

## MUGIE SOCIAL IMPACT AND DEVELOPMENT SPACE



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## INTRODUCTION

Social impact can be difficult to define, in most cases it is understood as the effects on people and communities that happen as a result of an action, activity, programme or policy. Mugie thinks about social impact as the effects felt by people, wildlife and ecosystems as a result of our actions and activities.

This document is designed to provide an overview of our current business activities, recognizing that all efforts at Mugie are inextricably linked to the communities, people, land and wildlife who live here. With that in mind, we have identified stakeholders, the broader effects felt by Mugie's programs, and areas of future investment and growth within our business. Lastly, we have highlighted our connection to the broader national and global goals that all businesses are tasked with incorporating into their strategies.

## MUGIE's VISION, MISSION, AND VALUES

### *Vision*

Mugie aims to be a model in the growth of a vibrant rural agricultural community; providing opportunity in a way that creates harmony between humanity and habitat through the conservation and rehabilitation of biodiversity to drive sustainable development.

### *Mission*

Mugie actively engages with communities, government, NGOs, donor bodies and commercial partners to create and facilitate profitable opportunities for regional agricultural communities. This work is critical to secure the greater ecosystem, endangered species, biodiversity and our habitat in harmony with sustainable development.

### *Values*

We hope to inspire conservancies around the world to protect natural habitats by creating a modern, multi-faceted model for a profitable conservation enterprise. Our core tenants are as follows:

- Grow together with our surrounding communities
- Create awareness and understanding of our ecosystems and biodiversity
- Ensure a balanced human-wildlife coexistence for the future
- Respect for others
- Everything we do should be measurable
- Sustainable use of available natural resources
- Communicate and coordinate everything we do locally, nationally, and internationally

## MUGIE IN THE COMMUNITY

As our work at Mugie is inextricably linked to the community that surrounds the conservancy, we have established the following programmes to enhance health and life:

### *Healthcare and Wellbeing*

In service to our employees, their dependents, and the greater community, Mugie maintains a medical facility and nurse onsite. Mugie has added a medical education outreach vehicle, enabling Mugie to make non-emergency medical services more accessible to those who need it most. Our nurse coordinates with tribe leaders to host medical outreach within local villages, offering health education services including family planning, hygiene education, nutrition and basic medication to anyone in need.

### *Education*

Mugie school was initially created to provide access to quality education for the children of Mugie's employees. In recent years, its services have expanded to be accessible to the kids of surrounding communities too. Mugie school has a balanced male/female ratio of students, and offers safe boarding for students during the school term. Mugie is currently planning on the purchase of a school bus in order to allow kids in more remote areas to attend. The bus will enhance connectivity between center and rural regions, saving time and additionally increasing the security of the non-boarders that have to walk long distances to attend the classes.

Mugie integrates community conservation education into school curriculum whenever feasible. In fact, Mugie conservancy has a functioning tree nursery which we intend to integrate into the school. We engage volunteers from Mugie conservancy, including guides and wildlife experts, to teach environmental and healthy kids lessons in the classrooms. Additionally, the students have the added benefit of witnessing wildlife firsthand on the lands nearby.

### *Community Events*

To build community, promote sustainable agricultural practices, and raise awareness about conservation issues Mugie Conservancy organizes yearly events. Currently these include the Mugie Rangeland and Pastoral Show, the Mugie Football Tournament, the Mugie Triathlon, the Mugie Golf tournament, and we expect to add a women's empowerment fair in the future. These events are cohesive opportunities to bring people together for a day of competition, fun and celebration.

## COMMUNITY PARTNERSHIPS

As a commercial organization, Mugie supports social objectives that serve its primary purpose. We are therefore taking a market-driven approach to many of our community partnership programs, which offer education, training and profit sharing to individuals. These types of programs include:

### *Livestock*

If appropriately managed, wildlife and livestock have significant benefits to the landscape well-being due to their different ecological functions. This collaboration allows land to be preserved in its natural state while being profitable through the income generated from the sale of livestock. Our livestock programs function in tandem with pastoralist communities by providing keystone economic services for the finishing and sale of cattle on a resource-sharing basis. From breeding programs aimed to improve the quality of the cattle available, to dry season grazing management plans, Mugie is adding economic value to the community around it.

### Mugie SACCO

The Mugie SACCO was created in order to allow community members that cannot afford a head of cattle, to buy a share in one, thus providing economic opportunity for people of the highest need. The SACCO was started at the beginning of 2019 to help individuals build wealth, provide economic education, and enable an avenue of financial investment and saving.

### Mugie Trading Stock (MTS)

Our community cattle program is a resource-sharing, livestock-to-market program. This means that local herders can benefit from our holistic grazing system, and increase the value of their cattle before sale

### Mugie Cattle Breeding Program

Our aim is to progressively improve the bloodlines, encouraging quality rather than quantity, which in turn results in better market prices over a shorter period of time.

### *Women Empowerment Programme*

The women empowerment training programme represents a partnership between Heavenly Treasures Kenya (HTK) and Mugie. The project targets women from the nearby communities, providing

vocational and financial literacy training. Mugie anticipates the breadth of this program will grow exponentially over the next 3-5 years, as we expand to include more artisans and find cross functionality between Mugie infrastructure and the training programme. Mugie expects to construct a training center on site for storage and distribution of product, as well as future training activities. It is expected that this center could also function as an opportunity for tourists to view artisans at work.

#### *Empowering Women's Symposium*

A future concept in development to bring together various stakeholders in the movement to improve women's access to opportunity and health. This collaborative event will unite academics, politicians, business people, NGO's, and others invested in the movement to enhance women's services and access. We envision the event to include information sharing, dialogue about best practices, and strategizing about future programs and ideas.

#### *Vulture Safe Feeding Site*

The Vulture safe feeding site project is currently in progress at Mugie Conservancy. It represents a partnership between local communities, KWS, Mugie and our tourism partners, and is specifically designed to promote the survival of vultures. Vultures are an endangered species who play a key role in African ecosystems, ensuring the disposal of carcasses and preventing the spread of fly-borne diseases. The feeding site concept involves sourcing valueless livestock from the surrounding communities, providing a market for a commodity that would otherwise be unprofitable, and in turn providing safe, disease free food for vultures to feed. The vulture feeding site facility will provide jobs, educate the community about vulture preservation, and boost the survivorship of this endangered species.

#### *Mugie Canteen, Shop, and Info Centre*

Mugie Conservancy's canteen and shop are a popular stop along the C77 highway. These community facilities cater to an otherwise unserved market of travelers and workers who call this region their home. The canteen and the shop are leased out to two local women.

Mugie aims at also opening an info centre down the line in order to provide information regarding conservation to all those that pass by.

### *Employment*

The work of restoring and protecting these lands, enabling conscientious tourism and providing economic opportunities collectively helps to ensure sustainable livelihoods for Mugie staff. Mugie employs an ethnically and gender diverse workforce with well paying jobs that exceed the standards of the Kenyan Employment Act of 2007. Additionally, we promote the employment of women in a traditionally male dominated industry and society.

### LAND MANAGEMENT ACTIVITIES

As a steward of these significant lands, Mugie engages in various conservation practices, environmental recovery plans, and natural resource management practices to ensure that it continues to thrive. We understand that for our lands to survive, we must continually demonstrate the value they bring to the community. Mugie's strategies to do so include the following:

#### *Conservation Agriculture*

In order to avoid severe land degradation, Mugie utilizes practices such as dry season grazing and timed grazing. Currently, Mugie has 7ha of miraa and 70 acres of grass for feed and seed, with a goal to increase this in order to provide enhanced food security for the region. These efforts have the added benefit of influencing community perception, as appropriate land development has historically proven to justify the preservation of other areas for the wildlife.

#### *Natural Resource Protection*

Wetlands across Africa are being reduced at an alarming rate due to agricultural needs. We are therefore actively involved in the management and protection of water resources and wetlands via infrastructure and advocacy. Mugie proposed to KeNHA the realignment of the C77 in order to avoid contamination and disruption of the Mugie springs by the road upgrade process. Additionally, we work to appropriately manage grasslands and forests, and lead education efforts to share best practices.

#### *Biodiversity Conservation Activities*

Mugie is diverse and home to some of the threatened and endangered keystone species, whose numbers have declined to critical levels due to poaching and habitat loss. Specifically, Mugie provides a

haven for endangered and threatened species such as Grevy's zebra, Jackson's hartebeest, (which are endemic to the area), big cats, buffalo, elephants, reticulated giraffe, storks, cranes, and birds of prey. We are committed to ensuring a healthy future for all of the species that make up Mugie's rich ecosystem. We maintain fencing and security to protect our species from outside threat, (see security section) and we intend to establish a conservation education center on Mugie property to educate passersby about the richness of our lands.

### *Wildlife Corridors*

Mugie actively engages in the maintenance of wildlife corridors between Mugie and Loisaba Conservancy. We intend to secure additional corridors between Mugie and Laikipia Nature Conservancy and Iltungai Conservancy. Corridors play a major role in habitat connectivity and wildlife movement across the wider landscape. Without corridors, animals would not be able to move across vast areas to access resources and to reproduce, leading to genetic isolation, significant habitat degradation, and eventually, peril.

### *Human Wildlife Conflict Mitigation/Security*

Human-wildlife conflict is evidenced as one of the greatest long-term threats to Africa's wildlife. Consequences of the conflict are felt by carnivores (often killed as a result of retaliation for livestock losses) by elephants (killed as retaliation for garden destruction) and of course by people who suffer losses of human life. With the likelihood of diminishing range sizes for wildlife due to increased urban sprawl and human population growth, it is incredibly important that we educate people about how critical it is to coexist in harmony.

Our team of rangers, NPRs, and bloodhounds cover Mugie grounds 24 hours a day with eyes and ears on the ground to prevent poaching activities or community retaliation. They work to prevent human/wildlife conflict through the maintenance of fencing across Mugie. Lastly, they assist with stock thefts and conflicts, if called upon to swell the numbers of community and local authorities.

### *Water Conservation*

Water is at the foundation of all forms of life, and in dry areas such as Mugie, water becomes a resource of incredible value. Mugie currently has nine dams, and plans to engage in the construction of others across the conservancy in order to allow for water availability during the dry season. In addition, we enforce water capture and reuse programs throughout all Mugie properties.



### *Roads*

Urban sprawl and population increases will result in inevitable infrastructure development around conservancy lands. The planned 2020 paving of the C77 road transecting Mugie is one such example. The road upgrade has the potential to be incredibly dangerous, with increased traffic speeds, volume, and frequency posing a major threat to wildlife. Unfortunately there were no adequate provisions to preserve wildlife included in the construction designs for this upgrade. Mugie's role has been to advocate for, and fundraise to support, the addition of wildlife crossings in the construction plans. Using the maps produced by the cheetah and lion tracking collars, we can pinpoint where those animals cross the C77 road, and therefore identify the ideal locations to create crossing interventions. Proposed projects include wildlife grids and an overland bridge to ensure connectivity and prevent loss of human or animal life due to collisions.

### *Research*

In collaboration with the Predator Project and the Cheetah and Wild Dog Project, Mugie monitors the movement, activity, and behavior of one cheetah and two lions using radio tracking collars. The information collected about the movement and activities of these animals has informed numerous decisions related to connectivity and infrastructure. Mugie also partners with Lion Landscapes and Space for Giants to gather data on S.M.A.R.T., to provide valuable qualitative information. This project will ultimately help in the conservation of these great cats through the mitigation of the human-livestock-wildlife conflict in the Laikipia region.

### *Bee-Keeping practices*

Mugie Conservancy houses sustainable bee-keeping on property, with 40+ bee hives suspended from trees. Additionally, Mugie provides access to market for local bee-keepers within the community.

## TOURISM

Tourism is an important piece of Mugie's global educational and conservation efforts. Mugie takes seriously our role in educating visitors about the intricacies of managing land, wildlife and community responsibly. In fact, we are proud to have recently received the 2019 eco-tourism award, for promoting responsible and sustainable tourism, through linking tourism, conservation and communities. We measure our work here in the following key areas:

### *Accessibility*

In the interest of inclusivity, Mugie spaces house foreign and domestic tourists at a range of socio-economic levels with an eye toward increased accessibility and conservation education. Mugie caters to a broad spectrum of visitors, from luxury accommodations to campgrounds, Mugie is accessible and open to all.

### *Waste Mitigation and Recycling:*

A weekly mandatory litter clean up across all Mugie departments encourages people to think twice before they discard their waste and shows the impact of litter on the environment. Mugie also encourages the use of reusable water bottles and bags across all aspects of the property. This sends a strong message to anyone passing through Mugie that we take waste management seriously. In fact, we are in the process of implementing new recycling strategies throughout all parts of Mugie; from school classrooms to the auto shop to meeting rooms.

### *Power*

90% of Mugie sites are solar powered. Our goal is to transition to 100% renewable energy within the next several years.

## SUSTAINABLE DEVELOPMENT GOALS AND KENYA 2030

### *SDG's*

The sustainable development goals are a collection of 17 global goals designed to be a "blueprint" to achieve a better and more sustainable future for all. Mugie Conservancy's work aligns to several of the SDG's. In brief, we list the following:

- SDG 1 - No poverty - Mugie conservancy provides jobs and market sharing programs/investment opportunities.
- SDG 3 - Good health and well being - Mugie's medical outreach and community building activities contribute to improved health, wealth and peaceful cohabitation.
- SDG 4 - Quality education - Mugie supplements governmental funds to support additional teachers in the classroom, far exceeding the national average student:teacher ratios. Mugie also promotes vocational education.

- SDG 5 - Gender equality- Mugie school promotes the education of young women in the community by enforcing gender parity and providing a safe learning environment. Additionally, we are building programs to enhance economic opportunity for women in the community.
- SDG 8 - Decent work and economic growth - Mugie encourages entrepreneurship and provides both jobs and income generating activities for men and women.
- SDG 9- Industry, innovation and infrastructure - Mugie is modernizing agriculture and conservation techniques by using scientific data to make informed decisions about infrastructure and sustainable development.
- SDG 12 - Responsible consumption and production - Mugie's dryland conservation agriculture activities enhance food security and economic welfare.
- SDG 13 - Climate Action - Mugie's sustainable natural resource management schemes include renewable energy usage, water reservoirs, ecosystem services and responsible maintenance of carbon sequestering grasslands.
- SDG 15 - Life on land - Mugie's land, water, and biodiversity conservation function to preserve natural habitats and ensure the survival of its natural ecosystems for today and tomorrow.

### *Kenya 2030*

Its objective is to help transform Kenya into a newly industrializing, middle-income country providing a high quality of life to all its citizens by 2030 in a clean and secure environment." As described in detail throughout this document, Mugie is dedicated to securing safe and healthy ecosystems and communities.

### PARTNERSHIP REGULATIONS

Mugie has a set of regulations that partnerships need to adhere to, and partnership committee governing this work. These regulations include the following:

- All concepts, projects, information, and investments should be channeled and approved through the Mugie partnership committee.
- Respect for human rights should underpin all actions.
- Cultural ethnicity should not in any way impede the fair development of any given project.
- Promoting equity and democratisation should be the major driver of development planning, and impacts on the worst-off members of society should be a major consideration in all assessment.

- The existence of diversity between cultures, within cultures, and the diversity of stakeholder interests need to be recognised and valued and incorporated in any assessment.
- Decision making should be just, fair and transparent, and decision makers should be accountable for their decisions.
- Development projects should be broadly acceptable to the members of those communities likely to benefit from, or be affected by, the planned intervention.
- The primary focus of all development should be positive outcomes, such as capacity building, empowerment, and the realisation of human and social potential.
- The term, ‘the environment’, should be defined broadly to include social and human dimensions, and in such inclusion, care must be taken to ensure that adequate attention is given to the realm of the social.
- Conservation issues and goals should also be placed at the core of the decision making process.
- Environmental repercussions of projects must be thoroughly considered, and environmental baselines must not be altered.
- There should be no use of violence, harassment, intimidation or undue force in connection with the assessment or implementation of a planned intervention.
- General workforce needed for any project must be outsourced fairly amongst the surrounding communities.
- The integrity of the Mugie branding should be kept throughout the development of any project/activity.
- Mugie will provide guidelines, general technical support, general security, and access to services such as water and power.
- Monthly reports should be submitted to Mugie’s management team for review and assessment.
- All projects should contribute to empowerment and to the increase of the average household income in the local communities, promoting self sustainability.

## CURRENT PARTNERS

Mugie actively collaborates with other organizations, companies and/or individuals to create partnerships that will benefit the various stakeholders. Those partnerships are also regulated by a set of rules and principles that allow to ensure political correctness and transparency. Our current partners are:

Ekorian

Governors’ Camps Collection

## Community Stakeholders

Moyo Foundation

KCB

Lion Landscapes

The Predator Project

Kenya Market Trust

Old Africa

Space For Giants

KWS

County Government

KeNHA

Ol Keju

## APPENDIX

*Stakeholder Identification*

In the interest of all parties, Mugie identified all stakeholders affected by activities here:

Directly Affected Stakeholders	
Internal	External
<ul style="list-style-type: none"> <li>• Employees</li> <li>• Managers</li> <li>• Board of directors</li> <li>• Investors</li> <li>• Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Suppliers</li> <li>• Neighbouring communities</li> <li>• Customers</li> <li>• Investors</li> <li>• Debtors</li> <li>• Creditors</li> <li>• General public</li> <li>• Tourists/guests</li> <li>• Neighbouring conservancies</li> </ul>

Indirectly affected stakeholders	
Internal	External
<ul style="list-style-type: none"> <li>• Employees' families</li> <li>• Partners's employees</li> <li>• Research entities</li> </ul>	<ul style="list-style-type: none"> <li>• Other conservancies</li> <li>• CBO's</li> </ul>

<ul style="list-style-type: none"> <li>• Government entities</li> <li>• Surrounding communities</li> <li>• General public</li> </ul>	
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### *Negative Social Impacts*

Despite having numerous positive social impacts, Mugie has few negative social impacts that are identified in the following table.

Table 2: *Negative social impacts*

<b>Activity</b>	<b>Negative Social Impact</b>
<i>Tourism</i>	Litter, erosion, disturbance, traffic congestions, cultural clashes, land loss to development
<i>Conservation agriculture</i>	Pollution from machinery and development Chemicals and fertilizers
<i>Livestock</i>	Methane and nitrous oxide Contemporary practices might clash with cultural practices
<i>Natural Resource Management</i>	Fencing <ul style="list-style-type: none"> <li>• Communities movement (need to use designated roads)</li> <li>• Community access to Mugie resources (grazing, wood)</li> </ul> HWC <ul style="list-style-type: none"> <li>• Wildlife breaking through the fence line to raid neighbouring communities' crops</li> <li>• Wildlife killing neighbouring communities' livestock</li> </ul>
<i>Mugie School</i>	Certain aspects of education might clash with cultural beliefs and practices
<i>Mugie Clinic</i>	Modern practices could clash with cultural practices
<i>Mugie Security</i>	Can affect the security and privacy of individuals within and outside Mugie

<i>Mugie Events</i>	Possible cultural clashes Pollution Could be considered in some way elitist
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\* a negative social impact of Mugie is considered to be scarce communication, meaning that the message is not always delivered and that some individuals that could benefit from Mugie's activities miss out due to a lack of awareness.

### *Negative Social Impacts Mitigation*

Mugie Conservancy does its best to mitigate any possible negative social impact that its actions have directly or indirectly on both internal or external stakeholders. The following table indicates how Mugie mitigates the negative social impacts listed in Table 2.

Table 3: *Negative social impacts mitigation*

<b>Activity</b>	<b>Negative Social Impact</b>	<b>Mitigation</b>
<i>Tourism</i>	<ul style="list-style-type: none"> <li>• Litter, erosion, disturbance, traffic congestions, cultural clashes, and land loss to development</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities, maintenance, education, rehabilitation, and transportation network</li> </ul>
<i>Conservation agriculture</i>	<ul style="list-style-type: none"> <li>• Pollution from machinery and development</li> <li>• Chemicals and fertilizers</li> </ul>	<ul style="list-style-type: none"> <li>• Offsetting by engaging in land restoration and rehabilitation</li> </ul>
<i>Livestock</i>	<ul style="list-style-type: none"> <li>• Methane and nitrous oxide</li> <li>• Contemporary practices might crash with cultural practices</li> </ul>	<ul style="list-style-type: none"> <li>• Offsetting</li> <li>• Communication, reasoning, and respect for cultural practices</li> </ul>
<i>Natural Resource Management</i>	<ul style="list-style-type: none"> <li>• Fencing</li> <li>• Communities movement (need to use designated roads)</li> </ul>	<ul style="list-style-type: none"> <li>• Dry season grazing management plans</li> <li>• Promoting sustainable land management practices</li> </ul>

	<ul style="list-style-type: none"> <li>• Community access to Mugie resources (grazing, wood)</li> </ul>	<ul style="list-style-type: none"> <li>• Providing specific routes for community to utilize</li> </ul>
	<ul style="list-style-type: none"> <li>• HWC</li> <li>• Wildlife breaking through the fence line to raid neighbouring communities' crops</li> <li>• Wildlife killing neighbouring communities' livestock</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Boma development</li> <li>• Human-Wildlife coexistence practices</li> <li>• Vulture restaurant</li> <li>• Upgraded fencing and security</li> </ul>
<i>Mugie School</i>	<ul style="list-style-type: none"> <li>• Certain aspects of education might clash with cultural foundations</li> </ul>	<ul style="list-style-type: none"> <li>• Conscious respect for cultural beliefs, traditions, and practices</li> </ul>
<i>Mugie Clinic</i>	<ul style="list-style-type: none"> <li>• Modern practices could clash with cultural practices</li> </ul>	<ul style="list-style-type: none"> <li>• Reasoning and discussion. Leading by example</li> </ul>
<i>Mugie Security</i>	<ul style="list-style-type: none"> <li>• Can affect the security and privacy of individuals within and outside Mugie</li> </ul>	<ul style="list-style-type: none"> <li>• HR workshops</li> <li>• Understanding of security protocols and professional confidentiality</li> <li>• Well planned patrols</li> <li>• SMART</li> </ul>
<i>Mugie Events</i>	<ul style="list-style-type: none"> <li>• Possible cultural clashes</li> <li>• Pollution</li> <li>• Registration fees or access to equipment could pose barriers to entry</li> </ul>	<ul style="list-style-type: none"> <li>• Collaboration between different cultures</li> <li>• Promotion of sustainability</li> <li>• Making events as accessible as possible</li> </ul>
<i>Communication</i>	<ul style="list-style-type: none"> <li>• Information not being passed on to communities.</li> </ul>	<ul style="list-style-type: none"> <li>• Community liaison officer</li> </ul>



### *Social Impacts definitions*

- People's way of life – indicating, how they live, work, play and interact with one another on a day-to-day basis.
- Culture – shared beliefs, customs, values and language or dialect.
- Community – cohesion, stability, character, services and facilities.
- Political systems – extent to which people are able to participate in decisions that affect their lives, the level of democratisation that is taking place, and the resources provided for this purpose.
- Empowerment – the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.
- Environment – the quality of the air and water people use; the availability and quality of the food they eat; the level of hazard or risk, dust and noise they are exposed to; the adequacy of sanitation, their physical safety, and their access to and control over resources.
- Health and wellbeing – health is a state of complete physical, mental, social and spiritual wellbeing and not merely the absence of disease or infirmity.
- Personal and property rights – particularly whether people are economically affected, or experience personal disadvantage which may include a violation of their civil liberties.
- Economic well-being – achieved by individuals, families, and communities through policies that ensure the ability to build financial knowledge and skills, access to safe and affordable financial products and economic resources, and opportunities for generating income and asset-building.