



**A PROMISE
MUST NEVER BE BROKEN**

**TAKE PART IN EMBOO RIVER'S
PROMISE
LAUNCH DATE: 3 DECEMBER 2020**



"Mataramat enkop pee eramat iyook"

- William Partois Ole Santian, co-founder of Emboo River camp, Maasai Mara, Kenya

Legend has it that the Maasai Community made an agreement with Enkai (God). The Maasai Community would be given cattle and in return they had to promise to be the custodians of nature. A promise must never be broken.

Emboo River is keeping this promise by being the first full eco lodge in the region and combining tradition and innovation. A legend and innovation have this in common: no one believes in them, until they happen.

Visit Emboo River in Kenya's Maasai Mara and watch our legend come to life.

BACKGROUND INFORMATION

HOW IT STARTED

During a dinner in the Maasai Mara, William Partois Ole Santian, Valery Super and Loïc Amadò spoke about their frustrations regarding the safari experiences available at that time.

Guests want to see unique wildlife and enjoy nature, but at the same time they negatively contribute to the ecosystem through polluting vehicles, untreated wastewater leaking into the soil and generators humming across the savanna.

They decided to get involved.
To make a difference.

A few months later, they opened their own lodge: Emboo River.

WHERE WE ARE NOW

Emboo River's team rethought every aspect of the safari experience. They questioned the status quo, applied innovation and technology and partnered with passionate people.

Emboo River offers guests a unique safari experience that is luxurious, relaxing, educational as well as fully eco friendly, sustainable and community focused.

Essential to Emboo River's operations is its Closed Loop System, meaning that it operates independently of external factors.

Find out more on our website
emboo.camp

THE GOAL

In order to protect our ecosystem for generations to come, we need to join forces. We all need to make conscious decisions in our work, travel and day to day life.

Emboo River is sharing its experiences and advice via the 'Emboo River Innovation Hub' located in the Maasai Mara.

Here people can learn about sustainability, feel inspired and obtain a roadmap on how to develop your own Closed Loop business, community centre or daily lifestyle.

Let's make a difference.
Let's step up the eco game.
Together.

**"A promise must never be broken"
- William Partois Ole Santian, co founder of Emboo River camp**

Emboo River's promise is to be a custodian of nature, to be a catalyst for change and to continuously promote sustainable practices.

We highlight this promise in our video produced by Backdrop Production, based in Nairobi, Kenya

We invite YOU to be part of this promise



HOW CAN YOU HELP?

While tackling issues such as CO2 emissions, river erosion and plastic pollution can be daunting, every small step and every bit of support makes a difference.

When we join forces everything is possible.

1. SHARE YOUR PROMISE

Watch Emboo River's video and think about what your promise to nature could be.

Share it with family, friends, colleagues, ... to inspire others.

2. MAKE CONSCIOUS DECISIONS

Whether you are travelling, buying groceries or enjoying a coffee with friends, choose to spend your time, energy, love and hard earned money on things that you cherish, respect and are worthy of your efforts.

3. CONNECT WITH EMBOO RIVER

Want to be part of the change? You have innovative ideas on sustainability? You want to enjoy the beauty of the Maasai Mara?

Let us know. We would be honoured to welcome you in our home in nature.

MEDIA KIT

Click here to download photos and videos

Launch dates

Use #APromiseMustNeverBeBroken
Tag on Instagram @EmbooCamp
Tag on Facebook @EmbooCamps

30 November & after: social media posts
1 December: Teaser video
3 December: Full video