THE Sands KENYA

Thinking Green.

A SUSTAINABILITY JOURNAL

Our Sustainability Vision

Our vision is to create a sanctuary where refined hospitality lives in harmony with nature. A place where every detail is thoughtfully designed to honour the land, uplift the community, and offer guests a deeper, more meaningful connection to the world around them.

We tread lightly, embracing renewable technologies and mindful practices that protect our fragile coastal ecosystems. From reducing waste to conserving resources, sustainability guides every step we take.

We believe in the strength of community. That is why we invest in local partnerships, support education, and create opportunities that spark lasting, positive change. When our neighbours thrive, so does our purpose.

Every experience we offer is crafted with care. Guests are invited to enjoy the beauty of Kenya's coast while becoming part of a shared journey toward a more conscious and inclusive future.

This is barefoot luxury with purpose. Join us in preserving the soul of the coast for generations to come.

Introduction

At The Sands Kenya, sustainability is not just a promise. It is the essence of who we are.

Rooted in the rhythms of the coast and the wisdom of those who call it home, we understand that true luxury flourishes when nature and community thrive together. Our future, and that of the world around us, depends on thoughtful choices that honour the land, uplift people, and create lasting value.

For over two decades, we have nurtured a legacy of environmental care and community connection. Today, that legacy guides a new era of responsible hospitality. From conservation to innovation, from education to empowerment, our initiatives are woven into every aspect of the guest experience.

Richard Pye -
The Heart Behind Thinking Green

A LEGACY OF CARE, A FUTURE OF PURPOSE.

Our Legacy: The Sands Group Green Team

Beneath the whispering palms and along the tide-kissed shores of Kenya's south coast, a quiet revolution has taken root. At The Sands Kenya, sustainability is not a trend. It is the rhythm of our days, the intention behind our actions, and the legacy of a team that dared to think differently.

In 2017, we gave this legacy a name. The Green Team. But long before it became official, the seeds of environmental stewardship and community care had already been planted. Over the past two decades, these values have flourished into something deeply woven into the fabric of our hospitality.

We were among the first in Diani to eliminate single-use plastics. Long before it was common, we said farewell to plastic bottles, straws, and disposable packaging. Not as a statement, but as a natural step toward honouring the ocean we call home.

Recognition followed, but it was never the goal. Nomad Beach Resort was awarded Gold by Ecotourism Kenya. Chale Island earned Silver. These acknowledgements are reflections of choices made daily, quietly, behind the scenes. Choices shaped by respect for the land and sea.

2005 — Sustainability practices formally begin.

2012 — First upcycling initiative launched

glass bottles repurposed into usable items.

2014 — Complete elimination of PET plastics across all properties

2017 — Official creation of the Green Team

2019 — Waste separation increased to 14 categories.

Forest and marine conservation zones expanded.

2022 — sustainability training launched for all new hires.

2024 — Installed on-site glass crusher and plastic shredder

Over 7.2 tonnes of material successfully recycled

2025 — Chale Island joins Kenya Power's renewable grid

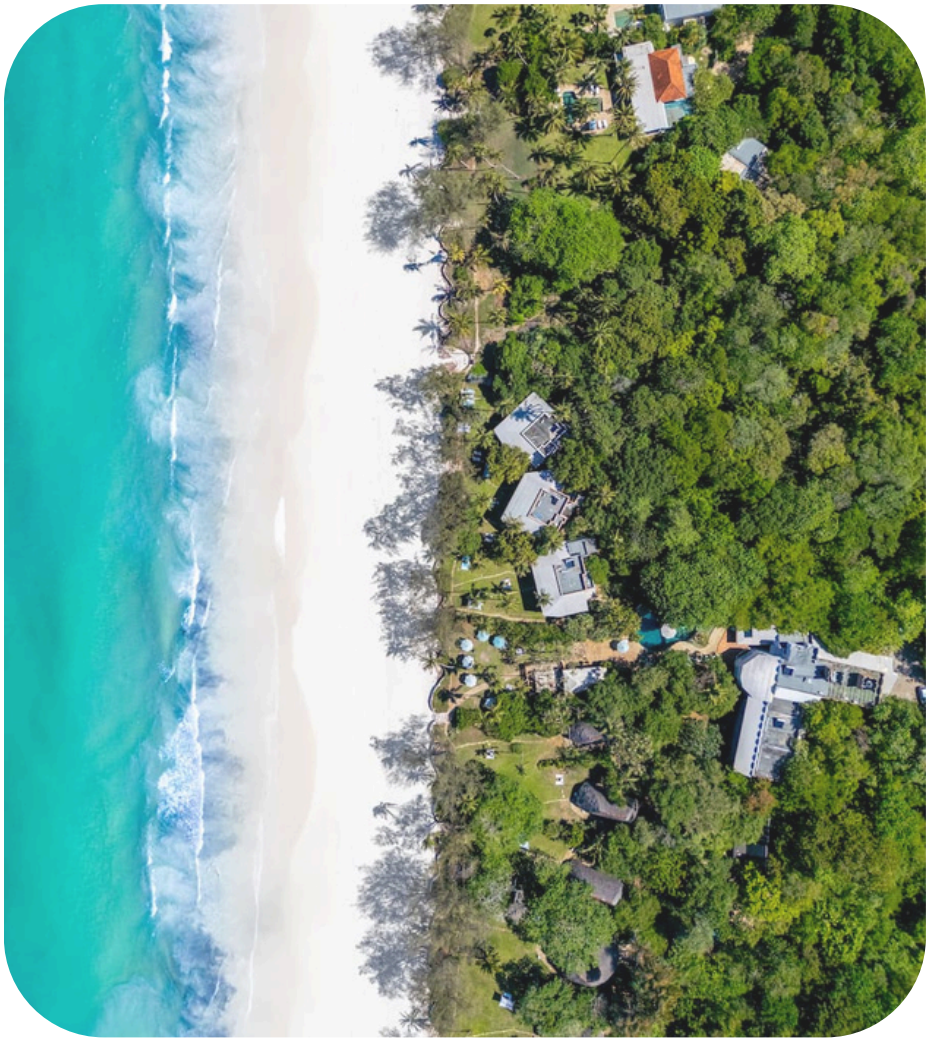
Our Legacy: The Sands Group Green Team

In the stillness of the forest behind the beach, we have protected one of the last remaining fragments of the East African Coastal Forest. Here, ancient trees breathe, threatened species find refuge, and the natural world continues, untouched, because we stood watch.

Our farm thrives on principles of regeneration. Organic fruits and vegetables grow in sun-drenched soil, nourished by compost from our kitchens. Even food waste finds purpose, feeding the hens that give us eggs for tomorrow's breakfast. Every cycle closed is a story of balance, patience, and care. Glass bottles become building blocks. Seafood is measured before it is caught, ensuring only mature species are served at our tables. Waste is sorted into 14 categories, each piece traced, tracked, and given a new beginning. Nothing is thrown away thoughtlessly. Everything is part of the whole.

And at the centre of it all, our people. Local artists, conservation partners, and community members walk this journey with us. Their hands build, paint, grow, and guide. Their stories are stitched into every element of what we do, from supporting turtle conservation to celebrating Swahili culture.
This is the Green Team's legacy. One of quiet persistence, of listening to the land, of doing what is right even when no one is watching.
And though the first twenty years have left a beautiful mark, the path forward is just as promising.

The tide keeps moving. So do we.



Our Key Pillars of Sustainability

Sustainability is not a programme. It is a quiet presence in everything we do. From the way we power our rooms to the way we source our food, we are guided by purpose, care, and a deep respect for the place we call home.

1. Protecting Nature

Nature is our greatest host, and we strive to honour it each day.
Across our properties, we embrace clean energy solutions. Solar panels heat the water in our guest rooms and power our operations with minimal impact. Since early 2025, even our island property, Chale Island, has joined the national grid—powered by over 90% renewable energy from geothermal and hydropower sources.

We harvest rainwater and use water-saving fixtures to reduce consumption. In forested and wildlife-sensitive areas, we provide natural water points to support local biodiversity.
Plastic has no place in our story. We removed all single-use plastic bottles, straws, and packaging years ago, and continue to upcycle glass waste into building materials and handcrafted items. Our waste is sorted into 14 categories and tracked with care, ensuring nothing is wasted.

Our forest at Nomad protects one of the last remnants of East African Coastal Forest. It is a living sanctuary, home to rare species, towering trees, and the delicate hum of life. Along our shoreline, we support marine conservation efforts, including a sea turtle hatchery, helping safeguard the fragile life that depends on these coastal waters.

2. Uplifting Communities

We believe in rising together.

That begins with our team. We prioritise local hiring from within Kwale County, offering training, growth, and opportunity free from gender or tribal bias. We work hand in hand with local farmers and artisans, sourcing produce and goods that reflect the rich diversity of our community.

Our spaces reflect local talent, from painted signs to the voices of Swahili performers, every corner of our properties tells a story of the people who live here. We open our doors to schools and youth groups, offering guided experiences at our marine and recycling centres, and hands-on learning at our organic farm.

We are proud to support initiatives that bring the community together, from beach clean-ups and turtle releases to partnerships with organisations like Colobus Conservation and Diani Turtle Watch.

3. Building for the Future

True sustainability is never short-sighted.

We operate with efficiency and intention. Our organic farm spans five acres and supplies fresh ingredients directly to our kitchens. Food waste is composted and returned to the land, closing the loop and nurturing the soil that feeds us.

We seek out partnerships with ethical suppliers who align with our values, supporting a supply chain rooted in fair trade, environmental care, and local development.

Through every decision, we work to build a resilient, low-impact hospitality model—one that allows our guests to experience barefoot luxury, while leaving the lightest possible trace behind.

Looking Ahead

Sustainability is a journey, not a destination. We continue to move forward with purpose, building on our legacy with bold ambition and quiet determination.

We are working toward carbon neutrality, developing meaningful ways to reduce and offset our emissions without compromising the comfort or experience of our guests.

Our commitment to clean energy will grow. By expanding our use of solar power and exploring innovative renewable technologies, we aim to power our properties more sustainably than ever before.

We will continue to deepen our partnerships with local communities. Through cultural exchanges, educational programmes, and inclusive opportunities, we seek to nurture growth that lasts far beyond a single stay.

Above all, we remain open. Open to learning, adapting, and leading in ways that honour the land, the people, and the promise of a better future.

The horizon is bright. And we're just getting started.

How You Can Be Part of the Journey

Every guest who walks our sandy paths, every child who peers into a tide pool, every smile exchanged with our team becomes part of a story that reaches far beyond a holiday.

We invite you to experience more than beauty. We invite you to understand it, protect it, and carry its spirit with you.

Wander with us through shaded forest trails where coastal trees sway gently in the wind. Visit our organic farm where compost becomes colour and food tells a story of care. Join our team for a beach clean-up or lend a hand planting mangroves, knowing each small act sends a quiet ripple outward.

Sip from your refillable water bottle, once a discarded shard, now reborn with purpose. Learn the names of the creatures that call this coast home. Ask questions. Be curious. Share stories.

Pause with a local artisan. Listen as a fisherman speaks of tides and tradition. Discover how culture and conservation live side by side, not just in what we do, but in who we are.

And if this place moves you, tell someone. Share your moments, your photos, your reflections. Add your voice to ours.

Because here, you are not just a guest. You are part of something meaningful.

Monitoring and Reporting

Sustainability thrives on transparency. We believe that real progress begins with honest reflection, open dialogue, and the discipline to track every step.

Each year, we publish a comprehensive sustainability report. It tells the full story, from our achievements to our challenges, and sets clear goals for what comes next.

Independent audits help us stay accountable. These external reviews examine how we manage energy, waste, and environmental impact, offering insights that guide us toward smarter, more responsible choices.

Just as vital is the feedback we receive. From conversations with guests to collaborations with community partners, we listen closely. Their perspectives help us refine our approach and ensure that our efforts remain grounded, inclusive, and evolving.

This is a journey shaped by observation and honesty. We are committed to sharing it openly, year after year.

"Act as if what you do makes a difference. It does." - William James

At a Glance: Small Acts, Big Impact

Over 2,000 kg of shoreline litter cleared through regular staff and guest clean-ups.

100% of guest water now provided in glass bottles.

More than 2 tonnes of waste glass and plastic upcycled on-site into usable materials.

15 local students supported through the Sands Scholarship Fund in 2024–25.

120 team members trained in marine conservation and sustainability awareness.

Over 8,000 m³ of water used efficiently at Nomad in the first five months of 2025, despite increased occupancy.

6% reduction in generator fuel at Nomad after solar expansion and load-sharing implementation.

Four forest water points replenished daily to support wildlife in the Kaya coastal forest.

Zero PET plastic in operations since 2014.

Conclusion

At The Sands Kenya, sustainability is not a department. It is part of who we are.

Rooted in decades of quiet progress and guided by the vision of our Green Team, we have shaped a model of hospitality that honours both people and place. From protecting ancient forests and coastal waters to supporting local communities and reducing our impact each day, our commitment runs deep.

We are proud to stand as a leader in responsible tourism. But we know this journey is not ours alone.

We invite our guests, partners, and neighbours to walk alongside us. To share in the care, the curiosity, and the small daily choices that build a brighter, more sustainable future for all.

For more information or to become part of this journey, please contact our team at:

sustainability@thesandskenya.com
marinebiologist@thesandskenya.com
office@thesandskenya.com

"The future depends on what we do in the present." - Mahatma Gandhi