



KENYA



YEARS
NATIONAL
OFFICE

65 YEARS OF
CONSERVATION

WWF-KENYA ANNUAL REPORT



WELCOME TO LAKE NAKURU NATIONAL PARK

World Class Parks!

THIS PARK WAS ESTABLISHED IN 1968 AND WAS EXPANDED TO ITS PRESENT SIZE OF 188 KM² IN 1973, WHEN WORLD WIDE FUND FOR NATURE (WWF) IN SUPPORT TO THE GOVERNMENT OF KENYA, PURCHASED PRIVATE LAND ADJACENT TO THE LAKE NAKURU WITH FUNDING FROM THE PEOPLE OF NETHERLANDS FOR THE CONSERVATION OF FLAMINGOES

IN 1987, WITH THE SUPPORT OF WWF, THIS PARK WAS AMONG THE FIRST RHINO SANCTUARIES TO BE ESTABLISHED IN KENYA TO DATE KWS AND WWF CONTINUE BEING ACTIVE PARTNERS IN THE PROTECTION AND CONSERVATION OF RHINOS



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Integrated Strategic Plan 2020 - 2030

Vision

A healthy natural environment supporting people and sustainable development in Kenya

Mission

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

Strategic Goals

FUNCTIONING HABITATS

30% of WWF-Kenya's priority terrestrial, freshwater, coastal and marine areas are effectively protected and managed

IMPROVED GOVERNANCE

Natural resource governance is more inclusive and equitable

THRIVING WILDLIFE

Populations of priority wildlife species are stable or increasing

PEOPLE BENEFITTING

30% wellbeing improvement in target communities

FOOTPRINT GREENED

Production and consumption systems, and infrastructure development have reduced impact on nature

ORGANIZATIONAL EXCELLENCE

A credible and respected organization and partner driving conservation impact at scale



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WWF-Kenya Annual Report FY26
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Building a Locally Anchored, Future-Ready Conservation Organization

Message from the Board Chairman

Ten years ago, WWF-Kenya took a defining step in its history, becoming an autonomous National Office within the WWF Network. That transition was more than a change in governance. It was a commitment to building an institution rooted in Kenya, accountable to Kenya and capable of shaping conservation solutions that respond to the country's priorities while drawing on the strength and reach of a global network.

As a Board, our responsibility has been to steward WWF-Kenya for the long term: to provide strategic oversight, uphold strong governance and accountability, and ensure that growth translates into lasting conservation impact. Over the past decade, WWF-Kenya's growth has been remarkable. Our programmatic investments have risen from slightly over KES 600 million in FY17 to KES 1.6 billion in FY26. Throughout, our commitment to integrity has remained steadfast, reflected in consecutive unqualified audit opinions.

But good governance is not only about what an organization has achieved. It is about anticipating what comes next and ensuring the institution is strong enough to meet it.



Today, international development finance is shrinking and donor priorities are shifting. For an organization that has historically depended on public-sector partnerships and WWF Network funding, this reinforces a clear imperative: our conservation ambition must rest on a more resilient, diversified funding model.

The Board has therefore been guiding WWF-Kenya through an important phase of transformation. We are strengthening the foundations for financial resilience by expanding our engagement with Kenya's private sector, trusts and foundations, high-net-worth individuals and the wider public.

This is about more than diversifying revenue. It is about deepening local ownership of conservation. Kenya's natural capital underpins our economy, livelihoods, water security, food systems and resilience to climate change. Building stronger domestic partnerships means expanding the circle of people and institutions who see protecting nature as an investment in Kenya's future.

This is also why the Board has endorsed WWF-Kenya's brand transformation journey. Our ambition is for WWF-Kenya to be valued not only for the strength and credibility of the global WWF brand, but for the depth of its knowledge, partnerships and impact here in Kenya.

This evolution coincides with Kenya's transition to the Public Benefit Organizations framework, which we welcome for its emphasis on transparency, accountability and public benefit.

As we mark 10 years of local governance, I am proud of the institution WWF-Kenya has become and

“Our task as a Board is to ensure that WWF-Kenya remains future-ready.”

grateful to those who have helped build it. On behalf of the Board of Directors, I thank our Chief Executive Officer, Jackson Kiplagat, our leadership team and staff, the Government of Kenya, our donors and Network partners, and the many communities and conservation partners who work with us across the country.

The decade ahead will require us to be adaptive and ambitious. Our task as a Board is to ensure that WWF-Kenya remains future-ready.

Nature conservation is no longer an external agenda. It is part of Kenya's economic resilience, our national heritage and our shared future. Together, we will ensure it endures.

#NiSisiSote

Isaac Awuondo
Chairman of the Board, WWF-Kenya

Ten Years of Local Leadership, Delivering for Communities and Nature

Message from the CEO

As WWF-Kenya marks 10 years as an autonomous, locally governed National Office, I am proud to reflect on a decade that has strengthened our organization, expanded our ambition and deepened our contribution to conservation in Kenya.

Our story, however, began long before 2016. From some of WWF's earliest efforts in the country, including securing critical wildlife habitat around Lake Nakuru and supporting the establishment of one of the first black rhino sanctuaries, our work has evolved alongside Kenya's conservation needs. Becoming a National Office opened a defining new chapter. It gave us greater local ownership and accountability, and the ability to shape our work around national priorities while drawing on the reach of the WWF Network.

Over the decade, two strategic plans have shaped a locally led, science-based and partnership-driven approach across our four priority landscapes and our national and regional



programmes: the 2015–2020 Strategic Plan and our current Integrated Strategic Plan 2020–2030. From wildlife recovery and ecosystem restoration to climate resilience, sustainable livelihoods and natural resource governance, this work reflects a simple truth: the future of nature and the wellbeing of people are inseparable.

We have seen this in the recovery of Kenya's black rhino population, which reached 1,147 individuals in 2025 after decades of protection and habitat management. Since 2020, we have helped bring more than 278,000 hectares of critical ecosystems under effective management, and our nature-based enterprises and climate resilience interventions have directly benefited more than 369,000 people and indirectly benefited nearly 1.5 million. Over the same period, our direct beneficiaries have accrued a cumulative income of more than KES 606 million, including KES 80.8 million in FY26 alone, and our partnerships have helped mobilize more than US\$132 million (about KES 17.18 billion) in sustainable investments.

Yet the numbers tell only part of the story. Behind every hectare restored is a community choosing to protect its natural resources. Behind every species recovered are rangers, scientists, government agencies, partners, donors and local people working together. And behind every livelihood improved is evidence that conservation delivers tangible benefit to those who live closest to nature.

That is the lesson of our first decade as a National Office: local ownership matters. It allows us to listen more closely to communities, respond more effectively to national priorities and take greater responsibility for the outcomes we seek.

The decade ahead is demanding. Climate change and biodiversity loss are intensifying, while geopolitical instability and shifting global priorities are straining traditional conservation financing. Our next decade must therefore open new pathways for funding through stronger partnerships with Kenya's private sector, foundations, trusts, high-net-worth individuals and the public. It must also deepen our connection with communities and strengthen our role as a trusted national partner.

I believe WWF-Kenya is well positioned for this chapter. We have the experience, science, partnerships, people and local leadership to meet the moment. Our responsibility now is to turn that foundation into even greater impact.

I am deeply grateful to our Board for its stewardship, to our staff, to the Government of Kenya and our WWF Network colleagues for their partnership, and above all to the communities and conservation partners with whom we work across the country. The progress of the past ten years belongs to all of us.

Jackson Kiplagat
Chief Executive Officer, WWF-Kenya

“Behind every hectare restored is a community making a choice to protect its natural resources.”

From Strategy to Impact: Delivering Results for Communities and Nature in FY26

Message from the Head of Conservation Programmes

FY26 was a year in which we turned our conservation strategy into action across our priority landscapes and seascape, and our national and regional programmes. Despite an increasingly complex operating environment, we stayed focused on delivering measurable outcomes for wildlife, habitats, people, governance and climate resilience.



We are particularly proud that in 2025 Kenya recorded zero black rhino poaching for the first time since 2020. This milestone reflects years of sustained investment in wildlife protection, habitat management, monitoring and law enforcement by government, conservation partners and local communities, and we continued to support these efforts. Human-wildlife conflict, however, remained a serious challenge, with 32 elephants illegally killed in WWF-Kenya priority landscapes, and 78 nationally. In response, we expanded practical coexistence measures, including predator-proof bomas and support for community rangers.

We brought approximately 96,985 hectares under restoration and improved management. Large-scale grassland restoration in southern Kenya led this work, complemented by interventions in forests, farmlands and coastal mangroves. These landscapes sustain the biodiversity, climate resilience and ecosystem services on which communities depend.

Our work directly reached 152,323 people. Nature-based enterprises and climate resilience initiatives, from beekeeping and climate-smart agriculture to ecotourism, generated KES 80.78 million in direct income for community beneficiaries. For us, this is the clearest proof that conservation creates economic opportunity for the communities who are custodians of our natural resources.

“Forests, farmlands and coastal mangroves sustain the biodiversity, climate resilience and ecosystem services on which communities depend.”

We also worked to reduce environmental footprints. With our support, 52 institutions and households adopted energy-efficient technologies, and 1,618 tonnes of waste were recycled through the plastics value chain we have championed in coastal Kenya. Closer to home, we began solarising Panda House, our headquarters, walking the talk on greening our footprint.

Because lasting impact depends on improved governance of natural resources, we provided technical expertise and evidence to national and county planning and policy processes. These included mangrove management and restoration, water and agroecological policy, the Shimba Hills Ecosystem Management Plan, and sub-catchment management planning in southern Kenya. Together with our partners, we also helped leverage US\$130.08 million in sustainable investments during the year.

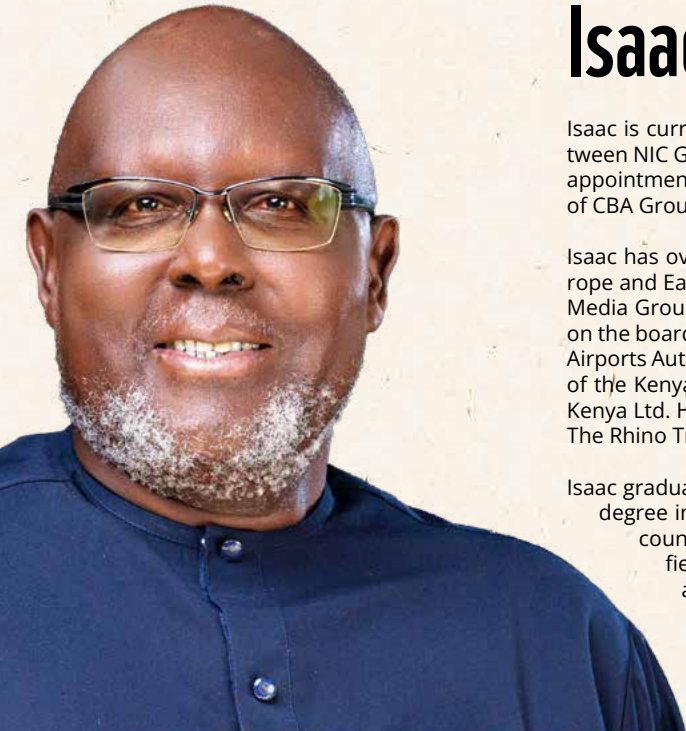
What stands out most to us is that conservation success never comes from one organization working alone. It comes from communities restoring landscapes, rangers protecting wildlife, scientists generating evidence, governments strengthening systems and partners investing in lasting solutions. Our role is to bring these efforts together and focus resources where they deliver the greatest impact.

That approach matters more than ever as we enter FY27. Growing conservation pressures and tighter resources require us to sharpen our priorities, strengthen efficiency, deepen community ownership and keep science and evidence at the centre of our decisions. The progress of FY26 gives us a strong foundation for the work ahead.

We are grateful to our teams, the communities at the heart of our work, the Government of Kenya, our donors, WWF Network colleagues and our many partners whose commitment makes this work possible.

Dr. Yussuf Wato
Head of Conservation Programmes, WWF-Kenya

Our Board



Isaac Awuondo

Isaac is currently the Chairman of NCBA Bank Kenya PLC, the result of a merger between NIC Group PLC and Commercial Bank of Africa Limited (CBA Group). Prior to his appointment as Chairman of NCBA Bank Kenya PLC, he was Group Managing Director of CBA Group.

Isaac has over 40 years' experience in the finance and banking sectors spanning Europe and Eastern Africa, and has previously worked with BDO Binder Hamlyn, Nation Media Group and Standard Chartered Bank in various senior executive roles. He sits on the boards of several public and private organizations: he is Chairman of the Kenya Airports Authority and the Council of Riara University, a Member of the Advisory Board of the Kenya Private Sector Alliance (KEPSA), and a Director of Bata Shoes Company Kenya Ltd. He is also Chairman of the Kenya Conservatoire of Music, WWF-Kenya and The Rhino Trust, and a Trustee of the Zawadi Africa Education Fund.

Isaac graduated from the University of Nairobi in 1980 with a Bachelor of Commerce degree in Accounting and Finance. He is a Fellow of the Institute of Chartered Accountants in England and Wales (FCA) and a member of the Institute of Certified Public Accountants of Kenya (CPA-K). He is a keen golfer, enjoys music and is a collector of contemporary African art, an area of interest for more than 35 years.



Agnes Odhiambo

Agnes is a finance professional with over 30 years' experience in financial management, strategic management, risk management, leadership and governance, gained in both the private and public sectors. She is the immediate former Controller of Budget of the Republic of Kenya, having been appointed the first Controller of Budget in August 2011 for an eight-year non-renewable term, which ended in August 2019.

Agnes has also held other senior positions in the public sector. She was the Chief Executive Officer of the Constituencies Development Fund Board and the Director of Finance and Administration at Kenya Post Office Savings Bank (Postbank). Before joining the public sector, she served in several private sector organizations. She was the Finance Director at Metro Cash & Carry Limited (Kenya and Uganda), Finance Manager at Unga Feeds Limited, Management Accountant at Unga Limited and Financial Consultant at Deloitte Haskins and Sells Management Consultancy Ltd (now Deloitte). She started her career at BAT Kenya Limited as an Assistant Accountant.

Agnes holds a Master of Business Administration degree and a Bachelor of Commerce (Accounting Option) honours degree, both from the University of Nairobi. She is a Certified Public Accountant (CPA-K), a Fellow of the Institute of Certified Public Accountants of Kenya, and a member of the Association of Women Accountants of Kenya (AWAK) and Women Corporate Directors (WCD). In 2016, she was awarded the Chief of the Order of the Burning Spear (CBS) by the President of the Republic of Kenya for her role in national development. She has served on various boards in the public and private sectors, including Britam Holdings Limited and Kenya Women Microfinance Bank. She currently serves as Chairperson of the National Transport and Safety Authority (NTSA) and is a Board Member of WWF-Kenya.

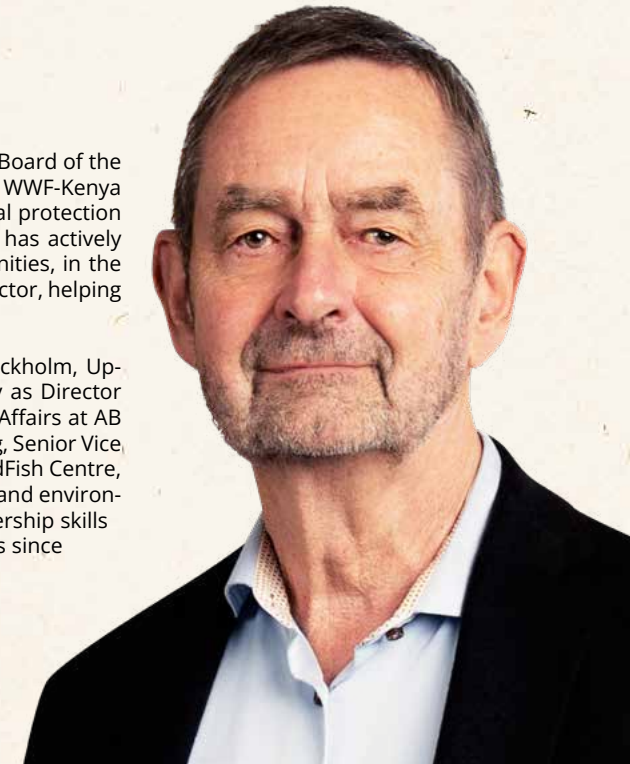


Axel Wenblad

Axel is the Chairman of the WWF-Sweden Board and a member of the Board of the Hasselblad Foundation. He currently also serves as a member of the WWF-Kenya Board. Axel has contributed immensely to conservation, environmental protection and governance with a focus on sustainability. For over 50 years, he has actively made his contribution in government agencies, working with communities, in the development sector, including the United Nations, and in the private sector, helping businesses to adopt sustainable practices.

With an MSc in limnology and chemistry from the Universities of Stockholm, Uppsala and Lund, Axel has served in different capacities, most notably as Director General of the Swedish Board of Fisheries, Director of Environmental Affairs at AB Volvo, Head of the Government Commission on Marine Spatial Planning, Senior Vice President, Sustainability at Skanska AB, and Vice Chairman of the WorldFish Centre, among other roles. With over 20 publications in the fields of limnology and environmental management, he has continued to offer his technical and leadership skills across the globe as a senior adviser and on various board assignments since his retirement in 2011.

His work has not gone unnoticed: he won the prestigious WWF Baltic Sea Leadership Award in 2011 and was subsequently awarded an honorary doctorate by Gothenburg University in 2014.



Caroline Okong'o

Caroline has over 20 years' experience in finance, risk, audit, strategy development and implementation support. She is a results-oriented leader with a track record of achieving excellence and sustainable impact through a collaborative approach with teams and partners. Caroline is the founder and CEO of Augmentum Advisory Solutions Limited, a boutique advisory firm based in Nairobi, Kenya. She serves as an independent advisor to the Finance, Audit and Risk Committee of the FSD Africa Board, and is a Certified Interworks (USA) Partner for individual and group coaching.

Having worked both locally and internationally, Caroline has multi-jurisdictional and multicultural experience serving clients in Africa, the United Kingdom, South America and the United States. She has held leadership roles at several organizations, including Assistant Vice President at Willis Management (Bermuda), Director at Lattice Consulting Limited, and Senior Manager at Deloitte, where she worked in both East Africa and Bermuda. Caroline holds a Bachelor of Arts in Building Economics from the University of Nairobi. She is a Certified Public Accountant (CPA-K), a member of ICPAK, and a Certified Professional Coach (CPC) accredited by the International Coaching Federation.

Caroline is an Independent Non-Executive Director at KCB Bank Kenya Limited, where she has chaired the Credit Committee and the Audit Committee, and currently chairs the Procurement Committee. She is also an Independent Non-Executive Director at Prudential Life Assurance Kenya Limited, where she chairs the Audit and Risk Committee. As a Non-Executive Board Member of WWF-Kenya, she sits on the Audit and Risk; Finance and Human Resources; and Resource Mobilization and Communications committees.



Our Board

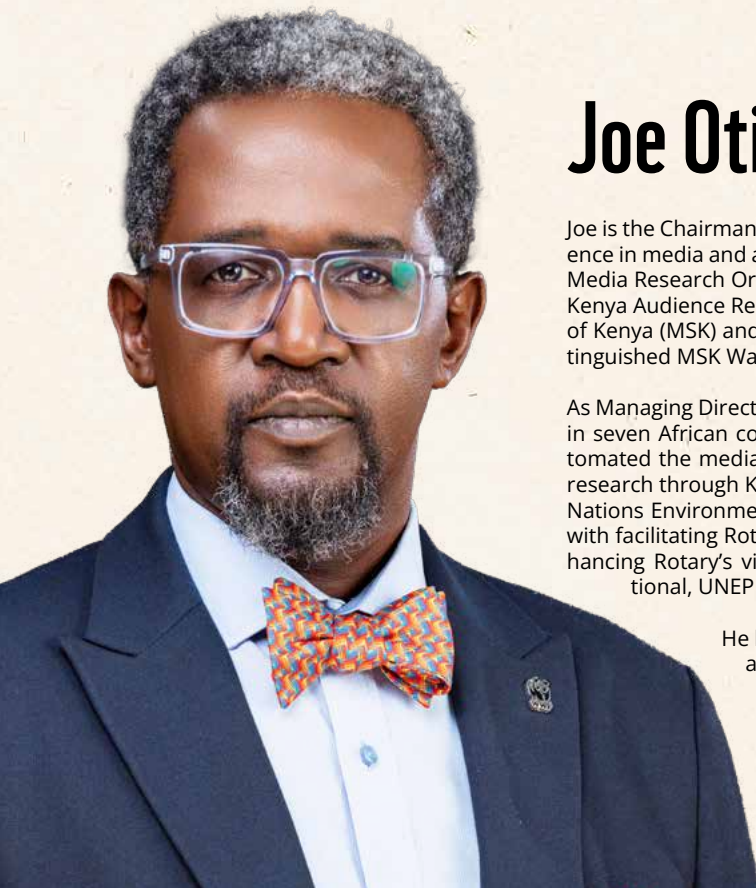


Dorothy Ooko

Dorothy is a strategic communications leader with over 20 years of experience across the continent, including heading Africa communications for Google and Nokia. She has built her career helping leaders and institutions translate complex ideas into narratives that shape policy, strengthen reputation and mobilise diverse audiences.

Through With Sails and Oars (WS&O), which she co-founded, Dorothy helps founders build bold brand stories and champions practical, inclusive AI adoption in Africa. She is passionate about scaling innovation in conservation, community development, digital infrastructure and financial inclusion. She is also a mindfulness coach and a podcast host.

She serves as a board director at ICEA LION Life Assurance Company Limited, Alliance Française de Nairobi, TechnoServe Kenya and GAIA Africa.



Joe Otin

Joe is the Chairman of the Advertising Standards Board in Kenya, with 21 years' experience in media and advertising across Africa. He is also the President of the Pan-African Media Research Organization (PAMRO), a member of the Oversight Committee of the Kenya Audience Research Foundation (KARF), and a member of the Marketing Society of Kenya (MSK) and the Public Relations Society of Kenya (PRSK). He received the distinguished MSK Warrior Award in 2010.

As Managing Director of the Ipsos Media division across Africa, he oversaw operations in seven African countries, grew revenue by 30% annually for over seven years, automated the media monitoring process and managed the development of audience research through KARF. He was the Rotary International Representative to the United Nations Environment Programme (UNEP) from 2014 to 2016, where he was charged with facilitating Rotary International's programme and public relations objectives, enhancing Rotary's visibility, and furthering communications between Rotary International, UNEP and non-governmental organizations.

He has published extensively on business models for changing media, advertising, audience engagement and social media engagement.



Krishna Mohan Unni

Krishna is the Group General Manager of Sankara Nairobi, Autograph Collection by Marriott. He brings over two decades of hospitality leadership to one of Nairobi's most iconic lifestyle destinations. With a reputation for operational excellence, team empowerment and visionary guest experience design, Krishna leads with a rare blend of precision, creativity and cultural sensitivity. Under his stewardship, Sankara Nairobi has strengthened its position as a beacon of contemporary and personalized service in East Africa.

Krishna has played a pivotal role in advancing sustainability initiatives in collaboration with WWF-Kenya. In March 2024, Sankara Nairobi partnered with WWF-Kenya to launch the "Safe for People, Safe for Nature" initiative, which aims to address Kenya's pressing environmental challenges, including biodiversity loss, human-wildlife conflict and pollution. The initiative builds on the earlier "Herd of One" campaign, launched by Sankara Nairobi and WWF-Kenya in 2019, which supports African elephant conservation in Kenya by encouraging hotel guests to donate US\$1 per stay. All proceeds support WWF-Kenya's elephant conservation work. Through these collaborations, Krishna has demonstrated his commitment to integrating sustainability into the hospitality sector, fostering partnerships that contribute to environmental conservation and community well-being.



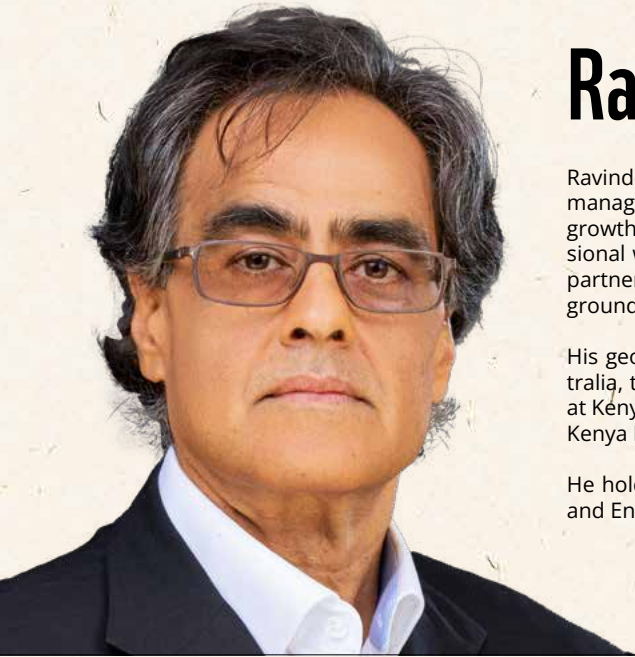
Maggie Ireri

Maggie is the CEO of TIFA Research and a seasoned leader in media, social and market research with over 18 years of experience. She has worked extensively across Kenya, Uganda, Tanzania, Ghana and Zambia, serving a diverse client portfolio that includes NGOs, donor agencies, governments and private sector organizations. Maggie brings multi-sectoral expertise across key industries, including conservation, sustainability, the digital economy, media, education, health, telecommunications, manufacturing and banking. Her passion lies in transforming data into actionable insights. She has led numerous research projects and is deeply skilled in end-to-end research processes, including project design, data collection, analysis and strategy formulation.

An award-winning professional, Maggie was recognised with the prestigious Eddie Schulze Award for her contributions to the development of research methodologies in Africa. She has also been honoured by regional bodies such as the Pan-African Media Research Organisation (PAMRO) and the Southern African Marketing Research Association (SAMRA) for her thought leadership in the media research space. Maggie served as Chairperson of the Marketing Society of Kenya (MSK) from 2015 to 2019 and received the MSK Warrior Award in 2011 for her impact on Kenya's marketing industry.



Our Board



Ravinder Sikand

Ravinder is a Senior Partner at Energy Access Ventures in Nairobi, where he helps manage a US\$90 million venture fund that invests in innovative technology and growth-stage companies across sub-Saharan Africa. He is an experienced professional with a unique blend of financial skills, including capital raising, public-private partnerships (PPPs) and venture capital, complemented by an entrepreneurial background in developing and emerging markets.

His geographic experience spans Kenya, Tanzania, Uganda, Rwanda, Ethiopia, Australia, the United Kingdom, China, the United States and India. As a financial expert at Kenya's National Treasury in 2015 and 2016, he supported the World Bank-funded Kenya Infrastructure Finance and Public-Private Partnerships (IFPPP) Project.

He holds a Master of Business Administration and a Bachelor of Arts in Economics and Environmental Studies, and has completed an executive course in oil and gas.

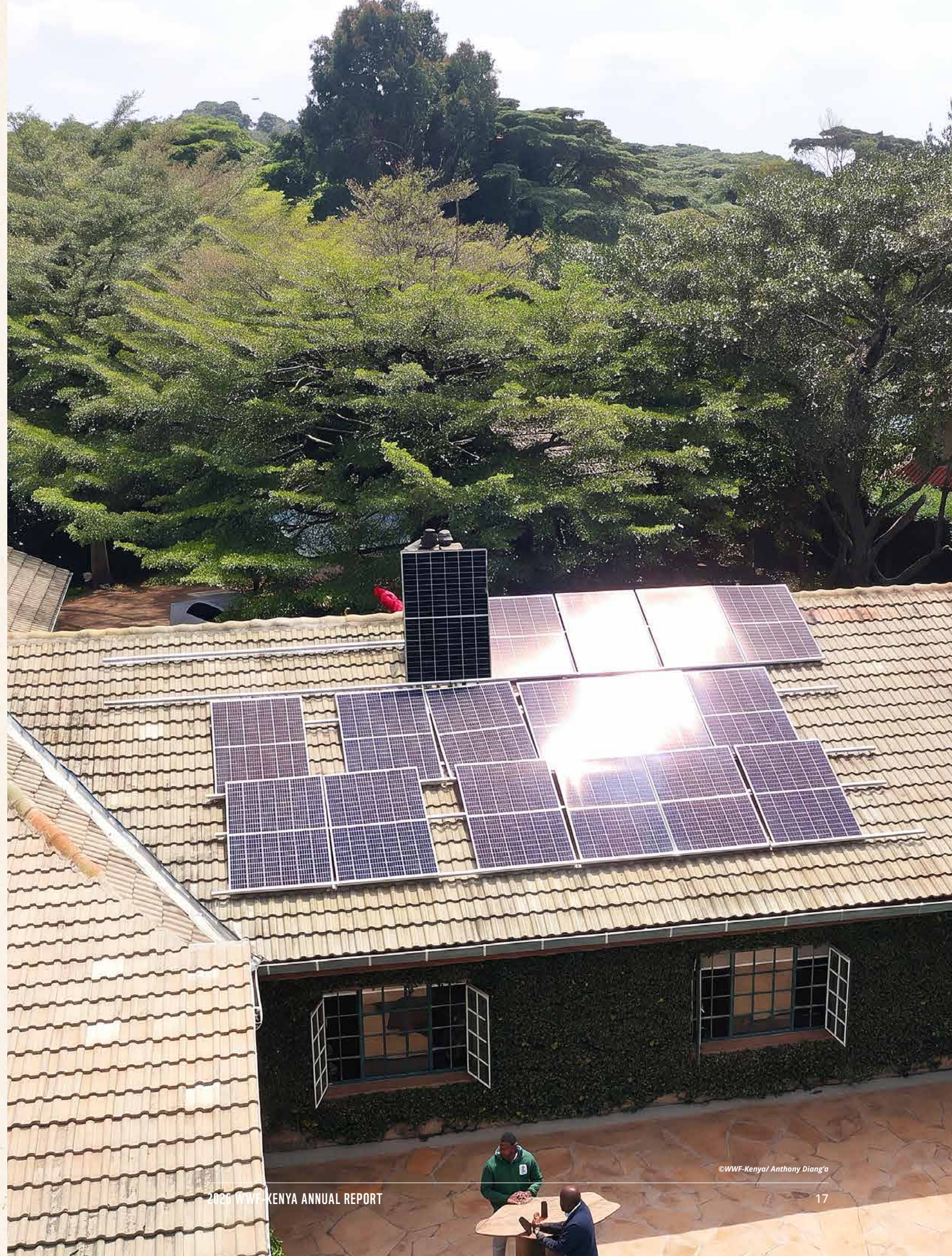


Jackson Kiplagat

Jackson is a conservationist and policy specialist with over 20 years of experience in conservation strategy, sustainable finance and environmental governance. He has worked extensively with governments, civil society, financial institutions and development partners to advance policies and investments that strengthen biodiversity conservation, climate resilience and sustainable development.

Jackson is a member of WWF International's Global Conservation Committee, where he helps shape conservation priorities at national, regional and global levels. Previously, he served on WWF's Global Finance Practice Leadership Team, working with financial institutions to integrate environmental, social and governance (ESG) considerations into investment and financing frameworks. He has also served on several national task forces, including Kenya's National Task Force on Nationally Determined Contributions (NDCs) and the task force on the National Green Economy Strategy and Implementation Plan.

Jackson has been instrumental in strengthening tourism training in Kenya. He served as Head of Training at the Wildlife Clubs of Kenya/Moi University Tourism and Wildlife Management Programme and played a key role in developing the modular tour guide training programme under what is now the Tourism Fund. He holds a Master's and a Bachelor's degree in Environmental Studies from Kenyatta University and is a Certified Lead Expert in Environmental Impact Assessment (EIA) and Audit.



Strategic Leadership Team



Jackson Kiplagat
Chief Executive Officer

Jackson Kiplagat is an experienced conservationist and policy specialist with over 20 years of expertise in environmental governance, conservation strategy, and sustainable finance. As a member of WWF International's Global Conservation Committee and a former leader within its Global Finance Practice, he works extensively with governments, civil society, and financial institutions to integrate ESG principles and drive global climate and biodiversity agendas.

Locally, Kiplagat has contributed significantly to Kenya's tourism and wildlife education sector, having served as Head of Training for the Wildlife Clubs of Kenya/Moi University programme and helping establish the national modular tour guide curriculum. He holds bachelor's and master's degrees in Environmental Studies from Kenyatta University and is a certified Lead Expert in Environmental Impact Assessment and Audit.

At the national policy level, he has served on key government task forces, including those shaping Kenya's Nationally Determined Contributions (NDCs) and the National Green Economy Strategy. Driven by a commitment to community-led solutions, he continues to advocate for sustainable frameworks that effectively balance economic development with environmental stewardship.



Amina Maalim
Head of Operations

Amina Maalim is a strategic operations executive with extensive experience directing supply chain, procurement, administration, logistics, IT, and facilities management within the international conservation and development sector. She currently serves as the Head of Operations at WWF-Kenya, where she steers the organization's overarching operational agenda to ensure high efficiency, compliance, accountability, and value for money.

During her tenure, Maalim has championed significant organizational transformation, notably optimizing SAP enterprise systems across supply chain, finance, grants, human resources, and asset management. She has also reinforced procurement governance by instituting comprehensive performance measurement frameworks that track procurement planning, workload distribution, turnaround rates, and cost-effective outcomes.

Recognized for aligning cross-functional teams across geographically dispersed field offices, Maalim brings broad expertise in digital transformation, cybersecurity, supplier management, and sustainable infrastructure. Notably, she has advanced green operational initiatives such as securing funding for office solarisation while continuously refining policies and control systems to uphold institutional integrity.



Bernard Atonga
Head of People and Culture

Bernard Atonga is an accomplished People & Culture executive with over 15 years of experience driving organizational effectiveness, talent development, and culture transformation across diverse industries. He currently serves as the Head of People & Culture at WWF-Kenya, where he leads the strategic people agenda-overseeing talent management, employee engagement, organizational development, leadership growth, performance frameworks, and workplace wellness.

Prior to joining WWF-Kenya, Atonga held senior human resources leadership positions at KPMG East Africa, advising executive teams across multiple countries and directing major transformation projects, including the rollout of SAP SuccessFactors. His broad sector experience also includes leadership roles at the Agriculture and Food Authority, Commodities Fund, Longhorn Publishers Plc, and Crown Paints Kenya Plc.

Atonga holds a Master of Science in Human Resource Management from Jomo Kenyatta University of Agriculture & Technology and a Bachelor of Commerce in HRM from the Catholic University of Eastern Africa. He is a Certified Human Resource Professional (CHRP-K), a Certified HR Auditor (CHRA), and an active member of the Institute of Human Resource Management (IHRM), widely recognized for his thought leadership in workplace culture, mediation, and organizational performance.



Esther Rao
Chief Financial Officer

Esther Rao is a seasoned finance leader with over 13 years of experience in strategic financial management, donor compliance, and financial sustainability across Africa. She currently serves as the Chief Financial Officer at WWF-Kenya, where she steers the organization's overall financial strategy and manages budgeting, forecasting, treasury, donor awards, regulatory compliance, and financial systems.

Her regional experience includes serving as Senior Finance Officer for Country Support at the Alliance for a Green Revolution in Africa (AGRA), where she provided financial and risk oversight across 11 countries. Rao's career at WWF-Kenya represents a notable trajectory of internal growth-advancing from intern and accountant to Head of Accounting and ultimately CFO-during which she also led major ERP rollouts involving SAP S/4HANA, Oracle, and Microsoft Dynamics NAV.

Academically, she holds a Master of Commerce in Strategic Management and a first-class Bachelor of Commerce in Accounting from Strathmore University, and is a Fellow of the Association of Chartered Certified Accountants (FCCA). Her broader expertise centers on strategic planning, audit oversight, change management, process optimization, and cultivating high-performing finance teams.



Grace Waweru
Head of Communications & Partnerships

Grace Waweru is an award-winning strategist and communications executive with over 17 years of experience steering business transformation, stakeholder engagement, and resource mobilization across Africa. As the Head of Partnerships & Communication at WWF-Kenya, she directs the organization's fundraising, brand management, and external relations agendas, driving philanthropic and corporate collaborations to bolster conservation investment and elevate institutional influence.

Prior to her current role, Waweru spent over a decade in senior executive positions within the WPP Group, overseeing integrated communications and business growth portfolios across more than 17 African markets. Her extensive track record includes orchestrating multi-market initiatives for prominent commercial brands and development institutions such as Safaricom, Coca-Cola, Unilever, and the European Union-notably spearheading impactful social campaigns like the Hygiene & Behaviour Change Coalition and the pan-African "We See Africa" campaign.

A recognized thought leader and mentor, Waweru serves on the Board of Social Enterprise Kenya and facilitates leadership programmes with Lapid Leaders Africa. She holds a Global Executive MBA from United States International University-Africa and a Bachelor of Arts in Communication from Daystar University, with career honors including recognition among the 30 Trailblazing Women Marketers Powering Global Good and Kenya's Top 25 Purpose Driven Leaders.



Mabel Gichengo
Head of Audit, Risk and Compliance

Mabel is a distinguished governance, audit, and risk management executive with over 17 years of experience enhancing organizational resilience, accountability, and operational effectiveness across conservation, higher education, and public utilities. She currently serves as the Head of Audit, Risk and Compliance at WWF-Kenya, providing strategic direction across internal audit functions, enterprise risk frameworks, regulatory adherence, and organizational safeguarding.

Since joining the organization in 2018, Mabel has been instrumental in fortifying WWF-Kenya's internal control systems, donor assurance protocols, fraud prevention frameworks, and programme-level risk practices. She acts as a key strategic advisor to the Board and executive leadership, offering vital counsel on emerging operational risks, institutional governance, and statutory obligations.

Prior to WWF-Kenya, Mabel held senior audit positions at Strathmore University and the Nairobi City Water and Sewerage Company. She holds an MSc in Information Technology specializing in Systems Security and Audit, holds CISA, CISM, and IRM certifications, is finalizing the Strategic Professional level of ACCA, and maintains active memberships with ISACA, the Institute of Internal Auditors, and the Institute of Risk Management.



Dr. Yussuf Adan Wato
Head of Conservation Programmes

Dr. Yussuf Adan Wato is a prominent conservation leader with over 24 years of experience guiding strategic environmental initiatives across government bodies and international non-profits. He currently serves as Head of Conservation at WWF-Kenya, where he directs the organization's comprehensive programmatic portfolio-encompassing wildlife protection, biodiversity, forest and freshwater systems, marine conservation, climate action, research, and policy advocacy.

Since joining WWF-Kenya in 2017, Dr. Wato has steered transformative conservation initiatives across national and transboundary landscapes. His leadership has supported the ecological restoration of the Mau Forest, cross-border Kenya-Tanzania conservation corridors, and over 200 community-managed conservancies. Emphasizing science-based intervention and strategic public-private partnerships, he has also played a central role in mobilizing more than KES 1 billion in funding for conservation programming.

Earlier in his career, Dr. Wato built extensive field and governance experience at the Kenya Wildlife Service (KWS), serving as Senior Park Warden for the Tsavo Conservation Area, manager of the Malindi and Kisite Marine Parks, and Head of Wildlife Industry Governance. He holds a PhD in Resource Ecology from Wageningen University, alongside master's and first-class bachelor's degrees in Wildlife Management, is a widely published researcher, and currently serves as a Board Director at the Wildlife Research and Training Institute.

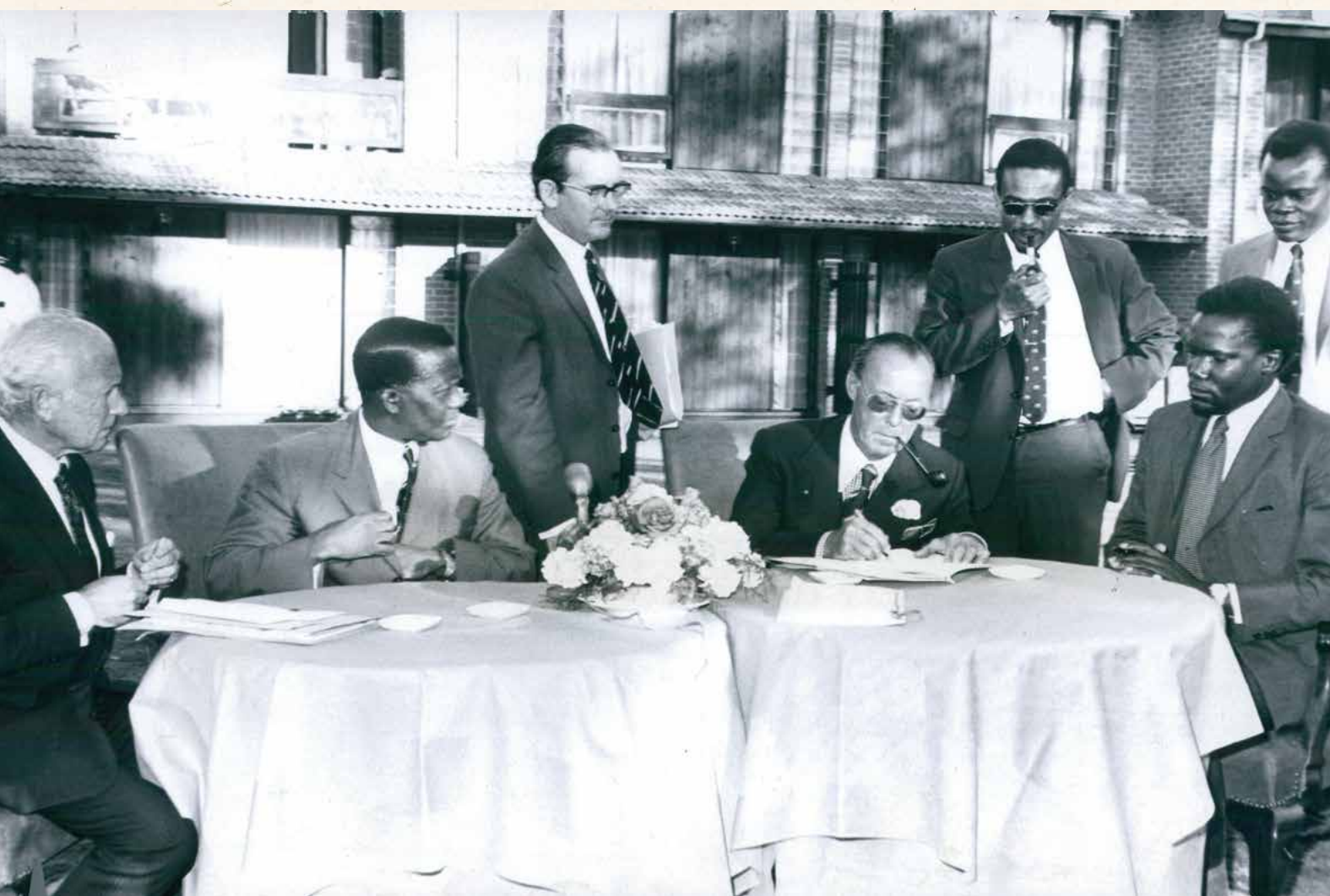
Our Origin Story

Kenya was one of the very first places where the World Wildlife Fund (WWF) focused its early conservation efforts after being established in 1961. The spark for the organization's global creation was lit in East Africa, following a series of articles written by Sir Julian Huxley in a UK newspaper detailing the rapid destruction of the region's wildlife and natural habitats. Moved by Huxley's accounts, businessman Victor Stolan recognized the urgent need for an international body dedicated to fundraising for global conservation. He shared the concept with Max Nicholson, Director General of the UK government agency Nature Conservancy, who enthusiastically took up the challenge.

Motivated to alleviate the severe financial difficulties facing the International Union for Conservation of Nature (IUCN), Nicholson drafted a founding plan in April 1961. This plan was endorsed by the IUCN executive board through the historic Morges Manifesto. Over the following months, Nicholson and roughly two dozen conservationists, including Sir Peter Scott, who later served as WWF's first vice president, finalized the details of the new entity, naming it the World Wildlife Fund and adopting its iconic giant panda logo. Later that year, the first three national appeals launched in the United Kingdom, Switzerland, and the United States. (Note: In 1986, the global organization renamed itself the World Wide Fund for Nature to reflect its expanding work across whole ecosystems).

WWF's direct field footprint in Kenya was formally cemented in 1973 when the organization purchased 37,000 acres of land adjacent to Lake Nakuru and handed it over to the Government of Kenya. This vital gift expanded Lake Nakuru National Park to its current size of 188 square kilometers, safeguarding a rich habitat for nearly 30 bird species, most notably providing the principal feeding grounds for over a million flamingos. Building on this momentum, WWF supported the establishment of Kenya's very first black rhino sanctuary at Lake Nakuru National Park in 1985.

This intervention came at a critical turning point: Kenya's black rhino population had plummeted from roughly 20,000 in the 1970s to fewer than 400 individuals, rescuing the iconic species from the brink of total extinction.



Pivotal Moments

1,147

BLACK RHINOS (FROM
<400)

37,000 ACRES

LAKE NAKURU PARK
GIFT

KES 150M+

DROUGHT RESILIENCE
FUND

32 ICLIP

FOREST RESTORATIONS
REPLICATED

100% SOLAR

PANDA HOUSE NAIROBI
HQ

1961

World Wildlife Fund Founded

Our founders launch the World Wildlife Fund to help save the world's wildlife.



1973

37,000 Acres for Lake Nakuru National Park

WWF purchases 37,000 acres and hands it to the Kenyan Government, expanding Lake Nakuru National Park to its present size of 188km².

1987

One of First Black Rhino Sanctuaries

Funded one of Kenya's first black rhino sanctuaries at Lake Nakuru National Park when poaching collapsed populations from about 20,000s in the 1970s to fewer than 400.

1962

Kenya Species Programme Begins

WWF in Kenya initiates its pioneer species conservation programme, anchoring the long journey to one of the country's first rhino sanctuaries.

1986

World Wide Fund for Nature

Officially became the World Wide Fund for Nature to reflect the broader environmental scope.

2015

East & Central Africa DNA Lab

Helped operationalise KWS forensic lab with RhODIS® DNA indexing, powering science-based anti-poaching probes.

2019

UNGANISHA SOKOT & Green Bonds

Launched S. Kenya - N. Tanzania corridor (largest in E. Africa) and enabled Kenya's historic first green bond tax exemption.

2016

Autonomous National Office

Transitioned from Country Office to locally led WWF-Kenya National Office; launched 2015-2020 Strategic Plan.

2023

Lamu Emergency Operation Centre & Drought Emergency Fund

KES 10M emergency operation centre launched, evacuates 18,000 people and 20,000 livestock ahead of El Nino-driven short rains, winning the 2024 Averted Disaster Award. Raised KES150m+ for emergency drought response.

2020

Zero Black Rhino Poaching

Zero poaching achieved for the 1st time in 20 years. Population tripled from 400 in the 1980s to 1,147 by 2025.

2022

Panda House & Integrated Strategic Plan

Panda House & Integrated Strategic Plan Acquired Panda House headquarters and launched Integrated Strategic Plan 2020-2030

2025

Kaptagat ICLIP Replicated 32x

Dr Chris Kiptoo's 10-yr restoration transformed with WWF into Integrated Conservation & Livelihood model, replicated across 32 sites.

2026

Panda House goes green

Switched Panda House in Nairobi to a 24 kW battery-backed solar system, allowing it to run almost entirely on clean energy and joining around 80 WWF solar installations across offices, national parks and ranger stations worldwide.

2024

Northern Kenya Landscape

Expanded our priority landscapes to Northern Kenya to protect species found almost nowhere else, such as the Grevy's zebra and hirola, and to build climate resilience for local communities.



KENYA

Impact Stories





© WWF-Kenya/ Levite Pictures



IMPACT STORIES

From Conflict to Coexistence - A Story of Mutual Benefit

For a family living alongside elephants and lions, safety isn't a slogan. It's a daily reality. A cow lost to a predator, a crop farm trampled by an elephant, can undo months of goodwill in a single night. At WWF-Kenya, we believe wildlife should never come at the expense of the people who share its land, and people's wellbeing should never come at the expense of wildlife. Our work exists to ensure that both people and wildlife thrive together.

That belief sits at the heart of the SAFE Approach - a system built to keep wildlife safe, people safe, their assets safe, and the habitats they share safe. More than 65% of Kenya's wildlife lives outside protected national parks and reserves, on land communities depend on for their livelihoods. So instead of reacting to conflict after it happens, the SAFE Approach anticipates it - shifting the story from dangerous confrontation to coexistence that genuinely benefits both people and wildlife.

On the ground, that means over 1,700 solar-powered lights installed in livestock pens across our southern and northern Kenya, mimicking human presence to deter predators at night. Predator-proof enclosures add another layer of protection in the Mara.

Behind every intervention is a person making it work. Over 400 community rangers now track wildlife in real time using SMART Connect technology, joined by herders and community members contributing through citizen science. When conflict does happen, response has to be fast. That's why we've provided vehicles to partners like the Kenya Wildlife Service and community wildlife conservancies, backing a rapid-response network of over 500 frontline officers. Newly rehabilitated housing at Buffalo Springs now gives 32 rangers a better base too, so they can protect both people and wildlife.

The result: over 4,800 km² of critical wildlife corridors secured across the Mara, Laikipia, and Marsabit - land where families and wildlife now share space with far less fear.

And in Mara Siana, young Maasai morans have traded spears for javelins in the "Javelin Moran" competition, proving that protecting lions and protecting livelihoods can be the very same act of courage.

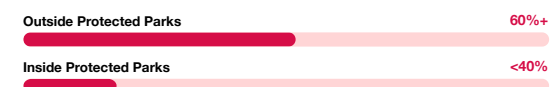
SCALE OF THE CHALLENGE

60%+

▲ CRITICAL EXPOSURE

Wildlife Living Outside Protected Parks

More than six in ten wild animals roam on community and private lands, requiring co-existence initiatives beyond state-protected reserves.



AMBOSELI CRISIS

18 Elephants

Lost to retaliatory poisoning incident

PRIORITY ACTION

Immediate

Rapid-response conflict de-escalation deployed

PREVENTION ON THE GROUND

1,700+

▲ PREDATOR LIGHTS

Solar Deterrents Installed

Zero-emission solar flash systems placed around pastoralist bomas prevent night predator incursions and eliminate retaliatory poisonings.



MARA BOMAS

30 Fortified

Predator-proof bomas constructed in Mara

CONFLICT REDUCTION

90%+

Reported drop in nighttime livestock predation

PEOPLE & CAPACITY

SMART CONNECT

400+ Rangers

Trained on digital patrol technology

RAPID RESPONSE

500+ Officers

Equipped frontline teams operational

HOUSING INFRASTRUCTURE

32 Rangers

Buffalo Springs, Isiolo (2 blocks, 4 units)

SMART CONSERVANCIES

68 Rangers

41 Mara Siana / 19 Shulmai / 8 MAWICA

LAND SECURED

~4,800 km²

3 LANDSCAPES

Preserving critical wildlife dispersal zones and migratory corridors across Marsabit, Laikipia, and the greater Mara ecosystem.

MAWICA Umbrella Conservancies
Marsabit County - Northern Kenya 4,400 km²

Mara Sub-Landscape
Narok / Southern Kenya Landscape 15,000 ha (150 km²)

Shulmai Conservancy
Laikipia County - Central Rift 63 km²

Cumulative Protected Area Composition ~4,800 km² Total



© WWF-Kenya/ Faith Tanui



© WWF-Kenya/ Chris Kirimi



© WWF-Kenya/ CamTech



IMPACT STORIES

Technology Helps Rangers Take Back the Night

For years, darkness gave poachers the advantage. In the Mara ecosystem, scores of people could move out to poach in a single night when pressure peaked, and rangers on patrol were often the last line of defense.

With limited visibility, it was hard to tell an approaching animal from an approaching threat. Rangers relied on static ambush points rather than safe, informed movement, and that gap in visibility put both people and wildlife at risk. We set out to change that with a simple question. How do rangers take back the night? The answer came in the form of thermal cameras. Starting with pilots in the Maasai Mara and Lake Nakuru National Park back in 2015 and 2016, AI-enabled thermal imaging now let rangers detect human movement in total darkness, well beyond what the naked eye could see. In the Mara, the technology contributed to multiple bushmeat-related arrests and a measurable drop in illegal bushmeat. The most advanced system now sits at Solio Game Reserve and Ol Pejeta Conservancy, where a thermal perimeter integrates AI-enabled cameras that classify animals, vehicles and people in real time.

As Geoffrey Chege, WWF-Kenya's Biodiversity, Research and Innovation Manager, explains: "The artificial intelligence-enabled FLIR cameras have inbuilt analytics that send out automated alerts every time they detect an intrusion from humans, vehicles or wildlife. This is one of the ways of equipping rangers with modern technology so that they are able to protect rhinos."

The results speak for themselves. Thermal cameras now cover 11 rhino sanctuaries across Kenya. At Solio, a critical area for rhinos in Kenya, there have been zero poaching incidents in six years.

Prof. Erustus Kanga, Director General of Kenya Wildlife Service,

put it simply: "I am aware that over the last six years, we have not lost a single rhino in this sanctuary. That speaks volumes." It's a striking turnaround for a reserve that has weathered high poaching pressure in the past, and that has supplied founder rhino populations to over 90% of Kenya's other rhino sites. Kevin Carr-Hartley, who manages Solio, put the stakes plainly: "Rangers are the most important people, they are on the front-line, and we have to give them the technology that potential poachers might have." Technology alone doesn't make rangers safer. Information does too. For decades, conservancies like Shulmai recorded patrols by hand in notebooks, information that rarely traveled beyond the person who wrote it, and vanished when that person moved on.

Today, digital tools like SMART and EarthRanger turn those patrols into shared, geo-referenced records that rangers, Kenya Wildlife Service and conservancy managers can all act on. That shift now reaches 80 sites across Kenya, with a further 20 sites across East Africa adopting the same tools.

Francis Mwangi, a Project Officer at WWF-Kenya, has watched that shift happen firsthand: "For a long time, patrol data was collected but not fully used. The real change has been moving from recording activity to using information to guide decisions. When teams can see patterns, verify incidents and share the same operational picture, patrols become more targeted, safer and more effective."

Kenya's black rhinos have come a long way. From roughly 400 individuals in the 1980s to 1,147 today, the country is now working toward a national target of 2,000 rhinos by 2037. None of this technology replaces rangers. It extends their reach, lowers their risk, and turns zero poaching from a lucky year into something rangers, and the rhinos they protect, can count on for the long haul.

SCALE OF THE TECHNOLOGY ROLLOUT

11 Sites FLIR CAMERAS DEPLOYED

Thermal Surveillance Coverage

High-definition Forward Looking Infrared (FLIR) systems provide 24/7 night vision surveillance against nocturnal incursions and cross-boundary poaching.

Mobile Thermal Camera Units **8 Sites (73%)**

Static Mast-Mounted Systems **3 Sites (27%)**

MARA PILOT

2015

Initial installation & proof of concept

LAKE NAKURU ROLLOUT

2016

First large-scale sanctuary deployment

POACHING OUTCOMES

0 ▲ ZERO POACHING

Solio Game Reserve Record

Zero poaching incidents recorded at Solio in 6 years since FLIR camera installation, setting an East African benchmark for sanctuary security.

NATIONAL ZERO POACHING

2020 & 2025

Kenya achieved zero national rhino poaching in both years

SECURITY DURATION

6 Years

Continuous unbreached perimeter defense at Solio

INCIDENTS IN 6 YRS

0 Cases

Complete eradication of night incursions

INTERCEPTION RATE

100%

Threat detection prior to fence line breach

POPULATION RECOVERY (LONG-TERM ARC)

1,147+ +187% SINCE 1980s

Kenya Black Rhino Population (2026)

Decades of sustained anti-poaching security, habitat restoration, and translocations have reversed catastrophic 20th-century declines.

1980s Baseline (Crisis low)

~400

Current Population (2026)

1,147+

National Target (Vision 2037)

2,000

HISTORIC LOW

~400

Severe poaching era (1980s)

2037 TARGET GAP

853 Needed

On track to meet self-sustaining 2k goal

DATA & DIGITAL SYSTEMS

100 Sites SMART & EARTHRANGER

Standardized Ranger Intelligence

Real-time patrol logs, ecological telemetry, and automated incident mapping unified across key Kenyan and regional conservancies.

Kenya Operational Sites

Parks, reserves & community conservancies

80 Sites

Regional East Africa Sites

Adopting Kenya's SMART / EarthRanger model

20 Sites

Total Integrated Network

Cross-boundary patrol and sensor synchronization

100 Sites

Regional Network Distribution

80% Kenya · 20% East Africa



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© WWF-Kenya/ Curtis Obimbo



IMPACT STORIES

Kenya's Race to Protect 30% of it's Land and Water

Kenya's coastline holds some of East Africa's richest coral reefs, seagrass meadows and mangrove forests. Yet formally protected marine areas cover less than 1% of the country's waters. Inland, the picture is just as urgent. Kenya loses roughly 84,716 hectares of forest every year, wiping out an estimated KES 534 billion in ecosystem services, and degradation of water towers has already contributed to tragedies like the 2025 Chesongoch landslide.

The global target under the Kunming-Montreal Global Biodiversity Framework asks Kenya to protect 30% of both land and sea by 2030. Closing that gap means rethinking what "protected" actually means, and proving that restoration pays off for people as much as for nature.

At sea, that means strengthening what already exists. Kisite-Mpunguti Marine Protected Area, gazetted in 1978, guards 39 km² of reef off Kenya's south coast. Around it lies the Shimoni-Vanga Joint Co-Management Area, a 780 km² working seascape governed by seven Beach Management Units, where communities are already managing fisheries sustainably enough to potentially count toward Kenya's 30x30 target as a community-led conservation area rather than a formal park.

On land, one of the most successful integrated conservation stories started with a single tree-planting drive. In 2017, Dr. Chris Kiptoo, now Principal Secretary at The National Treasury, launched the Kaptagat Annual Tree Growing Drive. With WWF-Kenya's technical and financial backing since 2020, that initiative grew into an integrated conservation model: the Kaptagat Integrated Conservation Programme, pairing restoration with improving livelihoods for the community at the heart of restoration work. Brian Tuitok is one example of what that looks like in practice. Through the programme, he received a

high-yield dairy cow for zero-grazing, cutting his need to graze on the Kaptagat forest. His income from that cow has since grown enough for him to buy a second one.

That model proved powerful enough to replicate. 32 ICLIP programmes now operate across Kenya's water towers and catchments, including the 10-year, KES 14.7 billion CHERISH initiative in the Cherangany Hills and the KES 21.5 billion Mau Forest Complex ICLIP.

Since 2020, these combined efforts, marine and terrestrial, have brought 278,485 hectares under restoration and sustainable management: 139,014 hectares of rangelands, 135,823 hectares of forests and farmland, 3,420 hectares of mangroves, and the rest wetlands and riparian zones. Over 2.5 million trees have been planted in Kaptagat alone, and the wider ICLIP movement has generated more than 10,000 green jobs in beekeeping, dairy, fruit cultivation and ecotourism.

Progress isn't uniform everywhere. Recent management-effectiveness assessments found mixed results across Kenya's protected sites. South Kinangop and Geta forests saw their scores decline due to limited staffing and funding and rising pressure from surrounding communities, even as North Kinangop's improved to the strongest outcome among the four. It's a reminder that restoring land is only half the job. Keeping it restored, year after year, is the harder half.

None of this adds up to 30% yet. But it shows what the path looks like: community-governed seascapes recognized alongside formal marine parks, forest restoration tied directly to family incomes, and a national accounting system honest enough to show where the work is still falling short.

SCALE OF THE WATER CHALLENGE · VULNERABILITY

<500 m³

SEVERE SCARCITY

Per-Capita Freshwater Availability

Kenya's per-capita renewable water availability sits well below the internationally defined absolute water poverty line of 1,000 m³ per person per year.



SEDIMENTATION SURGE

15x Increase

Rise in key river sediment levels since 1970s

5 WATER TOWERS

75%+ People

Directly supplied by strategic montane catchments

FINANCIAL RETURNS · SOURCE PROTECTION & EFFICIENCY

44% → 38%

NRW REDUCTION

Utility Non-Revenue Water & Power Savings

Source protection and infrastructure optimization deliver direct operational revenue improvements for municipal water service providers.



KIWASCO REVENUE RECOVERED

~KES 800k/yr

Retained revenue via non-revenue water curbing

NAWASSCO SOLAR SAVINGS

KES 1.2M/yr

Fuel expenditure saved by solarizing pumps

ECOLOGICAL MONITORING & POLICY GAZETTEMENTS

11 / 15

RATED "GOOD" HEALTH

River Basin Ecological Scorecard

Citizen-science and sensor-based monitoring arrays track bio-indicators and sediment levels across 15 priority rivers in 3 major basins.

GAZETTED

Kajulu Hills Catchment: Formally gazetted under national statutory source protection.

IN PROGRESS

Kabatini Aquifer: Reached final public consultation stage towards full gazettement.

COMMUNITY ACCESS & PROFESSIONAL CAPACITY

257%

TARGET SURPASSED

Water Resource Authority (WRA) Capacity

519 water custodians and Africa Water Ambassadors trained against an original target of 202, accelerating basin governance and technical monitoring.

TEAM OUTCOMES

90.5%

WRA staff report enhanced field collaboration

SKILLS APPLICATION

86.0%

Applied at least 1 new skill within 6 months

Perkerra Ward & Spring Protection Relief

Protected springs in Njoro (1,500 households, 3,000 livestock) and Jebinyiny (500 households) combined with Perkerra Ward interventions have drastically reduced daily water retrieval trek times and physical burden for pastoralist women.

Opening up more space for wildlife to roam

Wildlife doesn't recognize national park and reserve boundaries. More than 65% of Kenya's wildlife lives outside protected areas entirely, on land owned and grazed by local communities. Whether that land stays open for wildlife or gets fenced, farmed and fragmented depends almost entirely on whether the people living there have a reason to keep it wild.

East of the Maasai Mara National Reserve lies Siana, a landscape of forest, wetland and grassland that connects the Mara ecosystem to conservancies like Naboisho, Olkinyei and Maji Moto. Since 2016, WWF-Kenya has worked with the community here to turn that connectivity into a healthy habitat for people and wildlife: the Mara Siana Conservancy.

The model is straightforward but not simple to run. WWF-Kenya and tourism partners pay annual land leases to over 2,000 landowners, giving them a direct incentive to keep their land open for wildlife and livestock together rather than subdividing it. That arrangement has secured 15,000 hectares of community land, habitat that elephants, lions and migratory herds now move through freely on their way to water and grazing across the wider Greater Mara ecosystem.

None of that happens without people on the ground. WWF-Kenya funds ranger salaries, medical cover and food rations, and has equipped patrol teams with a 4x4 vehicle, motorbikes and SMART and CyberTracker monitoring tools. Just as important has been the quieter work of governance: helping the conservancy build a working constitution, hold regular annual general meetings, and make decisions democratically rather than by decree. The payoff shows up in how people talk about wildlife. Over 1,400 households now receive stable fi-

nancial returns from land lease payments and conflict-mitigation support, and that steady income is shifting how families see a lion or an elephant moving through their land. Wildlife is increasingly seen as an asset worth protecting, not a threat to be tolerated.

The benefits reach further than conservation alone. Siana Girls High School has received scholarships, water storage tanks, computers and new sanitation facilities, and Nkoilale Health Centre has had its own investment, both funded through the conservancy model. That support has made a direct difference in emergencies.

As Joel Siololo, Doctor In-Charge at Nkoilale Health Centre, explains: "That partnership exists largely because of the relationship between the landowners and the conservancies. Because of WWF's and the conservancies' support, we have saved lives. Without the equipment we now have, I do not believe they would have survived."

A biodiversity survey has since recorded more frequent wildlife sightings across Siana, and vegetation cover in the core conservancy has held steady even as pressure on the surrounding rangelands has grown.

Mara Siana is one story, but the pattern behind it is bigger. Kenya's conservancies have grown from 160 to 245 since this model began scaling, now covering 10.6 million hectares, or 18.3% of the country's land area. Every hectare secured this way is a hectare that didn't need a park boundary or a title deed change to matter for Kenya's 30x30 target. It just needed people who had a reason to keep it wild.



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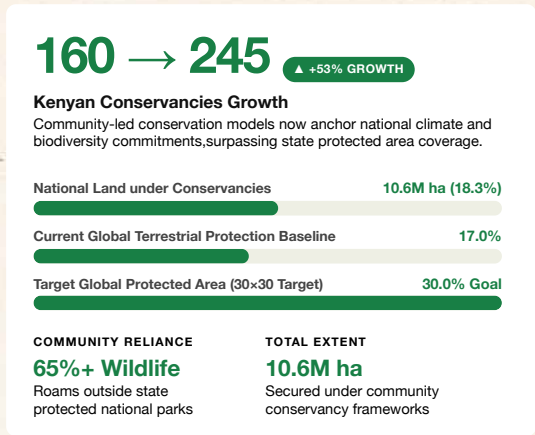
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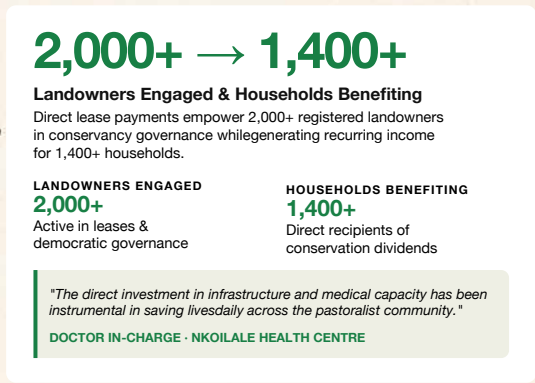
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"The community, the landowners, are getting benefits to see the importance of conserving, of making friendship with nature."
Matthew Letura, Secretary, Mara Siana Conservancy Board of Trustees

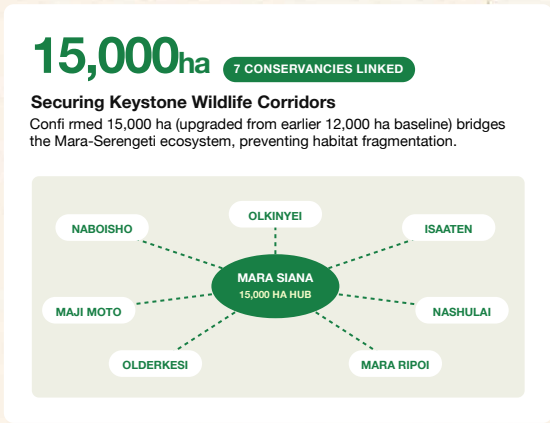
THE NATIONAL PICTURE
· MOMENTUM TOWARDS 30 × 30



PEOPLE & DIVIDENDS
· LEASE & LIVELIHOOD IMPACT



MARA SIANA CONNECTIVITY HUB
· 7 CORRIDORS LINKED



WWF-KENYA FIELD SUPPORT
· CAPACITY & SOCIAL INFRASTRUCTURE



From Catchment to Tap: Protecting the Source of Kenya's Water Security

Through integrated water management and community stewardship, WWF-Kenya is reconnecting citizens, utilities, and policymakers to the rivers and water towers that sustain our nation.

Kenya's water security rests on five major water towers: Mount Kenya, the Aberdare Range, the Mau Forest Complex, Mount Elgon, and the Cherangany Hills. Together they supply more than 75% of the country's freshwater. But deforestation, soil erosion, agricultural runoff, and climate extremes have pushed these ecosystems close to a tipping point. Sediment levels in key rivers have risen 15-fold since the 1970s, clogging water treatment infrastructure and driving per-capita water availability below 500 cubic metres a year, well under the global scarcity threshold.

Through the five-year Catchment to Tap initiative, supported by the Embassy of the Kingdom of the Netherlands, WWF-Kenya took a different starting point: protect the source, and the tap takes care of itself. That meant backing water utilities and Water Resource Users Associations (WRUAs) directly. At Kisumu Water and Sanitation Company, technical support and leak detection cut non-revenue water loss from 44% to 38%, recovering an estimated KES 800,000 a year. At Nakuru Water and Sanitation Company, solar pumps replaced diesel generators, saving KES 1.2 million annually in fuel costs.



© WWF-Kenya/ Obi Owino

The Kajulu Hills catchment, a key water source for Kisumu, was formally gazetted, a landmark commitment to protecting it long-term. The Kabatini aquifer, which supplies Nakuru town, reached the final stakeholder consultation stage of its own gazettement by the project's close.

Nowhere does this “source protection first” thinking show up more clearly than in Perkerra Ward, Baringo County. For years, residents there relied on a diesel-powered borehole that stalled whenever contributions for fuel fell short, forcing families to walk long distances or pay for motorcycles just to fetch water.

As Judy Chirchir, a resident, put it: “We walked long distances carrying water on our backs. Sometimes we hired motorcycles, but that was expensive and not every family could afford it. The solar-powered system has greatly reduced our expenses.”

Doreen Ngetich, another resident, used to walk roughly three kilometres over steep hills for water. She explained: “I could not always afford diesel to run the engine or the money needed to pay the people who operated it. Now solar power has made things easier. We will have more time for our families, farming and other activities.”

With support from Catchment to Tap, WWF-Kenya and the Narosura WRUA solarised the borehole and built a nine-metre tower with 20,000 litres of storage, now supplying roughly 500 households.



To turn this thinking into a national conversation, WWF-Kenya also launched the Journey of Water campaign, walking citizens, county officials, and media along rivers like the Malewa, Ewaso Nyiro and Kibos to see catchment pressures firsthand. In 2025, the campaign crossed into Tanzania for the first time, tracing River Kimengelia as it becomes Kenya's River Nolturesh, and helped spark a joint Kenya-Tanzania water coordination forum.

The programme also invested in the people who regulate Kenya's water resources. Over 500 water sector professionals, including Water Resources Authority staff, were trained in skills from GIS mapping to groundwater management, with most reporting they were already applying what they learned within six months.

Across three river basins, citizen scientists monitoring 15 rivers found the majority in good ecological health, evidence that protecting a catchment can be measured, not just assumed.

None of this happened in isolation. WWF-Kenya worked as the lead implementer within a consortium spanning government agencies, utilities, universities, and international partners, proof that securing water at the tap takes everyone who touches the system along the way.





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© WWF-Kenya/ Kenya Bankers Association

Greening the Engine of Growth: Shifting Capital Toward Nature-Positive Development



© WWF-Kenya/ Kenya Bankers Association

By embedding environmental resilience into banking regulations, pioneering green bonds, and equipping financial institutions with climate risk tools, WWF-Kenya is transforming capital allocation across East Africa.

Kenya is one of the world's richest biodiversity hotspots, home to over 35,000 species and an economy where 42% of GDP flows from natural resources. That makes nature Kenya's most valuable, and most under-leveraged, asset class.

As climate risk and biodiversity loss reshape economies worldwide, the institutions that learn to price nature into their decisions today are the ones that will lead tomorrow's markets. Kenya's financial sector has spent the past decade proving that leadership is possible, and it starts with better tools, better data, and the right incentives.

WWF-Kenya has spent the past decade working alongside the Kenya Bankers Association (KBA) and regulators to help unlock that leadership, starting with evidence. WWF-Kenya co-published the Landscape of Sustainable Finance in Kenya's Banking Industry report with KBA, giving the sector its first data-driven picture of where it stood. A follow-up study went further, identifying KES 100 to 150 billion in nature-positive financing opportunities across Kenya's key sectors, turning an abstract sustainability goal into a number banks could actually underwrite against.

Getting banks to actually measure their climate exposure took a different kind of work. WWF-Kenya co-developed a climate-related financial disclosures template with KBA, now adopted widely enough that 83% of Kenyan banks have integrated climate risk into their operations.

Thirty banks attended the first training on the newer Task-

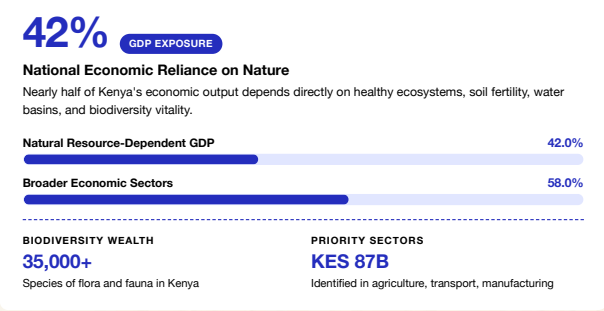
force on Nature-related Financial Disclosures (TNFD) framework, with ABSA Bank and National Bank becoming early adopters. To make that framework usable rather than theoretical, WWF-Kenya co-developed Nature Lens, a biodiversity risk-mapping tool, and produced detailed case studies with KCB Bank and EABL showing exactly how a bank folds nature risk into its governance and lending decisions.

That groundwork is what made East Africa's first certified green bond possible. A green finance demand study co-funded with KBA identified a KES 87 billion investment opportunity in agriculture, transport, and manufacturing, laying the foundation for Acorn Holdings to issue that bond in 2019. WWF-Kenya then helped secure tax exemptions on green bond issuances, making Kenya the first country in Africa to incentivize this market, ensuring that first bond wouldn't be the last.

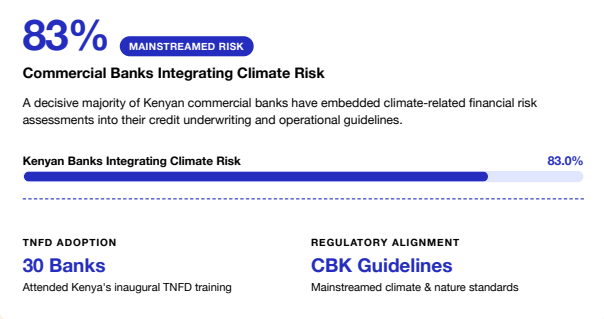
The model didn't stay within Kenya's borders. In Tanzania, the same approach helped the Tanzania Bankers Association adopt sustainable finance disclosure guidelines and supported national ESG bond guidelines now in implementation. In Madagascar, where the financial sector is far less developed, the work was more modest: raising awareness and helping form a Sustainable Finance Working Group, an early step rather than a finished system.

None of this is finished. But Kenya's banks now read comparable climate disclosures, disclose against common frameworks, and increasingly treat nature as something to price in, not write off.

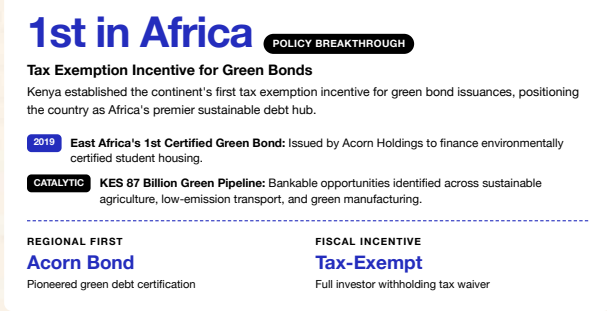
SCALE OF WHAT'S AT STAKE



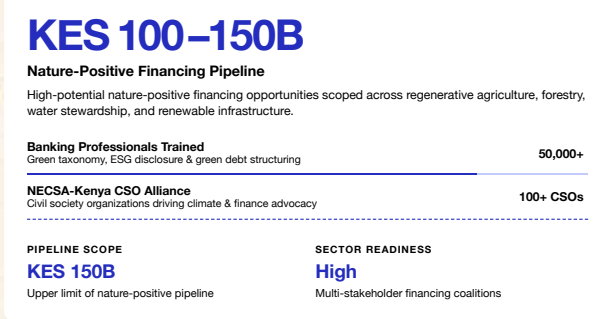
DISCLOSURE AND RISK INTEGRATION



MARKET-BUILDING MILESTONES



CAPACITY AND REACH



With 42% of Kenya's GDP tethered directly to natural capital and 35,000+ species at stake, greening the financial sector is an economic imperative. By equipping 50,000+ bankers, assisting 83% of commercial lenders to integrate climate risk, and preparing a KES 100–150 billion nature-positive pipeline, WWF-Kenya and partners are steering capital toward sustainable, regenerative growth.



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Waste to Value: Building a Circular Plastic Economy in Coastal Kenya

Five years ago, if you sorted plastic for a living in Mombasa, you were largely invisible to the system. No contract, no protective gear, no seat at the table on waste policy. You earned around KES200 a day and sold to whichever middleman showed up first, hoping the price held.

Today, that work looks completely different. The problem was bigger than litter.

Mombasa generates roughly 1300 tonnes of solid waste every day, including over 19,400 tonnes of plastic a year. Historically, nearly half of that leaked unmanaged into the land and washed into the Indian Ocean. The crisis was rooted in a deeply fragmented, informal waste sector with over 3,000 collectors working without legal protection, safety equipment, fair wages or direct access to recycling markets.

Without formal business structures or alignment with national environmental law, waste pickers stayed vulnerable to exploitation by middlemen, while county authorities struggled under the weight of uncollected waste and clogged marine ecosystems.

Through the five-year Danida Market Development Partnership (DMDP) Waste to Value project, running from around 2020 to 2024, WWF-Kenya took a systemic approach: connecting plastic waste collectors, aggregators, recyclers and policy-makers, rather than just organizing cleanups.

Working with the Mombasa County Government, commercial off-takers like Mr Green Africa and Jil Industries, and local partners, WWF-Kenya organised informal collectors into formal co-operatives and helped establish the Pwani Circular Economy Association (PCEA), giving waste managers unified collective bargaining power for the first time.

The project funded essential infrastructure, including community material recovery facilities equipped with bailers and plastic crushers, introduced digital tools like the TakaConnect marketplace app and the Elewa WhatsApp conversational learning

platform, and piloted household waste segregation at source. It also prepared coastal waste networks for Kenya's Extended Producer Responsibility regulations by directly working with PETCO – PET company(now rebranded to PAKPRO – Packaging Producer Responsibility Organization) to incentivise plastic collection and market linkages while also shaping Kenya Plastics Pact as a supporting member.

The numbers tell a story of a sector transformed, not just tidied up. Collectors and sorters, backed directly by WWF-Kenya, moved 9,981 tonnes of plastic through the chain: collected, sorted and sold. Commercial partners built on that foundation, processing and selling a further 44,801 tonnes. Daily earnings for organised collectors grew by 150%, from KES200 to KES500, while 286 formal, decent jobs were created in plastic waste sorting and processing. Plastic sorting stations grew from just 1 in 2019 to 57 by 2024, and sorted volumes rose from 45 tonnes to 2,743 tonnes. The household segregation pilot reached up to 60% adoption in Mombasa, and directly influenced the National Environment Management Authority's standardised colour-coded waste separation system, now law under the 2024 waste management regulations.

Commercial partner Jil Industries now manufactures water tanks from 100% recycled plastic under its Tembo Tanks brand, proof that this model can turn a pollution problem into a genuine business.

This is a system that's now bigger than the project that built it. Mombasa County shifted its own waste policy to let community groups and private actors manage recyclables. The model has already expanded into Kilifi and Kwale counties, and PAKPRO is replicating it in other Kenyan towns.

What's next

The foundation is laid. Cooperatives are organized, markets exist, policy has shifted. The next decade's task is scaling up, carrying this model to more of Kenya's coastal counties, and making sure the collectors who built this system from the ground up keep sharing in what it's now worth.

VOLUME DIVERTED

44,800+ tonnes

PLASTIC RECYCLED

Collected, sorted, and commercially processed—kept directly out of landfills and the ocean (2020–2024).

+150% INCOME SURGE

Ksh200 → Ksh500

DAILY COLLECTOR INCOME

Significant livelihood improvement for frontline waste collectors between 2019/20 and 2024.

57x GROWTH

1 → 57

PLASTIC SORTING STATIONS

Decentralized processing infrastructure scaled rapidly across coastal settlements from 2019 to 2024.

ALL 6 COASTAL COUNTIES

2,200 → 2,500+

PCEA ASSOCIATION MEMBERS

Pwani Circular Economy Association membership uniting collectors across the entire coastline.

Over 44,800 metric tonnes of plastic diverted from Kenya's marine environment, backed by a 57-station infrastructure network and a 150% boost in daily incomes for more than 2,500 coastal collectors.



Lamu: Saving Lives and Building Climate Resilience

For years, when disaster hit Lamu, help arrived late, and arrived scattered. In 2019 and 2020, the county recorded 93 emergency incidents: droughts, floods, terror attacks, maritime accidents, drownings, fires. Fifty-one people died. Three hundred and eleven more were injured. And every time, the response looked the same. Agencies working in isolation, no shared information, no single place to coordinate a rescue.

That's the reality WWF-Kenya set out to change, in partnership with the Lamu County Government and the Kenya Red Cross Society. Lamu's geography, mainland, islands, coastline and open water, makes coordination hard on a good day. Without a central hub, it was nearly impossible on a bad one. There was nowhere for emergency information to land, no shared operational picture, and no structured way for communities to even get basic first aid while they waited.

So, WWF-Kenya and its partners built one. The KES10 million Lamu Emergency Operations Centre (EOC) launched in 2023, with WWF-Kenya funding its construction and equipping, and the Kenya Red Cross Society providing technical oversight throughout.

But the EOC was never meant to be a building alone. The Kenya Coast Guard Service, Kenya Meteorological Department, Kenya Maritime Authority, Maritime Search and Rescue teams and county health departments have all joined the coordination platform since its launch. The county has employed its own Emergency Medical Technicians to run day-to-day operations. And through the Emergency Medicine Kenya Foundation, the Ambulensi App now tracks ambulances and emergency data in real time.

The test came almost immediately. Between October and December 2023, El Niño floods and a cholera outbreak hit Lamu right on the heels of its worst drought in four decades. Acting on early meteorological warnings, the EOC coordinated

the evacuation of 4,900 families, around 18,000 people, and moved 20,000 livestock into 12 stocked evacuation centres. They finished 21 days before the floods peaked. The result: zero human or animal casualties.

That response earned the Lamu EOC the 2024 Averted Disaster Award, an international honour for outstanding disaster risk management.

"When we started the EOCs, it was to respond to the challenges of flooding. We wanted to reduce the impact of floods on our communities, as part of climate resilience, by using meteorological information and coordination to make sure people could move to higher ground and that we could save lives. We started expanding and began inviting other important agencies, like the Coast Guard. We want to see more of these transformational projects, so that even when we're no longer in the roles we hold today, we can come back and say: we were here, and this is what we did. That's what should make us proud as leadership."

- Jackson Kiplagat, CEO, WWF-Kenya

"The Lamu EOC is leading by example nationally... By bringing different institutions together under one coordinated framework, Lamu County is building a model for integrated emergency management that can inspire and guide other counties across Kenya."

- Iftakhar Majid Abdulkadir, EOC Manager

What's next

The model is proven. Now the task is making sure Lamu's coordination platform keeps growing, land and sea, government and community, so more of Kenya can respond to disaster before it becomes one.

HIMEJI, JAPAN

Global Winner

2024 AVERTED DISASTER AWARD

Named global winner at the Understanding Risk Global Forum in Japan, recognized for world-class Disaster Risk Management.

21 DAYS AHEAD OF PEAK FLOODS

18,000 People

SAFELY RELOCATED

4,900 families moved out of harm's way ahead of peak inundation during the late-2023 flood and cholera emergency.

LAMU COUNTY EOC

5 Averted

MAJOR DISASTERS PREVENTED

Potential large-scale humanitarian catastrophes successfully mitigated across Lamu County since EOC inception.

ZERO LOSS OF LIFE

0 Casualties

RECORDED DURING CRISIS

Zero human or livestock fatalities achieved during massive flood evacuations, made possible by proactive EOC coordination.

Recognized globally with the 2024 Averted Disaster Award, Lamu's Emergency Operations Centre demonstrates the power of anticipatory action – preventing 5 major catastrophes and evacuating 18,000 people 21 days ahead of peak floods with zero casualties.

FY26 Highlights





Goal 1: Thriving Wildlife

Summary

Growth has accelerated well beyond Kenya's national 5% per annum target, reflecting sustained anti-poaching, habitat management and monitoring investment across priority landscapes. Cumulative progress stands at 1,147 individuals against an FY30 ISP target of 1,358 - 84% of the way to goal.

Big Win

Zero poaching achieved for the second time since 2020 - well within Kenya's national target of <0.5% per annum. First recorded zero poaching achieved in 2020.

KENYA WILDLIFE POPULATIONS 2025

Key species population counts, growth rates and trend analysis across national and WWF-Kenya priority landscapes.

🏆 BIG WINS

🐘 Zero rhino poaching — 2nd time since 2020

🐘 Elephant national growth nearly 2x above target

🐘 Rhino growth at 167% of national target

🐘 BLACK RHINO · 2025

1,147

Estimated population · Jan–Dec 2025

▲ +88 from 1,059 in 2024



TARGET EXCEEDED
167%
of 5% pa goal

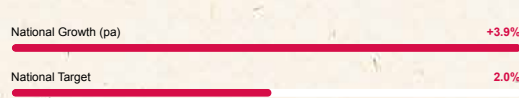
ZERO POACHING
✓ x2
Achieved 2020 & 2025

🐘 ELEPHANT · 2025 NATIONAL CENSUS

42,072

National population · 2025

▲ from 36,280 in 2021



WWF PRIORITY LANDSCAPES
32,862
▲ from 27,702 in 2021

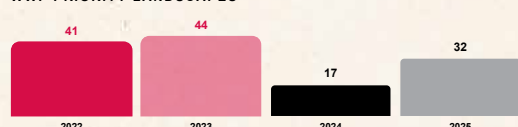
LANDSCAPE GROWTH PA
+4.75%
vs 2% pa target

⚠️ ILLEGALLY KILLED ELEPHANTS · TREND

NATIONAL



WWF PRIORITY LANDSCAPES



⚠️ HWC remains a key driver of illegal killings — 2025 uptick warrants continued monitoring

🦁 LION · 2021–2025

2,512

From 2,589 in 2021

–3% change · Stable

Population in 2025

±5% = stability band. –3% falls within range. Continued monitoring of large-carnivore landscapes remains a priority.

🦒 ENDANGERED ANTELOPES · 2021–2025

🦒 **Hirola Antelope**
From 495 in 2021 · Considered stable

405

▼ –90 individuals

🦒 **Sable Antelope**
From 51 in 2021

45

▼ –6 individuals

🦒 Large carnivores and endangered antelopes remain vulnerable — priority monitoring required



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Goal 2: Functioning Habitats

Summary

Since 2020, WWF-Kenya has brought 278,484.9 ha across diverse ecosystems under effective restoration. This includes 139,014 ha of rangelands, 135,822.8 ha of terrestrial forests and farmlands, 3,402.2 ha of mangrove forests, and 227.7 ha of wetlands and riparian areas.

RESTORATION & ECOSYSTEM MANAGEMENT FY2026

Hectares brought under restoration and effective management across terrestrial, freshwater, coastal and marine ecosystems in WWF-Kenya priority landscapes.

TOTAL AREA RESTORED · FY26

96,984.98

hectares across diverse ecosystems

ECOSYSTEM TYPES

5

Rangelands · Forests · Farmlands · Mangroves · Riparian

COMMUNITY INCOME GENERATED

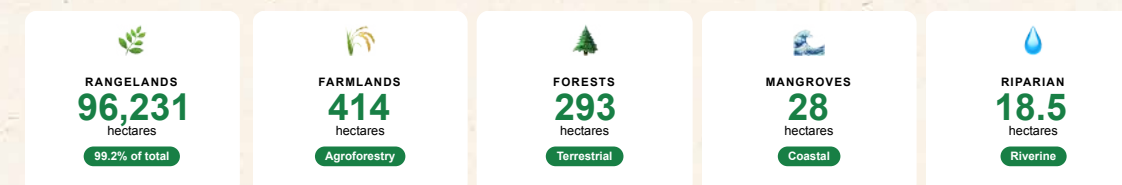
Ksh 22.6M

from tree seedling sales to local communities

2030 Goal: 30% of WWF-Kenya's priority terrestrial, freshwater, coastal and marine areas under effective protection and management - enhancing climate resilience for people and nature.

ECOSYSTEM BREAKDOWN

FY26 Restoration by Ecosystem Type



KEY LANDSCAPES

Priority Areas Under Management

RANGELANDS · COMMUNITY CONSERVANCIES

- Mara Siana Community-Owned Wildlife Conservancy
- Kitirua Community-Owned Wildlife Conservancy
- Nasaru-Olosho Community-Owned Wildlife Conservancy

FORESTS

- North Kinangop & South Kinangop Forests · Aberdare Ranges
- Geta Forest · Aberdare Ranges
- Cherangany Hills · CHERISH Programme
- Kaptagat Integrated Conservation Programme
- Chepalungu, Ndoinet & Maasai Mau Forests
- Kaya Forests
- Arabuko Sokoke
- Witu Forest Reserve
- Boni National Reserve
- Dodori Forest Reserve
- Dakacha Woodlands

COMMUNITY IMPACT

Livelihoods & Climate Resilience

TREE SEEDLING SALES · FY26

Ksh
22,576,787

Income generated for local communities through tree seedling sales - giving people a direct incentive to lead restoration and adopt climate-resilient land management practices. Interventions increased tree cover, improved watershed protection and strengthened household resilience through agroforestry.

- Increased tree cover
- Watershed protection
- Agroforestry adoption
- Household resilience



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Goal 3: People Benefitting

Summary

In FY26, WWF-Kenya's interventions directly reached 152,323 people and indirectly benefited another 609,292, progressing toward its 2030 Integrated Strategic Plan targets of 500,000 and 2,000,000 beneficiaries, respectively. Alongside these community reaches, beneficiaries generated Ksh 80,781,409 during the year through nature-based enterprises, conservation employment, ecotourism, and land leases, bringing the total income accrued over the past seven years (FY20–FY26) to Ksh 606,629,311.

PEOPLE & LIVELIHOODS IMPACT FY2026

Direct and indirect beneficiaries and income generated through WWF-Kenya interventions across priority landscapes and programmes.

761,615 TOTAL PEOPLE REACHED · FY26

DIRECT BENEFICIARIES · FY26

152,323

people directly benefiting from WWF-Kenya work in FY26

Progress toward 2030 ISP goal 30.5%

2030 Target: 500,000 people

STILL TO REACH
347,677
people by 2030

YEARS REMAINING
4 yrs
to achieve 2030 target

INDIRECT BENEFICIARIES · FY26

609,292

people indirectly benefiting from WWF-Kenya work in FY26

Progress toward 2030 ISP goal 30.5%

2030 Target: 2,000,000 people

STILL TO REACH
1,390,708
people by 2030

INDIRECT : DIRECT RATIO
4 : 1
indirect reach per direct

INCOME TO BENEFICIARIES · FY26

Ksh 80,781,409

income accrued to WWF-Kenya beneficiaries in FY26

INCOME SOURCES

- Tree seedlings
- Farm produce
- Honey & products
- Crabs & fish
- Land leases
- Scout & ranger jobs
- Ecotourism
- Nature-based enterprises

CUMULATIVE INCOME · FY20–FY26

Ksh 606,629,311

total income generated over 7 years of WWF-Kenya interventions

ANNUAL AVERAGE
Ksh 86.7M
per year · FY20–FY26

PROGRAMME SPAN
7 years
FY2020 to FY2026

FY26 income of Ksh 80.8M sustained by diverse nature-based livelihood streams across all priority landscapes



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Goal 4: Footprint Greened

Summary

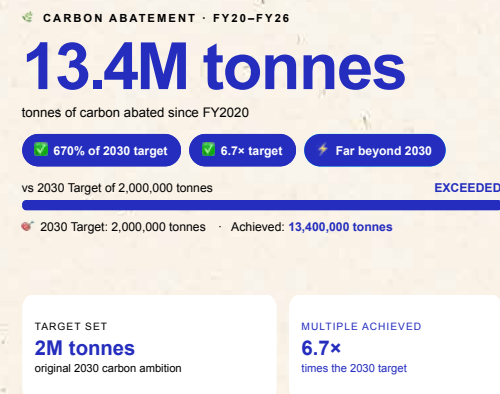
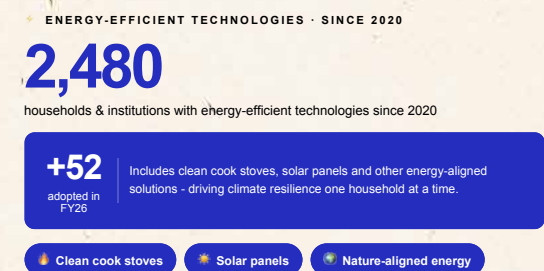
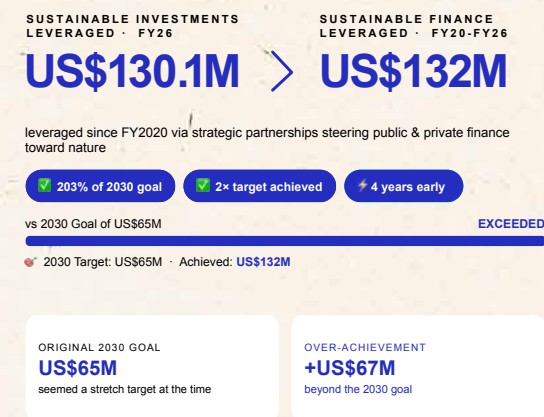
Four years ahead of schedule, WWF-Kenya has already doubled its 2030 target for sustainable investment and surpassed its carbon goal. The next challenge is bringing that momentum into every home and institution.

FINANCE, CARBON & SUSTAINABILITY FY2026

Strategic finance leveraged, carbon abated and household sustainability progress across WWF-Kenya priority landscapes - measured against 2030 Integrated Strategic Plan targets.

BIG WINS

- US\$132M leveraged — 2030 goal of US\$65M exceeded 4 years early
- 13.4M carbon tonnes abated — 6.7x the 2030 target
- 79,749 tonnes of plastic recycled coastally



An open plant, in a

© WWF-Kenya/ Joel Muinde



© WWF-Kenya/ TBE Productions



Goal 5: Improved Governance

Summary

Overall, in FY26, to achieve our policy goals, WWF-Kenya engaged with 31 partners, demonstrating the strong power to bring stakeholders together to tackle challenges around sustainable natural resource management and governance.

POLICY INFLUENCE & GOVERNANCE FY2026

Policies positively influenced, adopted and effectively implemented with WWF-Kenya support - measured against 2030 Integrated Strategic Plan targets.

BIG WINS

✓ Policy implementation 2030 target fully achieved — 30/30 (100%)

35 policies adopted since FY20 — 58% toward 2030 goal

31 partners engaged in FY26

POLICIES / PLANS ADOPTED OR POSITIVELY INFLUENCED

SINCE FY20

ADDED IN FY26

35 +5

policies/plans/legislation\$ positively influenced

Progress toward 2030 target (60 policies)

58.3%

2030 Target: 60 policies · 25 still to achieve

ADOPTED IN FY26

- Mangrove Forest Management Technical Order No. 1 of 2025
- National Mangrove Restoration Guideline (2025)
- Mangrove Tree Nursery Manual
- Kajiado Water Bill
- Narok County Agro-Ecological Policy

POLICIES UNDER IMPLEMENTATION

SINCE FY20

ADDED IN FY26

30 +5

policies effectively implemented with WWF-Kenya support

Progress toward 2030 target (30 policies)

100%

2030 TARGET ACHIEVED · 30 / 30 · 100%

2030 target of 30 policies — fully achieved in FY26

UNDER IMPLEMENTATION IN FY26

- Shimba Hills Ecosystem Management Plan (2023–2033)
- Kenya Sovereign Wealth Fund Bill 2025
- Amboseli Elerai Sub-Catchment Management Plan (2023–2033)
- Merrueshi Sub-Catchment Management Plan (2023–2033)
- Entarara Osoit Sub-Catchment Management Plan (2023–2033)

DECISIONS INFORMED BY SPATIAL PLANS

SINCE FY20

IN FY26

15 +3

natural resource management decisions informed by Spatial Plans

Progress toward 2030 target (35)

42.9%

2030 Target: 35 decisions · 20 still needed

PARTNERS ENGAGED · FY26

31

partners engaged to achieve policy goals — demonstrating WWF-Kenya's power to convene stakeholders around sustainable natural resource management and governance.

- Government
- Conservation
- Community

CUMULATIVE POLICY REACH · FY20–FY26

POLICIES ADOPTED
35 / 60 by 2030

POLICIES IMPLEMENTED
30 ✓ 100% of target



Goal 6: Organizational Excellence

Summary

To align its internal operations with its conservation mission, WWF-Kenya has transitioned its Nairobi headquarters, Panda House, to solar energy by installing a 24-kilowatt solar system equipped with inverters and battery storage. This upgrade enables the facility to operate almost entirely on clean power, lowering greenhouse gas emissions, reducing operational costs, and ensuring uninterrupted energy during outages. As part of WWF's broader global initiative to "walk the talk" across its facilities, the project serves as a practical model to inspire other businesses and institutions across Kenya and beyond to adopt sustainable, low-carbon solutions.

CLEAN ENERGY TRANSITION AT PANDA HOUSE

Institutional decarbonization in action: powering WWF-Kenya headquarters with rooftop solar generation, smart inverter conversion, and uninterrupted battery storage.

-88% MONTHLY BILL REDUCTION
KES 66,000 → KES 8,000 per month

KES 700k ANNUAL PROJECTED SAVINGS
Between KES 500,000 – KES 700,00

24 kW SOLAR CAPACITY INSTALLED
With battery backup for zero downtime

MONTHLY COST SAVINGS

ELECTRICITY BILL COMPARISON

KES 66k → 8k ▼ -88% DROP

Before Solar Baseline (Grid Only) KES 66,000 / mo

September 2026 (Solar + Storage Active) KES 8,000 / mo

NET MONTHLY RECOVERY

KES 58,000

Direct operational savings every month

GRID INDEPENDENCE

88% Cut

In reliance on commercial utility grid

SYSTEM ARCHITECTURE

INSTALLED CLEAN INFRASTRUCTURE

24 kW SOLAR CAPACITY

Solar PV Generation Array 24 kW
High-efficiency rooftop solar modules

Three-Phase Inverter System 15-16 kW
Industrial three-phase power synchronization

Integrated Battery Storage UPS Backup
Uninterrupted power supply during utility blackouts

PHASE CONFIGURATION

3-Phase

Balanced commercial office load

POWER CONTINUITY

100% Uptime

Zero disruption during grid outages

ANNUAL OPERATING DIVIDENDS

KES 500k – 700k

Cumulative annual financial savings redirected directly from utility bills into core conservation field programs.

RESILIENCE & ZERO OUTAGES

Instant Backup

Battery storage delivers seamless switchover during national grid blackouts, protecting headquarters operations.

INSTITUTIONAL LEADERSHIP

Walking the Talk

Panda House serves as an active living lab and proof of concept for clean energy commercial retrofits in Kenya.

By transitioning Panda House to an integrated 24 kW rooftop solar and battery storage system, WWF-Kenya has slashed monthly electricity bills from KES 66,000 to KES 8,000. Generating between KES 500,000 and KES 700,000 in annual recurring savings while guaranteeing uninterrupted operational up-time, this installation proves that institutional decarbonization is both ecologically essential and financially transformative.



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© WWF-Kenya/ Chris Kiriimi



FY26 Impact Stories



35 YEARS
OF WILDLIFE
PROTECTION

35 YEARS
OF TREE
REHABILITATION

35 YEARS
OF PEOPLE
BENEFITING

35 YEARS
OF GREENED
FOOTPRINT

35 YEARS
OF IMPROVED
GOVERNANCE

35 YEARS
OF
ORGANISATIONAL
EXCELLENCE

From a poacher's corridor to a wildlife home

For years, the wildlife crossing Siana lived on a dangerous edge. Sitting right along the southern boundary of the Maasai Mara National Reserve, this important wildlife corridor connecting the reserve to neighbouring lands was open, unprotected, and heavily targeted by poachers.

"Back then, poaching was a constant threat," recalls Peter Muigai, WWF-Kenya's Landscape Coordinator for the Greater Mara. "Because this land sits right at the edge of the reserve, it was porous and vulnerable."



The turning point came when the old Siana Group Ranch was subdivided. Across rural Kenya, subdivision often triggers a frantic rush to put up fences. But once a landscape is fenced, wildlife corridors disappear overnight.

Recognizing the threat, local landowners took a different path in 2012. Nearly 1,400 community members, each holding about six and a half acres, decided to set their land aside, choosing to keep it open as a shared sanctuary for wildlife and a vital grass bank for their livestock during dry seasons.

In 2014, at the community's invitation, WWF-Kenya stepped in to help turn that vision into a lasting model. Together, they established a Landowners' Association and a dedicated management company to oversee governance, security, and local wildlife scouts. By 2016, partnerships with local safari camps introduced lease payments, giving families a direct financial reason to keep their land wild and unfenced.

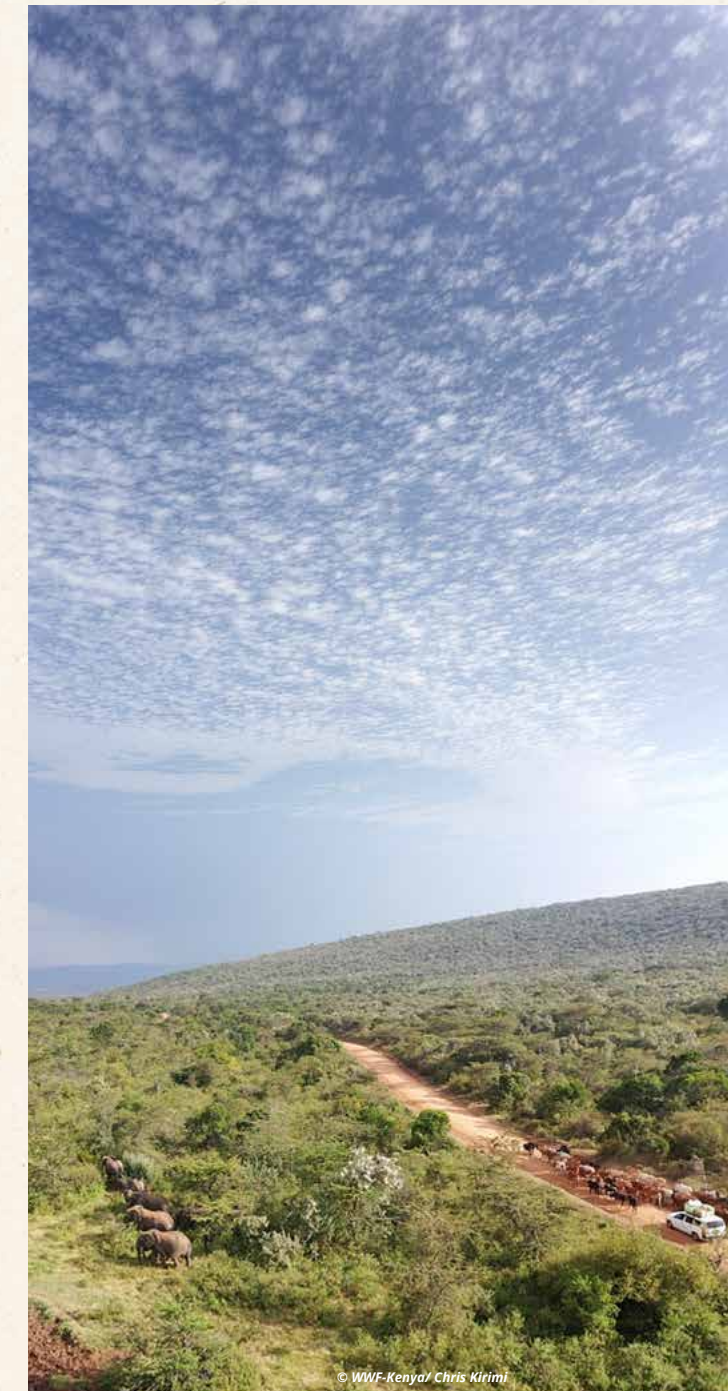
A decade later, the change across Siana is impossible to miss.

Vegetation has regenerated, and the animals have returned. Species that had vanished from the area, including African wild dogs, a key indicator of a thriving ecosystem, are now spotted regularly alongside cheetahs, leopards, lions, and vast herds of plains game.

Most importantly, conservation has become a reliable source of livelihood for the people who call Siana home.

Lease payments are paid twice a year. The January payout is timed specifically to coincide with the start of the school term, giving families the funds they need for tuition without having to sell off livestock. Ecotourism revenues also fund a community bursary program, which supported around 350 students this year alone with KES 800,000 in school fees.

"When communities don't benefit from the natural resources around them, they have no reason to protect them," Peter Muigai notes. "This partnership has turned conservation itself into a sustainable livelihood."





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© WWF-Kenya/ United Pictures



© WWF-Kenya/ Chris Kirimi

To protect both families and wildlife, trained community scouts patrol the corridor daily using smart tech. Equipped with mobile monitoring apps and camera traps, teams track animal movements in real time. The conservancy is even piloting an early-warning system nicknamed “Trigger,” which sends instant mobile alerts to scouts and villagers whenever elephants or lions approach a homestead. For the people of Siana, the ultimate return is a renewed sense of pride and security. “We have gained immense benefits, from land leases to safe passage for wildlife,” says Matthew Letura, Secretary to the Board of Trustees. “Landowners are seeing the true value of conserving and making friendship with nature.”

As Conservancy Manager Victor Mukhabana points out, that shift in perspective changes everything: “Because landowners receive tangible lease benefits, they realize wildlife is an asset rather than a threat. Safe corridors reduce human-wildlife conflict and allow us to build true coexistence.”

What began as a porous, risky stretch of land has grown into a powerful proof point for community conservation, showing that when people and nature share the land, both can thrive.



© WWF-Kenya/ Chris Kirimi



Smile for Me, Kajiado



© WWF-Kenya/ Faith Tanui

IMPACT AT A GLANCE

TARGET SURPASSED

5,151 ha

HECTARES UNDER ACTIVE RESTORATION

Put under active ecological restoration in Kajiado through the Forest Landscape Restoration project, exceeding the 5,000-hectare program target.

55% WOMEN BENEFICIARIES

40,000+

COMMUNITY MEMBERS BENEFITED

Direct and indirect beneficiaries reached across the wider restoration program, placing pastoralist women at the core of landscape recovery.

ALOCA PARTNERSHIP

500+

WOMEN & YOUTH ENGAGED

Directly employed in excavating semi-circular water-bunds across community group ranches through the Amboseli Land Owners Conservancies Association.

TRIPLE-BOTTOM-LINE

3-in-1

MULTIPLIED COMMUNITY DIVIDENDS

Simultaneously regenerated grazing pastures for livestock, boosted seasonal soil water retention, and provided household cash income for school fees and local businesses.

By surpassing its 5,000-hectare restoration target with 5,151 hectares secured in Kajiado, WWF-Kenya and community partners have delivered triple-bottom-line returns for over 40,000 people—combining rangeland re-greening with dignified local income.

Beyond the Buzz



© WWF-Kenya/ Faith Tanui

From a distance, the curved marks carved across the dry soil look like smiles.

Up close, each one tells a story of collective determination. Across the degraded grasslands of Amboseli in Kajiado County, women and young people bend to the soil, digging crescent-shaped hollows into the hard earth. Formally known as half-moon bunds, the community simply calls them Earth Smiles.

When the rains fall, these hollows trap runoff water before it washes away topsoil and nutrients, creating moist micro-climates that give grass seeds the chance to take root and flourish.

Here, grass is far more than a green landscape. It feeds the livestock that sustain families and the wildlife that draws tourists to Amboseli. When drought leaves the land bare, herders must travel farther in search of pasture. The distance is felt at home, too.

Since 2024, WWF-Kenya has partnered with the Amboseli Land Owners Association (ALOCA), Justdiggit, and Big Life Foundation to back this community-led restoration effort.

More than 500 local women and youth have taken active ownership of digging Earth Smiles. The impact reaches far beyond soil retention:

- **Restored Pasture Near Home:** Regenerated grass plots around homesteads allow families to keep milk cows close by during dry periods.
- **Economic Independence:** Earnings from bund-digging provide women with direct cash income to pay school fees, purchase food, and invest in small livestock.
- **Community Leadership:** The initiative has shifted local perceptions, placing women at the centre of land management and natural resource decision-making.

Through the Forest Landscape Restoration initiative, WWF-Kenya put 5,151 hectares in Kajiado under restoration in FY26, surpassing its 5,000-hectare target. Across the broader landscape, the program has touched the lives of over 40,000 people, more than half of them women.

A single Earth Smile dug into dry soil cannot end a drought on its own. But when the rain returns, it holds the water where it belongs. For families waiting for the grass to grow again, that small curve in the earth holds the promise of pasture, stability, and a future close to home.



© WWF-Kenya/ Faith Tanui



© WWF-Kenya/ Faith Tanui

For Jane Silanoi, a 46-year-old mother of six from the Kunchu community, beekeeping offers a new livelihood opportunity as changing seasons place growing pressure on traditional pastoral livelihoods.

Jane is among community members trained through a beekeeping initiative supported by WWF-Kenya, African Beekeepers Ltd and the Michael Otto Foundation for Sustainability. The model combines professional hive management, community training and a ready market for honey, creating a direct link between household livelihoods and care for the surrounding landscape.

In Nasaru-Olosho Conservancy, 200 hives were installed, with about 90% colonised within two months. The first harvest is expected to produce around 2.5 tonnes of honey, with a private-sector off-taker already identified.

For Jane, the opportunity is especially important during the dry season, when livestock may be moved in search of pasture and women remain behind to manage the hives.

"With climate change affecting our livelihoods, we see this as hope for us." Jane Silanoi, Kunchu community

| 200 hives
| 90% colonised
| 2.5 tonnes expected from the first harvest



Jane Silanoi, a member of the Kunchu community, is among those trained in beekeeping and views it as a promising alternative source of livelihood. Photo credit: Faith Tanui/WWF-Kenya

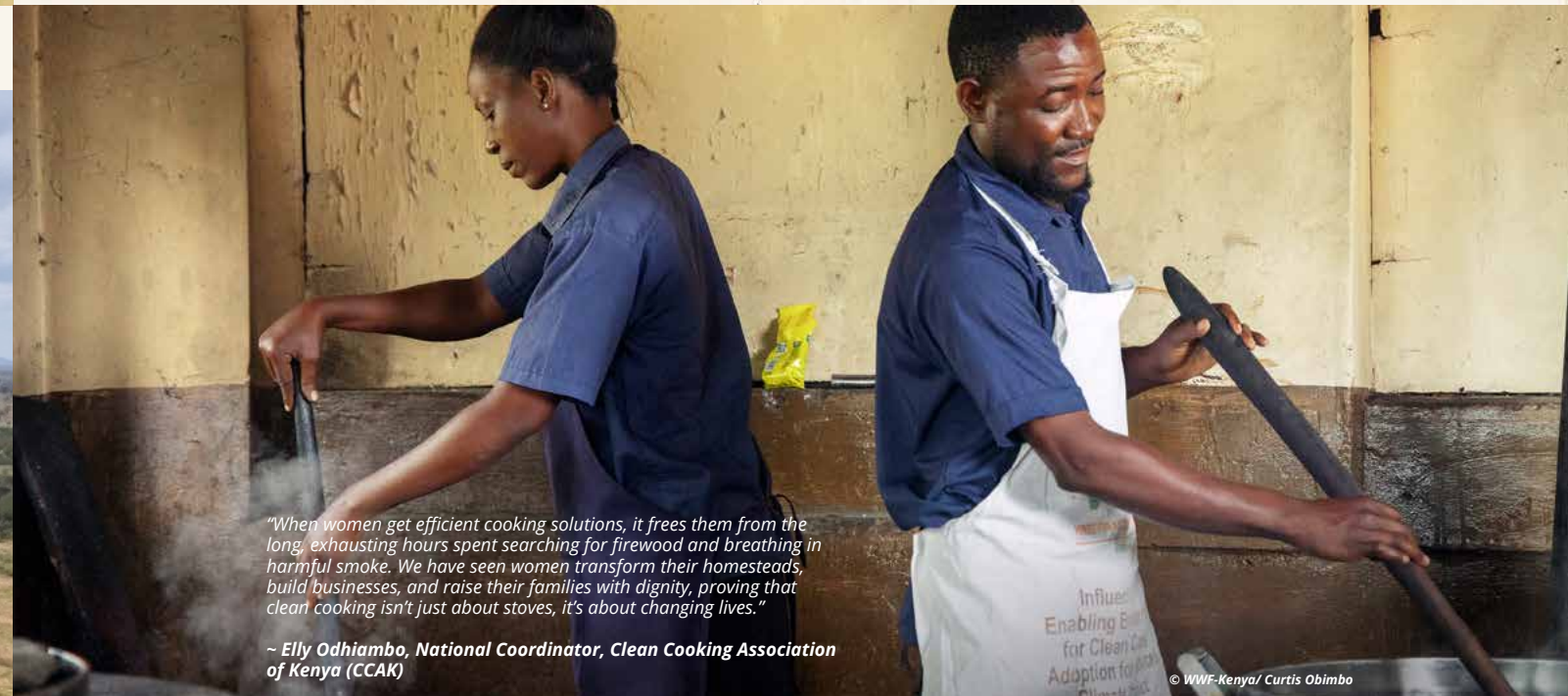


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FY26 IMPACT STORIES

The Flame of Change: How Clean Cooking is Healing Kilifi's Forests and Empowering Women



"When women get efficient cooking solutions, it frees them from the long, exhausting hours spent searching for firewood and breathing in harmful smoke. We have seen women transform their homesteads, build businesses, and raise their families with dignity, proving that clean cooking isn't just about stoves, it's about changing lives."

~ Elly Odhiambo, National Coordinator, Clean Cooking Association of Kenya (CCAK)

© WWF-Kenya/ Curtis Obimbo

FOOTPRINT GREENED (KEY METRICS)

NATIONAL MILESTONE

1st in Kenya

COUNTY CLEAN COOKING POLICY

Kilifi became the first Kenyan county to enact a Clean Cooking Energy Policy, approved in June 2025 and launched during Clean Cooking Week in September 2025.

52T → 26T PER TERM

50% Reduction

FIREWOOD FUEL CONSUMPTION

Katana Ngala Secondary School cut wood fuel use by half, saving 26 tonnes of biomass every school term.

HEALTHIER LEARNING

1,340+ Students

SERVED ON CLEAN COOKSTOVES

Meals prepared daily on smoke-reducing institutional stoves at Katana Ngala Secondary alone, protecting student and kitchen staff health.

INSTITUTIONAL ADOPTION

7 Pilot Schools

EQUIPPED WITH CLEAN STOVES

Educational institutions equipped with energy-efficient institutional cookstoves under the new policy framework.

BUDGET OPTIMIZATION

KES 67,000

SAVED ANNUALLY PER SCHOOL

Katana Ngala's cooking energy costs dropped from KES 252,000 to KES 185,000 a year, freeing funds for educational materials.

COASTAL WOODLOTS

10,000+

MANGROVE SEEDLINGS PLANTED

Planted by community groups to restore degraded coastal ecosystems and establish sustainable community woodlots.

Beyond the three-stone fire

For generations across rural Kenya, preparing a family meal has meant standing over an open, three-stone fire, breathing in dense smoke, enduring scorching heat, and watching local forests disappear bundle by bundle of firewood.

In Kilifi County, over 80% of the county's more than 250,000 households depend on biomass fuels such as firewood and charcoal for cooking (Kenya National Bureau of Statistics, 2019). The burden falls heaviest on women and young girls, who spend hours searching for firewood instead of pursuing education or income-generating opportunities.

"When you talk to community members, they often ask, 'My grandfather cooked on three stones for 100 years, so how is it really affecting me?'" said Elly Odhiambo, National Coordinator at Clean Cooking Association of Kenya (CCAK). "Breaking through that scepticism means showing people that clean cooking isn't just an environmental concept, it directly protects their health, their income, and their children's future."

From policy to powerful community action

To create lasting change, the Voices for Just Climate Action (VCA) initiative, led by WWF-Kenya in partnership with CCAK, tackled the challenge from two fronts: policy frameworks at the top, and grassroots enterprise on the ground.

Unlocking Government Investment

WWF-Kenya provided technical and financial support to the Kilifi County Directorate of Energy as it developed the Kilifi County Clean Cooking Energy Policy, launched in November 2024, alongside CCAK. This landmark legal framework, the first of its kind by any county in Kenya, obligates local government to allocate annual budgets toward scaling clean energy solutions.

Our early support for the process, including helping bring the County Assembly's Energy Committee into the process before formal submission, strengthened ownership and helped the policy move smoothly through validation and approval by the County Executive Committee and County Assembly by June 2025.

It was officially launched during Clean Cooking Week in September 2025 at Karisa Maitha Grounds, positioning Kilifi as a national leader in the clean energy transition.

Transforming Institutional Kitchens

To put the new policy into practice, seven schools, including Katana Ngala Mixed Day Secondary School, Ndugumnani, Migodomani, Kawala, Jila, ACK Bishop Kalu and Silala, were each provided with two 100-litre energy-efficient institutional stoves, donated through a tripartite partnership between the County Energy Directorate, CCAK and WWF-Kenya.

At Katana Ngala, where cooking for over 1,340 students across 20 streams had relied on firewood and traditional three-stone fires, the new stoves complemented four existing cookers, cutting the school's firewood use in half and minimizing smoke in the kitchen.

Cooking energy costs fell from KES 252,000 to KES 185,000 a year, a saving of about KES 67,000 annually. The installation of a chimney and provision of protective gear for kitchen staff further improved safety, health and dignity in the working environment.

Restoring Local Ecosystems

In coastal areas like Chambuko, women's groups have connected clean cooking to forest protection. Led by community chairlady Eunice Kadzo, local groups have established mangrove nurseries and planted over 10,000 seedlings, reversing coastal erosion.

Alongside this restoration work, the groups have also built sustainable honey enterprises with over 65 beehives, giving women a further source of income tied to protecting the same landscapes they are restoring.

Dignity, equality and greener footprint

The true success of Kilifi's clean cooking transition lies in the time, health, and economic independence returned to women. By pairing clean stove technology with hands-on training in briquette production, now decentralized through youth polytechnics across all seven sub-counties, and stove manufacturing, the initiative has turned conservation into a business model.

Women who once spent entire days searching for fuel are now clean-energy entrepreneurs, earning an income, educating their children, and leading community restoration projects.

By replacing open flames with clean energy, and by helping Kilifi County become the first in Kenya to adopt a dedicated Clean Cooking Energy Policy, WWF-Kenya, CCAK and Kilifi County are proving that when you reduce human pressure on forests, nature recovers, local economies thrive, and human dignity takes center stage.

Partners: Kilifi County Government, Clean Cooking Association of Kenya (CCAK), WWF-Kenya (Voices for Just Climate Action – VCA)

"To create lasting change, the Voices for Just Climate Action (VCA) initiative, led by WWF-Kenya in partnership with CCAK, tackled the challenge from two fronts

Advancing Policy and Standards for Mangrove Conservation in Kenya



Nathaniel Mwangeka holds the National Mangrove Technical Order No. 1 of 2025, a key national tool guiding the restoration, management and sustainable use of Kenya's mangrove ecosystems. Photo by Anthony Dianga/WWF-Kenya

© WWF-Kenya/ Curtis Obimbo

"The Global Mangrove Alliance–Kenya Chapter gives us an essential platform to move from isolated interventions toward unified mangrove conservation. By aligning institutional expertise with national standards and community-led action, we ensure mangrove restoration is built to last, delivering real benefits for coastal communities, biodiversity, and climate resilience."

- Lily Dali, Marine Programme Coordinator, WWF-Kenya

AT A GLANCE: FY26 GOVERNANCE MILESTONES

1

NATIONAL ALLIANCE

GLOBAL MANGROVE ALLIANCE – KENYA CHAPTER

Co-founded and established to unite civil society, government agencies, local communities, and technical partners under a unified national mangrove agenda.

3

STANDARDIZED TOOLS

NATIONAL RESTORATION GUIDELINES LAUNCHED

Supported the development and official launch of national restoration tools to standardize science-based mangrove conservation and monitoring across Kenya's entire coastline.

1

BINDING ORDER

KFS MANGROVE TECHNICAL ORDER NO. 1 OF 2025

Issued by the Kenya Forest Service, enacting legally enforceable technical standards for mangrove restoration protocols, nursery certification, and sustainable coastal resource utilization.

Kenya's mangroves protect vulnerable coastlines from extreme storm surges, sustain local artisanal fisheries, store vast amounts of blue carbon, and provide nursery grounds for marine life. Yet, protecting these vital ecosystems requires more than planting seedlings on the beach. It demands clear legal standards, strong institutions, and coordinated action across the coast.

In FY26, WWF-Kenya worked alongside government agencies and conservation partners to consolidate this institutional foundation.

WWF-Kenya joined IUCN, Conservation International, The Nature Conservancy in Africa, and Wetlands International Eastern Africa to formalize the Global Mangrove Alliance-Kenya Chapter. This national platform provides a unified vehicle for shared technical expertise, joint advocacy, and aligned resource allocation.

Setting national standards for restoration

A major highlight of the year was bridging the gap between field-level restoration and national technical guidance. Three key national tools now govern mangrove management across Kenya:

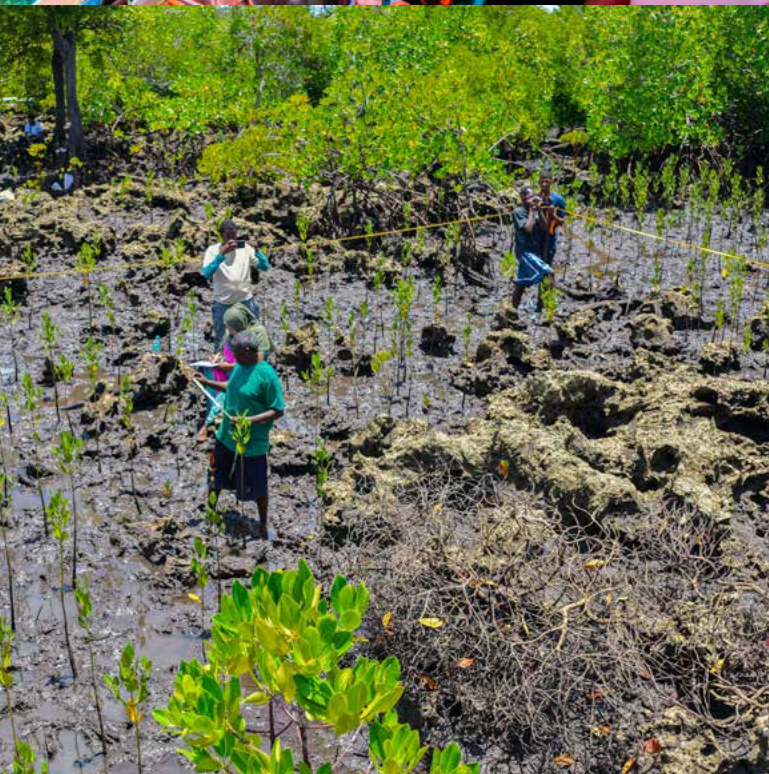
National Mangrove Ecosystem Restoration Guidelines: Establishing scientific protocols for site selection, species matching, and long-term monitoring.

Mangrove Tree Nursery Manual: Providing practical, step-by-step guidance for community-run nurseries to produce resilient, high-quality saplings.

Kenya Forest Service Mangrove Technical Order No. 1 of 2025: Issued officially by the Kenya Forest Service, this binding technical order defines enforceable standards for community and corporate restoration projects along the entire coastline. Together, these guidelines ensure that mangrove restoration in Kenya moves away from ad-hoc tree planting toward scientifically sound, community-supported ecosystem restoration.

Key resources and national guidelines

- *KFS Mangrove Forest Management Technical Order No. 1 of 2025 (PDF)*
- *National Mangrove Ecosystem Management Plan*
- *National Mangrove Ecosystem Restoration Guidelines 2025 - Popular Version*
- *Mangrove Tree Nursery Manual - Popular Version*



PHOTOS © WWF-Kenya/Curtis Obimbo

Organizational Excellence: Greening Our Footprint

Leading by Example: Greening Panda House



© WWF-Kenya/ Faith Jelagat

At WWF-Kenya, we believe that protecting nature begins with the choices we make every day, including how we power our workplaces, use resources, and manage our environmental footprint.

That is why Panda House, our headquarters, is taking another important step on its sustainability journey by transitioning to solar energy.

Kenya is already recognized as a global leader in clean energy, with the vast majority of its electricity generated from renewable sources. Yet, one of the country's greatest natural assets remains its abundant sunshine. By harnessing solar power, we are investing in a cleaner, more resilient, and sustainable energy future.

As a conservation organization, we recognize that our responsibility extends beyond advocating for environmental action. We must also demonstrate it through our own operations. The solarization of Panda House reflects WWF-Kenya's commitment to greening our footprint, reducing greenhouse gas emissions, improving resource efficiency, and minimizing the environmental impact of our day-to-day activities.

This investment is not only about clean energy. It is about aligning our operations with the values we promote, showing that sustainability starts from within. By lowering our reliance on conventional energy sources and reducing operational costs over time, we are building a workplace that is both environmentally responsible and economically sustainable.

Greening Panda House is part of WWF's broader commitment to creating workplaces that support a low-carbon future. Across our global network, WWF offices are embracing innovative solutions that reduce environmental impact while demonstrating practical pathways toward sustainability.

Our journey is a reminder that meaningful change is achieved

through collective action and everyday decisions. Every solar panel installed, every kilowatt-hour of clean energy generated, and every reduction in emissions contributes to a larger goal: a future where people and nature thrive together.

We hope this initiative inspires other organizations, institutions, and businesses across Kenya and beyond to take similar steps toward sustainable operations. By leading through action, we can help accelerate the transition to a greener economy and a healthier planet.

Because the future we want depends on the choices we make today.

Together, we can reduce our footprint, power our future sustainably, and build a world where people live in harmony with nature."

- Jackson Kiplagat, Chief Executive Officer, WWF-Kenya

Globa Expertise & Technical Specifications Walking the talk across operations

"As WWF, we realized that we need to walk the talk. We are promoting renewable energy and energy efficiency with governments, communities, and companies, so we must demonstrate it ourselves. Over the last decade, we have deployed around 80 solar installations globally across our offices, national parks, and remote ranger stations where reliable grid electricity is unavailable.

"At Panda House in Nairobi, we have installed 24 kilowatts of solar capacity paired with a 15-16 kW three-phase inverter system and battery storage. This enables our headquarters to run almost entirely on clean solar power, ensuring uninterrupted operations during power outages while reducing our carbon footprint."

- Jean-Philippe (JP) Denruyter, Solarization Lead, WWF Network

What Our Partners Say About Us



Alex Lemarkoko, EBS, ndc (K) – Chief Conservator of Forests, Kenya Forest Service

"Restoring Kenya's public, private and community forests depends on engaging local communities as active custodians of these resources. As the state agency mandated to manage our forests, the Kenya Forest Service has found in WWF-Kenya a steadfast partner, helping secure community user rights while rehabilitating degraded catchments across the country. As WWF-Kenya commemorates 10 years as a National Office, we recognize and laud its deep commitment to restoring Kenya's forest cover and strengthening the communities who are its true custodians."

Anita Naliaka - Trader and member of Lake Kenyatta Beach Management Unit, Lamu County

"This lake is like a mother to us. If we do not protect it, we lose everything... Our ancestors stood up to protect this lake in their time, and it is now our sacred responsibility to stand up and protect it today. WWF-Kenya partnered with our community members to provide us with over 20,000 tree seedlings. Restoring Lake Kenyatta will secure a better future for all of us... I recognize that it takes every single one of us to make a difference. I am part of the solution, and Lake Kenyatta depends on me."



Beatrice Lepore - Community Ranger, Mara Siana Conservancy

"I love my job because of my deep love for wildlife and conservation. What brings me the most joy is patrolling and monitoring these animals. Keeping track of where they move, especially the giraffes, which are my absolute favourite."

Ben Wandago – Country Director, Kenya, IFAW

"Our partnership brings together complementary strengths to deliver real impact, improving community livelihoods, curbing wildlife crime and enhancing habitat connectivity to give more room to roam for wildlife. This alliance reflects a simple truth that no single organisation can tackle Kenya's conservation challenges alone. WWF-Kenya has been an anchor of this coalition, and as it celebrates a decade of achievements as a National Office, I look forward to what our partnership will achieve for people and planet in the years ahead."



Dr Chris Kiptoo, CBS – Principal Secretary, The National Treasury

"What started as an annual tree-planting and sports day in Kaptagat has, with WWF-Kenya's support, grown into a true model of integrated conservation. Today, communities living adjacent to the forest have better water access, clean biogas energy, improved livestock and thriving cash crops, interventions that have eased pressure on the forest and proof that when people benefit, they protect nature too. WWF-Kenya's partnership was invaluable in transforming this model, unlocking the support that has lifted livelihoods while restoring the landscape. Kaptagat shows what is possible when conservation puts people at its heart."

Dr Ruth Masha – Kenya Country Director, The Nature Conservancy

"Lasting conservation impact cannot be achieved by any one organisation alone. As a member of the consortium with WWF-Kenya, IFAW and Conservation International, we have seen first-hand how combining expertise, networks and resources can scale up impact and reduce duplication of effort. From strengthening habitat connectivity to building climate resilience for communities that depend on healthy ecosystems, this partnership continues to demonstrate the power of collective action. We look forward to deepening our collaboration and unlocking even greater benefits for people and nature in the landscapes where we work."



Elly Odhiambo - National Coordinator, Clean Cooking Association of Kenya (CCAK)

"When women get efficient cooking solutions, it frees them from the long, exhausting hours spent searching for firewood and breathing in harmful smoke. We have seen women transform their homesteads, build businesses, and raise their families with dignity, proving that clean cooking isn't just about stoves, it's about changing lives."



Gitonga Mugambi, CBS – Principal Secretary, State Department for Forestry

"Achieving Kenya's ambitious landscape restoration targets, including the 15 Billion Trees by 2032, requires dedicated partners who deliver results on the ground. WWF-Kenya's expertise and community-centered approach have been central to shaping our National Landscape and Ecosystem Restoration Strategy and building sustainable forestry management models across key watersheds. We have cemented our partnership with the signing of a framework of agreement to guide our collaboration in the years ahead. As WWF-Kenya celebrates first 10 years as a National Office, its work showcases how strategic civil society partnership can turn national environmental policy into thriving, restored landscapes."

John Koiaki - Chairman, Enkongu Spring Water Committee, Sinet, Kajiado

"Before WWF-Kenya came, this spring was open to everyone. Livestock drank here, people washed here, and anyone could enter. Today it is protected, the forest has returned, the water has increased, and what was once neglected has become the lifeline of nearly 10,000 people."



Peace Mwende Kimeu - Conservation Steward, Kaya Forest

"There is nothing greater than the forest... Because the forest never ends. It is an enduring legacy. The Kayas are sacred places of prayer, culture, and identity where our wellbeing is directly tied to the health of the land. With the support of WWF-Kenya, we are restoring our canopy, planting tens of thousands of indigenous trees, and ensuring this sacred legacy thrives for generations to come."

Prof. Erustus Kanga, PhD, CBS, EBS – Director General, Kenya Wildlife Service

"For years, WWF-Kenya has stood shoulder to shoulder with the Kenya Wildlife Service - supporting the development of species recovery plans for our priority wildlife, strengthening ranger welfare, and enhancing surveillance to stop poaching and illegal wildlife killing. This is not a transactional relationship; it is a strategic one built on trust and a shared commitment to thriving wildlife and healthy habitats. As WWF-Kenya marks 10 years as a National Office, I am proud of what this partnership has delivered for Kenya's wildlife, and confident in what lies ahead."



Seif Hamisi – East Africa Managing Director, Conservation International

"Joining the alliance with WWF-Kenya, IFAW and The Nature Conservancy gave Conservation International a powerful platform to advance community-driven conservation and scale nature-based solutions across Kenya. WWF-Kenya's leadership within this coalition has been instrumental in connecting habitats, strengthening climate resilience and ensuring communities see real, lasting benefits from conservation. We are proud to be part of a partnership that is delivering long-term impact for both people and nature."

Silvia Museiya, CBS – Principal Secretary, State Department for Wildlife

"Kenya's wildlife strategy recognizes that habitat connectivity, human-wildlife co-existence and cross-border cooperation are central to securing our natural heritage. WWF-Kenya has been a valuable partner in advancing this national agenda, supporting flagship initiatives such as the South of Kenya-North of Tanzania Uganisha transboundary programme that strengthens our holistic conservation approach and deepens community stake in wildlife outcomes. As WWF-Kenya marks 10 years as a National Office, its alignment with government priorities continues to strengthen Kenya's standing as a leader in sustainable and integrated conservation."



Simon Seita - WASH Coordinator, Department of Water Services Kajiado County

"Without proper policies, guidelines, and sustainability plans, even the best water infrastructure cannot survive for long. WWF-Kenya helped us understand that sustainable water management begins with strong systems."

Swabra Mohamed Musa - Treasurer, LAMACOFA & Secretary, Matondoni Tarazaq Women Group

"Before the leadership and governance training, we didn't fully understand the roles of chairperson, secretary, or treasurer. Through WWF-Kenya, I learned my responsibilities as treasurer and brought those lessons back to strengthen our association and reduce internal conflicts. Today, we aren't just leading our own Community Forest Association with confidence. We are training our neighbours at the Mkunumbi Community Forest Association on how to organize, manage, and build a robust community association."



Our Financials

Programmatic Investments

FY26 · CURRENT PORTFOLIO

KES 1.65B ▲ 2.6x growth over 9 years



ABSOLUTE INCREASE

+KES 1.02B
Added programmatic funding since FY17

GROWTH PERIOD

9 Years
FY2017 to FY2026 trajectory

PARTNER DISBURSEMENTS

FY26 · CURRENT DISBURSEMENTS

KES 418.6M ▲ 2.6x growth over 9 years



ABSOLUTE INCREASE

+KES 255.8M
Added partner grants since FY17

PARTNERS REACHED

50+
Implementing partners locally & globally

DIRECT PARTNER SHARE

25.4%

Of all programmatic capital in FY26 was disbursed directly to local and international partners on the ground.

LOCKSTEP GROWTH RATIO

2.6x Matched

Disbursements grew precisely in lockstep with total programmatic budget, keeping local communities prioritized.

PARTNER ECOSYSTEM

50+ Alliances

Diverse implementing institutions spanning grassroots conservancies, county authorities, and global research bodies.

2.6x

PROGRAMMATIC INVESTMENT GROWTH
KES 629.5M (FY17) → KES 1.65B (FY26)

2.6x

PARTNER DISBURSEMENT GROWTH
KES 162.8M (FY17) → KES 418.6M (FY26)

50+

PARTNERS REACHED DIRECTLY
Supported through disbursements in FY26



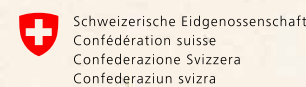
Both programmatic investment and partner disbursements have grown in lockstep—more than 2.5x in under a decade, reflecting consistent strategy execution and deepening partner relationships across WWF-Kenya priority landscapes.

As our programmatic investments have expanded, so has the share of resources placed in the hands of our implementing partners who lead conservation on the ground. This reflects our commitment to strengthening local ownership of Kenya's conservation priorities and impact.

FY26 Donors



Gates Foundation



• WWF-FINLAND • WWF-GERMANY • WWF-INTERNATIONAL
• WWF-NETHERLANDS • WWF-NORWAY • WWF-SWEDEN
• WWF-SWITZERLAND • WWF-UK • WWF-US



Implementing Partners of WWF-Kenya

54 INSTITUTIONAL
PARTNERS
ENGAGED
NATIONWIDE

25.4% PROGRAMMATIC
FUNDS
DIRECTLY
DISBURSED

Global LOCAL-TO-GLOBAL
REACH
CO-GOVERNANCE

ROSTER OF IMPLEMENTING PARTNERS (1 - 54)

1 Adaptation Consortium	20 Kenya Water and Sanitation Civil Society Network (KEWASNET)	38 Oloisukut Conservancy
2 African Conservation Centre (ACC)	21 Kenya Wildlife Conservancies Association	39 Pastoralist Integrated Support Programme
3 African Leadership University	22 Kenya Wildlife Trust	40 Rhino Ark
4 Amboseli Ecosystem Trust	23 Kipsaina Crane and Wetlands Conservation Group	41 South Rift Association of Land Owners (SORALO)
5 Bahari Hai Conservation – Kenya	24 Kisumu Water and Sanitation Company	42 Stockholm Environment Institute
6 Baringo County Conservancies Association	25 Laikipia Conservancies Association	43 Sustainable Energy Access Association
7 CARE Kenya	26 Lake Naivasha Basin Water Resource Users Association	44 Technical University of Mombasa
8 Catholic Diocese of Maralal	27 Lake Naivasha Landscape Network	45 TRAFFIC East/Southern Africa Regional Office
9 Center for Economic and Social Rights	28 Lamu Youth Alliance	46 Tuna Fisheries Alliance of Kenya
10 CIFOR-ICRAF	29 Mara River Water Users Association	47 VEI B.V.
11 Clean Cooking Association of Kenya	30 Mara Siana Conservancy	48 Wildlife Clubs of Kenya
12 Egerton University	31 Marsabit Wildlife Conservancies Association	49 Wildlife Research and Training Institute
13 Federation of Women Lawyers (FIDA Kenya)	32 Mbogo Water Resource Users Association	50 WorldWaterNet (WWN)
14 Forest Action Network (FAN)	33 Mount Kenya Ewaso Water Partnership	51 WWF China Programme Office
15 Global Ark Initiative	34 Nakuru Water and Sanitation Services Company	52 WWF Madagascar and Western Indian Ocean
16 Global Nature Conservation	35 Narosura Water Resource Users Association	53 WWF Tanzania Country Office
17 Kenya Bankers Association	36 National Alliance of Community Forest Associations	54 WWF Uganda Country Office
18 Kenya Climate Change Working Group	37 Nature and People as One	
19 Kenya National Alliance of Water Resource Users Associations		





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