



# Conservation

## SUSTAINABILITY WITH SOUL

Projects or initiatives that go above and beyond to prioritise Planet Earth; recognising an urgent responsibility to protect our natural resources for the next generation of mavericks.

No greenwashing in sight.



# Naturalis Bio Resort & Spa

## *Naturalis Regenerative Beauty*

Dates Implemented: 2020 with annual implementation

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

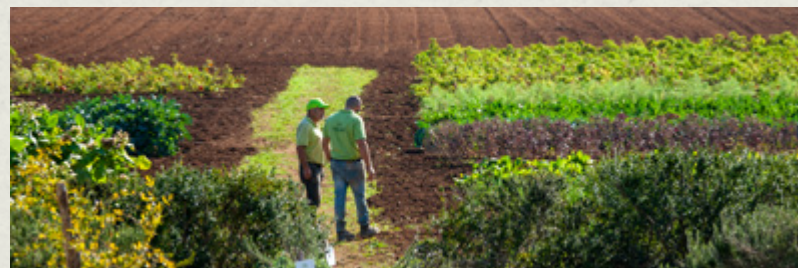
With biodiversity loss, soil erosion, global warming and unsustainable resource use, there is an urgent need to harness the power of regenerative farming and rethink the connection between People and Nature. The project "Regenerative Beauty" aims at enhancing 20 hectares of natural paradise, saving 3000 olive trees against the Xylella Bacteria.

### DESCRIBE THE IMPLEMENTATION

"Zero land disturbance" to maintain all vital nutrients in the soil (including CO2 which is otherwise liberated in the atmosphere); cover crops to protect the soil from erosion caused by sun/wind/rain; natural anti-bacterial treatment to increase the immunity of olive trees; a successful grafting technique to save the most severely affected trees.

### WHAT WERE THE RESULTS?

A biodiversity explosion with happier/healthier plants/trees in the land; fertile soil, rich in organic matter; carbon sequestration, CO2 fixed under the soil; high water retention and efficient water usage; km0 vegetable production for the restaurant; 3.000 affected olive trees alive and saved (compared to over 3 million dry trees from Xylella).



📍 ITALY



# Explora

## *Explora Conservation Reserves*

Dates Implemented: 2020

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

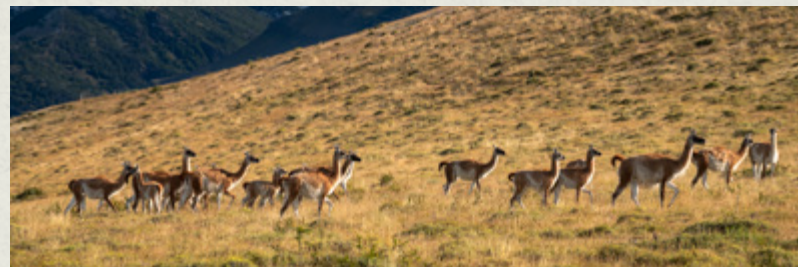
In order to reinforce our purpose "to explore remote territories as a journey to conservation", we are creating private reserves - for public access, so we can get hands-on in the conservation and regeneration of the ecosystems we explore. The goal is to impact a million hectares by 2030.

### DESCRIBE THE IMPLEMENTATION

In alliance with The Nature Conservancy for stewarding our conservation efforts and with Microsoft for implementing technology, Explora launched and started reforestation and fauna monitoring programs in two reserves, accounting for 13,000 hectares of protected land in Atacama and Patagonia.

### WHAT WERE THE RESULTS?

13,000 hectares protected, de-fencing allows herds of 100+ guanacos back into the reserve, rare trap camera sightings of the endangered Andean Cat, cougars, and other species. Joint effort with local authorities, planting 20,000 seedlings. Two meetings for conservation efforts with local stakeholders.



📍 ATACAMA & PATAGONIA



# Mashpi Lodge / Metropolitan Touring

*Mashpi Lodge / Metropolitan Touring*

Dates Implemented: 2020 (ongoing)

## WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

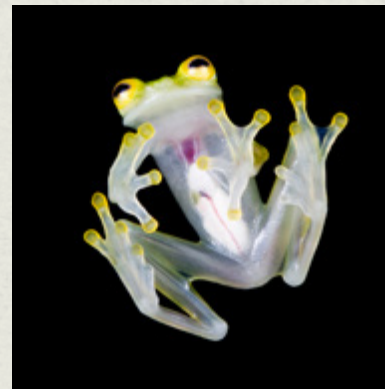
Since 2012, the lodge has put scientific research at the heart of its operations and the guest experience. Guests effectively fund the projects that are carried out by the Research and Biology team, allied institutions, volunteers and guest researchers — key for achieving Mashpi's mission of conserving the biodiverse forests of the Andean Chocó and helping develop more sustainable livelihoods for its people.

## DESCRIBE THE IMPLEMENTATION

Thanks to the Research Biology department's work, 16 entirely new species have been described for science. Between 2020 and 2023, the list grew by 6 species, including a new species of glass frog, which is only 2 cm-long. The guest experience of our biodiverse forests is enriched through interaction with the R&B team in their laboratory as well as through the daily evening lectures they offer guests.

## WHAT WERE THE RESULTS?

Since 2020, 20 scientific publications about Mashpi's flora and fauna — facilitated by the lodge — have been published. Our programme for visiting researchers has hosted 500 overnight stays since 2020, while we have also invested in expanding the "Biologists' House" to accommodate more researchers.



ANDES