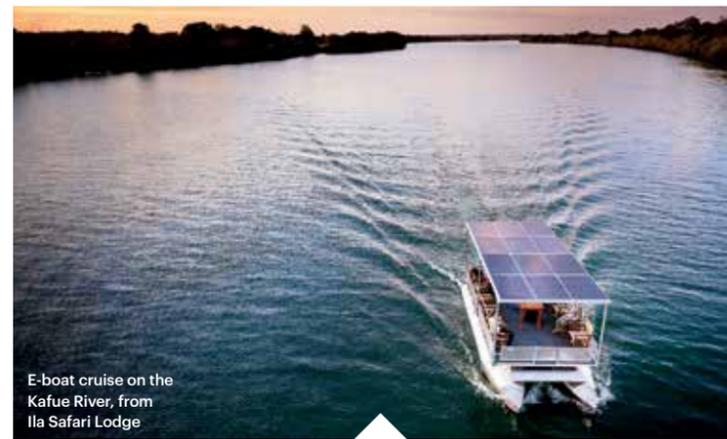


TRADE WINS

The ATTA for Action Awards 2025 showcased the many ways in which the travel companies you use support sustainable tourism and conservation initiatives. Entrants range from grassroots initiatives to well-established safari operators, and all generate positive impact. Sue Watt highlights the winners



E-boat cruise on the Kafue River, from Ila Safari Lodge

GREEN SAFARIS

PURPOSE AND PEOPLE AWARD: GREEN SAFARIS

WWW.GREENSAFARIS.COM

With lodges in Zambia and Malawi, Green Safaris pioneered 'silent safaris' with the use of electric vehicles and boats. Each of its eight properties supports community empowerment and conservation projects through its eponymous foundation. Judges were impressed by their initiatives "that support cultural preservation, economic opportunities, skills development and environmental conservation. This shows how tourism is not extractive, but a means to build communities that are empowered and self-sustainable."

TRAVELLER EDUCATION AND AWARENESS AWARD: PANGOLIN.AFRICA

WWW.PANGOLIN.AFRICA

Pangolin.Africa is an inspiring South African non-profit initiative striving to protect the pangolin, the world's most trafficked species, by involving conservationists, local people, safari operators and tourists. Its flagship Pangolin Guardians programme includes a free online course available in 12 languages and teaches participants how to treat and protect these vulnerable animals. Judges praised



HELENA ATKINSON

their work for their far-reaching educational tools and network of Pangolin Guardians, describing it as having "the potential to save this much-misunderstood species".

TAMANA COMPANY MADAGASCAR

ECO-INNOVATION AWARD: TAMANA COMPANY

WWW.TAMANA-COMPANY.COM

Tamana provides meaningful sustainable travel experiences around wildlife and culture across Madagascar. Established in 2007, it places ethical practices — both social and environmental — at its core, meeting global sustainability standards as a certified Travelife Partner. The judges complimented Tamana for being a strong and inspiring example of what sustainable tourism can look like and for creating thoughtful eco-tourism experiences with a clear commitment to both people and the planet.



Female rangers in training

GREAT PLAINS FOUNDATION

EARTHKEEPERS AWARD: GREAT PLAINS CONSERVATION

WWW.GREATPLAINSCONSERVATION.COM

Led by well-known conservationists and filmmakers Dereck and Beverly Joubert, Great Plains protects some 1.1 million acres of wild habitat through low-impact tourism, serviced by 13 luxury camps in Botswana, Zimbabwe and Kenya. Judges praised the operator for protecting wildlife corridors and human-wildlife coexistence while focussing on rangers — particularly female rangers in Botswana's Okavango Delta and the Zambezi Valley in Zimbabwe — "as the backbone of positive change in their regions."

EMERGING CHANGEMAKER AWARD: LOWAPI DRONE LIGHT SHOWS

WWW.FACEBOOK.COM/PEOPLE/LOWAPI-DRONE-LIGHT-SHOWS

This project tells stories of ancient myths and legends choreographed through up to 1000 miniature drones lighting up the night sky. Judges praised it as "a beautiful creation that needs to be scaled in all African countries to try to conserve cultural tourism."



Drone performance at the Xere Cultural Festival in Boteti district

LOWAPI DRONE LIGHT SHOWS



Guests with Beading Mamas at Collection in the Wild

COLLECTION IN THE WILD

COMMUNITY UPLIFTMENT AWARD: COLLECTION IN THE WILD

WWW.COLLECTIONINTHEWILD.COM

Collection in the Wild is a portfolio of safari homes and conservation projects in the Greater Mara ecosystem in Kenya, and aims to restore biodiversity to its rangelands while uplifting

local communities. Projects include the Mara Training Centre, the Enonkishu Conservancy and the Futures in the Wild scheme, where their focus is on education, health, environmental

stewardship and women's empowerment. "The systemic nature of this project is the impressive part," the judges said. "It's an entire ecosystem regenerated and providing livelihoods".

COLLABORATIVE IMPACT AWARD: EYEOPENERWORKS

WWW.EYEOPENERWORKS.ORG

EyeOpenerWorks is a social enterprise that supports innovative public-private partnerships in Uganda's tourism sector. In 2020-2023, it coordinated an impact cluster of seven Ugandan and Dutch tourism businesses for the Adventure Tourism Uganda project that between them involved cycling, culture and community, running, motorcycling, hiking and tour guide training, to professionalise and diversify the country's tourism sector. Judges described the project as inspiring and refreshing, praising its strong emphasis on supporting women and youth groups.



Initiatives to diversify Uganda's tourism activities include the introduction of cycling tours

EYEOPENERWORKS

MEDIA VOICE FOR ACTION AWARD: CHARLOTTE BEAUVOISIN WWW.MUZUNGBLOGUGANDA.COM

This new award was won by Charlotte Beauvoisin from Uganda for her *The East Africa Travel Podcast* by Diary of a Muzungu. Judges described it as "a beautiful podcast series that inspires, informs and entertains, while at the same time giving all the interviewees a voice."

ZERO WASTE TRAILBLAZER AWARD: BLUE SAFARI SEYCHELLES

WWW.BLUESAFARI.COM

Blue Safari Seychelles operates in the remote coral atolls of Cosmoledo and Astove as well as on Alphonse Island. These outer islands are rich in biodiversity and the company strives to protect that with a regenerative farm (pictured above), barefoot lodges, sustainable food systems and innovative practices in production and waste management. Judges highlighted their excellent technology, guest engagement and advocacy, commenting that "their transparency and accountability are truly commendable."



MARINE DYNAMICS

MARINE IMPACT AWARD: MARINE DYNAMICS

WWW.MARINEDYNAMICS.CO.ZA

Praised by the judges for their holistic approach that "weaves together tourism, community upliftment and marine conservation," Marine Dynamics is a long-established eco-tourism company based in Gansbaai, South Africa. Activities include shark cage diving, whale-watching, marine pollution projects, a bird sanctuary and community education, along with a volunteer programme and tourist accommodation. Their work with marine biologists has contributed to over thirty scientific papers.