



# 2<sup>nd</sup> RESEARCH CONFERENCE ON **ACCOUNTANCY**

**Theme:**

**BUILDING A RESILIENT ACCOUNTANCY PROFESSION  
AND ECONOMY IN A DISRUPTIVE ENVIRONMENT**

**DATES**

**7th-8th  
Dec 2021**

**VENUE**

**Kenya School of  
Government - Nairobi**



# **Economics**

**Impact of Sustainable Business Practices on Organization Performance: A Case of Maasai Wilderness Conservation Trust in Kenya**

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# OUTLINE



Background



Problem statement



Objectives



Findings



Conclusion

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# BACKGROUND



- **Maasai Wilderness Conservation Trust (MWCT)**
- **Sustainable Business Practices(SBP) is the utilisation of natural resources through economic activities to support current societal needs without compromising the availability of those resources in future .**
- **Importance of SBP ;**
  - **Tourism contribution to GDP and employment (KTB,2016)**
  - **80% of tourism is nature based and 68 % Wildlife loss since 1967 (MOWT,2018)**
  - **Support of the national wildlife strategy 2030 for economic sustainability (WCMA,2013)**
  - **Need for a balanced co-existence in the ecosystem through the conservancy model**

# BACKGROUND



- **Methodology**
- **The empirical study combined qualitative and quantitative research methods.**
- **Two in-depth interview questionnaires**
  - **Management**
  - **subordinate employees and community households for primary data.**
- **Non-probability purposive sampling allowed the researcher to handpick the respondents from MWCT and a random sample from the community households and subordinate staff.**
- **The study adopted a cumulative exploratory sample size significant for sufficient information.**

# PROBLEM STATEMENT



- **68% decline of wildlife since 1977 (MOTW,2018).**
- **Sharing of scarce natural resources to fulfil today's needs without jeopardizing availability in the future .**
- **Need for a balanced ecosystem in future .**

**This Implies;**

- **A great obstacle for sustainable economic growth**
- **Performance of the conservancies and its impact.**
- **Insufficient information on how SBP helps in conservancies performance.**
- **The study tried to bridge this gap**



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# OBJECTIVE



**The objectives of the study were :**

- a) To assess the sustainability aspects practiced by conservancies in Kenya.**
- b) To assess the impact of sustainability aspects on conservancies performance in Kenya.**

# FINDINGS



- **Sustainable business practices implemented**

- Conservation

- Economic

- Social

- **Effects of sustainable business practises**

- Increased wildlife.

- Reduced conflict

- Reduced commotion between wildlife & livestock

- Restoration of forest

- Maintained Vegetation cover

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# FINDINGS



## Cost Implications

- Reduced operations cost
  - Data collection cost
  - Wildlife PAYS costs & Livestock loss
  - Monitoring & reporting tool (SMART ) maintenance and setup cost increased
- **Conservancy Performance**
  - Number of Employees grew by an average 45% in 3 years
  - Expansion to three, addition in 2017

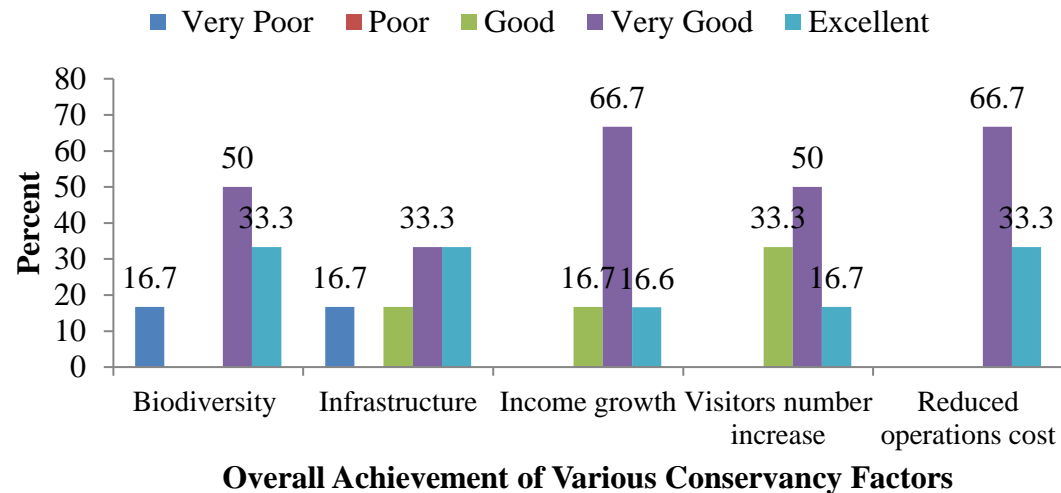
# FINDINGS



## Sustainability of conservancies

,Infrastructure ,Tourists increase

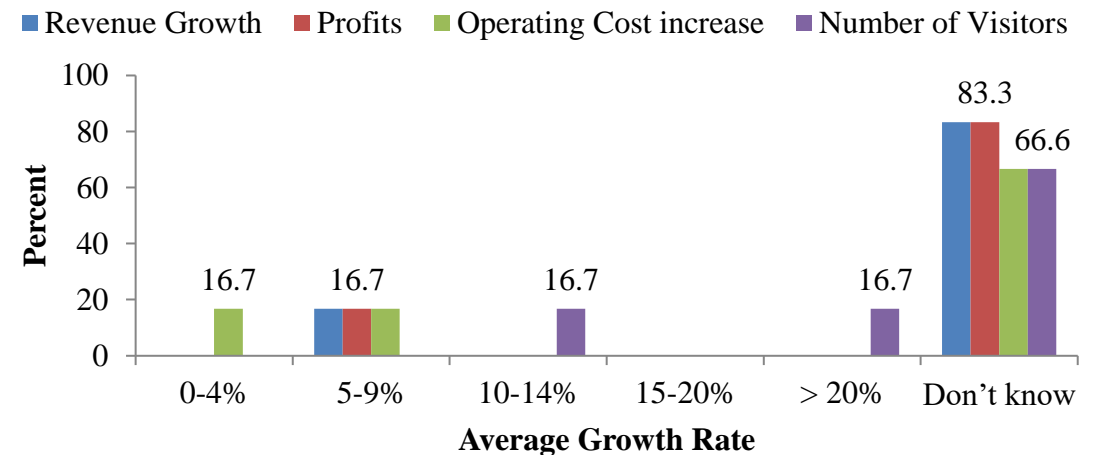
Income Growth ,Reduced Operations Cost.



## Financial Performance Growth Biodiversity

Revenue & profits (5-9) %

Visitors growth(10-14);Operating costs(0-4)

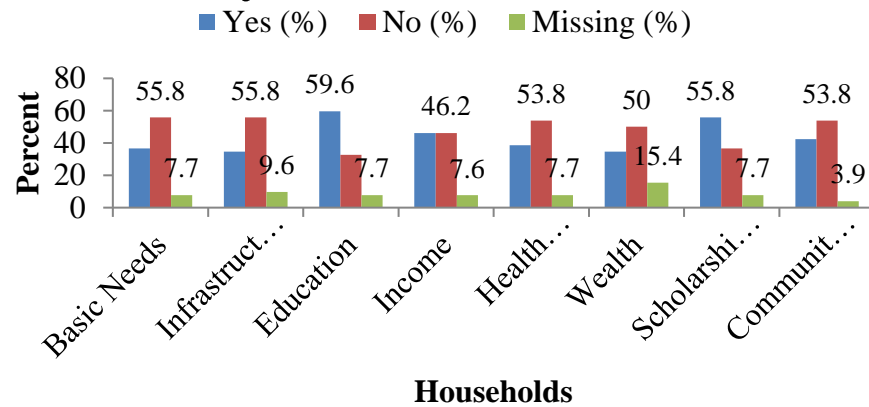


# FINDINGS

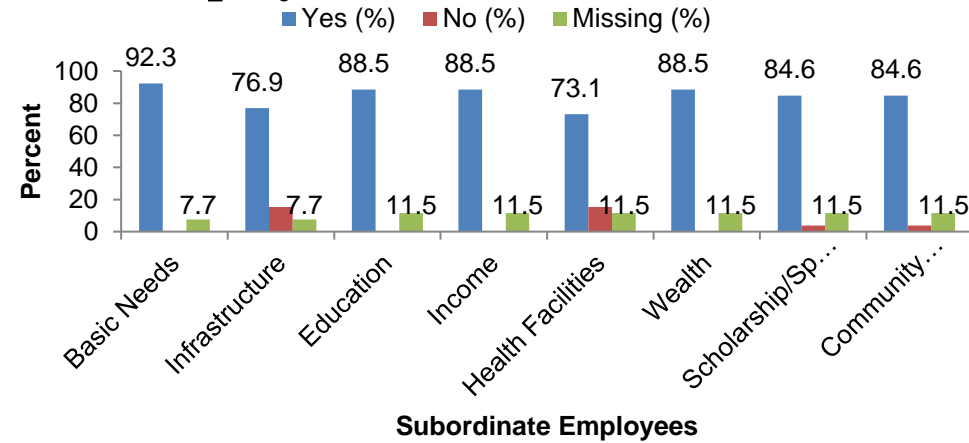


## Performance of the Conservancy Performance

### Community Benefits



### Employees Benefits



# CONCLUSION



- SBP are key to conservancy growth.
  - Being economically sustainable with the capacity to profit, minimized costs motives drive environmental activities engagements.(BSDGlobal, 2002); (Padin et al., 2016); (Husoy, 2007).
- Embracing SBP has multiple effects on other performance variables achievement as suggested in (Eilers et al., 2016) positive impact on strategic firm performance.
- Recommendations
  - Further studies on financial performance.
  - SBP as a tradeoff between Impact maximization vs profit maximization.
  - Lack of economic growth can lead to collapse of the sustainability pillar.