic farms and gardens that provide more than 90% of gourmet meals served to guests.

The Osero Forest Clinic is quickly becoming an outstanding model for both integrative healthcare in Tanzania and for an innovative approach to cultural tourism. Through the African Living Spa, the clinic gives travelers tranquil, extraordinary experiences through massage and healing techniques based on traditional Maasai practices. As modern health practitioners collaborate with traditional Maasai healers, the clinic also provides primary care for more than 500 people in the community, including almost all of Gibb's employees.

Two of the largest populations in the region include the Maasai and Iraqw peoples, whose artwork, history, stories, medicine, and ways of life are preserved and promoted through Gibb's cultural programs and throughout the farm and its cottages. Please read more about Gibb's sustainable practices and remarkable history in the enclosed application and let us know if you have any questions.

We look forward to attending the ETC conference in Rhode Island next year and to hearing about the Showcase Award.

Kindest Regards,

Jeremy O'Kasick  
Project Manager  
Thomson Safaris  
[Jeremy@thomsonsafaris.com](mailto:Jeremy@thomsonsafaris.com)  
1-617-923-0426

## **Educational Travel Community**

### **Responsible Tourism Showcase Award**

#### **Nomination & Application**

## **Gibb's Farm**

Nominator: Thomson Safaris  
Contact: Jeremy O'Kasick  
Title: Project Manager  
Address: 14 Mount Auburn Street  
Watertown, MA 02472  
Phone / Fax: 1-617-923-0426 / 1-617-923-0940  
Please email both [Jeremy@thomsonsafaris.com](mailto:Jeremy@thomsonsafaris.com)

Nominee: Gibb's Farm  
Contact: Timothy Njaga  
Title: General Manager  
Address: PO Box 280  
Karatu, Tanzania  
Phone / Fax: +(255) 27-253 4397 / +(255) 27-253 4418  
Email: [tnjaga@gibbsfarm.net](mailto:tnjaga@gibbsfarm.net)  
Website: [www.gibbsfarm.net](http://www.gibbsfarm.net)

## I.

# Educational Travel Community

## Responsible Tourism Showcase Award

### Nomination & Application

# Gibb's Farm

## II. Introduction

With a staggering 80-year history, **Gibb's Farm** ([www.gibbsfarm.net](http://www.gibbsfarm.net)) is a five-star eco-lodge set beside the tranquil forested highlands of the Ngorongoro Conservation Area. Since 2004, new ownership has given way to a new vision and standard of environmental and community-based ethics. Gibb's strives for every aspect of its ecology to be in harmony with the surrounding environment and communities, from the organic fertilizer used over its 45 acres of gardens and farms to the very health and happiness of its 150-plus local employees.

Gibb's 20 restored luxury cottages utilize alternative energy, recycled materials, indigenous artisanship and knowledge, handcrafted furniture, art, and even medicine. Each cottage also has a theme that reflects local history, cultures, and ecosystems. While guests can delight in more active and cultural activities than ever, Gibb's has not abandoned its roots and continues as a working farm. Its 30 acres of coffee fields offer some of the best organic beans in East Africa. Astoundingly, its organic fruit, herb, and vegetable gardens and stock and dairy farm provide 90% of ingredients for Gibb's gourmet meals.

For 80 years, Gibb's has played a vital role for the communities of the Ngorongoro Highlands. Today some 95% of Gibb's full-time 150 employees come from immediate surrounding villages and towns. Many more receive part-time employment or are given opportunities to sell their crafts and wares at the farm. Two of the largest populations in the region include the Maasai and Iraqw peoples, whose artwork, history, stories, medicine, and ways of life are preserved through Gibb's cultural programs and throughout the farm and its cottages.

Gibb's has become a veritable bedrock for cultural preservation and development. For example, each year Gibb's sponsors East African artists to live at the farm and develop their artwork in own studio provided by the farm as a part of our artist-in-residency program. Travelers have opportunities to meet and learn from these artists and purchase their works.

What's more, the Osero Forest Clinic is quickly becoming an outstanding model for both integrative healthcare in Tanzania and for an innovative approach to cultural tourism. Through the African Living Spa, the clinic gives travelers soothing, extraordinary experiences through massage and healing techniques based on traditional Maasai practices. As modern health practitioners collaborate with traditional Maasai healers, the clinic also provides primary care for

more than 500 people in the community, including almost all of Gibb's employees and their dependants.

Gibb's promotes environmental preservation efforts at every level. They use one of the largest solar panel arrays in northern Tanzania for almost all of their hot water needs and also recycle 100% of greywater from all bathtubs, kitchens, and laundry into organic farms and gardens. Gibb's also nurtures a tree nursery whose trees are planted in the community and a private forest reserve. Outside of its boundaries, Gibb's has developed strong ties with numerous NGOs, such as the Karatu Education Fund and Mazingira Bora, to help extend its reach and further its community-based vision.

After 80 years, Gibb's remains committed to its vision of preserving communities and the environment for generations to come.

### III. Gibb's & Local Communities

For centuries, the Maasai and Iraqw people have resided in the celebrated Ngorongoro Highlands. Today, as the Highlands have become a premiere tourism destination, Gibb's Farm ensures that those cultures and many others are not only conserved but empowered to better themselves and their communities.

#### A. Cultural Conservation

Serving local communities starts at the most basic level, with the very people who run Gibb's Farm and help guide its vision. Today some 95% of Gibb's full-time 150 employees come from immediate surrounding villages and towns and more than 99% are from East Africa. Many more receive part-time employment or are given opportunities to sell their crafts and wares at the farm. Local employees serve Gibb's at the highest positions, including management, and our general manager is an East African with expert knowledge of local communities.

The arts, stories, and traditions of these communities permeate every aspect of Gibb's Farm, from the exquisite artwork throughout its cottages to in-depth cultural exchanges that happen every day between local people and guests. Read more below about just four examples of innovative projects at Gibb's that contribute to cultural conservation.

**Osero Forest Clinic:** The Osero Forest Clinic is the first truly integrative medicine model in East Africa and unique in that it serves both visitors and local residents. As led by a traditional Maasai healer, the African Living Spa offers travelers soothing, extraordinary experiences through massage and healing techniques based on traditional Maasai practices. Travelers are also encouraged to go on educational indigenous medicine walks to learn more about traditional herbs and plants used by the Maasai. As modern health practitioners collaborate with traditional Maasai healers and learn from each other, the clinic has become a hub for integrative medicine in East Africa. The clinic also provides primary care for more than 500 people in the community, including almost all of Gibb's employees. The Osero Forest Employee Clinic, which was built on site, has been established first to offer indigenous health care to the employees and neighboring

dependants. An Indigenous Clinic in Karatu Town has recently been established with Gibb's sponsorship to bring quality indigenous health care to dependants living away from the farm.

**Indigenous Knowledge Classes:** IK classes are held annually. The courses involve the staff re-discovering their cultural histories and sharing these experiences and their cultural knowledge with each other and with travelers. Whether they are healers, gardeners, cooks, naturalists, or storytellers, each staff member has so much to offer and contributes to Gibb's sense of place, purpose, community, and history. The courses inspire not only self-discovery and community harmony but also guide Gibb's in how to further incorporate indigenous knowledge its programs.

**SANAA Artist in Residency:** Each year, Gibb's sponsors East African artists to live at the farm and develop their artwork in their own studio provided by the farm as a part of our artist-in-residency program. Travelers have opportunities to meet and learn from these artists and can purchase their works. Gibb's also commissions fine art from them. Recently, former Gibb's guests helped several artists put on an exhibition in the United States. One of the more recent artists is a Maasai woman, Riziki Kateya, whose magnificent botanical illustrations and watercolors helped earn her a scholarship to study at the Royal Botanical Gardens outside of London. In this way, Gibb's Farm assists artist reach their fine art potential and gradually move away from a being dependent on tourist arts and crafts to one that is based on fine art.

**Cultural Activities:** From the moment they arrive at Gibb's Farm, travelers are welcomed to participate in a host of cultural activities and exchanges. Walking tours of local villages and Karatu town give travelers firsthand experiences with Gibb's many friends and relatives in surrounding communities and a deeper appreciation for everyday Tanzanian life. Travelers often visit school projects toward which they can make contributions. Gibb's regularly hosts local lectures given by locals on subjects that range from Iraqw history to animal behavior. Such talks are lead by naturists, traditional healers, or scholars, who are often provided temporary residence to conduct personal research or writings and to share their knowledge with travelers and staff.

Travelers can also venture into Namyak Village for a traditional East African dinner with resident naturalists, traditional healers, artists, and other community members. The cross-cultural exchange often ends up being a highlight for guests and provides more community benefits.

See more information about such activities in the Interpretative Programs section.

## **B. Biodiversity**

The sheer amount of flora and fauna species — many of them indigenous — preserved at the farm alone is staggering. Gibb's helps preserve more than 30 species of trees, 30 species of shrubs, 200 species of flowers, countless other plant and herb species, and 210 species of birds. As the result of Gibb's longtime stewardship and community involving, the surrounding communities have also become deeply committed to preserving biodiversity.

Gibb's Farm also partners with the neighboring Ngorongoro Conservation Area Administration to make sure that guests follow all rules in respect to wildlife while in the conservation area and on the farm. It also works to conserve its own forest reserve and increase its carbon offsetting by planting trees, which are nurtured in our own tree nursery. Gibb's works with local communities on wildlife conservation efforts, including how to live with elephants that wander out of the

NCAA forests. We also assist researchers in bird nesting and habitat restoration and takes census of bird species on the farm estate and nearby NCAA forests.

Gibb's has a team of 15 naturalists and guides who lead travelers on a host of engaging and educational walks through Gibb's farms, gardens, and nearby forests, offering information and interpretation about local biology, geology, and culture. Besides passing on this information, the naturalists also instruct travelers on how they can lessen their environmental impact.

Gibb's Farm sponsors a small grassroots conservation organization named *Mazingira Bora Karatu* (A Better Environment for Karatu), which for over a decade has promoted environmental awareness, the planting of native trees, and the rehabilitation of degraded lands in the entire district. The owners of Gibb's Farm, in fact, worked with *Mazingira* to rehabilitate a community green space in Karatu, and they funded the development of a children's playground, which was made predominantly from recycled milk jugs.

For more information about Gibb's eco-friendly efforts, see the Minimizing Impact on the Environment section.

### **C. Volunteerism & Giving Back**

Through Thomson Safaris, Gibb's has facilitated several visits for guests who volunteer at local schools and community organizations. Focus on Tanzanian Communities ([www.fotzc.org](http://www.fotzc.org)) has built classrooms and facilities at several area schools and donated textbooks and other materials. Volunteer trips have assisted in many of these efforts. Travelers provide the vast majority of FOTZC donations as well. Since 1996, FoTZC has funded education projects at more than 13 schools, providing benefits for 12,000 children annually.

Gibb's also works with the Karatu Education Fund ([www.karatu-edfund.org](http://www.karatu-edfund.org)), a non-profit organization dedicated to improving the quality of life in the community of Karatu. Proceeds of the fund are used strategically to build and restore education facilities and to improve the quality of learning in local schools. The fund also provides support to existing organizations with social service projects that promote healthcare and environmental preservation.

Recently, the fund has upgraded electrical systems for a local girls' dormitory, built a classroom, toilet facilities, and desks for Tloma Primary School, and built teachers' housing. The fund is currently engaging in projects to help establish the first nursery schools in the Karatu area, to add classrooms at Tloma Primary School, and to provide materials and restoring facilities for Ayalabe Primary School and Ganako Secondary School. The Karatu Education Fund often receives support from guests at Gibb's Farm, but it has always been a part of the community and received support from Tanzanians, Gibb's employees, and foreigners alike.

## **IV. Gibb's Best Practices**

Gibb's prides itself as a model employer and community member of the Ngorongoro Highlands. Besides an equitable fair wage, Gibb's 150 local employees receive healthcare coverage for them and their families, a retirement program, and can be eligible for a micro-finance and loan program. Above all, the Gibb's employees themselves inspire a sense of community, from having the annual "Gibb's Olympics" to hosting events for local orphanages and children's organizations. Gibb's employees often contribute to local schools and organizations themselves. This community spirit can be felt in everything that Gibb's encompasses.

### **A. Staff Training Programs**

The Gibb's Academy training program aims to develop compassionate, inquisitive learners and leaders prepared for local responsibility and a life of continued learning. All Gibb's employees are eligible to participate in this academy training, as well as outside community members. The academy prioritizes the needs of the whole individual and promotes a balanced education opportunity for each participant. Gibb's focuses on life skills and healthy social, physical, and emotional development:

- Teaching basic life skills (reading, writing, math)
- English
- Indigenous Knowledge
- Certificate professional course work
- Community health (through the Osero Clinic)

Additional training includes the annual indigenous knowledge classes mentioned above.

### **Micro Loans**

The management ethic is to help people help themselves, to be there for its community as a supportive organization, a helping hand, a teacher, a friend not a provider, a supporter not a supplier. This guiding principle encourages people to have faith in their own abilities. For instance, the staff has now independently organized their own internal bank.

### **Potable Water Supply**

Gibb's has helped to bring year round drinking water to the area. After years of supplying water to people living nearby, a major bore hole well was dug on Gibb's land and clean water now goes to the fast growing town of Karatu, supplying a vast portion of its water.

### **B. Interpretation Programs**

Gibb's offers an exhaustive selection of interpretation programs that incorporate local history, culture, and the natural environment. One of the fascinating and inspiring legacies of Gibb's is that it has been advanced from being a colonial estate — it was established by Germans over 80 years ago and then purchased by an English couple — to a leader as a resort and farm with community-based ethics and environmental vision. On a simple guide-led walk through the garden, travelers will learn about the history of local fauna and observe some of the very plants and flowers that were planted by Gibb's matriarch, Margaret Gibb, decades ago.

The Living Museum is the framework within which Gibb's Farm shares information and interpretation of our environment and nearby cultures with the staff and traveler. To highlight a few Living-Museum elements, the Gibb's Farm Academy includes an indigenous knowledge curriculum, important for cross-cultural exposure. An ecology walk is under development to augment the other existing walks. This walk has been established by our special staff environment committee, which is also conducting an environmental awareness and training campaign and will organize events for Earth Day.

Gibb's Farm is a unique destination. As a marriage between a Living-Museum and cultural safari, it serves as a bridge for the traveler to experience a working African farm and the surrounding communities. For example, in Mikawahani Village, a nightly fire has been lit to ward away the elephants from the acres of vegetables for decades. Today the space has been transformed into the Tembo Fireplace, where travelers can relax and enjoy lectures by local naturalists, historians, and healers. Indigenous medicine, the history of Gibb's Farm, animal behavior, birds and flora are all possible topics for discussion. Gibb's Farm has long been recognized for outstanding heritage values, natural features, and complex interactions between them and surrounding cultures and communities.

### **C. Minimizing Impact on the Environment**

Gibb's Farm has become the first tourist establishment in Tanzania to begin implementing the Rainforest Alliance hotelier self-certification program. Following the Alliance's strict guidelines, Gibb's constantly assesses its positive and negative environmental impacts. As Gibb's has upgraded into becoming a five-star eco-lodge, we have used every possible opportunity to minimize our environmental impact.

Here is summary of some specific efforts:

- 100% of greywater from kitchens, bathtubs, and laundry is recycled into organic farms and gardens via a reed plant filtration system
- The largest solar panel array in northern Tanzania for heating water
- 90% of ingredients for Gibb's gourmet food come from 7 acres of organic fruit and vegetable farms, 5 acres of flower and herb gardens, and working dairy and pig farm, and 30 acres of organic coffee fields
- 100% of crops grown organically (without chemicals or pesticides)
- A tree nursery with hundreds of young tree saplings (predominantly native species) to be planted on the farm and in the community and private forest reserve
- 100% of kitchen and food waste either fed to farm pigs or composted in organic gardens
- Even fireplace ashes, plant cuttings, and even paper are composted
- Sewage treatment system recently renovated to bio-digesting septic tanks and French drain leach fields (previously had been only simple leach pits)

- Local materials predominantly used in new construction
- Filtered potable drinking water is used and encouraged over bottled water
- All wine bottles and glass are donated to recycling programs, for example, a project in Arusha that employs handicapped artisans to make glass jewelry from recycled materials
- Furniture, textiles, and artwork crafted on the farm by a team of 20 local carpenters, craftsmen, and artists-in-residence
- More than 50% of old building materials used as foundations, doors, shutters, and roofing for new buildings and renovations
- Cottages made of stone and sustainable wood that has been boiled in spent motor oil to protect it from insects
- 50% of cottage walls are glass allowing for natural illumination
- Low energy lighting (warm fluorescent, halogen) have replaced incandescent lighting
- Many staff uniforms do not require ironing as traditional textiles are used
- Sun drying for laundry is used
- For staff housing, sustainable materials used with indigenous technology, from sun-dried mud bricks to thatched roofs

Staff housing includes the Namnyak dwelling design, which follows the Maasai style and technology. It is a simple example of comfortable housing. The timber was harvested from the Eucalyptus trees planted 15 years ago in the forest estate, cut in a manner to promote regrowth. In the Mikahawani Village, dwelling design is drawn from the Iraqw style dwellings found in our neighboring Tloma Village. Unfired bricks and mud foundations have been used, along with thatch roof and efficient lighting and windows and ventilation. Non-irrigated flowers and coffee fields surround the dwellings.

Long-term accommodations and married housing areas have also been built with separate washing and private spaces for a total capacity of 50 people. The Mikahawani Village governance was established during the construction phase, complete with an elected mayor and village council to practice accountability, leadership and community ownership. The spirit of the governance is based on existing Iraqw community leadership principles.

What has truly been a blessing is to experience how nearby communities have modeled their sustainable building and farming techniques after those used at Gibb's, including construction at nearby schools. Such community spirit inspires everyone at Gibb's to continue to strive to fulfill our mission.

## V. Gibb's Awards & Recognitions

### \* 2009 World Savers Award

Gibb's Farm received one the highest ratings for the "Doing It All" category in Condé Nast Traveler's annual World Savers Awards. The honor recognized Gibb's outstanding contributions to education, wildlife, preservation, and health initiatives in communities.

### \* 2008 Green Living Project

The Green Living Project featured Gibb's Farm in its sustainable living and travel project and lecture series, noting that the eco-lodge, "elevates environmentally and socially responsible practices in every level of their operations.

### \* 2006 Rough Guides

In the second edition of *The Rough Guide to Tanzania*, Gibb's Farm was named as "**the nicest place to stay around Ngorongoro.**"

## VI. Supporting Information

\* Please visit the Gibb's Farm website: [www.gibbsfarm.net](http://www.gibbsfarm.net).

Make sure you read more about community efforts and what guests have to say about Gibb's:

[www.gibbsfarm.net/pages/community.htm](http://www.gibbsfarm.net/pages/community.htm)

[www.gibbsfarm.net/pages/guests.html](http://www.gibbsfarm.net/pages/guests.html)

\* Green Living Project's three-part multimedia feature on Gibb's:

<http://www.greenlivingproject.com/projects/gibbs-farm>

\* A Recent Tanzanian newspaper piece about Gibb's:

<http://allafrica.com/stories/200911170680.html>

\* Find supporting materials attached along with this application, including an article in *Twende: Let's Go* magazine and the notice about the World Savers recognition in Condé Nast.

\* You will also receive a "Gibb's Farm DVD Experience" in the mail.



# Living Green at Gibb's Farm

## Where social responsibility and luxury meet

**A** working farm that also operates as a luxury travel destination and spa, Gibb's Farm stands apart from countless other traveler accommodations in that it embraces environmentally and socially responsible practices at every level of its operation.

From the moment you arrive at Gibb's Farm, located on the forested slopes of the Ngorongoro Conservation Area, you can feel the magic. A team of naturalists, traditional healers and housekeepers greet you at the entrance with farm-fresh avocado juice. As you stroll along the path towards your room, some 220 species of birds chatter in the trees and a profusion of verdant tropical plants burst from every corner... and then you get to your room: 95 square feet of smooth, rich wood floors, two queen beds draped with gorgeous natural textiles, and a private verandah where you can watch daily farm life unfold. A funky wraparound fireplace warms both the sleeping quarters and the bathroom - a massive bathroom nestled in lush floral gardens, with a two-person Terrazzo soaking tub, indoor and outdoor shower, all windows and flooded with natural light.

But honestly... with all this seeming decadence, does this place really embrace responsible tourism? It may be hard to believe when you're practically doing laps in your 6-foot tub, but Gibb's Farm is full of pleasant surprises. Just

take the leisurely two-hour guided stroll around the farm and discover what's behind the scenes: 10 acres of vegetables and fruit, five acres of flowers and herbs, and a working dairy and pig farm supply all the ingredients needed for fresh, farm-style meals. 80% of the food served at your table is grown at Gibb's Farm, and the rest is bought from local farmers whenever possible. All the coffee served at the farm is grown, harvested, processed and roasted on site.

The food is pure, delicious goodness and nothing goes to waste. All crops are grown organically, without chemicals or pesticides. All the meat and milk is fresh, and the farm's cows and pigs are fed organically. A large-scale composting operation breaks down food scraps and other organic waste material for use in the gardens. In an effort to stem the tide of deforestation and proliferation of exotic species, Gibb's Farm has established an on-site nursery of native tree species that supplies a grassroots conservation organization named Mazingira Bora Karatu (translated: "A Better Environment for Karatu"). MBK promotes environmental awareness and conservation, planting native trees and promoting the rehabilitation of degraded lands throughout the region.

Still feeling guilty about the gallons and gallons of hot water you're soaking in? No need. Gibb's Farm recently installed one of Tanzania's largest solar water heating systems, so all that heat - well, it's sunshine!



Gibb's Farm has been practicing sustainable tourism for decades. Long before "green" became trendy, and your carbon footprint could be charged to your credit card, Gibb's Farm was already reducing, re-using, and recycling pretty much everything. And not because it was cool; because it was necessary. Over the course of 80 years as a working farm in Africa, structures at Gibb's Farm have had to endure hard wear from daily use and formidable weather conditions. When time comes for replacement or renovation, virtually all building materials are salvaged and reused, including cement, roofing sheets and timber. Gibb's Farm has been known to have saved the smallest metal scraps – nails pulled from timber are beaten out and repurposed into spectacularly crafted decorative hardware – you'd never know the elegant bathroom hook and window locks had former lives as lug nuts and bedsprings. Guest cottages are built with local labour from almost entirely local and salvaged material. Cottage walls are 50% glass, offering generous doses of natural light. The other 50% is locally quarried, hand-shaped stone. Almost all furniture is made on site using local materials and labour. Of the minimal new materials brought in, significant vigilance goes into assuring they come from responsible sources.

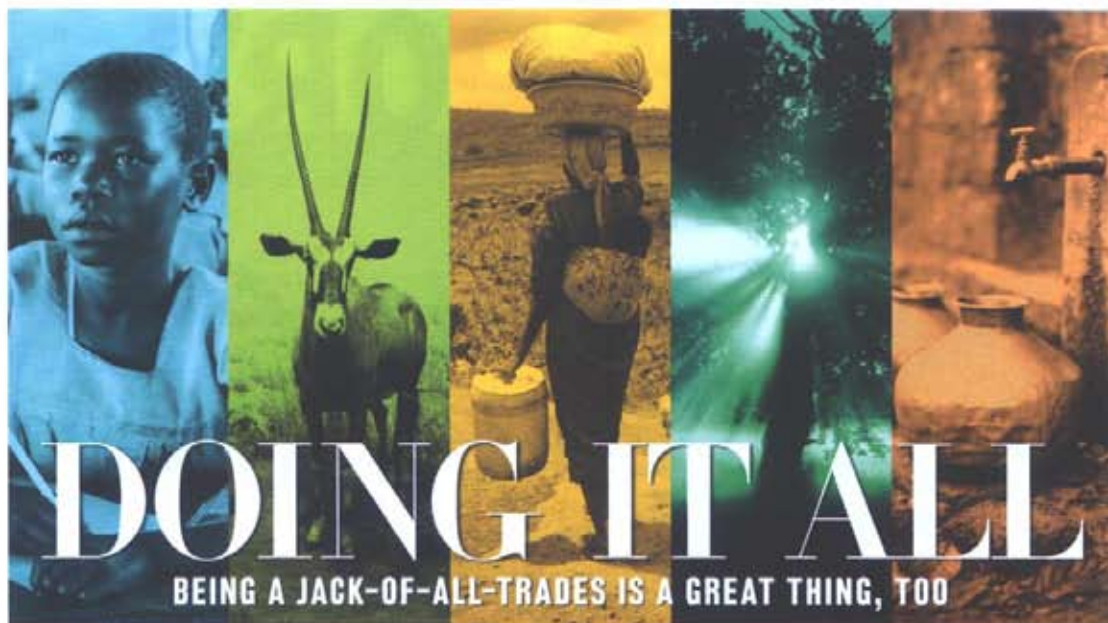
But back to those gorgeous, decadent bathtubs... you already know that the water is solar heated, but isn't it simply the amount of water you're using for one soak that's excessive and wasteful? Not when your tub water has a second career. Grey water from guest baths, laundry and the kitchen are reclaimed in a water treatment system that leverages the natural filtration properties of calla lilies, papyrus and cat tails to clean the water for use in irrigating the property's ample organic crops.

It's not just the vegetation and natural resources at Gibb's Farm that get the royal treatment. Gibb's Farm has a long-standing mutually beneficial relationship with its local community, Karatu. The farm employs over 150 people, 99% of whom are members of the Karatu community. All Gibb's Farm employees are offered free healthcare, a healthy daily meal and are given ample opportunity to enrich their lives, whether through an after-lunch volleyball game or one of many classes offered at the Gibb's Farm Academy. Mikahawani Village, the staff village, was designed to provide low-impact, affordable and sustainable housing for employees. Mikahawani is complete with an elected Mayor and village council to make decisions, ensure village cleanliness & safety, and organize employee events.

Guests are encouraged to participate on every level, and the guest activity list is full of opportunities to delve into local arts & culture, wander the untouched forest trails, or participate in daily farm activities. You can begin your day with a hike into the Ngorongoro Forest Reserve, followed by an indigenous Spa Treatment, a fresh farm meal, a rest and then onto an afternoon game drive, guided by a trained naturalist. A short distance from Lake Manyara National Park, Gibb's Farm also shares a mile long property border with Ngorongoro Conservation Area, where the world's largest unbroken, unflooded volcanic caldera lies. Ngorongoro Crater hosts virtually every species of East African wildlife with an estimated 25,000 animals living within the crater... a hop, skip and a jump from Gibb's Farm.

Oh yes, and when you return to your cottage after a long day, a roaring fire, tray of hot chocolate and freshly baked cookies, and, of course, the bathtub – the one and only bathtub, will be waiting...

*For more information, see [www.gibbsfarm.net](http://www.gibbsfarm.net) or email: [reservations@gibbsfarm.net](mailto:reservations@gibbsfarm.net)*



# DOING IT ALL

BEING A JACK-OF-ALL-TRADES IS A GREAT THING, TOO

## Good Guys Overall

**S**OME COMPANIES ARE GIVING BACK IN MANY ways, although they don't win for any one initiative. Here, the winners by overall score, stacked up against their industry competitors. No shock that The Haciendas came out on top: The Mexican company seems to be doing everything right. Other high scorers: Puntacana runs the Dominican Republic's first recycling program in addition to schools, and Ritz-Carlton embraces sustainable practices. A shout-out, too, to Gap Adventures for its great work. But a few happy surprises: Taj Hari Mahal, in Jodhpur, which doesn't show up on other pages, scores high overall for its environmental programs and support for artisans ([tajhotels.com](http://tajhotels.com)). Japan Airlines, with the top score for airlines, has programs in every category. Following earthquakes in Indonesia and Pakistan, JAL transported supplies and aide personnel. It is slashing the weight of its planes and working on biofuels. The ambitious goal: to reduce carbon emissions by 20 percent from 1990 levels by 2010.

### SMALL CHAINS

The Haciendas	104
Six Senses	98
Governors' Camp	96

### LARGE CHAINS

Ritz-Carlton	95
Accor	86
Fairmont	82

### CITY HOTELS

Willard InterContinental	95
Taj Hari Mahal	78
Hotel Grano de Oro	61

### SMALL RESORTS

Bushmans Kloof	90
Lapa Rios	85
Pacuare Lodge	84

### LARGE RESORTS

Puntacana	102
Gibb's Farm	96
Evason Phuket	92

### CRUISE LINES

Ecoventura	90
Costa Cruises	76
Aqua Expeditions	63

### AIRLINES

Japan Airlines	81.5
Air New Zealand	80
Nature Air	72

### TOUR OPERATORS

Gap Adventures	99
Micato Safaris	96
Thomson Safaris	87

## Methodology

How, exactly, are these awards judged? Eight industry sectors can enter: small hotel chains (fewer than 20 properties), large hotel chains, city hotels, small lodges and resorts (fewer than 20 rooms), large lodges and resorts, tour operators, cruise lines, and airlines. All are assessed on how they exhibit social responsibility in five areas: Education Programs, Wildlife Conservation, Poverty Alleviation, Preservation (Environmental/Cultural), and Health Initiatives. Thirty-six finalists were chosen by the editors from almost 100 applicants. The judges then scored the applicants, although no judge scored applicants in his or her own industry, and no applicant was penalized for specializing in only one area—after all, managers can be most effective by focusing efforts where they can be most productive. This year, we also looked at overall scores, to give credit to companies with many world-saving programs. The winners had the highest scores, while the runners-up for each area—Poverty Alleviation, Wildlife Conservation, etc.—had the highest scores in their travel category. Which means, of course, that all of the companies on the preceding pages are winners.

## The Judges

Ralph Buckley, director, International Centre for Ecotourism Research, Griffith University, Australia

Bill Chamides, dean, Nicholas School of the Environment, Duke University

Laurie David, NRDRC trustee; environmental activist; co-producer, *An Inconvenient Truth*

Dorinda Elliott, deputy editor, *Condé Nast Traveler*

Marcia Gay Harden, environmentalist; Oscar-winning actress

Karl Holz, president, Disney Cruise Line

Martha Honey, co-director, Center for Responsible Travel

Kara Hunt, managing director, East Coast, Business for Social Responsibility

Neel Inamdar, senior adviser, ecotourism, Conservation International

Rob Katz, CEO, RockResorts/Vail Resorts

Ben Mader, director, Planeta.com

Bill Marriott, chairman and CEO, Marriott International

Hitesh Mehta, landscape architect and sustainable tourism planner, HM Design

Brian Mullis, president, Sustainable Travel International

Bruce Poon Tip, CEO, Gap Adventures

Kate Roberts, vice president, Population Services International

Andrea Ross, director of tours/marketing, Journeys Within

Stannan Stowell, president, Adventure Travel Trade Association

Tensie Whelan, president, Rainforest Alliance

Brook Wilkison, consumer news correspondent, *Condé Nast Traveler*

Timothy Wirth, president, United Nations Foundation