

The Rhino Charge:

Making an Extreme Offroad 4x4 Motorsport Event "Green"



As a conservation organization, Rhino Ark Kenya Charitable Trust is deeply sensitive to minimizing any environmental impact that could derive from its operations. This extends to the Rhino Charge, Rhino Ark's main fund raising event to support the conservation of Kenya's 'water towers'.

Mitigating the impact of the competition cars

The format of the Rhino Charge was developed towards minimizing the impact of the competition cars on the environment:

- To prevent any significant damage, the duration of the competition is limited to 10 hours and only 65 competition cars may participate in the event;
- To avoid cumulative impact from consecutive events, the Rhino Charge is organized each year in a different location.

In 2008 Rhino Ark commissioned an environmental and social impact audit of representative samples of venues where the Rhino Charge event had been held. The venues assessed were Tassia Ranch (Mukogodo Division, Laikipia), Swuari Lagha (Wamba Division, Samburu), Ol Kinyei Group Ranch (Mara Division, Narok), and Lorongoswa Group Ranch (Kajiado). The audit was carried out by African Conservation Centre.

The audit found that there was minimal impact on the sites arising from Rhino Charge activities. Recommendations arising from the

audit were incorporated into subsequent Charge venues and course designs.

Recycling the waste generated at the venue

One of the main environmental challenges of organizing an event with between 3,000 and 4,000 officials, participants and spectators in the most remote wilderness areas of Kenya is the management of waste. In keeping with Rhino Ark's conservation mission, the Rhino Charge Committee is dedicated to leaving each venue as they found it.

To this end, stringent rules have been set by the Committee to ensure that no refuse is left anywhere in the entire Rhino Charge venue. This includes a system of fines that is strictly implemented to address refuse generated by competitors and spectators. In addition, with the support of key sponsors, refuse is collected across the venue, including the Spectator Camp and the Gauntlet.

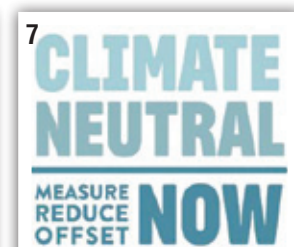
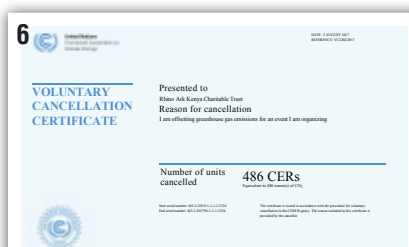
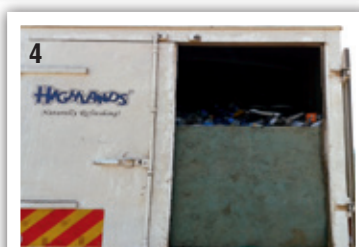
To promote refuse recycling, a Waste Sorting Station is set up at the venue. Glass, cans, tins, and plastic bottles, among others, are separated and brought back to Nairobi for recycling. Since 2013, over 50 cubic metres of refuse have been properly sorted at each event and removed from the venue for recycling.

Additional greening initiatives are implemented on an ad hoc basis. For example, to reduce the generation of plastic waste associated with one-use plastic items, in particular plastic water bottles, the Rhino Charge organizers have provided each person coming to the 2018 Rhino Charge with one multiple-use metallic water bottle.

Making the Rhino Charge Climate Neutral

Rhino Ark has committed to make the Rhino Charge climate neutral from 2017 onwards, namely to offset the CO2 emissions related to the event by purchasing corresponding amounts of carbon credits on the market. Rhino Ark purchases offsets to compensate for the CO2 emissions from the Rhino Charge from carbon projects implemented in Kenya that reduce deforestation and forest degradation or promote the use of, and disseminate improved cooking stoves.

As part of this commitment, the Rhino Charge has joined the Climate Neutral Now movement.



1. Waste sorting station
2. Waste sorting station in full activity
3. Sorted aluminium cans
4. One of the two Highlands trucks three quarters full of sorted plastic waste
5. Waste sorting site after the charge
6. Certificate of purchase of offsets
7. Climate Neutral Now
8. Use of metallic bottles