

# GREEN SEAT

Add more purpose to travel



Through your  
**Green Seat donation**  
you're supporting:

## WILDLIFE

**Beneficiaries of Green Seat**  
Endangered Wildlife Trust  
Conservation Canine Project  
Endangered Indian Ocean Humpback Dolphin Project



## PLANET

**Beneficiary of Green Seat**  
Trees for Tourism  
Reforestation Project



## PEOPLE

**Supplier of Green Seat Badges**  
African Home  
Community Upliftment Project



By booking our Scheduled Tours you are supporting Green Seat.

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## **WILDLIFE | Endangered Wildlife Trust | Conservation Canine Project | Endangered Indian Ocean Humpback Dolphin Project**

Conservation Canine Project provides canine support to the conservation sector. This benefits not only rhinos, but also other species that are targeted by poachers including elephants and plains game poached for bush meat. The goal of this project is to ensure that conservation canines are strategically placed across South Africa's private, provincial and national parks, contributing to the protection of its wildlife. Dogs are trained in detection, tracking and patrolling. Since 2020, TDM has donated R191,000 to support the training of rescue puppy Pirate, who unfortunately passed away in February 2024. Pirate's mission was to evolve into a conservation canine under the guidance of Shay Seebran (EWT employee). As an energetic Belgian Malinois, Pirate achieved certification as a tracking dog in 2021. Shay and Pirate were stationed at Pilanesberg Game Reserve, and despite Pirate's passing, we remain committed to supporting their canine project.

The Endangered Indian Ocean Humpback Dolphin project focuses on research / monitoring the species reproduction and numbers in general, as no one has the knowledge or reliable data to understand the threats and how many are still in existence. Green Seat donations received from 01 November 2023 will go towards supporting the EWT's research.



## **PLANET | Trees for Tourism | Reforestation Project**

Trees for Tourism (part of the South African Reforestation Trust), is a vehicle for tourists and companies affiliated in any manner with the tourism industry to counterbalance the tourism-related footprint. To achieve this aim, Trees for Tourism facilitates the purchase by tourists and tourism related companies of indigenous trees, to be planted out in old woodland and appropriate degraded areas to re-create pristine forest eco systems, safeguarded for future generations. The tree type used can vary according to the layout of the land area and the water source anticipated in the growth phase. Trees for Tourism has selected the Platbos Conservation Trust, Farm 215, Grootvadersbosch Conservancy and Klein River Cheese Farm in the Western Cape as the operator for the selection and preparation of appropriate reforestation sites, planting of trees and decade-long maintenance of the sites to protect the juvenile forests from fire and re-encroachment by alien invasive vegetation. TDM has donated over R488 000 towards reforestation, resulting in 4 042 trees to be planted, through Green Seat for the period 01 November 2012 to 31 October 2023.



## **PEOPLE | African Home | Community Project**

The Green Seat Badges are handmade, by the Community Project based in Woodstock, Cape Town, from bottle caps recycled by TDM employees. These badges are funded by TDM, and not by the Green Seat funds. Relationships with crafts people are nurtured in order to sustain and develop a platform for sound business principles whilst always maintaining the human focus in this creative endeavour. The employment of ethical principles ensures that artisans and crafts people are paid a fee that they regard as fair and equitable in terms of their effort and resources. African Home maintains, and practices, a strong commitment to environmental awareness. TDM employees have collected over 12 000 bottle caps which were sent to African Home. TDM has paid this community project over R128 850 for the period August 2012 to October 2023 who has produced over 13 650 badges thus far. TDM has also donated R24 000 (R2 000 per crafter) for COVID-19 relief to the affected families.



## **PREVIOUS BENEFICIARY:**

### **WILDLIFE | South African National Parks Honorary Rangers | Anti-Rhino Poaching Project**

The SANParks Honorary Rangers is the official SANParks volunteer organisation. They monitor the poaching situation nationwide and predetermine the next priority area and act immediately by deploying the necessary support to the targeted areas. TDM has donated R972 000 towards anti-rhino poaching through Green Seat for the period 01 November 2012 to 31 October 2023. The funds have been used for providing fuel for helicopters, sniffer and tracker dogs, patrol equipment, training, and for GPS dog collars for the Kruger K9 operation.