

Sustainability report – 2025

Empowering Change, Enriching the Earth

MAGIC AFRICA



Contents

1. Reporting Context
2. Company Data
3. Introduction
4. Mission Statement & Policy
5. Magic Africa Corporate Social Investment (CSI) Programs



1. Reporting Context

Magic Africa's sustainability report serves as a transparent and comprehensive overview of the company's commitment to responsible tourism practices, environmental conservation, social inclusion, and economic development across Africa. The report is designed to inform stakeholders, including travelers, local communities, partners, and investors, about the company's efforts and achievements in promoting sustainable tourism. Magic Africa's 2025 Sustainability Report serves as a comprehensive overview of the company's commitment to responsible tourism practices across Africa. The report's primary purposes are to:

Highlight initiatives and strategies for advancing sustainability in tourism

Demonstrate accountability and transparency in operations and impact

Share progress toward sustainability goals

Inspire collaboration with stakeholders

The report covers environmental conservation efforts, social inclusion initiatives, economic growth strategies, post-COVID-19 recovery measures, and youth empowerment programs.

Magic Africa adheres to internationally recognized sustainability reporting standards and emphasizes collaboration with key stakeholders including local communities, travelers, government agencies, and private sector partners.

Data is collected through internal monitoring systems, stakeholder feedback, and collaboration with research organizations. The company is committed to providing clear and honest reporting on both successes and challenges to foster trust and drive continuous improvement.

By publishing this report regularly, Magic Africa aims to showcase leadership in sustainable tourism while inspiring others to adopt responsible practices that protect Africa's natural and cultural heritage.

Our Sustainable Philosophy

Prioritizing environmental conservation through:

Supporting wildlife research and protection efforts

Promoting low-impact tourism practices

Partnering with eco-friendly accommodations that use renewable energy and minimize waste

Empowering local communities by:

Creating economic opportunities through cultural tours and partnerships

Supporting community-based conservancies that protect wildlife habitats and reduce human-wildlife conflict

Investing in education and healthcare initiatives for local populations

Fostering economic growth through:

Product diversification to showcase Africa's diverse attractions

Marketing Africa as a leading eco-tourism destination

Supporting emerging SMEs in the tourism sector

Preserving cultural heritage by:

Celebrating the diversity of Africa's 54 nations

Promoting authentic cultural experiences that benefit local communities

Challenging stereotypes and misconceptions about Africa

Ensuring responsible practices across our operations:

Implementing a sustainable purchasing policy

Regular reporting on sustainability efforts and progress

Continuously improving and adapting to new challenges in the sector

Educating travelers on responsible tourism through:

Experiential learning programs that foster cultural understanding

Promoting eco-friendly behaviors during safaris and tours

Showcasing conservation success stories and community initiatives

2. Company Data

MAGIC AFRICA

Plot 1185, Block 351 BUDDO, WAKISO UGANDA 1185 Uganda

<https://www.magic-africa.de>

berggorillasuganda1@gmail.com

Tourist volume 1 - 250

Number of employees 5 – 25

Type of tourism Active / soft adventure, Sun and Beach tourism, City trips, Culture, history and art, Wellness / health, Students, educational, Meetings, Incentives, Conferences and Events (MICE), Volunteer tourism, Village and Community Based Tourism (CBT), Nature/Wildlife

Special target groups Young people, Youth and students, Singles, Disabled, Seniors, Families with children, Business people

Destinations offered

Sustainability coordinator

Vivian KIRONDE berggorillasuganda1@gmail.com



3. Introduction

Magic Africa: Sustainability Report 2025 - Introduction

Pioneering Sustainable Tourism in Africa

Magic Africa, a woman-founded and 100% African-owned Destination Management Company (DMC) established in 2012, is a pioneer in sustainable tourism in East Africa. The company actively engages in community development, environmental protection, and the preservation of African culture and heritage. With sustainability at its core, Magic Africa caters to diverse travel needs, offering services from small group tours to high-end, customized itineraries. Its multilingual staff and expert guides ensure exceptional experiences by sharing deep knowledge of local environments and wildlife.

Magic Africa empowers travelers to explore Africa's beauty while fostering sustainable tourism practices. The company prioritizes environmental conservation, community support, and cultural preservation, aiming to create enriching experiences that positively impact local ecosystems and societies. By collaborating with stakeholders and adhering to responsible tourism principles, Magic Africa ensures the preservation of Africa's treasures for future generations.

Magic Africa is committed to key sustainability principles that drive its vision for African tourism. These include environmental conservation through wildlife research, low-impact practices like solar power and zero-plastic policies, and eco-friendly partnerships; social inclusion by empowering communities with cultural tours, economic opportunities, and support for conservancies; and economic growth by promoting Africa as a leading eco-tourism destination while supporting SMEs led by young entrepreneurs. The company also celebrates cultural heritage by offering authentic African experiences and challenging stereotypes, while fostering responsible practices through sustainable purchasing policies, ethical sourcing, and traveler education on responsible tourism. Magic Africa's initiatives include using local organic products, employing sustainable building materials, and training procurement staff on sustainability, all of which align with its post-COVID-19 focus on innovative tourism products, inclusivity through community engagement, and combating illegal activities via improved revenue-sharing programs.

Magic Africa acknowledges the post-COVID-19 challenges in African tourism while focusing on sustainable economic growth through innovative products, enhancing inclusivity by engaging local communities, and combating illegal activities via improved revenue-sharing programs. The organization supports SMEs in tourism and promotes gender inclusivity, inspiring growth by highlighting Africa's diversity across its 54 nations and promoting positive narratives about African achievements. Magic Africa empowers women through partnerships with women-led businesses and featuring female guides, aligning with the continent's potential for sustainable tourism development. This approach not only addresses the sector's recovery needs but also contributes to the projected growth of Africa's Travel & Tourism sector, which could add US\$168 billion to the continent's economy and create over 18 million new jobs in the next decade.

Magic Africa is shaping the future of African eco-tourism by integrating conservation with economic opportunities and social empowerment. Its commitment to sustainability ensures a lasting legacy for Africa's natural and cultural heritage.



4. Mission Statement & Policy

Magic Africa: Mission, Values, and Sustainable Practices

Our Mission: Empowering Change, Enriching the Earth

Magic Africa's mission is to empower travelers to explore the diverse beauty of Africa while fostering sustainable tourism practices that protect the environment, support local communities, and celebrate cultural heritage. We are dedicated to creating enriching experiences that enhance the journey of our guests and contribute positively to the ecosystems and societies we engage with. Through collaboration with local stakeholders and adherence to responsible tourism principles, we aim to leave a lasting impact that ensures the preservation of Africa's natural and cultural treasures for generations to come.

Vision:

At Magic Africa, we aim to be your preferred safari local professionals while working directly with local people in various African countries, prioritizing excellent customer experiences and infusing our services with genuine value. Our vision goes beyond merely facilitating safaris – we are dedicated to enriching your overall journey with a personalized, unforgettable touch. Our unwavering commitment is to exceed your expectations, making us your trusted travel partner. With exceptional customer service and a focus on your interests, we ensure a seamless and rewarding safari experience. We strive to be the future of sustainable African tourism, contributing to the achievement of sustainable development goals.

Core Values and Policy

Magic Africa: Empowering Communities, Conserving Nature, and Redefining Africa's Narrative.

Magic Africa is committed to:

Empowering Communities: Prioritizing initiatives that uplift local communities.

Conserving Nature: Implementing sustainable practices to minimize environmental impact

and preserve biodiversity.

Redefining Africa's Narrative: Challenging stereotypes and promoting authentic representations of African cultures and achievements.

These core values are reflected in our policies:

Environmental Conservation: Prioritizing biodiversity conservation and implementing sustainable practices in our operations, including supporting wildlife research, promoting low-impact tourism, and encouraging eco-friendly accommodations.

Social Inclusion and Community Empowerment: Emphasizing community engagement and empowerment through cultural tours and economic opportunities for local communities.

Economic Growth and Sustainable Development: Focusing on product diversification, marketing Africa as a leading eco-tourism destination, and fostering public-private partnerships to support emerging SMEs in the tourism sector.

Post-COVID-19 Recovery: Committing to sustainable economic growth through tourism product development, conservation efforts, and increasing community engagement in tourism activities.

Youth and Community Empowerment: Supporting upcoming SMEs in the tourism sector and actively involving local communities in sustainable tourism initiatives.

Sustainable Purchasing: Implementing a Sustainable Purchasing Policy that prioritizes eco-friendly products, local suppliers, and ethical sourcing practices.

Transparency and Reporting: Committing to regular reporting on our sustainability efforts and progress, adhering to recognized sustainability reporting standards.

Continuous Improvement: Striving to continuously improve our sustainability practices and adapt to emerging challenges and opportunities in the African tourism sector.

Brand Africa by Vivian Kironde: Challenging Stereotypes

Magic Africa is committed to challenging stereotypes and misconceptions about Africa through our operations and educational initiatives. Our approach includes:

Celebrating Diversity: Highlighting the rich diversity of Africa's 54 nations, showcasing unique cultures, languages, and experiences across the continent.

Promoting Positive Narratives: Actively countering negative stereotypes by showcasing Africa's achievements in technology, arts, and business; highlighting successful African entrepreneurs and innovators; and featuring stories of resilience and progress in local communities.

Empowering African Women: Challenging sexualized stereotypes of African women by partnering with local women-led businesses, featuring female guides and experts in our tours, and sharing stories of influential African women in history and contemporary society.

Educational Programs: Developing sensitization programs that use experiential learning to immerse visitors in African cultures, employ global education approaches to foster empathy and cultural understanding, and showcase Africa's diverse cultural, natural, and historical heritage.

Our sustainable tourism practices involve partnering with local communities to ensure economic benefits are shared, implementing eco-friendly practices in all our operations, and educating visitors on responsible tourism and cultural respect. We aim to improve media representation by collaborating with local journalists and content creators, providing accurate information about African countries to media outlets, and challenging inaccurate or stereotypical portrayals in Western media.

5. Magic Africa Corporate Social Investment (CSI) Programs

Magic Africa: Corporate Social Investment & Sustainability Summary
Magic Africa integrates Corporate Social Investment (CSI) programs into its tourism model, focusing on creating positive impacts on local communities, preserving cultural

heritage, and protecting the African environment. Their initiatives are guided by four key pillars: Livelihood, Education, Conservation, and Community Tourism, aligning with Sustainable Development Goals (SDGs). Sustainability is embedded into their operations, from marketing to procurement.

Core Philosophy: Tourism as a Force for Good

At Magic Africa, our Corporate Social Investment (CSI) programs are rooted in the belief that tourism can be a transformative force for good. Guided by four key pillars—Livelihood, Education, Conservation, and Community Tourism—our initiatives aim to create lasting positive impacts on local communities, preserve cultural heritage, and protect Africa's natural environment. We consider sustainability not just an add-on, but an integral part of our core business strategy, weaving it into every facet of our operations from marketing to procurement.

Key Pillars and Initiatives:

Magic Africa integrates Corporate Social Investment (CSI) programs, guided by the four key pillars of Livelihood, Education, Conservation, and Community Tourism, into its core tourism model to create positive impacts on local communities, preserve cultural heritage, and protect the African environment, aligning with Sustainable Development Goals (SDGs), and embedding sustainability into operations from marketing to procurement.



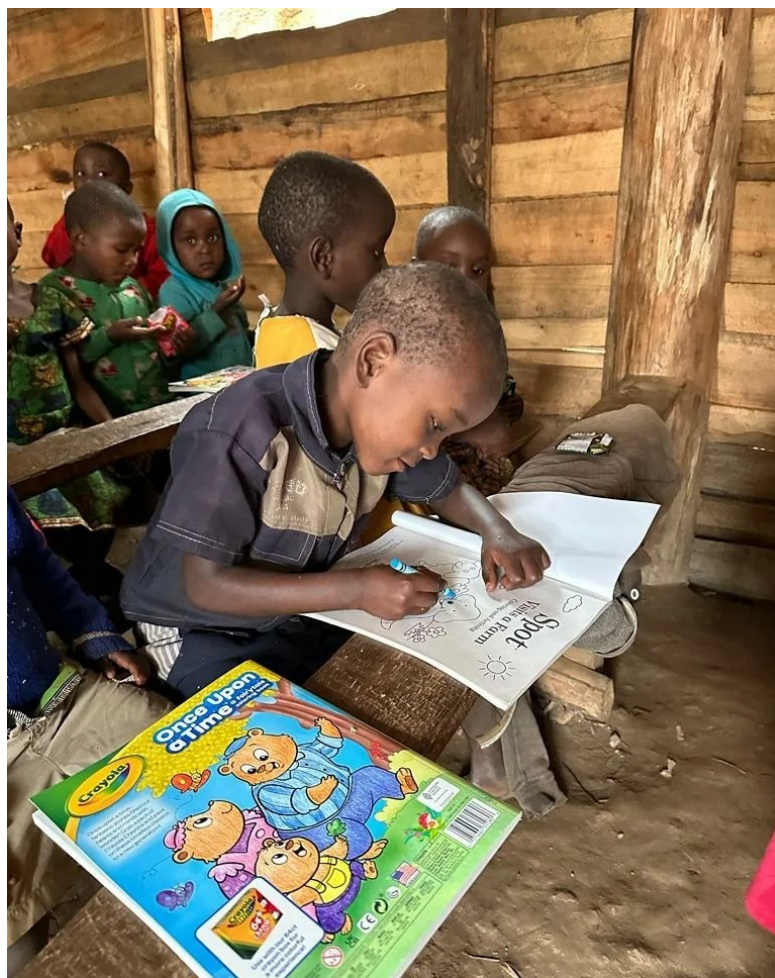
Livelihood: Creating Economic Opportunities and Empowerment

Magic Africa prioritizes Livelihood through multifaceted initiatives designed to create direct economic opportunities and empower local communities, demonstrated by the development and promotion of Community-Based Tourism experiences like Farmers

Tours, Coffee Tours, and the Batwa Experience that offer travelers authentic cultural immersions while generating revenue for residents. Furthermore, the company invests in Skills Development and Training programs to enhance employability within the tourism sector, implements Health Sensitization Programs addressing local well-being, supports Tree Planting Projects combating deforestation and promoting biodiversity, and champions Cultural Preservation Programs safeguarding local traditions, arts, and crafts.

Education: Investing in Knowledge and Skills

Magic Africa recognizes Education as a critical pillar, investing in knowledge and skills through multifaceted approaches that include strategic School Partnerships, exemplified by collaborations like that with Hand in Hand für Uganda e.V. to bolster educational initiatives and infrastructure development. Complementing these formal engagements, the company facilitates Informal Education Programs focused on skills development, cultural awareness, and environmental education within local communities. Moreover, Magic Africa actively cultivates Cultural Exchange Opportunities, creating platforms for meaningful interaction between travelers and local communities that foster cross-cultural understanding and appreciation, thereby enriching both visitor experiences and community perspectives.



Protecting Africa's Natural Heritage

Magic Africa champions Conservation as a vital pillar, dedicated to protecting Africa's natural heritage through multifaceted strategies, including supporting wildlife research and collaborating with conservation organizations to safeguard biodiversity. Sustainable safaris are prioritized, minimizing environmental impact while maximizing benefits to local communities, alongside proactive tree planting campaigns to combat deforestation and promote carbon sequestration. Furthermore, Magic Africa emphasizes education on responsible tourism practices, fostering environmental stewardship among travelers, local communities, and staff, ensuring a collective commitment to the long-term preservation of Africa's natural treasures. Community

Tourism: Fostering Sustainable Development.

Magic Africa emphasizes Community Tourism as a critical pillar for fostering sustainable development, demonstrated by its dedication to economic empowerment for local entrepreneurs through provision of market access, business skills training, and financial support. It promotes cultural preservation through festivals and traditional arts, facilitating cross-cultural understanding between travelers and local communities through immersive experiences that enrich visitor engagement while ensuring the preservation and celebration of local traditions and livelihoods.

Holistic Sustainability: An Integrated Approach

Sustainability Integration at Magic Africa manifests as a holistic commitment woven throughout all operational facets, characterized by leveraging Technology to optimize vehicle routes and minimize paper usage, alongside a Sustainable Purchasing Policy prioritizing eco-friendly products and services. This commitment extends to Youth Empowerment, evidenced by active support through training, mentorship, and job opportunities within the tourism sector. Rigorous Carbon Management strategies are implemented, including reducing and offsetting emissions through initiatives such as the Yaeda-Eyasi Landscape project partnership with Carbon Tanzania and local tree-planting projects. This integrated approach also shapes the design of Environmentally Friendly Itineraries, offering walking safaris, bike tours, and promotion of local tourism, complemented by Waste Reduction measures that replace plastic water bottles with refillable options and encourage composting. Demonstrating adherence to the highest

industry standards, Magic Africa actively pursues certifications like Travelife, while also broadening its community impact through supporting local sports teams, orphanages, and engaging in community nature walks, cultural experiences, and support for disadvantaged groups affected by HIV/AIDS.



Through our multifaceted CSI programs and sustainability initiatives, Magic Africa is committed to creating a tourism model that is environmentally responsible, socially inclusive, and economically beneficial for local communities. We see tourism not just as a business, but as a force for positive change in Africa.

