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Annual Report 2020
A NEW DEAL FOR NATURE & PEOPLE IN KENYA #NISISISOTE
“The Living planet Report tells us we are the first generation with a clear picture of our negative impact on nature. Time is running out, we need to bend the curve of biodiversity loss and demand for the most ambitious and binding agreement - A new global deal for people and nature.”

Mohamed Awer - CEO, WWF-Kenya
Our CEO’s Message

In 2020, COVID-19 global pandemic spread through the world rapidly, bringing the world to a near standstill while revealing the extent of our broken relationship with nature. While this caused drastic disruption to life, at WWF-Kenya we quickly adapted and found innovative ways to continue with our day-to-day programmatic activities to meet our strategic objectives. We obtained invaluable support from the WWF Network that made our adjustments much easier than it would have been.

I am, therefore, pleased to share our Integrated Annual Report for the last financial year under the 2015-2020 Strategic Plan, which formed the basis and scope of our work in Kenya. This report highlights our major achievements and is organized around our key objectives.

Our work, delivered in three landscapes, was centered on six thematic areas: wildlife, freshwater, natural resource management, marine, policy and governance and climate and energy.

By collaborating with our partners, we were able to deploy appropriate technology leading to reduced rhino poaching at the Nakuru National Park and in the Maasai Mara National Reserve. The latest Kenya Wildlife Service data shows that rhino poaching at the Nakuru National Park has reduced by 95% since 2005 while more than 100 poachers were arrested in the Maasai Mara reserve.

Following the success of this initiative and in partnership with KWS and other non-governmental organizations that oversee rhino sanctuaries, we plan to expand such technological solutions to other protected areas.

Through our freshwater programme, we promoted the adoption of Sustainable Consumption and Production practices with 94% of the targeted Micro, Small and Medium Enterprises (MSMEs) in Lake Naivasha Basin adopting sustainable production practices. The transformation of our modern food system is essential if we are to restore biodiversity and feed a growing human population.

Sustainable investments in line with Kenya’s Green Economy Strategy and Implementation Plan (GESIP) 2016-2030 provide a roadmap for a low carbon, resource efficient, equitable and inclusive socio-economic transformation. The strategy contributed to the process that resulted into the Finance Act 2019 legislation and Capital Markets Guidelines that provided for enabling conditions for the issuance of the first Green Bond in Kenya on Sustainable Housing project. With our support, the Capital Markets Authority developed and approved the green bond issuance that was listed in the Nairobi Securities Exchange in 2019 and subsequently in the London Securities Exchange in 2020, raising KES 5 billion (approximately USD$ 48 million).

In our Coastal Kenya Programme, we successfully introduced the Kisite-Mpunguti Marine Protected Area to the new and improved SMART patrol system. We also facilitated connectivity of this marine reserve with the surrounding Co-Management Areas through the training of Beach Management Units in joint facilitation with the Kenya Fisheries Service, County Fisheries Department and Kenya Wildlife Service.

At the heart of our work are our Board of Directors and the dedicated staff that are committed to operational excellence. We recognise the excellent collaboration with our partners to deliver on our goals for nature and people.
Our Chairman’s Message

DRAFT

On behalf of the Board of Directors, it is my pleasure to note significant gains made for nature and people by WWF-Kenya, especially coming at a time when the global COVID-19 pandemic hurt the country’s economy.

Striking at a time when we had just called for a New Deal for Nature and People, COVID-19 revealed just how dangerously unbalanced the relationship between people and nature is. Besides decelerating Kenya’s economic growth to 1.4% in 2020 from 5.4% in 2019, COVID-19 brought the message home to all and sundry, that each must play their role to deliver the change required to safeguard the future for people and the planet.

We are especially grateful to the WWF-Kenya management team, who with our strategic guidance and in collaboration with partners and stakeholders, not only weathered this extreme challenge but also delivered their set goals, including overseeing a significant growth of the team and scale of conservation work.

Again, on behalf of the Board of Directors, I wish to thank all our stakeholders, partners, civil society, private sector, the Kenyan people and government, as well as donors for contributing to WWF-Kenya’s positive impact. We strongly believe that it is only through strong collaboration that we can achieve a lasting conservation impact.

Mr. Isaac Awuondo
Board Chairman, WWF-Kenya
IF IT DOES NOT FEEL RIGHT, IT IS BEST TO REPORT IT

Our Environmental & Social Safeguards

We want to do what is right

Whistle B: At WWF-Kenya people are at the heart of what we do. Upholding respect for, and ensuring the safety and rights of employees, partners and the communities we work in, is core to our organisation. Any breach of that should be reported without fear of reprisal and every person we work with should feel empowered to safely do so.

Submitting your concerns:

Please select one of the options below and proceed through the following questions to take the next step in submitting your report. After having sent your message you will receive an ID and a password on the screen. Save these in a secure manner. You can choose to remain anonymous throughout this dialogue. We aim to acknowledge receipt of your message within 24 hours and will provide an update within 10 calendar days.

1. Internal WWF issues - Including but not limited to fraud, corruption, discrimination, data breaches, workplace conduct and health & safety concerns

2. Community issues - Including but not limited to grievances surrounding WWF projects. Find information about WWF’s Environmental & Social Safeguards Framework at wwfkenya.org

3. Human Rights issues - Any serious allegations of abuses committed by WWF employees or partners

Any grievances or complaints?
Please email - compliance@wwfkenya.org
Our Vision
A Healthy Natural Environment Supporting People and Sustainable Development in Kenya

Where we Work
“The Living Planet Report, 2018 shows the state of global biodiversity as ailing. This is worrying. The one place we all call home is critically ill. The study revealed an astonishing 60% decline in the size of populations of mammals, birds, fish, reptiles, and amphibians in just over 40 years. We are staring at near extinction of the Northern White Rhino. The same could happen to the Roan Antelope, with only 12 individuals remaining in the wild in Kenya. It is a wake-up call for us. If nature is under threat we are too. If nature collapses, we do too because nature is our life-support system.”

Dr. Yussuf Adan Wato
Head of Research, Science and Innovation, WWF-Kenya
Using Technology to curb Rhino Poaching

Latest data from Kenya Wildlife Service indicates a 95% reduction in rhino poaching at Nakuru National Park since 2005. This has been attributed to the deployment of FLIR equipment through the collaboration of the World Wide Fund for Nature and FLIR Systems Inc. in the Park. The thermal and infrared camera and software system can identify poachers from afar and alert park rangers of their presence.

In the Maasai Mara National Reserve, WWF also collaborated with the Mara North Conservancy to install FLIR equipment that has led to the arrest of more than 100 poachers in the past one and a half years.

Based on the success of the installations at Lake Nakuru and Maasai Mara, WWF-Kenya, KWS and partner Non-Governmental Organisations that oversee rhino sanctuaries in private reserves plan to expand the partnership with FLIR to provide the technology to eight additional reserves to combat rhino poaching.
“Water is vital for building healthy communities, healthy environments and developing national economies. Kenya’s stability and the desire for an all-inclusive socio-economic growth will depend to a large extent on how we manage our freshwater resources.”

Dr. William Ojwang
Manager – Kenya Rift Lakes (KRL)
Tackling water conflict in Loita

In the Loita Conservation Area, conflict for nature’s goods and services is apparent, coupled with increased incidents of human-wildlife conflict. In Elangata Enderit, Musa Molai Community Warden at Solaro notes that change in land use has further exacerbated the situation. He adds, “The situation is worsened during the dry season when there is an increase of abstraction points to over 280. It is at this time that we experience a spike in conflicts.”

To address the situation, WWF Kenya is collaborating with other stakeholders to empower the local communities to develop an Informal Water Allocation Plan to protect the environment and equitably share the available water between users.
Coastal Kenya landscapes and seascapes are endowed with a variety of natural resources and biologically rich ecosystems from terrestrial forests, mangroves, coral reefs, wetlands to name just but a few.

Our conservation efforts are paying off.

Asma Awadh
Coastal Kenya Coastal Kenya Landscapes and Seascapes Programme Manager, WWF-Kenya
I am fighting the colorful ocean ‘poison’

“I am a teacher by training, but a conservationist at heart. I grew up in Mkokoni in Lamu on the shores of the Indian Ocean. A lot has changed. There is probably more trash than fish and other ocean animals like sea turtles combined.

I have read and learned a lot about sea turtles. Sea turtles confuse plastics for food, if they ingest plastics they will eventually kill them, so I try to reduce the amount of plastics by turning them into useful things in my own small way.

A lot of flip flops end up on the shore, we pick them during clean ups, clean them up, sort them by color with other like-minded people in Mkokoni and turn what could have ‘poisoned’ the living things in the water we depend on into cash. We earn a living as well as clean the ocean from plastic.” Mulhat Mohamed

24-year-old Mulhat Mohamed is a teacher by training and also a member of the SOLAR women group in Mkokoni in Lamu County. WWF-Kenya through the WWF-UK funded Trash to Cash Program, has employed an alternative livelihoods approach by empowering the community to care about the health of the ocean while reaping benefits. Women and youth collect flip flops and make ornaments and other handicrafts, thus, cleaning up the beaches to ease sea turtle nesting. From their sales they earn an income in a remote area where income generating opportunities are limited.

Sea turtles are WWF-Kenya’s flagship species. They are essential to the sea ecosystem, without sea turtles, the ocean is just a desert. The waters off the Kenyan coast are home to five of the seven known marine turtle species. It is estimated that only 1 in 1,000 sea turtle hatchlings will survive to adulthood.
FORESTS

“Our forests face many threats, including unsustainable land management practices, charcoal production and illegal logging. This degradation has resulted in declining flows of ecosystem goods and services.”

Kiunga Kareko
National Forest Programme Manager, WWF-Kenya
Restoring Chepalungu Forest

Together with local communities, County Government of Bomet and the Kenya Forest Service, we planted 51,472 indigenous seedlings covering 83 hectares of the degraded Chepalungu Forest in Bomet county. It is expected that over 300,000 seedlings planted on about 500 hectares by June 2021.

“In 2007 the forest had a thick canopy of indigenous trees but it was destroyed. Today however we have witnessed the negative impact of not having the forest, that is why we are committed to restoring this critical resource.” Joseph Towett - Chairman, Chepalungu Apex Community Forest Association

“As part of my Government’s commitment, I have instructed the relevant department to initiate the procurement process for the construction of a forest station in Chepalungu Forest station-Chesambi block in this financial year,” Dr. Hillary Barchok - Governor, Bomet
“Kenya is highly vulnerable to climate change impact. The climate is changing and land is getting very degraded. People, livestock and wildlife are at risk. Now more than ever before we need to urgently join hands, to address this menace which doesn’t discriminate.”

Irene Mwaura
Project Officer - Energy and Climate Change
The Green Wall of Chalbi Desert

“There are indications that the desert is moving from where it was. We are putting up a green wall to ensure that it doesn’t spread further causing human suffering. Human activities are leading to the rapid spread of the desert compared to natural causes,” said Dr. Charles Lange, the Deputy Director for Environmental Planning and Research Coordination at the National Environment Management Authority (NEMA) on the eve of celebrations to mark the World Day to Combat Desertification and Drought.

The national event was marked in Korolle Oasis in Chalbi Desert in Marsabit County where the communities that depend on the Springs and their leaders reiterated their commitment to protect and conserve the critical water resource. Pastoralists depend on the oasis for drinking water and watering their livestock, which is their main sources of their livelihood. With mounting evidence that the desert is spreading because of changing climate, stakeholders committed to create a green wall through planting of indigenous trees to create a buffer.

“How do we strike a balance so that people can live in harmony with their lands? It is not simple but possible with the right investments, what we call nature-based solutions, that don’t degrade the lands and give income to communities”

Mohamed Awer - CEO, WWF-Kenya

“We came up with a structure called Environmental Management Committees (EMCs), composed of local communities and government agencies working together. We have EMCs because communities own this resource.”

Dr. Mamo Boru Mamo, Director General - NEMA
“Without GIS, there would be no objective way of determining the equitable distribution of resources for the benefit of people. When fed with well-thought-out criteria, GIS non-subjectively feeds back results that optimize the use of land and sea spaces without having to discriminate who owns what where, but through the provision of what is the best use of a given space, promoting joint sustainable management of spaces and hence minimizing conflict.”

Zachary Maritim
Land Use Planning Expert
Two things happened 31st October 2019, it was World Cities Day and the three-day mangrove conference ended in Lamu county - home to around 60% of the total mangrove forests in Kenya. Over 100 scientists met on 29th-31st October 2019, to discuss the conservation of mangrove forests for the benefit of nature and people, and to advocate for their inclusion in Kenya’s Nationally Determined Contributions as per the Paris Agreement.

Coastal cities are growing but our biodiversity is not. Lamu port city development is gaining momentum, but there is a likelihood mangrove will get depleted, yet they provide resilience for the coastal city by reducing flooding impact. They are also habitats to diverse wildlife and are key in improving livelihoods for coastal communities.

The latest data show that more than one half of the world’s population now lives in urban areas, and virtually all countries of the world are becoming increasingly urbanized. If our children and the future generations are to enjoy and benefit from our cities, we urgently need to change course, and the dangerously unbalanced relationship with nature.

The growth of cities may cause biodiversity to decline by fragmenting or destroying natural habitats which we rely on. The rising human population is also driving the expansion of urban areas and increasing the demand for natural resources. Climate change largely impacts people living in urban areas with coastal cities more affected due to rising sea levels.

If we lose mangroves, which ‘breathe in’ or store 50 times more carbon dioxide from the atmosphere by surface area compared to tropical forests, the impact on our health, livelihoods, and economy will be enormous.
One of the greatest challenges faced by the farmers is access to markets for their produce. They are always at the mercy of opportunistic brokers who buy at throw away prices.

Caroline Njiru
Programme Coordinator, Lake Naivasha Landscape, WWF-Kenya
The chef who is part of the food journey from the farm to your plate

Picture this, a chef who knows how your favourite dish is produced, harvested, stored and transported. Basically, a chef who is part of the food journey from the farm to your plate.

The project anchored on Kenya’s Vision 2030 and Green Economy Strategy and Implementation Plan, is aimed at, making the horticultural sector in Kenya and beyond, contribute to an inclusive green economy by a large uptake of Sustainable Consumption and Production practices, along the supply chain, providing green jobs and reducing poverty.

Through the project, we are working with 207 Micro-Small and Medium Enterprises in Nyandarua, Nakuru and Narok counties in an integrated approach with a focus on youth in agriculture and a shift towards Sustainable Consumption by consumers, public institutions, retailers and hotels.

One of the greatest challenges faced by the farmers is access to markets for their produce. They are always at the mercy of opportunistic brokers who buy at throw away prices. In cases where markets are hard to find, the harvest rots away or ends up being used to feed cattle, hence low farm productivity. Nationally, every year, post-harvest loses account for about a third of Kenya’s produce with a big percentage being attributed to poor storage and handling, transport and fungi attack with inaccessibility to markets playing a big role.

In order to address this, Lake Naivasha Basin Water Resources Users Association undertook a market survey covering five government institutions and forty-three hotels in Lake Naivasha Basin aimed at assessing the market potential for green produce and product preferences by the hotels and institutions. While the result showed considerable interest by the potential buyers, there was still need for the hotel representatives to visit the farms and inspect the produce at source as well as understand the sustainable production processes. This dispelled any misconceptions they may have had.

Representatives including chefs from various hotels like Enashipai, Sopa and Kongoni lodges together with Kenya Pipeline Morindat Training Centre visited three farms in Wanjohi in Nyandarua County and had first-hand experience on how to sustainably produce cabbages, carrots, Irish potatoes and spinach.

The chefs were able to interact with farmers who practice sustainable agriculture, by ensuring food safety, use of certified seeds, use of organic manure, crop rotation, efficient water use and limit water sources pollution.
“If we are to achieve a New Deal for nature and people, as a country, transport infrastructure must be safe, cost-effective and should support carbon emission reduction.”
Meet Kaanya: Inspiring 9 year old cyclist rooting for Non-Motorised Transport in Kenya

Despite her young age, Kaanya is passionate and competitive, having finished the 80km race in the first cohort on the high altitude Eldoret Kaptagat route.

“I want to cycle to school. Unfortunately, our roads are not safe for such an exercise,” said Kaanya, adding that she hopes the government will design roads that support non-motorized transport (NMT).

Kaanya’s passion has struck a chord at home, strongly impressing and inspiring her own father, Alfred Kyalo, who now cycles at least thrice a week.

“She would really want to cycle to school, given a choice she would but of course I say no. I am the one who is scared because our roads are not safe for pedestrians and cyclists,” said Kaanya’s father.

He added: “To see her so young yet she has taken up a non-motorised transport policy advocacy without being prompted so seriously is very humbling. With a policy in place we can have dedicated lanes. It will be safe for all road users. I believe in what she is advocating for, NMT systems. She has collected more #MyLane2 signatures than me within our family and friends.”

Celebrated every year on the third day of June, World Bicycle Day promotes non-motorized and the physical and environmental benefits attendant to cycling.

This year, we partnered with Kenya Forest Service, Kenya Water Towers Agency, Uasin Gishu County government and five cycling groups from across the country to mark the day. The cyclists rode 80 kilometres from Eldoret to Kaptagat Forest where they planted 5,000 bamboo seedlings as part of the #Cycling4Forests and #MyLane2 campaigns.
The development in the oil and gas sector is expected to bring social and economic development at the local and national level, but if not properly managed, can result in lasting impacts to the environment and the people.

Sumaya Mohamed
Project Officer - CSOs
Where are the Women in Natural Resource Governance?

“As women we don’t have information, the people who understand the oil issues are the people who attend meetings in Lokichar or Nairobi. Regarding the pipeline there was a meeting. As the community we want to remain because this is where we were born, when I hear about the drilling and trees being cut down, I get worried because I wonder, where will we take our animals? For example there is a shrine near the Laga, what happens to it or to the trees if the pipeline cuts through the area. We don’t want to lose our culture. We need to be involved in policy formulation. Of course there is the good that comes with oil but there is also the bad like the frequent respiratory infections which weren’t there before.” Woman who sought anonymity from, Nakukulas, Turkana County
Panda Labs disrupts business as usual. We accelerate environmental solutions through bold collaborations and channel funds for environmental innovation.

Confrey Alianji
Innovations Strategist
The Greenhouse Sessions

The Greenhouse Sessions are a monthly online gathering of influential business leaders, passionate change-makers, experts and people curious to understand how we can leverage emerging innovation and technology to protect our environment and people.

The sessions aim to educate, inspire and create a framework for collaboration - leaving the audience with the power to author a different future.

"Reality is too complex. Give it form." - Jean Luc Godard
PANDA CLUB

We inspiring children to care about nature and people

Jedidah Kimani
Fundraising Officer
Panda Club has gone digital!

Panda Microsite was launched on June 5th 2020 through a colorful virtual event. The site is purposed to share conservation related educational materials and engage with students, teachers and parents online on conservation related matters. Inspire your child today to become a nature champion by subscribing him/her to Panda Club online membership initiative.
“We are consuming almost double the ability of what nature can provide. We are draining our home, using more than what it is able to give us as humanity. This means we are operating on an overdraft, a debt from nature which is beyond our means.”

Jackson Kiplagat
Head of Conservation Programmes

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KENYA'S FIRST GREEN BOND LISTED ON THE LONDON SECURITIES EXCHANGE

In October 2019 Capital Markets Authority (CMA) approved Kenya’s first green bond issuance by Acorn Holdings. Acorn raised 5 billion shillings (approximately USD 48 million) to finance sustainable and climate-resilient student accommodation. The bond was listed at the Nairobi Securities Exchange and was subsequently listed in January 2020 in the London Securities Exchange in line with the policy guidelines it developed by CMA with support from WWF-Kenya Sustainable investments programme. The Programme commissioned a green finance demand study in Kenya, that identified opportunities for Green Financing in Kenya through Green Bonds.
Kenya’s First Green Bond Listed on the London Securities Exchange

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Community ownership of natural resources is Kenya’s sustainable development bedrock.

Peter Muigai
Environmental & Social Safeguards Coordinator
Stacy Nashipai: The Community Ranger Breaking Gender Barriers

A patrol Land Cruiser slowed to a halt in the middle of the Maasai Mara Game Reserve and three male community rangers accompanied by a squad of 6 female rangers in jungle green uniforms jumped out of the vehicle.

Dressed in matching outfits, the five women matched in many aspects but one stood out from the rest. She was holding a binoculars. Her name is Stacy Nashipai, a 21-year-old community ranger at the Mara- Siana Community Conservancy, adjacent to Maasai Mara National Reserve. Together with her five peers, they are the first female rangers in the conservancy. Sitting on more than 30,000 acres of land in the Eastern Mara, Siana Conservancy is among almost 30 community-owned conservancies in the Southern Kenya Landscape.

In 2021, we donated a patrol vehicle, and other patrol equipment like radio calls and binoculars to Siana community rangers. Our goal at WWF-Kenya is not only to empower the community through aid their patrols and enhance efficiency in wildlife conservation and protection within the expansive landscape.

For Nashipai, who joined the conservancy in June 2020, being a female ranger can be challenging but the benefits have been many as well. Since she became a ranger, Nashipai revealed that she has become a role model in her community as many young girls look up to her. “We have never had female rangers in our community. Therefore, being one is not only a milestone but also an opportunity for women here to get directly involved in conservation.” Nashipai said.

In 2015, the community conservancy became operational and has managed to realize the integration of people and nature. This after 1,251 landowners of the parted Siana Ranch decided to set aside 6.5 acres each from their share and each one of them given a separate title deed for the land set aside to establish over 8,000 acres wildlife conservancy.

The community has directly benefited from conservation through employment in tourist hotels and lodges within the conservancy, annual land lease fee from their tourism partners and youth have also been trained and employed as community scouts.

This pastoralist community decided to also jointly form a conservancy to benefit from tourism and have guaranteed pasture for their livestock through grazing plans. The all-inclusive approach in the management and control of the conservancy which was adopted ensures the landowners of the conservancy are represented by the Landowners Association that champion for their rights and manage conflicts.
** OUR ACHIEVEMENTS **

**WILDLIFE**

**Target 1:** Zero poaching in priority sites; Percentage decrease in poaching incidences for the Rhinos and Elephants in WWF Kenya priority landscapes

**Achieved:** Reduction of poaching incidences:
- Elephants: Zero poaching in WWF-K Priority landscapes and 87% reduction nationally (from 30 to 4 cases);
- Rhinos: 97% reduction (from 35 to 1 case) - FY20

**Target 2:** 20% increase in area of forest rangeland, wetland and ecosystems under sustainable management (SP target is 166,296 Ha); Area in Hectares of habitats secured and put under effective management for WWF Kenya Priority species wildlife

**Achieved:** Additional 45,828 Ha space secured for conservation (wildlife -27,807Ha, forest – 15,142Ha, rangelands 30,686Ha) leveraging on spatial planning - National & Lamu County plans – Total of 126,796Ha secured

**Target 3:** Percentage change in the number of people in targeted communities reporting improved wellbeing as measured by the wellbeing assessment tool.

**Achieved:** Improving livelihoods and wellbeing of communities - IGAs, alternative energy technology, ecotourism – 73% in the Mara reporting improved wellbeing (wellbeing survey. 2018)

**Target 4:** 30 policies and regulations; Number of policies and legislations on NR influenced as a result of WWF and partners support

**Achieved:** Effectively influenced 31 policies at different levels (5 regional, 19 national and 8 county)

**FRESHWATER**

**Target:** Improved capacity of targeted micro, small and medium enterprises (MSMEs) and adoption of Sustainable Consumption and Practices (SCPs)

**Achieved:** Increased adoption of Sustainable Consumption and Production practices (SCPs) 94% of the targeted 140 MSMEs adopted recommended Sustainable Consumption and Production practices.

**MARINE**

**Target 1:** Improving management effectiveness of Kisite-Mpunguti Marine Protected Area (MPA)

**Achieved:** Kisite-Mpunguti MPA headquarters were successfully introduced to the new and improved Spatial Monitoring and Reporting Tool (SMART) patrol system to enhance enforcement of the MPA. Additionally, connectivity of the MPA was enhanced with the surrounding Co-Management Areas (CMAs) by building good relations between MPA staff and CMAs. This was achieved through the training of seven Beach Management Units, jointly facilitated by the Kenya Fisheries Service, County Fisheries Department and the Kenya Wildlife Service.

**Target 3:** Train Beach Management Units (BMUs) on population health education

**Achieved:** Five BMUs in Kilifi County were trained on population health education (PHE) and gender mainstreaming. These BMUs have become the ambassadors of PHE and gender issues, and now play a key role in disseminating information to local fisher communities. Further, some of these BMUs have formed their own PHE and Gender groups to solidify their commitment towards building a healthier and more inclusive fisher community.

**Target 4:** Improve BMU leadership and governance as a first step towards sustainable fisheries management.

**Target:** The Green Economy Strategy and Implementation Plan (GESIP) mainstreamed in county policies

**Achieved:** Three counties in Lake Naivasha Basin (Nakuru, Nyandarua and Narok) were sensitized on the Green Economy Strategy and Implementation Plan (GESIP). Nyandarua County mainstreamed green economy in their Integrated Agricultural Sector Strategic Plan (2018-2022).

**Target:** Improved access to financial literacy and access to finance among 71 MSMEs.

**Achieved:** 90 MSMEs accessed financial services, attributed to enhanced financial literacy as a result of financial management training.
Achieved: Seven BMUs in Kwale County were trained on the different legal frameworks related to fisheries resource management. The training of the newly elected BMU’s executive committees positively impacted the day-to-day roles of the new leaders. The training also expanded the networks of the BMU leaders by linking them with key government agencies, including the Kenya Fisheries Service, Kenya Wildlife Service, Kenya Forest Service as well as the Kwale County Government Fisheries Department.

Target 5: Organize and train waste managers

Achieved: Trained 56 waste managers and subsequently organized them into six sub counties. Groups have set up sustainable enterprises, converting plastic waste otherwise discarded into nature into valuable materials.

Forest

Target 1: 200 hectares identified and mapped for planting

Achieved: 212 hectares of farmlands identified and mapped. 157 newly recruited farmers well-versed on the importance of agroforestry planting regime after training.

Target 2: 10% replacement plan

Achieved: A total of 6,463 trees planted during the short rains (October–December) as part of 10% of the total seedlings given to every farmer for replacement as per the project’s contractual obligation

Climate & Energy

Target 1: National and county governments develop and implement climate change and energy policies, strategies and action plans

Achieved: Advocacy efforts against the inclusion of Value Added Tax (VAT) and duty in the Finance (Tax Amendment) Bill, 2020 were partially successful following adoption of a one-year tax relief on Liquefied Petroleum Gas. Kenya Climate Change Working Group was part of a panel in a side-event organised by WWF-Madagascar during CoP25 in Spain on mobilizing state and non-state actors for climate action in Africa Implementation of National Climate Change Action Plan (NCCAP) 2018-2022: engagement in consultative process for the CSO engagement framework

Target 2: Climate change adaptation and mitigation mainstreamed in all WWF-Kenya programmes

Achieved: Implementation of energy for productive use has led to the adoption of solar water pumps by farmers

Target 3: Civil society organisations (CSOs) and platforms empowered and influencing good governance in climate change and energy sectors

Achieved: Local partner CSOs strengthened technically and financially

Target 4: Private sector partnerships delivering energy access for household and institutional productive use

Achieved: Greening of tea industries through the installation of solar parabolic reflector

Spatial Planning

Target 1: Through a public participation process, Critical Ecologically Significant Areas (CESAs) fully incorporated as WWF’s ‘asks’ in all the County Spatial Plans at priority landscapes.

Achieved 1: 82,321.23 Ha of CESAs in Bomet and 1,347,710.26 Ha of CESAs in Narok counties legally secured through spatial plans.

Achieved 2: In light of the looming adjudication of the Loita area, WWF is collaborating with the National Lands Commission (NLC), Narok County Adjudication Committee, Kenya Water Towers Authority, Kenya Forest Service and other stakeholders to determine the most appropriate and community friendly way to conserve the Loita Forest and Water Tower. WWF is working to ensure that ecologically sensitive areas are not compromised by the planned adjudication (most importantly the near intact Loita Forest). The community, through the elders, share this concern and have agreed that Spatial Planning should be used as a tool to ensure that the ecological integrity of this area is maintained. A roadmap for the demarcation of Loita Forest boundaries has since been agreed upon by key government agencies, key stakeholders and the Narok County Adjudication Committee
**Target 2:** Technical Capacity of the Counties to prepare and monitor implementation of spatial plans developed/Enhanced

**Achieved:** The Programme has managed to facilitate key activities towards the development of a spatial plan for Narok County. These include: training of county sector heads on GIS and M&E, purchase of additional equipment for the County GIS Lab, preparation of a database, mobilization and sensitization of county sector teams on data and CSP processes, a sectoral data review and visioning workshop, and contextual and thematic mapping. This led to the completion of the first draft County Spatial Plan report, and presentation of the same to the Governor.

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**SUSTAINABLE CONSUMPTION AND PRODUCTION**

**Target 1:** 140 Micro Small and Medium Enterprises (MSMEs) have adopted Sustainable Consumption and Production Practices

**Achieved:** 184 MSMEs adopted Sustainable Consumption and Production Practices

**Target 2:** Six MSMEs producer groups have access to reliable markets

**Achieved:** Six MSMEs producer groups have access to reliable markets

**Target 3:** 80% of produce grown by the MSMEs sold

**Achieved:** 87-100% of produce grown by MSMEs sold

**Target 4:** 120 MSMEs selling produce to reliable markets

**Achieved:** 153 MSMEs selling produce to reliable markets

**Target 5:** 120 MSMEs have access to financial services which support Sustainable Production

**Achieved:** 176 MSMEs have access to financial services which support Sustainable Production

**Target 6:** two counties with plans/policies/implementation framework aligned to SCP practices and Green Economy Strategy and Implementation Plan (GESIP)

**Achieved:**

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**POLICY AND ADVOCACY**

**Target 1:** Capacity of partner Civil Society Organisations (CSOs) and coalitions/fora/platform (CFP) strengthened

**Achieved:**

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**COMMUNITY NATURAL RESOURCE GOVERNANCE**

**Target 1:** WWF and stakeholders (including CSOs, Ministry of Environment and Natural resources) have established a functional CBNRM desk at the Ministry of Environment and Natural Resources

**Achieved:**

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the development of a national CBNRM strategy

**Achieved:** A National CBNRM strategy was not developed. The Desk officer engaged various stakeholders including the Ministry of Planning and Devolution, Ministry of Agriculture, Livestock and Fisheries, among others. The roadmap for development for the strategy was initiated but not finalised due to emergence of Covid-19 pandemic. The project ended in December 2020.

**Target 3:** WWF and Kenya Wildlife Conservancies Association develop and distribute management guidelines and standard operating procedures for conservancies in Kenya

**Achieved:** KWCA finalised the development of Governance handbook for conservancies, SOPs for community scouts and disseminated them through the regional conservancy associations. Also disseminated them during the conservancy leaders annual conference.

**Target 4:** WWF has enabled at least 5 partner CSOs (3 national and 2 county based) to build their capacity to influence policy decisions favourable for CBNRM

**Achieved:** WWF Kenya provided grants to the CSOs (National- KWCA, KFWG and NACOFA) and 2 county CSOs (MMWCA and NCNRN) to strengthen their capacity for influencing policies. This saw their advocacy capacities rise

**Target 5:** WWF and NACOFA have created awareness on the new Forest management and conservation Act among 5 CFAs in Mau Mara Forest blocks

**Achieved:** NACOFA managed to reach out to 142 CFA members (101 Males and 41 Females) in Transmara forest block

**Target 6:** WWF and partners have influenced the development of national policies and county policies/laws/regulations relevant to advancement of CBNRM approach in Kenya.

**Achieved:** KWCA prepared and submitted memo for the ammendment of Wildlife conservation and management act 2013, wildlife policy, Corporate policy for conservancy scouts, NR (benefit sharing) bill 2019, and supported the drafting of Access and Benfit sharing regulation and Incentives and benefit sharing regulation. NACOFA prepared and submitted momos for NR (benefit sharing) bill, 2019, Forest policy and Community Participation in sustainable forest management rules 2020. KFWG provided the technical supportin drafting of the county Forests bill and policy for Bomet County.

NCNRN provided their inputs for the draft county animal health and production bill 2020.

**Target 7:** WWF and partners have created a pool of CBNRM champions including policy makers and technocrats within the county government of Narok

**Achieved:** NCNRN engaged the County assembly committee of environment and natural resources and convened a breakfast meeting attended by 11 members of the committee including the clerk of the county assembly. Also engaged the technical committee for livestock and veterinary services in the county

**Target 8:** WWF and Narok County NR Network have developed and piloted community score card to gauge Government’s accountability and level of service delivery for natural resource sector in Narok County

**Achieved:** The score card was developed for 2 wards in Narok County (Mosiro and Lolgorien)

**Target 9:** WWF and NACOFA have put in place an award system which recognises good governance and best practice and promotes CFAs

**Achieved:** An award scheme developed by KFS was piloted in Mau forest region with 11 CFAs being targeted

**Target 10:** WWF and partners have created awareness on citizen’s rights and responsibilities regarding natural resources in Mau-Mara Landscape

**Achieved:** NCNRN reached out to the community through vernacular radi stations and community meetings at the grassroots (Barazas). NACOFA, KFWG and MMWCA also supported outreach meetings in the landscape

**OIL FOR DEVELOPMENT**

**Target 1:** Highlight Key emerging issues on environmental and social concerns of oil and gas sector in the country

**Achieved:** Highlighted key environmental and social threats of the oil and gas development through launch of 2 reports. The project developed and launched 2 reports on preliminary threat analysis for the Lokichar oil fields and environmental baseline assessment for Turkana and Lamu counties. WWF Kenya and KOGWG and sought to highlight the potential impacts of the transition towards development phase of the South Lokichar hydrocarbons. The webinar was attended by 65 participants including the panelists. Copies of the reports were shared to the Ministry of Petroleum and Mining, NEMA and Tullow oil. The coverage of the launch was successfully done by different media platforms
Target 2: Monitor environmental trends, environmental conditions, the health of ecosystems and biodiversity hotspots in the presence of oil and gas activities of oil and gas projects

Achieved: Developed a dashboard and trained 29 CSOs on monitoring and reporting of oil and gas incidents. The objectives of the training were to train the users mainly community groups on how to track, access and enter information into the platform. Through demonstration, the participants were taken through mobile and web training which entailed step by step Tool Review, Setup and step by step Platform access.

Target 3: Citizens are empowered to hold central and local government accountable for limiting negative impacts of oil and gas activities

Achieved: Organised a CSO training on media advocacy and Environment, health and safety in oil and gas. The training workshop was facilitated by members of the Association of Freelance Journalists (AFJ). The workshop was attended by 23 participants from the network drawn from different parts of Kenya including: Elgeyo Marakwet, Kajiado, Turkana, Lamu, Tana River and Mombasa. The training focused on Principles of journalism, Misinformation and fake news, Visualization of data and tools used to give certain information, Handling social media platforms, Creation of good content and how to increase your target audience

Target 4: up to date policies, legislations and regulations to manage environmental and social impacts of oil and gas activities

Achieved: WWF and partners reviewed the draft EIA report for the Foundation Stage Development. The draft ESIA study has been undertaken by Golder Associates and Ecologics Consulting Ltd on behalf of Tullow Oil to comply with the requirement stipulated under the Environmental Management and Coordination Act, 1999. The Foundation Stage Development is a crucial step towards Full Field commercialization of the South Lokichar Oil fields in Turkana county. The Foundation Stage Development ESIA study inadequately addresses some very important bases including Greenhouse Gas Analyses and Associated Facilities Analyses. The CSOs recommended the need to develop among other plans:

1. Community emergency preparedness plan (CEP)
2. Occupational, Health, Safety management plan (OCHSMP)
3. Water Management Plan (WaMP)
4. Environmental Supervision Plan (construction)
5. Environmental Monitoring Plan (construction and operation)

Achieved: An analysis on the gaps in enforcement and monitoring in the petroleum sector undertaken. Concerns over technology used to handle hazardous waste (challenges in adherence to industry best practice guidelines), Gaps in Emergency preparedness e.g., oil spills and fires-No direction on roles and responsibilities in procedures to be followed, Lack of clarity in responsibilities of lead agencies in areas such as oil spills and pollution between KMA and NEMA-KMA currently responsible for coordinating though focus is on offshore and less on onshore have been identified by the CSOs. Other recommendations include the need to have policies that focus on environment and health by the Ministry of Petroleum and Mining and other relevant ministries, Regulations that cover community health and safety (they are non-existent yet the impact of oil and gas operations goes beyond the workplace

PANDA LABS

Target 1: 7 innovation trainings with WWF Kenya program staff and CSO’s

Achieved: Capacitated 7 CSO’s on innovation Acceleration support in strategy, organisational development and impact scaling to recognize initiatives CSO, CBO’s and Youth initiatives entities that are driving innovation in making the planet more sustainable as a way of mainstreaming topics covered in the sessions. They included:(Seedbalss Kenya, Mwangaza Light, Freshbox, Gardenology, Nuru Social enterprise, Wildnow Foundation, Leanlands,)

Target 2: 6 Major Innovation events to strengthen awareness and capacity for innovation work among staff, CSO and startup ecosystem in Nairobi

Achieved: We partnered with Amani Institute the Virtual Green House Sessions a monthly online gathering of influential business leaders, passionate change-makers, experts and people curious to understand how we can leverage emerging innovation and technology to protect our environment and people. The participants joined us in conversation and held thought provoking discussions tackling and addressing key topics such as Future of Plastics, Future of Food, Future of Cities, Future of Forest, Future of Education and lastly Future of Wildlife. Through this partnership, we have been able to engage various corporate partners in Kenya (including Safaricom, Absa Bank, Dudo-tech) NGOs (Kenya Green Building Society, Nashulai Maasai Conservancy among others) and even government bodies (Kenya Wildlife Services, Mombasa County) to tackle and highlight key innovative solutions and how they are addressing environmental conservation. We also used this virtual session to provide need’s based organization development to support 7 CSO’ working in the area of energy, food, reforestation, green infrastructure and 3 startups working in similar sectors with staff members ranging from 5 members to 10.

Target 3: 10 themes on innovation mainstreamed in WWF Kenya strategic plan 2020-2030
Achieved: Innovation methodologies is starting to become mainstreamed/integrated e.g.; applied in WWF KE projects outside the innovation programme; integrated in WWF KE strategic plan; endorsed by the SMT and project leaders. Built the capacity and strengthening the awareness and capacity to work on innovation in WWF Kenya and among CSO- and community partners through training and collaborations in 10 key thematic areas: Plastics, Forests, Livelihood’s, Habitat’s, Wildlife, Conservation Finance, Organisation Development, Education,

Target 4: 4 new collaborations explored with a key corporate player and Innovation partner

Achieved: Together with over 15 Innovation ecosystem builders in kenya including Venture capitalist, co-working spaces, incubators and accelerators we held an empathy mapping session to scope a locally anchored impact venture builder platform “Panda Studio” which later became “Wild Impact Studio” with the three objectives to
- Build a business model to scale the transition of smallholders in Kenya to regenerative farming practices
- Regenerate the soil and biodiversity on and around farms, so generations in the future can keep farming that land sustainably.
- Improve livelihoods of the community to together organize sustainable land use (for wildlife and farming).

Target 5: 6+new partnerships explored and initiated around scaling and increasing impact

Achieved: As part of the GreenHouse Session activity, we enhanced the capacity of 10 CSOs, collaborated with 20 corporate partners and guest speakers, and formalized three partnerships, including ABSA bank tree planting support to Kenya and Nakuru County Digitization of the Farmers Call Centre Panda Labs, Carbonbase, and WWF Romania cofounding-projectark. In addition, we were able to raise awareness while also highlighting innovative solutions implemented by CSOs and startups. We were able to reach over 500 people from the private sector, INGOs, NGO’s, CBO’s, universities, and colleges through these events to advocate for environmental issues.

PANDA LABS

Target 1: Enhance basic conservation skills among the school going children for them to provide innovative, relevant and cost effective solutions towards conserving our natural world.

Achieved:
- 400 students taken through conservation education from twelve (12) schools.
- Online Panda Club that saw the recruitment of 102 from various parts of the country.

Target 2: Create a pull of conservation champions among school going children

Achieved:
- Established Green Ambassadors in various private schools (9 schools)-The role of the Green Ambassadors is to ensure that the conservation club in the schools’ remains active and the sustainability principles upheld and complied to by the students and faculty.
- WWF-Kenya also organized workshops and write shops, where children from various private schools presented possible solutions to mitigating waste management/food waste in their schools.

Target 3: To support school going children to take positive action toward finding better solutions to simple environmental issues

Achieved:
- WWF-Kenya in partnership with Nameta Trust organized the first ever children’s’ innovation workshop dubbed ‘global innovation designation workshop’ targeting kids from 8-15 years of age. The children from various schools were trained on innovation-design thinking model and were tasked with ideating innovations to solve food waste challenge in Kenya. The children presented their ideas to judges who were drawn from the Global designation headquarters, UK and WWF-Kenya Panda Labs lead.
- Creative event focusing on Art and talent-organized in partnership with Four Ways Junction, a total of 46 children participated in various conservation themed activities- score for nature football tournament and draw/paint for nature.

SUSTAINABLE INVESTMENTS

Target: By 2020, at least 2 East African Countries have in place systems to integrate environmental and social considerations into investment decisions

Achieved:
- Kenya’s first Sustainable Housing Green Bond issued with tax exemption law passed.
- WWF-Kenya recognised and participated as a judge in the finance sector and was invited in 2019 to participate as part of the Judging Panel alongside the Capital Markets Authority, Kenya Association of Manufacturers, Kenya Climate Innovation Center, the University of Nairobi and other independent sustainability practitioners.
• Initiated a partnership to facilitate the scaling up of the Payment for Environmental Services through innovative Finance in Naivasha Catchment.
• Contributed towards Kenya Bankers Association’s Sustainable Finance Initiative e-learning Platform Upgrade and Sustainable Finance Kenya Report
• National Environmental Civil Society Alliance of Kenya and WWF-Kenya provided input towards Special Issue of the Environmental Management and Coordination (Amendment) Act in April 2019

🎯 **Target:** By 2020, key investors and development authorities apply environmental and social standards in guiding key investments in at least 3 key priority development corridors in Kenya, Mozambique, and Tanzania

✅ **Achieved:** The Green Economy Strategy and Implementation Plan domesticated into the Nyandarua, Narok and Nakuru County Integrated Agriculture Sector Strategic Plans
Lamu Port Southern Sudan Transport Corridor (LAPSSET) Master Plan endorsed by County and National Planners.
Our FY20 restricted income spending reduced by 3% compared to FY19 due to the restrictions on movement and gatherings necessary to curb the COVID-19 pandemic.

The proportion of administrative expenditures to that of program expenses was dramatically reduced to 4% from 10% in previous years due to the remote working modalities that was adopted during the prevailing pandemic situation.
Since the registration and the transition to a National Office, the Board of Directors is now fully involved in the affairs of WWF-Kenya, offering Governance and Leadership on both conservation and operational aspects for increased results and greater accountability.

There are seven board members and three board committees namely: Risk and Audit Committee overseeing organisational risk and compliance affairs; Conservation Committee overseeing implementation of the conservation strategy; and General Purpose Committee overseeing organisational effectiveness in Finance, Procurement, Human Resource Management, Communications, and Fundraising.

Recently the Board was fully involved in the planning and budgeting process for Financial Year (FY-18) by advising and approving the plans and budgets developed by the Senior Management Team (SMT) working with their respective teams. This is the first time WWF-Kenya as an National Office is having its plans and budgets approved at the local Board level, meaning that strategic support is now closer, but also accompanied by greater scrutiny and demand for accountability which helps to improve WWF-Kenya’s delivery of conservation strategy in contribution to the Network conservation goal.

**Board Members:**

- **Board Chair:** Isaac Awuondo
- **Richard Kaguamba,**
- **Mary Kimonye,**
- **Ibrahim Ali**
- **Ms. Caroline Okong’o**, **Ms. Saadia Karimbux-Effendy**, **Joe Otin**, **Agnes Odhiambo**
- **Ravinder Sikand**, **Darshan Chandaria**, **Axel Wenblad**
# MyLane2

ADVOCATING FOR A JUST ROAD SYSTEM

To stop degradation of our planet’s natural environment and build a future in which humans live in harmony with nature.