

# Q2 Impact Report

2025



# About this Report

This report presents the impact achieved across our portfolio between April and June 2025. It highlights how our start-ups are driving measurable progress in building more sustainable, resilient, and regenerative tourism value chains, from supporting decent and inclusive jobs to enhancing local livelihoods, strengthening local supply networks, advancing climate action, and promoting good governance.

## Accuracy and comparability

Our impact reporting references the Global Reporting Initiative (GRI) Standards and aligns with globally accepted sustainability and responsible tourism best practice indicators.

The indicators used are selected to ensure relevance, comparability, and transparency, enabling our stakeholders, including impact investors, tourism partners, and the wider community, to track our contributions to more sustainable, resilient, and regenerative tourism systems.

We report every quarter

## Assurance

The information presented in this report is backed by evidence provided directly by each company within the PEV portfolio. While it is recognized best practice to seek third-party assurance for impact reporting, we have not sought external assurance for this report.

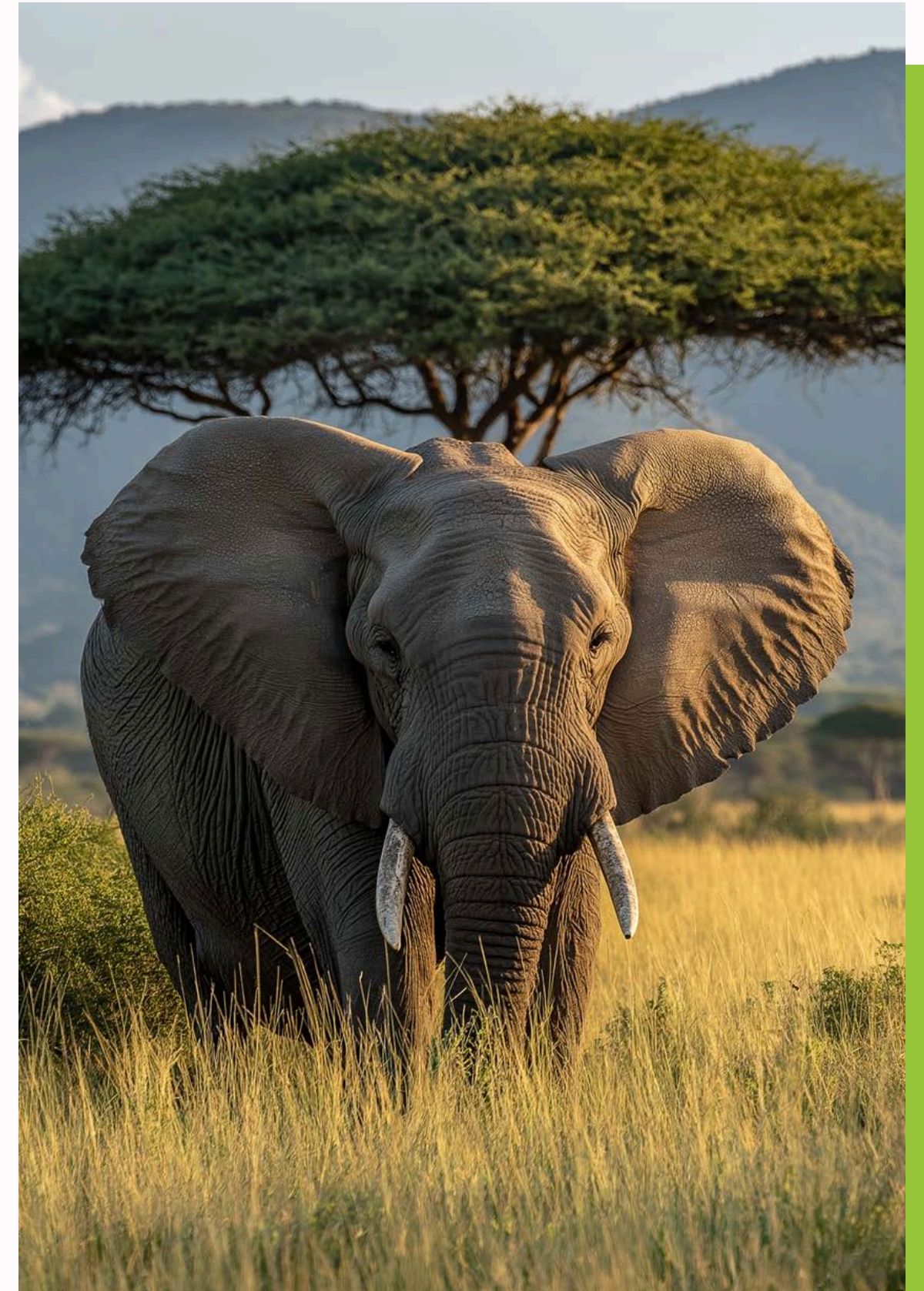
We are fully committed to maintaining accurate, transparent, and honest reporting practices. As our portfolio and impact measurement systems continue to grow, we will engage external verification partners in the future reporting cycle

For comments about this report, please reach out to Job Odhiambo by emailing [job@purpleelephant.ventures](mailto:job@purpleelephant.ventures).



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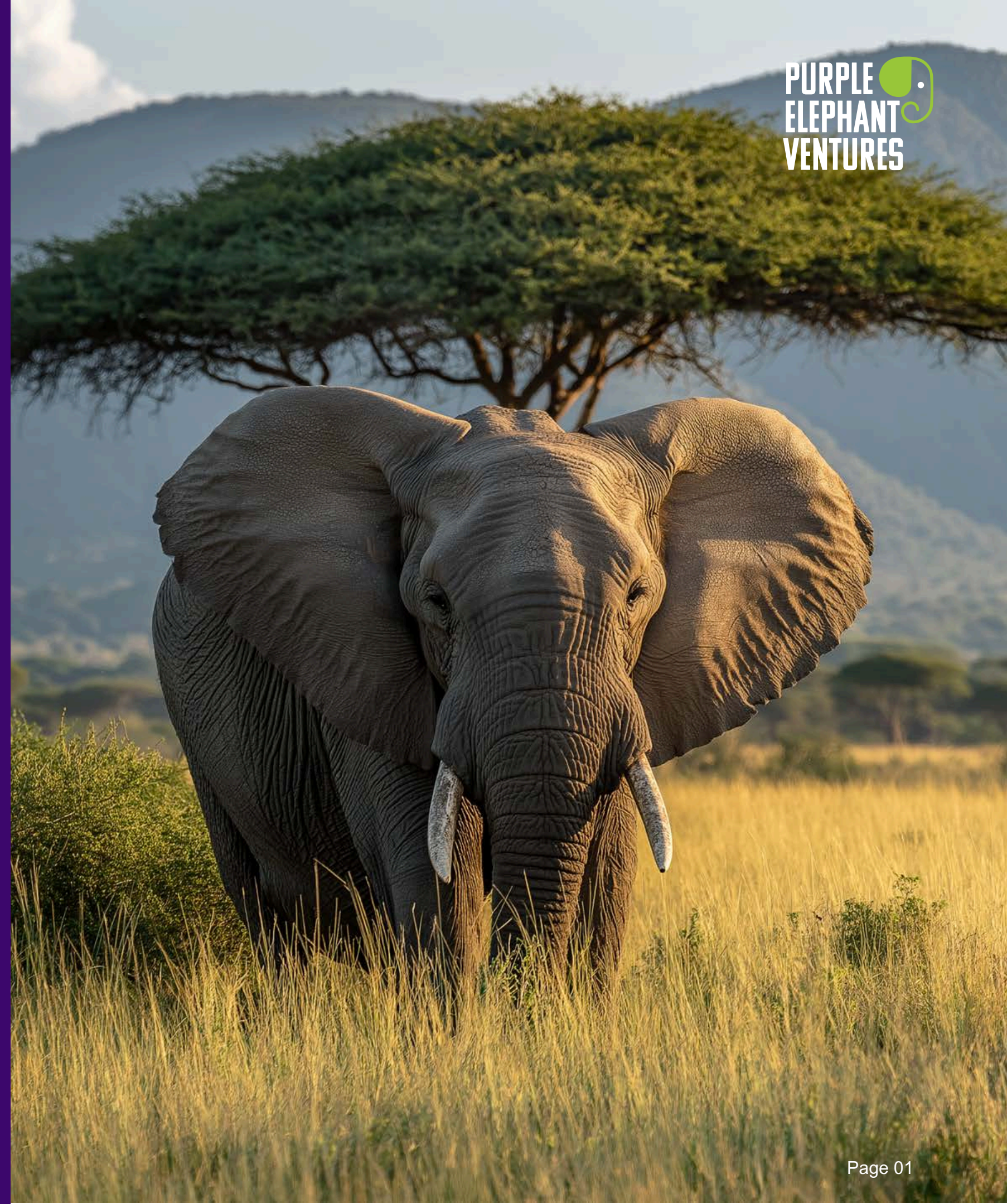
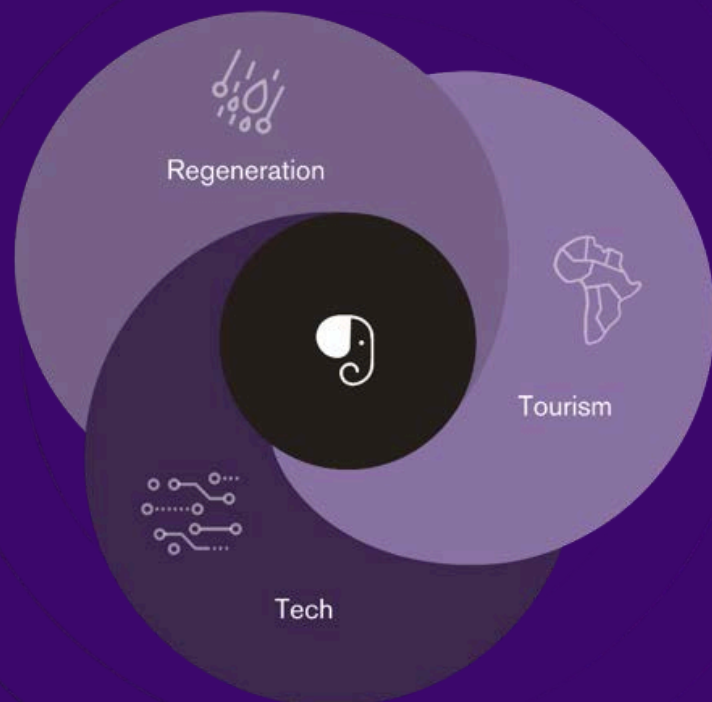


# About PEV

Purple Elephant Ventures (PEV) is a venture studio based in Nairobi, Kenya.

Emerging from the pandemic with a bold mission, PEV is dedicated to transforming tourism into a more modern, sustainable and, ultimately, regenerative industry. Thus far, PEV has built five separate businesses, which together boost biodiversity, generate sustainable livelihoods for local communities, and reduce the ecological footprint of travel across the continent.

We are Africa's hub for regenerative tourism innovation.





# PEV Companies

There are currently five start start-ups in PEV's portfolio

NOMAD

A digital content business that sells bespoke conservation travel experiences in East Africa

 zafari

A SaaS business that maximizes revenue for lodges and hotels with a digital booking and marketing platform

  
KIJANI SUPPLIES

An e-commerce hospitality wholesaler, bringing convenience, efficiency and sustainability to Africa's hospitality industry

JOIN AFRICA

Join Africa is an app for African safari guides to empower them and enhance their careers

POWERTRIP

Selling energy efficient appliances for a greener hospitality industry

# Word from the CEO

It's a pleasure to launch our Q2 2025 Impact Report.

Q2 saw us continuing to grow impact across our portfolio of start-ups while deepening our understanding of the impact we're having.

I'd like to give a shoutout to the team at Baotree, the sustainability software company we use to record and track our impact. They are a young company on the verge of something great. They have added a lot of value to our impact work - they are a great partner.

It's also worth mentioning that Q3 will see the official launch of our non-profit, the Safari Defenders Initiative. Keep an eye here - it will be a great tool in our impact toolkit.



**Ben Peterson, CEO**



Tourism has no choice but to fully embrace sustainability. If not, the industry will eat itself from the inside out.

# PEV's Regenerative Tourism Approach

PEV aims at building an ecosystem of regenerative tourism startups in Africa.

The PEV regenerative tourism approach focuses on the collective positive impact of our companies on **Governance**, **Social-Economic**, and **Environmental dimensions** of development in the continent.

N O M A D

Building a community of 1,000,000 sustainable travel enthusiasts across Africa and drive USD \$500 million worth of business to eco-friendly hotels and lodges across Africa.



Return \$1B of tourism revenue to sustainable lodges/hotels; Drive \$1B of funds directly into local conservation; and Return USD \$1B of tourism revenue to sustainable lodges/hotels previously lost to international intermediaries.



Helping 10,000 African hotels and lodges go green by selling them USD \$2B worth of sustainable & locally sourced products

POWERTRIP

Reducing African hospitality energy consumption by 20%

JOIN AFRICA

Empower 1500 safari guide entrepreneurs across Africa, increase safari guides income by 50% and educate 30,000 safari guides on sustainable tourism best practices

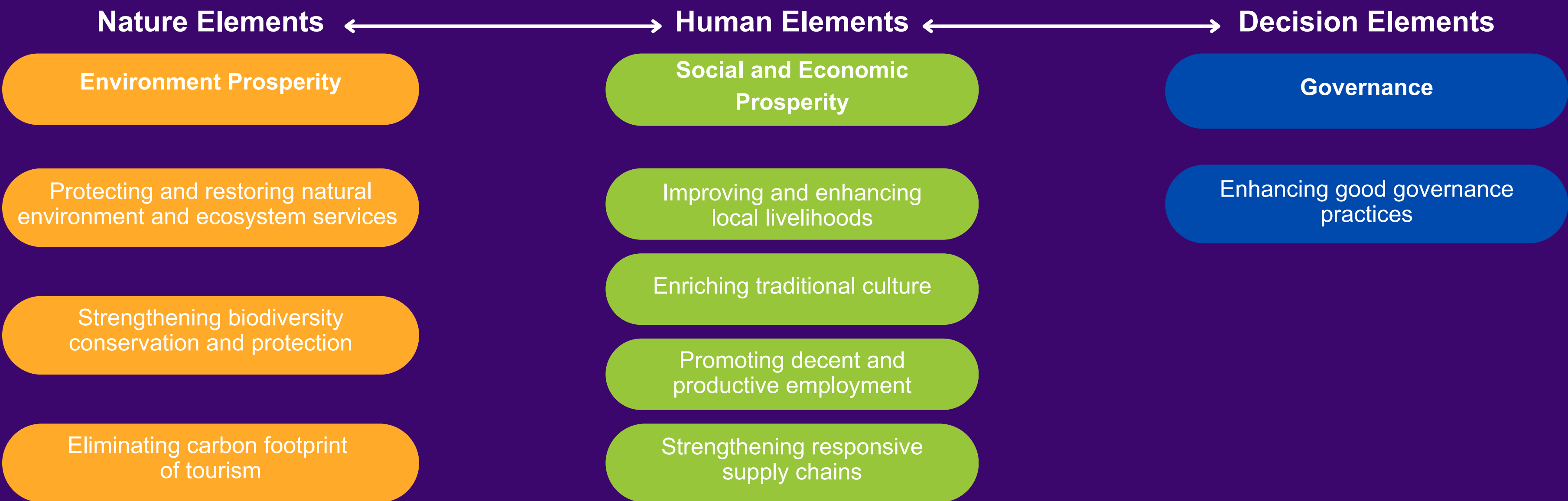


# PEV Regen impact framework

“Regenerative tourism is a **process** where tourism sector stakeholders, **collectively**, exert care and guardianship (through **decision-making and practices**) for the **improvement and enhancement of natural, human, and human-made elements** when moving to, visiting, living, or **operating in a destination**.” EarthCheck

The PEV Impact framework references known and industry accepted best practice guidelines and standards that support regeneration  
The framework encourages a systems thinking approach, innovation, local and nature based solutions, partnerships and collective actions.

## Pillars of our Framework and Impact Focus Areas





# Summary of Q1 2025 Impacts on Material Regenerative Impact Focus Areas by Companies

The PEV Companies reported positive impacts in the following focus areas

	Improved and enhanced local livelihoods	Enriched traditional cultures	Decent and productive workforce	Strengthened responsive supply chains	Protected and restored natural environment and ecosystem services	Strengthened biodiversity conservation and protection	Carbon footprint eliminated	Enhanced circular elimination of pollutants and waste	Enhanced good governance practice
Kijani Supplies	✓		✓	✓			✓	✓	✓
PowerTrip			✓	✓	✓		✓		✓
Zafari			✓	✓		✓			✓
Nomad	✓	✓	✓	✓	✓		✓		✓

✓ Achieving      ✓ Will Achieve

# **Q2 2025 Collective Impact Summary in Numbers**



### Revenue to Sustainable Tourism Businesses



**VS**  
USD \$ 217,701 (Q1 2025)  
USD \$ 482,998 (Entire 2024)  
USD \$ 771,423 cumulative

### Local Economic Contribution



**VS**  
USD \$ 5,269 (Q1 2025)  
USD \$ 29,000 (Entire 2024)  
USD \$ 41,254 cumulative

### Value of Sustainable/Local Products added to Supply chain



**VS**  
USD \$ 64,003 (Q1 2025)  
USD \$ 585,000 (Entire 2024)  
USD \$ \$731,209 cumulative

### Job Creation



**Total Direct and Indirect Jobs Supported Q2 2025**  
49 total jobs **(+4% growth from Q1)**, 17–85 indirect jobs



**Full-Time Employment Rate Q2 2025**  
88% full-time employment rate **(+9% from Q1)**



**Full-Time Jobs Going to Women Q2 2025**  
58% of full-time jobs to women  
vs  
**Q1 2025**  
57% of full-time jobs to women

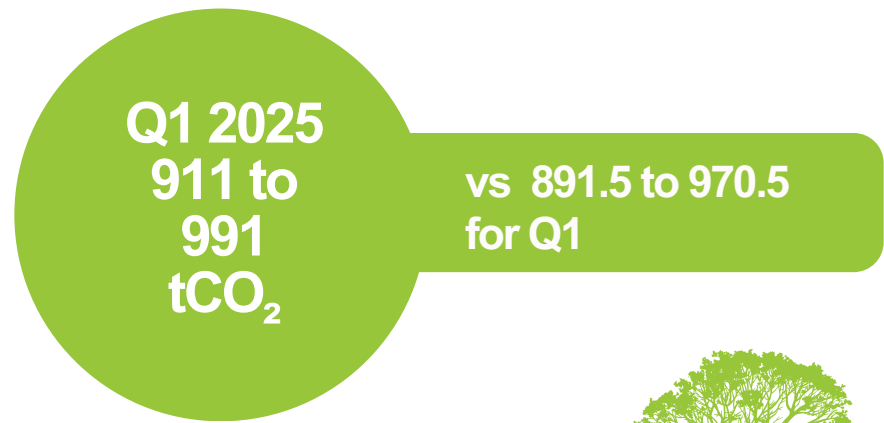


**Women in Leadership Positions Q2 2025**  
48% **(+11% from Q1)**



72% of full-time jobs going to youth

### Carbon Reduced from Supply Chain



31 tCO<sub>2</sub> offset = 620 trees saved



# **Pillar One: Social Economic Impact (Summary)**



# Strengthening Supply Chains

Our portfolio is actively building more inclusive, sustainable, and impact-aligned tourism supply chains, directing growing revenue toward responsible businesses and suppliers.

## Revenue-Driven to Sustainable Tourism Businesses

In Q2 2025, our portfolio generated USD \$70,724 in revenue for sustainable tourism businesses, including sustainability-certified hotels. The combined H1 2025 (January to June 2025) revenue of \$288,425 represents 60% of 2024's full-year performance.

The Q2 2025 performance (USD \$70,724) compared to Q2 2024 (USD \$225,541) and Q1 2025 (USD \$217,701), indicates seasonal challenges or market headwinds affecting revenue generated through our portfolio for sustainable tourism businesses, which we are currently addressing.

Nonetheless, total revenue generated for sustainable tourism businesses since 2024 reaches USD \$771,423, demonstrating our continued contribution to the sector despite recent headwinds.



**USD\$  
70,724**

generated for sustainable  
tourism businesses in Q2



**USD\$  
288,425**

Q1 and Q2 cumulative  
representing 60% of  
2024's **\$482,998** annual  
performance



**USD\$  
771,423**

total revenue generated  
since 2024



**H1 2025** running below 2024  
pace, requiring strategic  
attention for annual targets



**Market Challenges**  
Seasonal challenges and  
market headwinds affecting  
performance

# Value of Sustainable and Local Products Added to The Supply Chain

In Q2 2025, our portfolio facilitated USD \$81,908 in value of sustainable and locally sourced products added to hotel supply chains, representing a strong 28% quarter-over-quarter growth from Q1's \$64,003.

The cumulative value of sustainable and locally sourced products added to hotel supply chains since 2024 stands at USD \$731,209, demonstrating our continued contribution to sustainable hotel supply chain development in Kenya.





# Decent and Inclusive Work

## Stronger Decent and Inclusive Job Creation Momentum mainlined in Q2 2025

Our portfolios are continuing to transition toward higher-quality, better-compensated employment, including improved full-time job ratios, sustained youth integration, and exceptional women's economic empowerment. The combination of increased leadership representation and salary share demonstrates our companies are not just employing women, but actively promoting them into decision-making positions with commensurate compensation.

**Direct Jobs Supported:** In Q2 2025, our portfolio companies supported 49 direct jobs, representing a 4% increase from Q1's 47 jobs reported.

**Employment Quality and Stability:** The portfolios demonstrated a strong commitment to quality employment, with 88% of Q2 positions being full-time roles (43 out of 49), up from 79% in Q1 (37 out of 47). This 9 percentage point improvement indicates our companies are creating more stable, sustainable employment opportunities rather than temporary or part-time positions.

**Youth Employment in Quality Positions:** Among full-time positions, youth employment increased from 27 to 31 roles, representing 72% of all full-time jobs in Q2 compared to 73% in Q1. This maintains our strong focus on providing stable, quality employment for young people within the sustainable tourism sector.

**Women's Employment and Economic Empowerment:** Full-time employment for women decreased slightly from 27 in Q1 to 25 positions in Q2 (58% of all full-time roles). However, women's economic participation strengthened significantly across two key dimensions:

- **Leadership advancement:** Women in leadership roles increased from 10 (Q1) to 12 (Q2) positions, meaning 48% of all women in full-time positions now hold leadership roles, compared to Q1's 37%
- **Economic share:** The average percentage of portfolio salary going to women increased from 61% to 63%, indicating that despite fewer positions, women are accessing higher-value roles and compensation



# Improving Local Livelihoods



## Expanding Local SME Engagement and Indirect Job Creation in Q2 2025

In Q2 2025, our portfolio generated USD \$6,985 in revenue to local SMEs, representing a 33% increase from Q1's \$5,269.

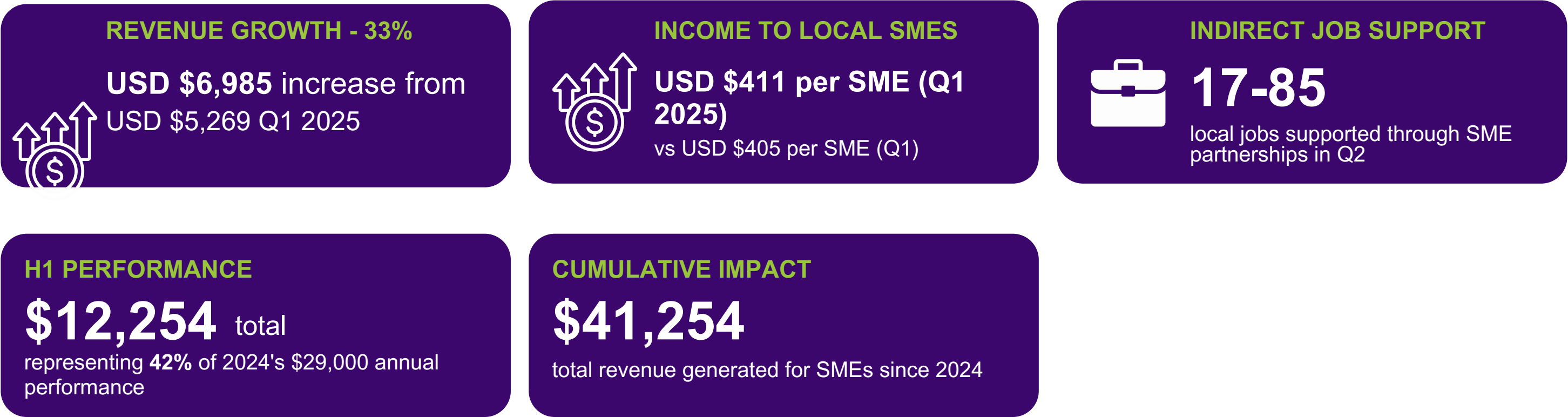
This revenue was distributed to 17 SMEs, with the average revenue per SME increasing from \$405 in Q1 to \$411 in Q2.

The combined H1 2025 (January to June 2025) revenue to SMEs totaled \$12,254, representing 42% of 2024's full-year performance of \$29,000.

Given that each SME employs between 1-5 locals, an estimated 17-85 local jobs were indirectly supported in Q2, compared to Q1's 13-65 jobs.

This dual impact of direct revenue generation and indirect job support underscores our portfolio's capability in creating economic opportunities for small businesses within Kenya's sustainable tourism ecosystem.

The cumulative revenue generated for SMEs since 2024 stands at USD \$41,254, demonstrating our continued contribution to small business development in the sustainable tourism sector





# **Pillar Two: Environmental Impacts (Summary)**

# Climate Action



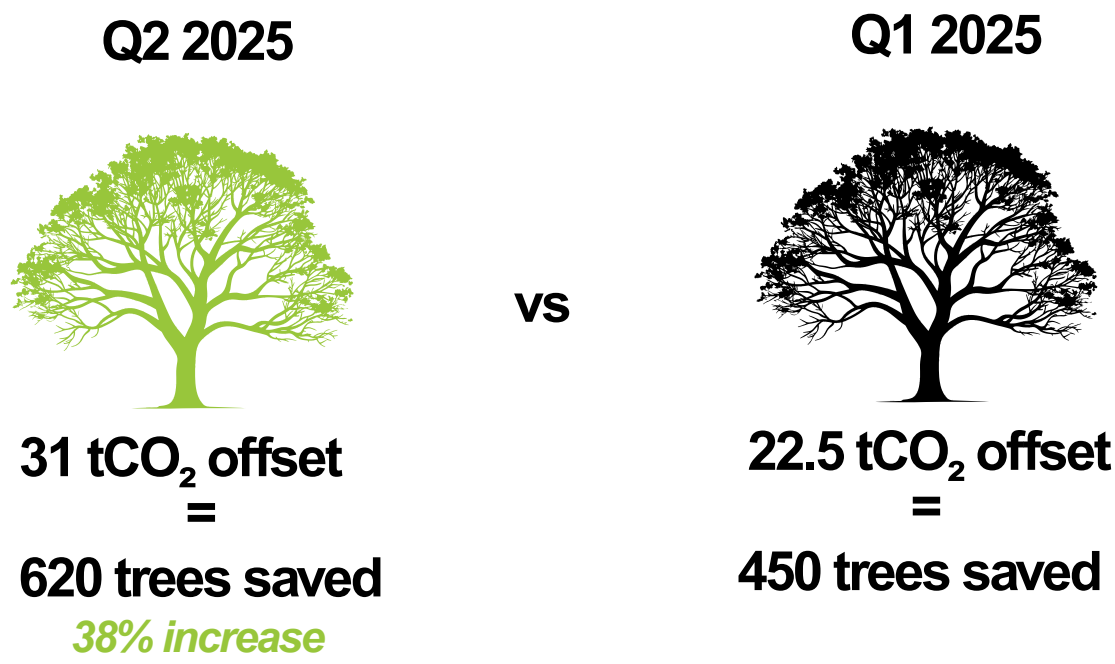
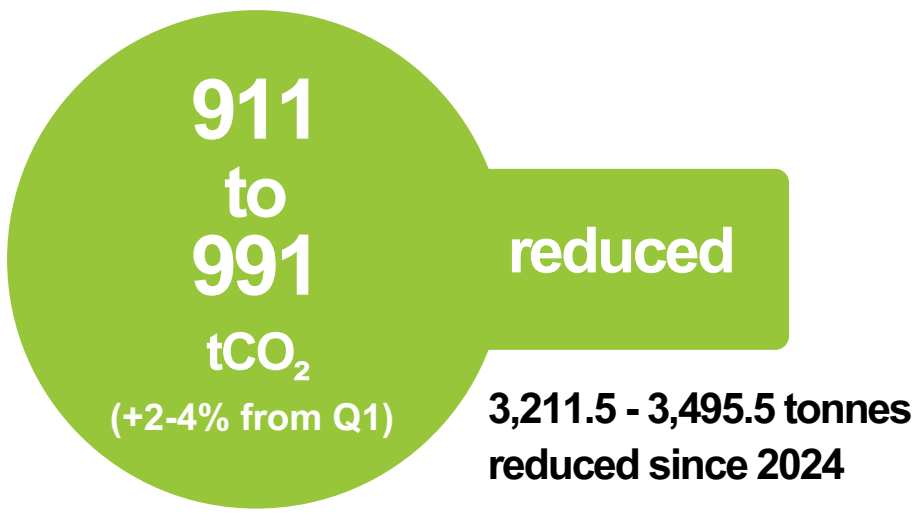
Our commitment to regenerative tourism includes taking measurable steps toward reducing carbon emissions, restoring ecosystems, and helping the tourism sector transition to more climate-resilient and nature-positive operations.

## Positive trends in climate action and natural Ecosystem conservation and restoration are maintained

In Q2 2025, our portfolio achieved 911-991 tonnes of carbon emissions reduced from tourism supply chains, representing a 2-4% increase from Q1's 891.5-970.5 tonnes. Additionally, our offsetting initiatives saved 620 trees by offsetting 31 tonnes, a significant 38% increase from Q1's 22.5 tonnes, and 450 trees were saved.

The combined H1 2025 carbon emissions reduction totaled 1,802.5-1,961.5 tonnes, representing approximately 128-140% of 2024's full-year performance of 1,409-1,534 tonnes.

Our cumulative carbon impact since 2024 stands at 3,211.5-3,495.5 tonnes of emissions reduced, demonstrating consistent environmental stewardship and carbon mitigation across our portfolio companies.





# **Pillar Three: Good Governance Impacts (Summary)**

# Good Governance

Our commitment to good governance is central to how we drive regenerative tourism across our portfolio.



## Capacity Building and Training

In Q2 2025, we achieved 100% training coverage for regenerative tourism and impact leads across our portfolio companies. All leads completed in-house training on communicating impact as a growth strategy, strengthening our portfolio's ability to articulate and leverage their sustainability initiatives for business development and stakeholder engagement.



## Strategic Planning and Adaptation

Our half-year review of action plans is currently underway, focusing on strengthening Q3 and Q4 impact delivery while strategically adapting to emerging market headwinds. This comprehensive review process ensures our portfolio companies remain agile and responsive to evolving market conditions while maintaining their sustainability commitments.



## Sustainability Accreditation Progress

The Studio (PEV) and Nomad are currently undergoing B Corp auditing for certification. This milestone represents our commitment to meeting the highest standards of social and environmental performance, accountability, and transparency, positioning our portfolio companies as leaders in sustainable and regenerative business practices.



## Industry Recognition and Awards

Kijani Supplies achieved significant international recognition, being selected as one of nine global winners from nearly 200 startups at the 2025 Phocuswright/WiT Startup Pitch. This recognition marks Kijani's second major recognition this year, following their silver award at the 2025 WTM Africa Responsible Tourism Awards, demonstrating our portfolio's leadership in sustainable and regenerative tourism.



## Sector Engagement and Thought Leadership

The Studio and portfolio showcased our approach and portfolio commitment to regenerative tourism and the digital transformation of tourism at two key industry events: The Sustainable Tourism Africa Summit, The Ecotourism Kenya Sustainable Tourism Forum, and the Maasai Mara Managers Forum. These engagements strengthened our position as thought leaders while fostering valuable partnerships and knowledge exchange within Africa's tourism ecosystem.

These governance initiatives collectively strengthen our portfolio's operational excellence, market positioning, and industry leadership in regenerative tourism. The combination of enhanced communication capabilities, strategic planning adaptation, certification progress, and industry recognition positions our companies for sustained growth and impact.



# Digital Visibility and Market Reach



Our digital platforms continue to reflect growing interest and credibility among key stakeholder groups:

PEV’s digital channels continue to reflect rising engagement, stakeholder trust, and ecosystem recognition. With strong visibility across LinkedIn, our website, and newsletters, we’re positioning PEV not just as a venture builder, but as the leading voice in regenerative tourism-tech across Africa.

## Q2 Performance Highlights

Metric	Result
LinkedIn Impressions	195,506
LinkedIn Engagement Rate	17.70%
New LinkedIn Followers	190 (3,739 total)
New Newsletter Subscribers	150 (885 Total)
New Website Users	2,000
Media Mentions	26

PEV is becoming the go-to brand for regenerative tourism innovation in Africa. Our digital channels are not just amplifying our voice, they are attracting the right eyes.

# Individual Portfolio Company Impacts



**POWERTRIP**

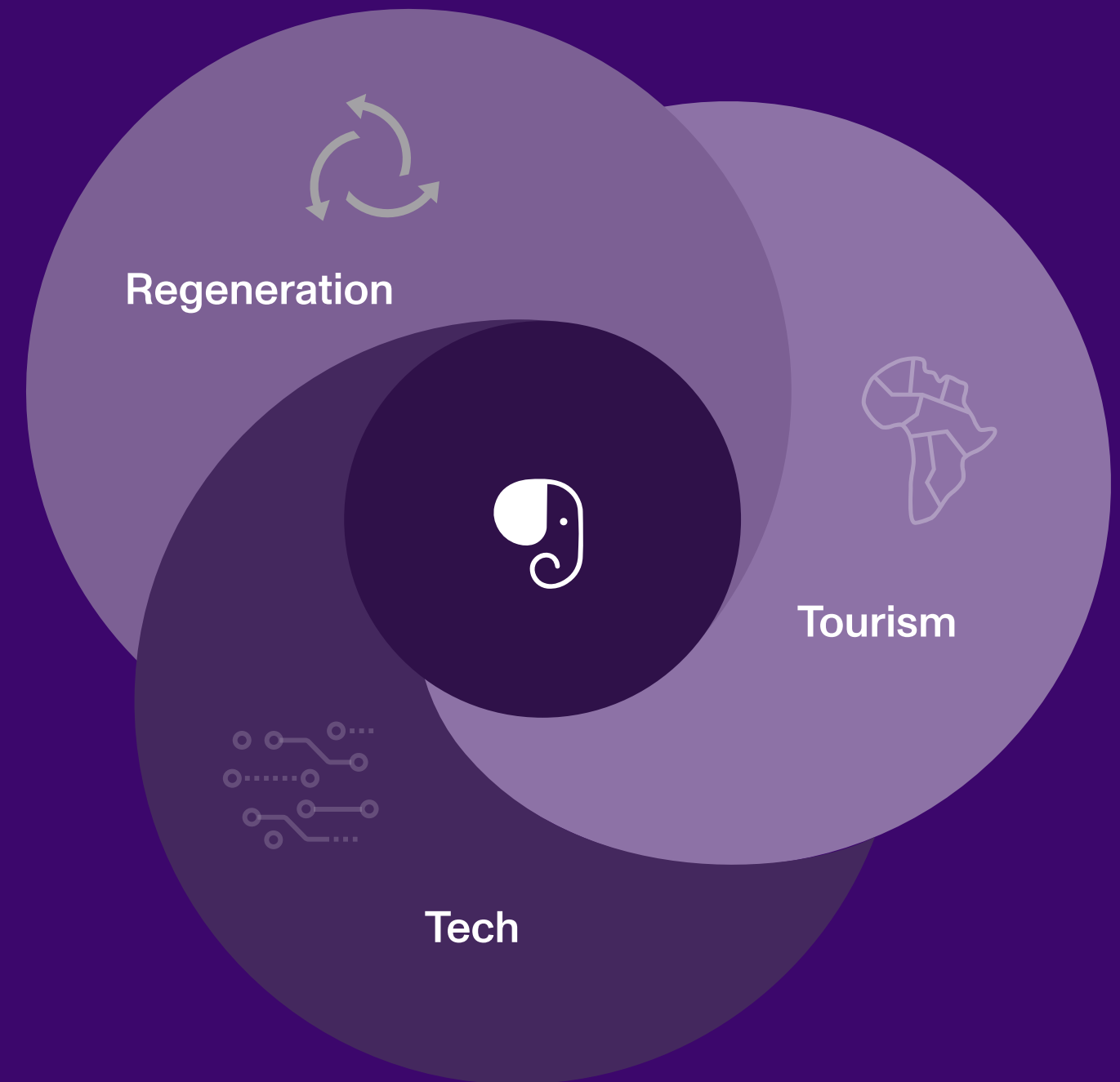


**NOMAD**  
AFRICA





**KIJANI SUPPLIES**





# Overall Regenerative Goals

Kijani Supplies is driving transformational change in Africa's hospitality sector with an ambitious goal to help 10,000 African hotels and lodges go green by selling them USD \$2B worth of sustainable and locally sourced products while building the most carbon-friendly hospitality supply distribution business in the world. Currently operating in the Greater Mara ecosystem, Kijani has established a significant market presence and environmental impact.

## Help 10,000 African Hotels & Lodges Go Green by Selling USD \$2B Worth of Sustainable Products

Kijani supplied 80 hotels in Q2 (adding 9 new clients) and generated USD \$65,324 in sustainable product value, a 7% increase from Q1's \$61,302. Total hotel partnerships now stand at 141, representing 55%+ market share in the Mara region. Half Year 2025 sustainable/local product value of \$126,626 represents 22% of 2024's performance. Cumulative sustainable product value since 2024 stands at USD \$711,924.

## Build the Most Carbon-Friendly Hospitality Supply Distribution Business in the World

Kijani achieved 880-960 metric tonnes of carbon emissions reduced for hotels in Q2, compared to Q1's 869-948 metric tonnes.. Cumulative carbon emissions reduced since 2024 stand at 3,124-3,408 metric tonnes.

## Wider Social Economic Impact: Livelihoods and Local Economic Growth

Generated USD \$6,985 in revenue to 17 local SMEs in Q2 (33% growth from Q1's \$5,269 to 13 SMEs). Average revenue per SME increased from \$405 to \$411 per quarter and indirectly supports 17-85 local jobs.

## Wider Social Economic Impact: Decent and Inclusive Work

Supported 25 direct jobs with 20 full-time positions. Achieved exceptional gender inclusion with 54% of salaries going to women (+12% from Q1) and women in leadership increasing from 3 to 5 positions. 20 full-time positions went to youth, demonstrating a strong youth employment commitment.



141

total hotel partnerships  
(55%+ Mara market share)



\$65,324

sustainable products  
value in Q2 (+7% from Q1)



880-960

metric tonnes CO2  
reduced in Q2



\$6,985

revenue to 17 local  
SMEs (+33% growth  
from Q1)

SME increased from  
\$405 to \$411 per quarter  
and indirectly supports  
17-85 local jobs.



54%

of salaries going to  
women (+12% from Q1)



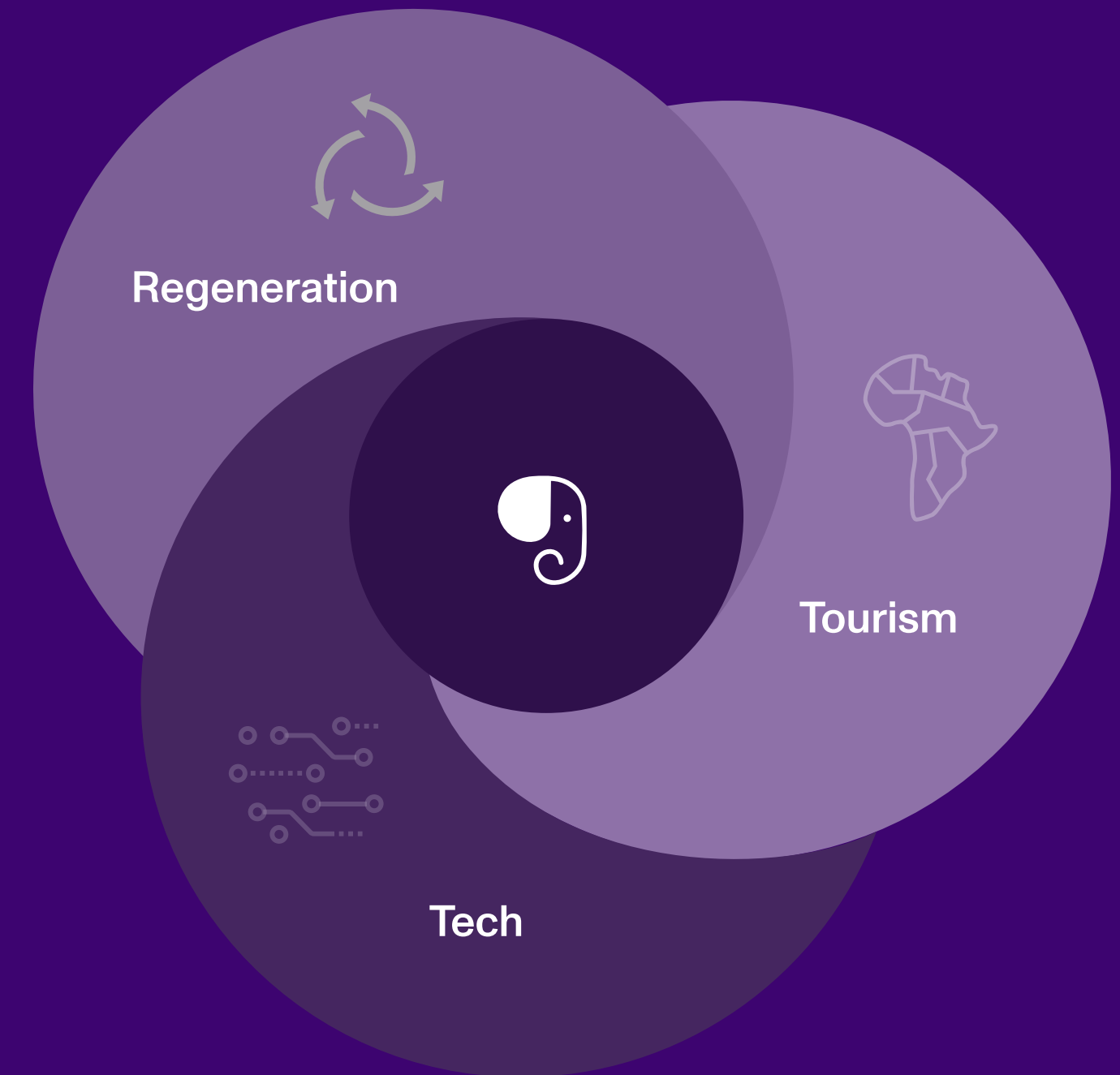
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women in leadership  
positions (up from 3  
reported in Q1)



Nearly 100% of direct  
jobs going to youth

# NOMAD





# NOMAD

## Overall Regenerative Goals

Nomad Africa’s overall regenerative tourism goal is to build a community of 1,000,000 sustainable travel enthusiasts across Africa and drive USD \$500M of business to eco-friendly hotels and lodges across Africa.

### Build a Community of 1,000,000 Sustainable Travel Enthusiasts Across Africa

Nomad Africa Magazine serves as the primary vehicle for building a sustainable travel community engagement. Since January 2025, 16,000 copies have been published and distributed, representing 27% of 2024's full-year distribution of 60,000 copies. The magazine promotes sustainable and responsible travel through rich storytelling, highlighting eco-friendly lodges, community-based tourism, and wildlife conservation content, among other travel content.

### Drive USD \$500M of Business to Eco-Friendly Hotels and Lodges Across Africa

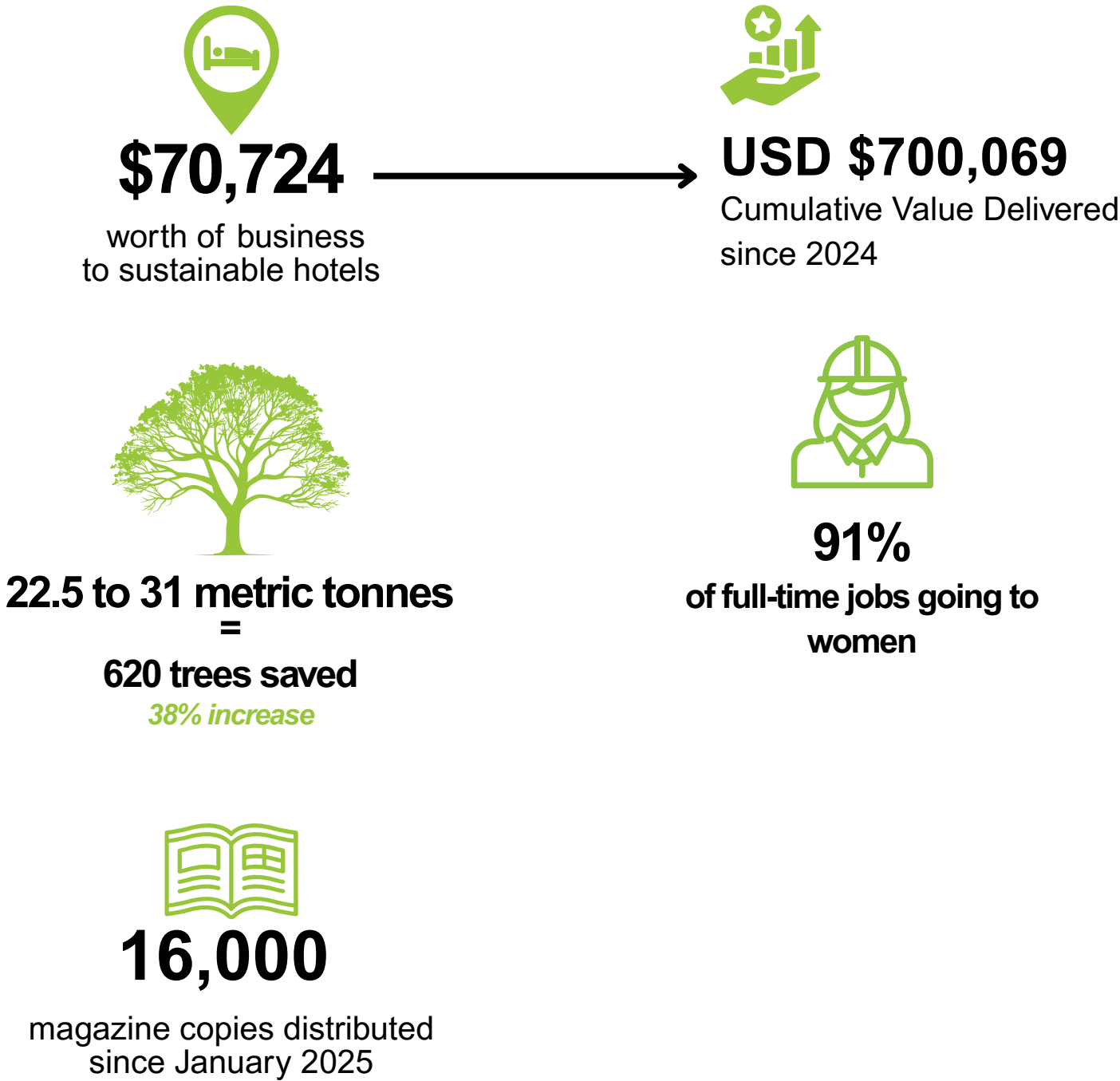
Generated USD \$70,724 in Q2 2025 compared to Q1's \$217,701, highlighting seasonal challenges or market headwinds affecting revenue generation to eco-friendly accommodations. The combined H1 2025 revenue of \$288,425 represents 60% of 2024's full-year performance of \$482,998. Cumulative revenue driven to eco-friendly hotels and lodges since 2024 stands at USD \$771,423.

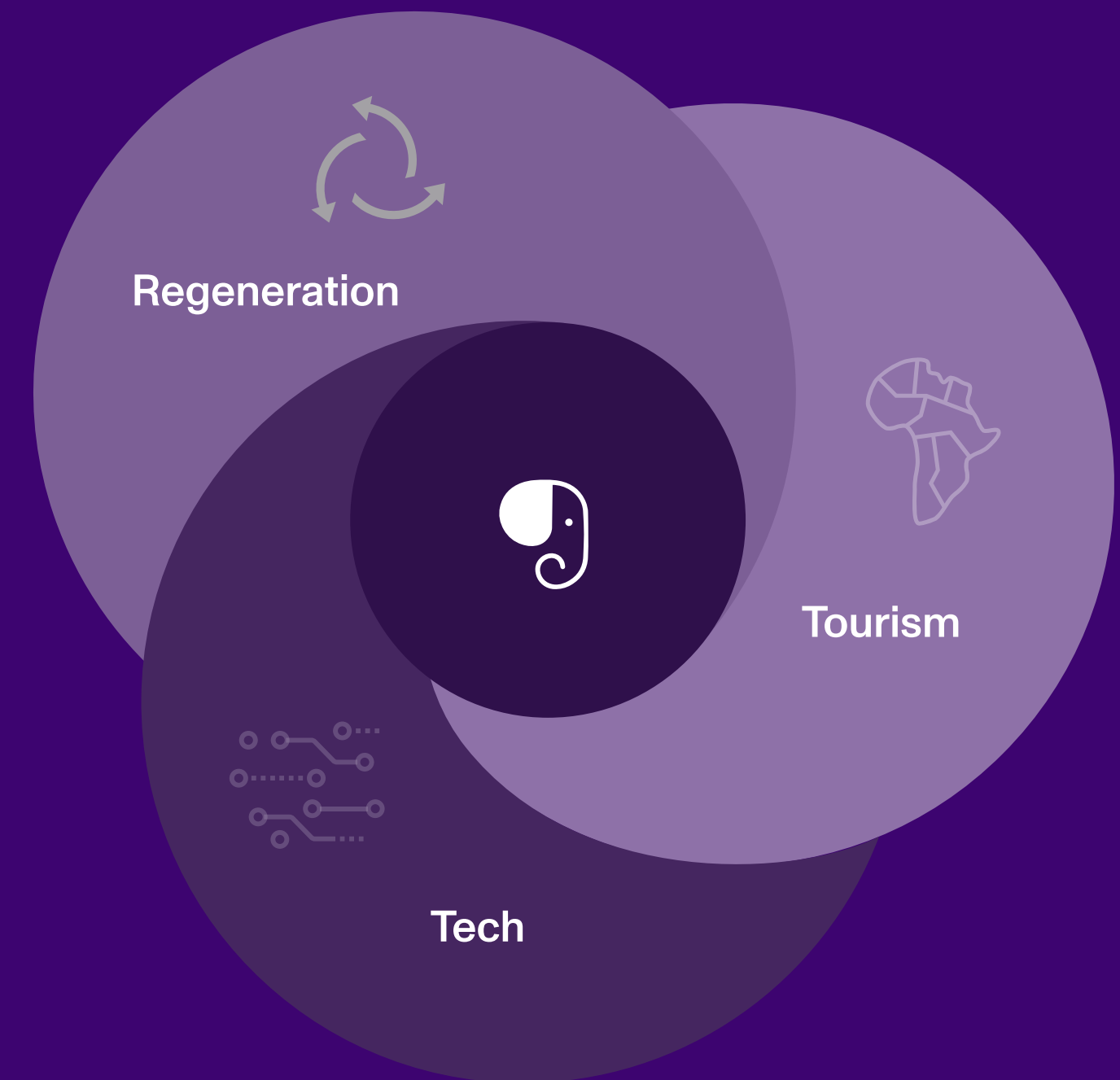
### Wider Social Economic Impact: Decent and Inclusive Work

Supported 12 direct jobs in Q2 with 11 full-time positions, with 91% of full-time jobs going to women, Youth employment in full-time positions was 7 (64%) in Q2, maintaining Nomad's commitment to inclusive employment practices.

### Wider Environmental Impact: Carbon Reduction and Ecosystem Regeneration

Achieved 31 metric tonnes of CO2 offset from itineraries in Q2, a 38% increase from Q1's 22.5 metric tonnes. This offsetting initiative saved 620 trees in Q2 compared to 450 trees in Q1, demonstrating Nomad’s commitment to regenerative climate interventions in travel and tourism.





**Both PowerTrip and Zafari** are in the early stages of market entry and have only recently begun to realize measurable impact. However, their initial traction highlights strong potential to scale solutions that advance energy efficiency in hospitality (PowerTrip) and revenue generation for conservation through tech-enabled bookings (Zafari).



PowerTrip's mission is to support energy efficiency in the hotel industry by helping hotels reduce energy consumption by 20% through improved understanding and access to highly energy-efficient appliances. PowerTrip achieved exceptional growth in Q2 2025, supplying USD \$16,584 worth of highly energy-efficient appliances, representing a remarkable 317% increase from Q1's \$3,974. The combined Half year value of \$20,558 demonstrates significant momentum in supporting the hotel industry's transition to energy efficiency and reduced carbon emissions.



Zafari's mission is to transform the tourism industry by achieving three ambitious goals: Return \$1B of tourism revenue to sustainable lodges/hotels; Drive \$1B of funds directly into local conservation; and Return USD \$1B of tourism revenue to sustainable lodges/hotels previously lost to international intermediaries.

Zafari continues to work on achieving market traction toward its transformational mission of reshaping tourism revenue distribution. The company remains focused on building the foundational capabilities and partnerships necessary to redirect tourism revenue to where it is needed the most while removing leakages that impact hotel growth in Africa.



# Our focus for Q3 2025



## Objective 01

Enhancing impact strategies and capacity of our portfolio companies

- Strengthen Implementation of 2025 Impact Strategies
- Continue Sustainability training for co-founders and startup teams
- Get BCorp Certified
- Continue forging partnerships for securing at least USD1 Million in Funding for Scaling Impact



## Objective 02

Implementing a partnership program for optimizing tourism in Africa's conservation areas

Implement The Safari Defenders Initiatives, a coalition of partners that will transform tourism in Africa's protected areas



## Objective 03

Strengthening our impact reporting and communication

- Align lessons learned half year results
- Work towards reaching at least 500,000 with our impact story.
- Support Startups in communicating their impact, effectively



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