REPUBLIC OF KENYA

NATIONAL
WILDLIFE
STRATEGY
2030

ABRIDGED VERSION, 2018

A BLUEPRINT TO
TRANSFORM WILDLIFE
CONSERVATION IN KENYA

REPUBLIC OF KENYA

His Excellency Hon. Uhuru Kenyatta, C.G.H.
President and Commander-in-Chief of the Defence Forces
of the Republic of Kenya

Kenya holds an incredibly rich and unique flora and fauna that forms the wealth of species that contributes to the wellbeing of the Kenyan people, while attracting visitors to the country and contributing to economic growth. The Government is committed to the sustainable management of Kenya's wildlife resources, so as to contribute to the development of the country and enhance the livelihoods of our people. This Strategy encapsulates this commitment.

This National Wildlife Strategy 2030 has also re-engineered and redesigned the institutional architecture of the wildlife sector to ensure effective coordination, collaboration and synergy amongst the multiple state and non-state actors who have different mandates, roles, capacities and resources.

The call to action is therefore to all these institutions to roll up their sleeves and implement the Strategy to secure the benefits of wildlife to all stakeholders for current and future generations.

At the heart of this Strategy is a call. An urgent call to all Kenyans to recognize and transform their roles as individuals and communities to take effective custodianship of our rich natural heritage.

This heritage of diverse landscapes, essential ecosystem services and natural resources is the foundation of our collective development – both now and into the future.

Action by ALL – national and county governments, private sector, communities, landowners, and individuals – is central to the success of the Strategy.

We must target threats and embrace opportunities for, and arising from, wildlife conservation and management.

Our future is in our hands. This strategy provides us with the roadmap to that future we desire. I welcome Kenyans of all walks to join hands in the delivery of wildlife management and conservation that will drive our economy and heritage forward.

Hon. Najib Balala, EGH
Cabinet Secretary, Ministry of Tourism & Wildlife

This Strategy is a roadmap for transforming wildlife conservation in Kenya. The strategy is aligned to Kenya's Vision 2030 and the Government's Big Four Agenda. It brings together the aspirations and concerns of Kenyans from across the country as part of a multi-stakeholder effort under the stewardship of the Ministry.

The Strategy builds on past and present policies, practices, and reviews historical conservation. It highlights opportunities and innovative approaches to addressing emerging challenges facing wildlife in Kenya while ensuring benefits accrue to the millions of Kenyans who support wildlife on their land. The Strategy outlines a transformational vision for wildlife conservation by 2030, and identifies a clear set of five (5) year priority goals and strategies around four key pillars: Resilient ecosystems; Engagement by all Kenyans; Evidence based decision making and Sustainability & Governance. In addition to these targets, the Strategy establishes an implementation framework to enhance communication, coordination, and collaboration to inspire engagement and participation, and catalyze conservation actions with all stakeholders.

I invite all Kenyans to join us in realizing our collective goal of securing our wildlife heritage for the benefit of all, both now and in the future - for this will drive our Tourism Blueprint, underpin our national aspirations and our sustiable development.

Dr. Margaret W. Mwakima, CBS
Principal Secretary, Ministry of Tourism & Wildlife

CONTENT

THE
PROCESS

Did you know?

- **580,367** Km^2 | **Total Area of Kenya**
- **569,140** Km^2 | **Total Land Area**
- **11,227** Km^2 | **Area of Territorial Waters**
- **536** Km | **Length of Coast Line**

Terrestrial Protected Areas

National Sanctuaries

22
National Parks

28
National Reserves

5

234
Forest Reserves

29,357 km^2
5.16%

37 km^2
0.01%

18,979 km^2
3.33%

18,042 km^2
3.17%

11.7%

Conservancies

Conservancies

160

63,600+ km^2

11.0%

Marine Protected Areas

Marine Reserves

5

Marine Parks

4

1063 km^2

76.3 km^2

0.64%
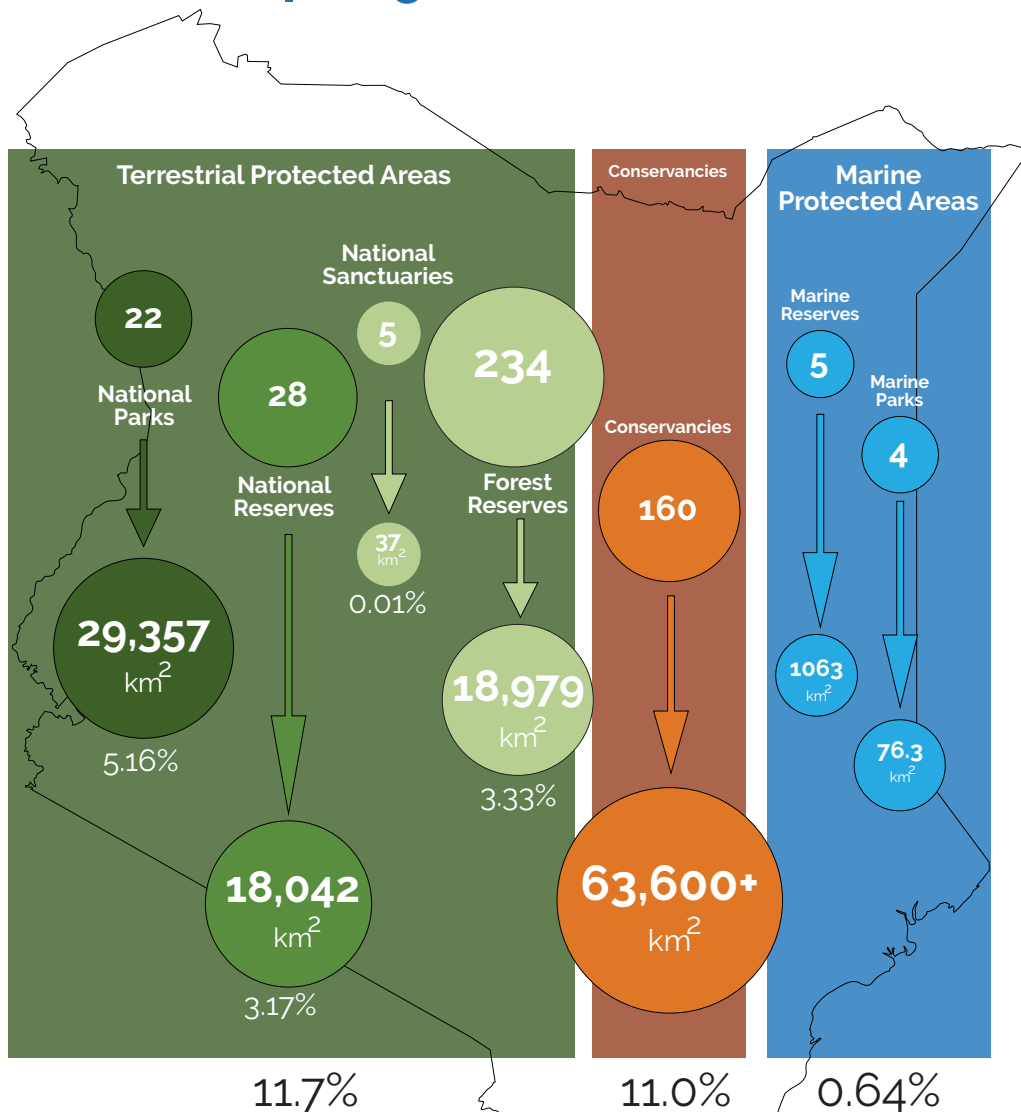
11.7% includes parks, reserve and forests.
Source: KWS, KWCA, IUCN-WDPA

6 World Heritage Sites

66 Important Bird Areas IBAs

6 Ramsar sites

6 Biosphere

Abridge Version 2018

	Diversity of Spicies	Endemic Species	Critically Endangered Species
Insects	25,000+		
Birds	1,100+	13+	30+
Mammals	350+	20+	
Plants	7,004+		302+
Freshwater Fish	224+	25+	26+
Reptiles	220+	47+	8+
Molluscs	297+		

Source: NMK

- **65%** | **Proportion of wildlife outside protected areas**
- **3rd** | **Largest population of rhinos in the world, -1,112 by 2017**
- **8.5%** | **Kenyas 35,548 elephants 4th largest population in Africa after Botswana, Zimbabwe and Tanzania.**

a) Elephant
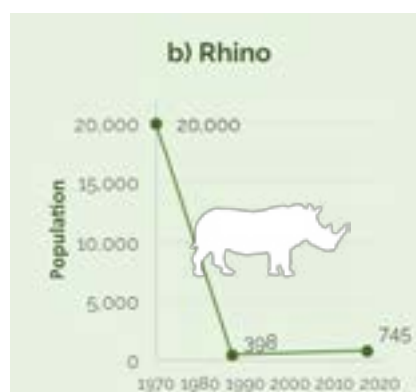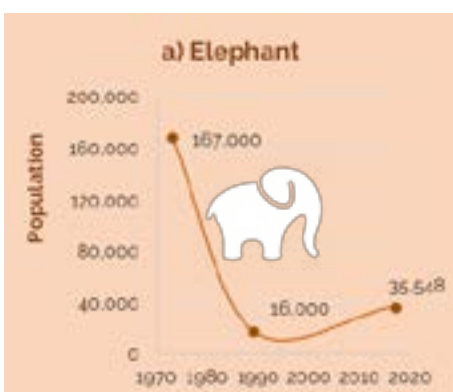
b) Rhino

c) Giraffe

Note: Elephant and Rhino populations are recovering whilst species such as Giraffe is on a steep decline
Source: KWS, DRSRS

While elephant and rhino populations have made important strides towards recovery, populations of giraffe and many other species have continued to decline precipitously.

The Sustainable Development Goals

The National Wildlife Strategy 2030 outlines a vision for wildlife conservation as part of a strong environmental foundation for achieving Kenya's sustainable development agenda as articulated by the Constitution of Kenya, 2010, the Wildlife Ac, 2013, and Vision 2030, and the Big 4 Agenda. These goals are also in line with, and support, international treaties and obligations such as the Convention on Biological Diversity (CBD), the AICHI Targets, and the Sustainable Development Goals (SDGs).

SOURCE: http://www.stockholmresilience.org/research/research-news/2016-06-14-how-food-connects-all-the-sdgs.html

This visualization of the SDGs by the Stockholm Resilience Centre (credit: Azote Images) recognizes the essential role of a healthy environment in supporting sustainable development in Kenya and across the globe. This vision for development – where economic, social, and ecological development are interlinked and mutually supporting – is central to this National Wildlife Strategy 2030.

"I have been asked in my address today to reflect on challenges for the 21st century as it affects conservation and protected areas. You may very well be a little curious to hear what an old man without a job, office, power or influence, and with his roots far in the past, is going to say about challenges for the future! The future is, after all, in the hands of the youth".

Address by Nelson Mandela at the opening of the 5th World Parks Congress in 2003 in Durban, South Africa.

VISION

Kenya's wildlife is healthy, resilient and valued by Kenyans

Why the National Wildlife Strategy 2030?

Our wildlife, and wildlife habitats, are an extremely important economic asset. They are central to our world-renowned tourism industry that attracts over one million tourists to our country every year. Our impressive network of protected areas and natural habitats support a diversity of wildlife and provide a rich array of natural resources and ecosystem services at the centre of people's livelihoods and sustainable development.

Kenya ranks among the world's top wildlife destinations. Its economy is largely nature-based unlike the industrialized nations. This natural capital, channeled through plants and animals, is the engine of our farming, ranching, fisheries, forestry, wildlife, and tourism industries. The ecological services biodiversity provides daily captures rainfall, regulates river flows, supplies nutrients for crops, fodder for livestock, controls erosion and cleans the air, water and soils we pollute. These services come free of charge, add billions of shillings to our local and national economy, and yet are ignored in our calculations of national economic output.

However, increasing human population pressure and poverty, habitat loss, rapid development in key wildlife areas, poaching, insecurity and over utilization has accelerated the decline of wildlife populations and habitat degredation. Further, all these factors undermine sustainable development.

There is an urgent need to address these threats and emerging challenges, to maintain Kenya's role as a leader in wildlife conservation. Kenyans must protect the irreplaceably valuable natural resources on which the country's sustainable development depends.

Formulation process

Key elements of the strategy formulation process: participation, inclusivity, transparency, accountability and evidence-based.
(June 2017 - June 2018)

Extensive review of policy and legal frameworks

1

Focus group discussions including regional stakeholder workshops

2

STRATEGY

Feedback and consultation with key stakeholders

6

Grass root meetings with communities and landowners

3

Technical expert input

5

4

Documentation of best practice, both nationally and internationally

Priority issues from stakeholders

Zebras and Livestock alongside each other in Magadi
Credit: SORALO

THE
PURPOSE

PURPOSE of the strategy

The purpose of the National Wildlife Strategy is to provide an overarching framework that prioritizes, coordinates, and inspires participation for the transformation of the wildlife sector in Kenya.

The strategy prescribes principles, objectives, standards, indicators, procedures and incentives for the protection, conservation, and management of wildlife resources.

Kenya has ecosystems that are unique and exceptional. However, all these ecosystems are threatened by degradation and intense pressure from increasing human population, commercial and illegal use, climate change and unplanned infrastructure development.

SAVANNA

FRESHWATER

FOREST & WOODLAND

MARINE & COASTAL

MOUNTAIN

URBAN

CROPLANDS
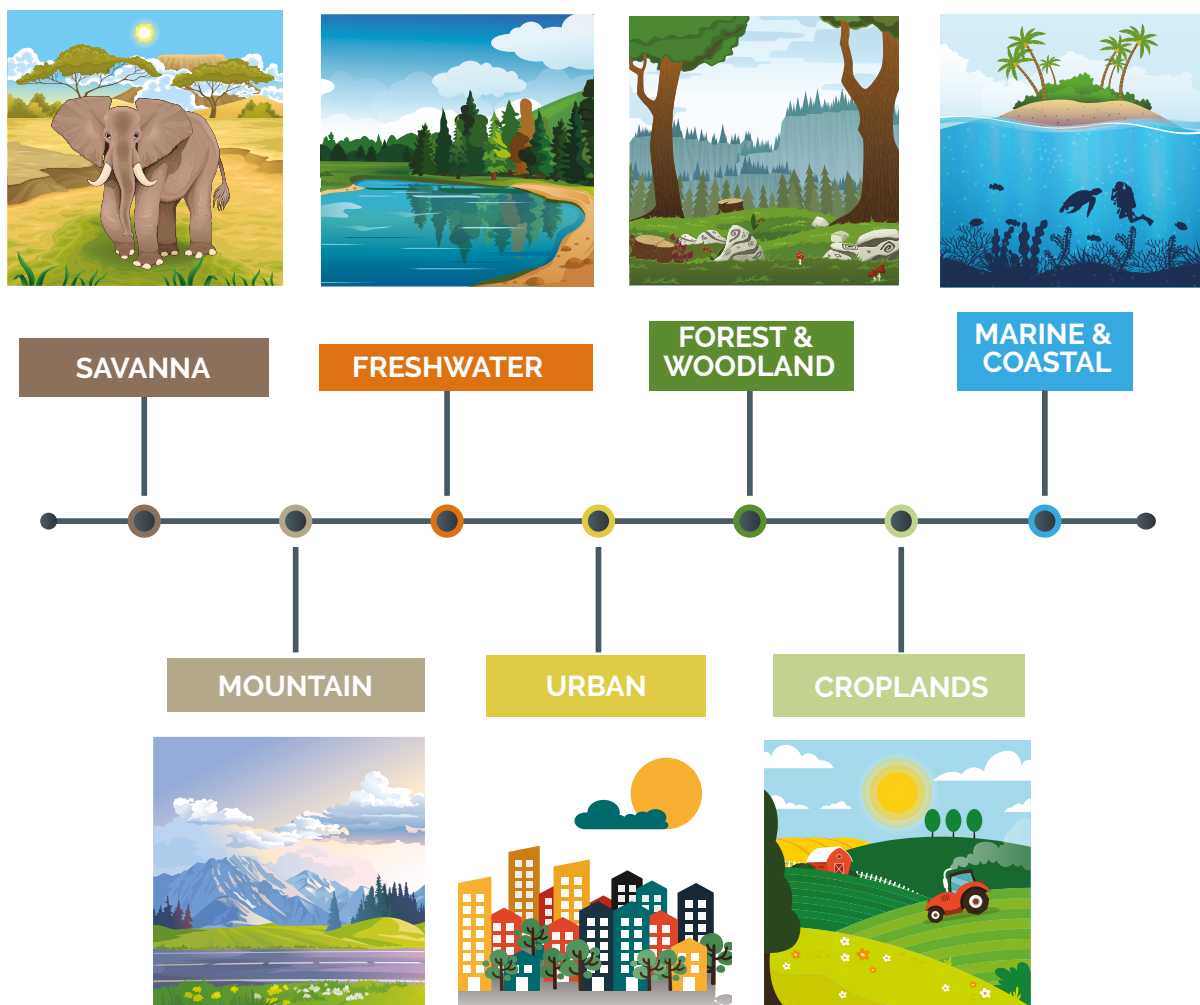
Pressures on Ecosystems

In this strategy we used the Drivers, Pressures, State, Impacts, and Responses (DPSIR) framework to identify threats and develop responses. Pressures are the anthropogenic factors inducing environmental change. Impacts are changes in environmental functions affecting social, economic and environmental dimensions, which are caused by changes in the state of the system. The following diagrams highlight some of the key pressures and impacts on ecosystems in Kenya.

SAVANNA

MOUNTAIN

FRESHWATER

URBAN

FOREST

CROPLAND

MARINE

Height of bars indicates intensity of pressure

- Abstraction
- Degradation
- Fragmentation
- Habitat Loss
- Human Wildlife Conflict
- Illegal Wildlife Trade
- Invasive Species
- Over-utilization
- Poaching
- Pollution
- Siltation
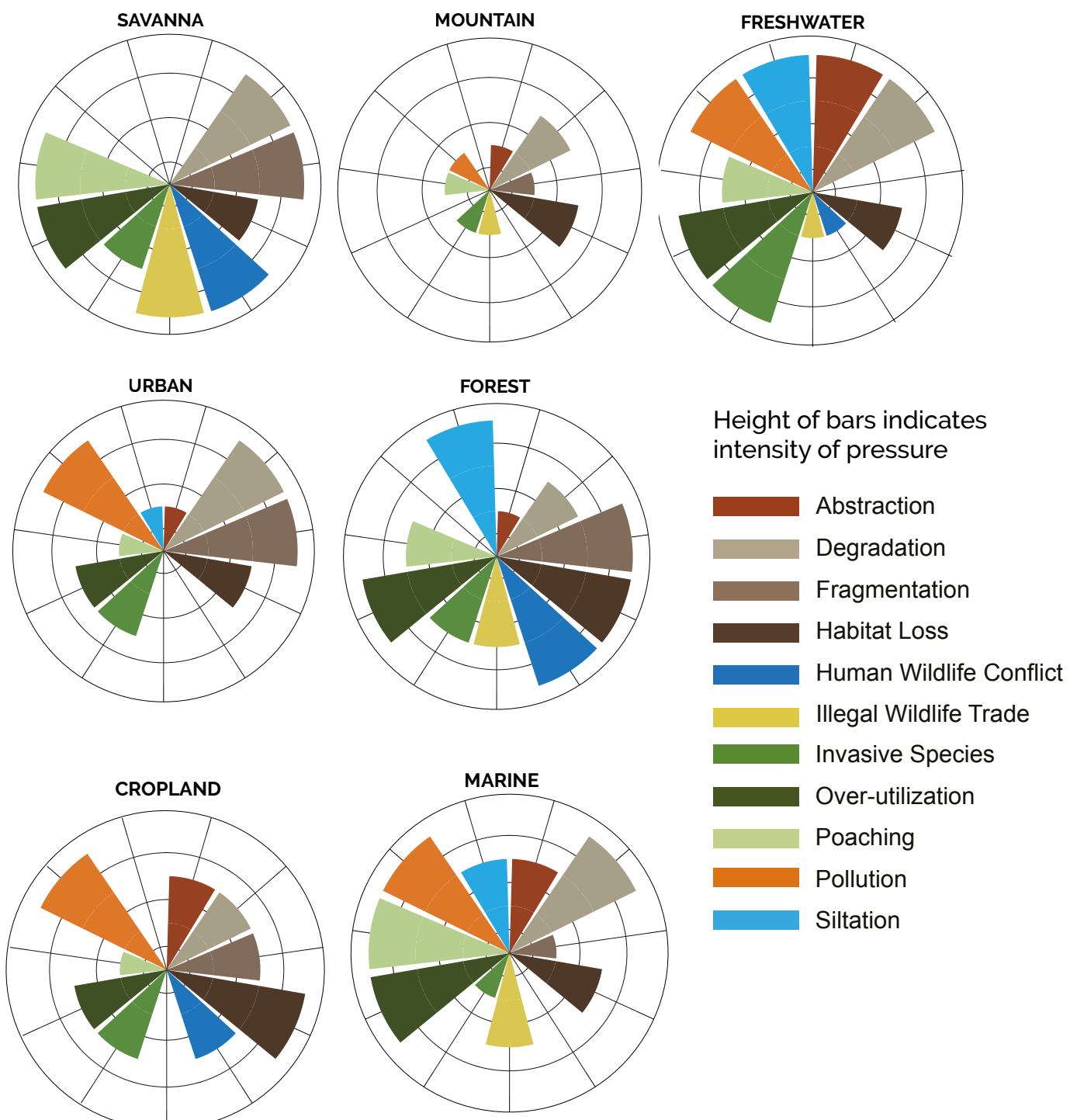
Status of Ecosystems

68%
SAVANNA

68% Wildlife decline (1977-2016)

90%
MOUNTAIN

90% decrease in Mt. Kenya snowcap (1934 - 2017)

40%
FRESHWATER

40% Loss of wetlands

5%
URBAN

5% Green space in Nairobi

7.4%
FORESTS

7.4 % Forest cover, 2017

9%
CROPLAND
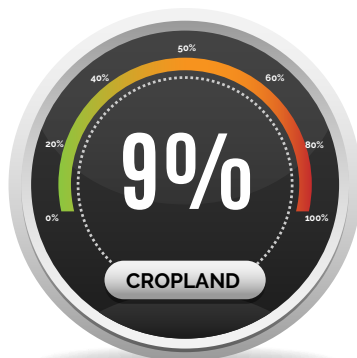
9% decline of pollinators (bees & butterflies)

74%
MARINE

74% loss of coral reefs by 1999

Cyperus papyrus
Credit: Jeff Worden

Abridge Version 2018
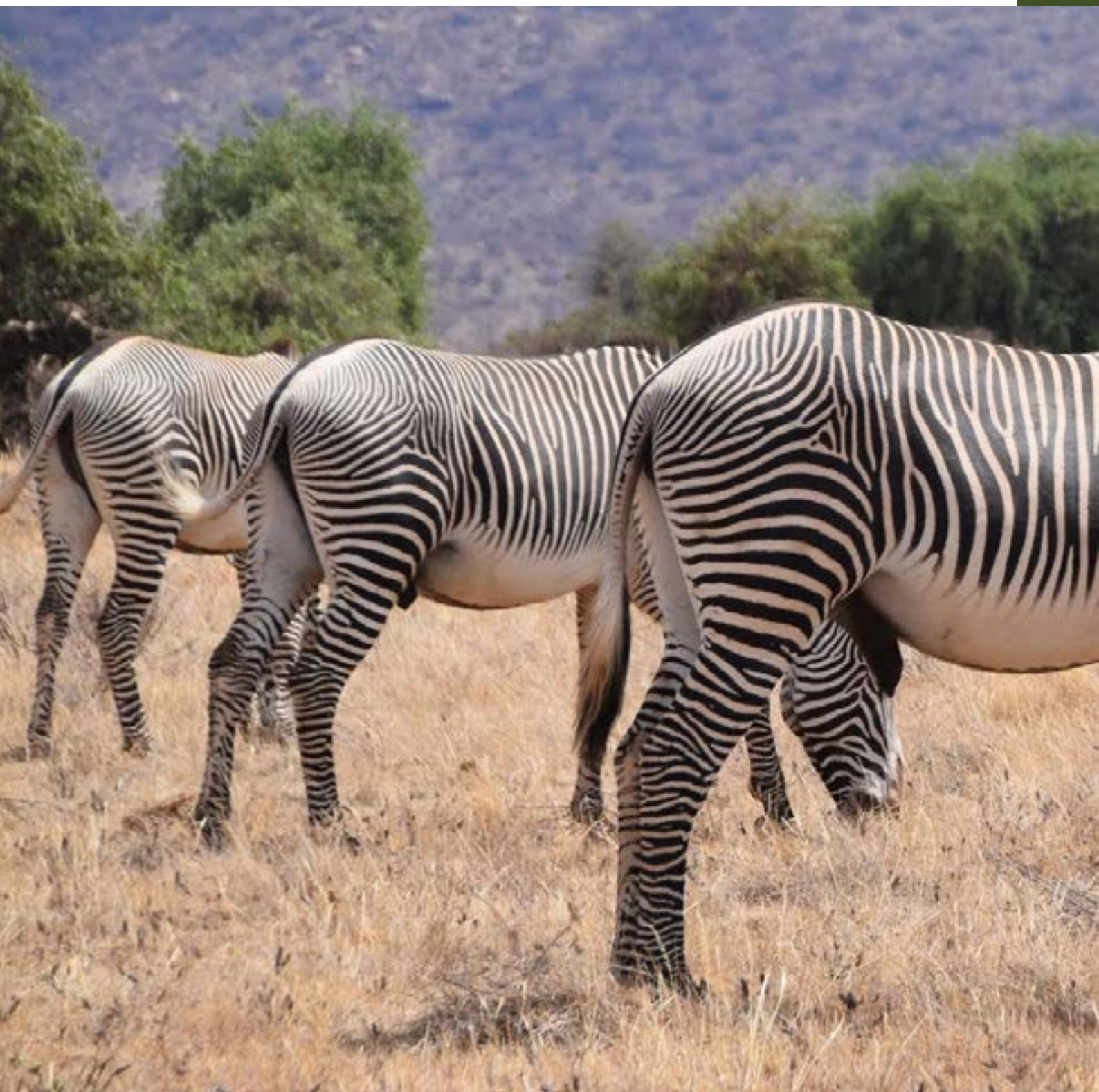
THE
PLAN

The Strategic Pillars

Building an Action Plan to Transform Conservation
in Kenya - 4 pillars supported by 7 Goals

Kenya's **wildlife** is **healthy, resilient** and **valued** by Kenyans

① Resilient Ecosystems

1. Habitats & Ecosystems
2. Species Conservation

② Engagement by all Kenyans

3. Participation and Awareness
4. Access and Sustainable use

③ Evidence based Decision Making

5. Research and Knowledge
6. Capacity and Training

④ Sustainability and Governance

7. Governance and Finance
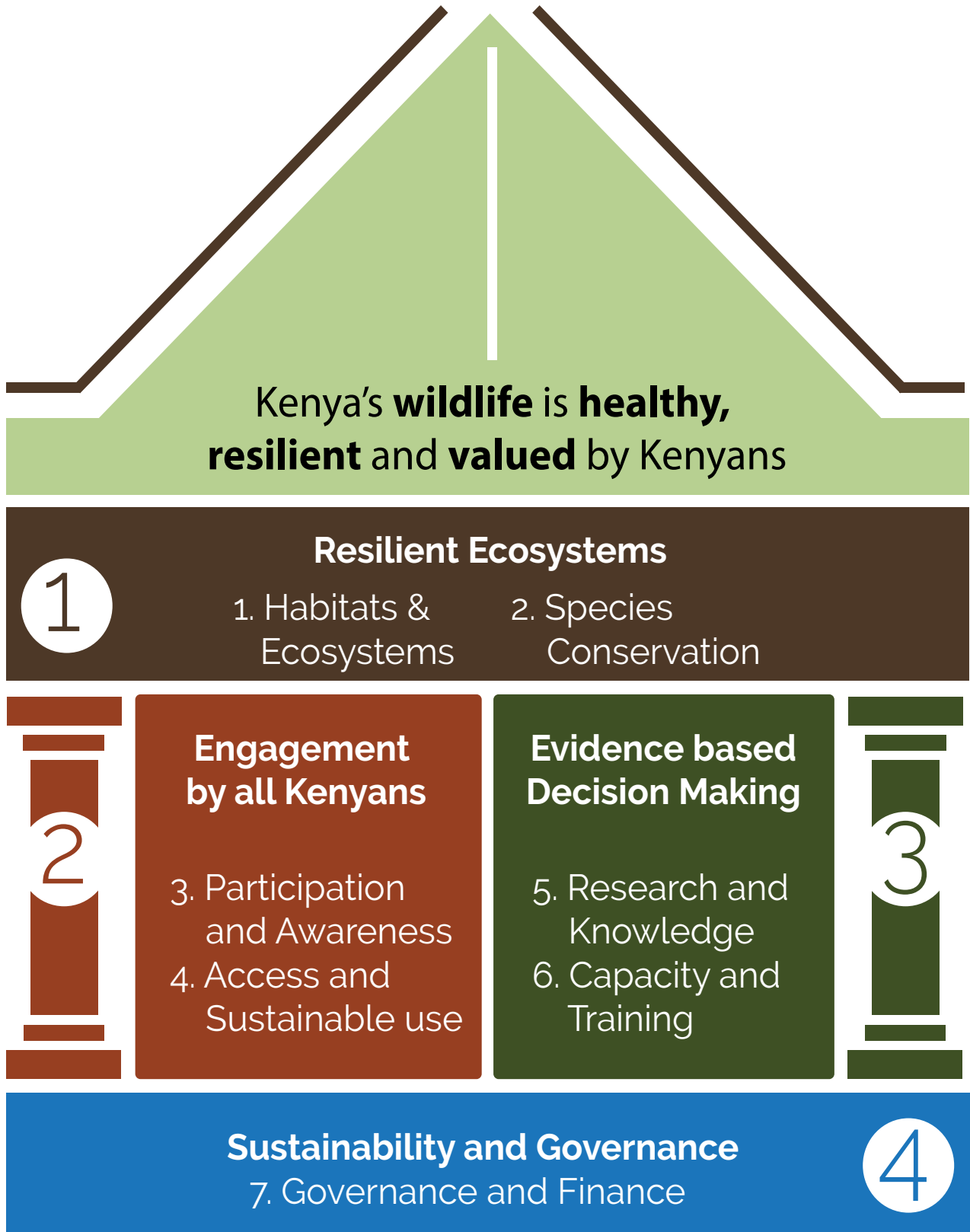
Pillar 1: Resilient Ecosystems

Addresses the prioritization, planning and protection of ecosystems and species. This pillar emphasizes on a comprehensive assessment of the status and conservation priorities for ecosystems and species, development of frameworks for integrated planning, and the effective coordination and implementation of species protection and wildlife security in the country. It includes reducing human wildlife conflict and promoting coexistence.

Pillar 2: Engagement by all Kenyans

Highlights the need to engage all Kenyans in recognizing the value of our wildlife and embracing their role in its conservation through appropriate collaborative initiatives. This includes outreach and awareness activities, conservation education and curriculum development, and incentive programmes that enhance access to benefits and promote participation by all Kenyans.

Pillar 3: Evidence based Decision Making

Emphasizes the importance of knowledge, information, and human capital for successful conservation. This pillar includes strategies to enhance capacity, develop evidence based decision support tools for adaptive management, and promote data sharing, use, and integrated cross sectoral and multi-scale planning for conservation and sustainable development.

Pillar 4: Sustainability and Governance

Outlines a framework and set of priority actions for ensuring the coordination, effective implementation and sustainability of wildlife conservation in Kenya. This includes the development of an effective governance structure involving communities, counties, the national government, a conservation fund and innovative funding opportunities based on a comprehensive understanding of the value of wildlife to Kenya's sustainable development.

The Strategy Framework

7 GOALS

21 STRATEGIES

70 ACTIVITIES

4 PILLARS

4 FLAGSHIPS
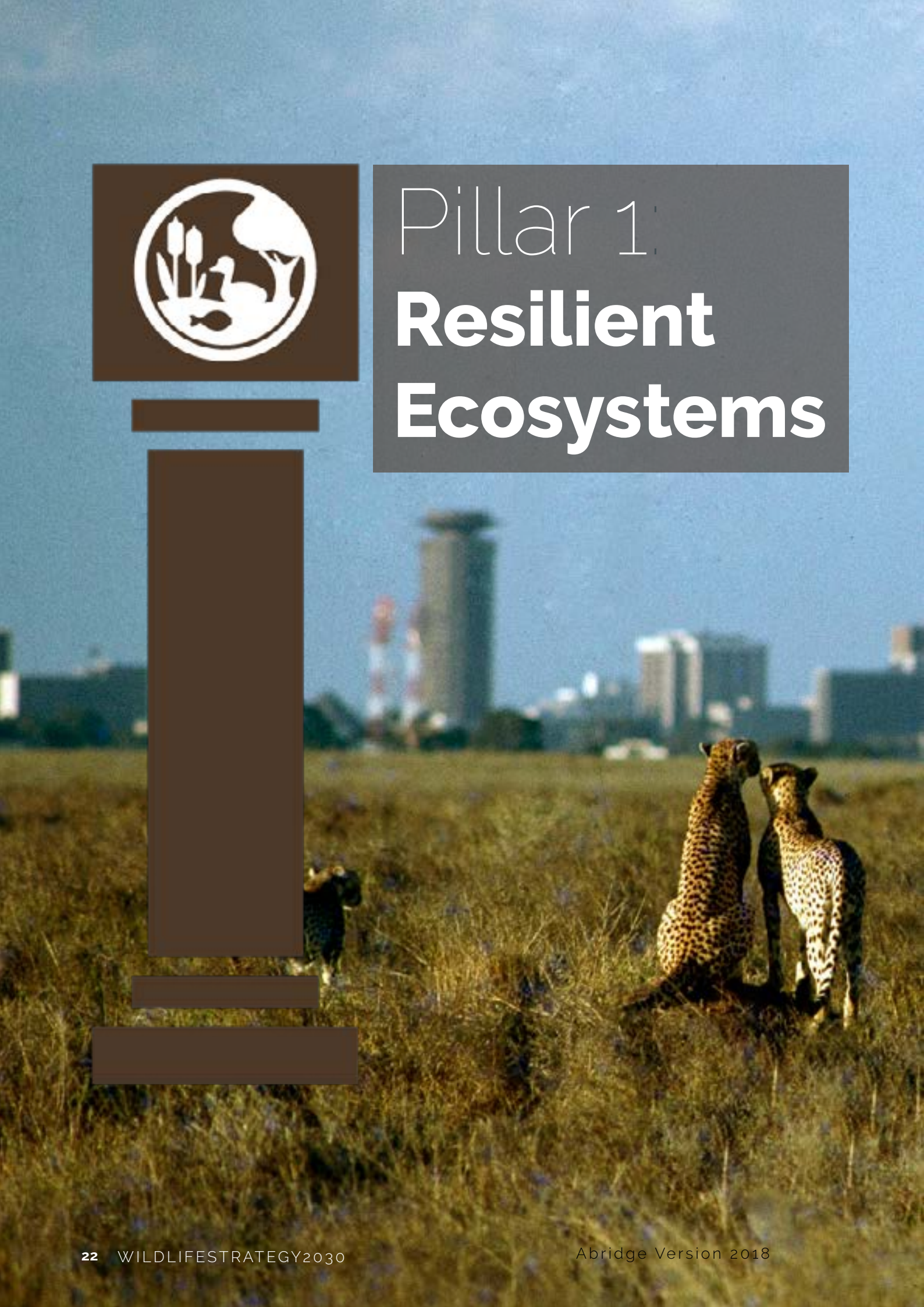
1 STRATEGY

PEOPLE

INNOVATION

Theory of Change

This strategy is a roadmap to addressing Kenya's wildlife conservation needs. Building on broad consultations, including with counties, local communities, academia, youth, and the private sector, the Strategy highlights a set of seven (7) key goals for conservation success. These goals, and their associated strategies and activities, are designed to catalyze and consolidate our collective efforts to move us from our current state and downward trajectory, to our desired state where wildlife is healthy, resilient, and valued by all.

GOALS	CURRENT STATE		DESIRED STATE
1 Habitats & Ecosystems	Fragmented Degraded Declining Vulnerable	**GOAL 01**	Connected Resilient Functional
Species Conservation	Narrow focus Limited knowledge Over-utilization Conflict and poaching	**GOAL 02**	Biodiversity Healthy populations Coexistence
2 Participation & Awareness	Little information and not accessible No awareness Nobody Cares!	**GOAL 03**	High levels of awareness, engagement and participation
Access & Sustainable Use	Limited awareness of opportunities, Over-utilization, Conflict and poaching	**GOAL 04**	All Kenyans are aware of opportunities and with access to benefits
3 Research & Knowledge	Uncoordinated underfunded limited sharing and access	**GOAL 05**	Coordinated relevant Research which supports Conservation decision Making
Capacity & Training	Lack of capacity for nature based opportunities, modelling, and planning	**GOAL 06**	Individuals and Institutions implementing effective conservation
4 Governance & Finance	Little support and investments. Lack of coordination and collaboration	**GOAL 07**	Financially sustainable, collaborative, coordinated, effective and harmonized

Pillar 1:
Resilient Ecosystems

> *"The Natural resources of this country...its Wildlife which offers such an attraction to visitors from all over the world, the beautiful places where they Live, the Mighty Forests which guard the Water Catchment areas so vital to the Survival of Man and Beast-are a priceless heritage for the future. The Government of Kenya, fully realizing the value of its Natural Resources, pledges itself to conserve them for posterity with all the means at its disposal. We are confident of its co-operation of the other Governments of East Africa in this important task but, at present, we are unable, unaided, to provide the specialist staff and money which are necessary. We therefore invite other nations and lovers of nature throughout the world, to assist us in honoring this solemn pledge."*

The first President H.E. Mzee Jomo Kenyatta;
On occasion of Kenya's independence in 1963

GOALS

| **1** | **HABITAT AND ECOSYSTEM** |

| **2** | **SPECIES CONSERVATION** |

Nairobi National Park
Credit: Camerapix Ltd

GOAL 1

MAINTAIN AND IMPROVE HABITAT AND ECOSYSTEM INTEGRITY

Below the surface of island
Credit: Designed by LuqueStock / Freepik

Maintain and Improve Habitat and Ecosystem Integrity to reduce biodiversity loss, protect ecosystem function, enhance connectivity and increase resilience.

PILLAR **ONE**
Resilient Ecosystems

STRATEGY ONE
IDENTIFY PRIORITY ECOSYSTEMS FOR CONSERVATION ACTION

Increase understanding of ecosystem functioning through identification, prioritization and securing of key conservation areas and ecosystems to focus and enhance the effectiveness of conservation investments and interventions.

STRATEGY TWO
SUPPORT INTEGRATED DATA DRIVEN LAND-USE PLANNING

Support integrated data-driven land-use planning at regional (transboundary), national, county, protected area and ecosystem level to enhance the protection of wildlife habitat, ecosystem services and reduce biodiversity loss.

STRATEGY THREE
PROTECT, REHABILITATE AND RESTORE WILDLIFE HABITATS AND THEIR CONNECTIVITY

Protect, rehabilitate and restore the connectivity of wildlife habitats, including forests, savannas, freshwater, marine, and mountain ecosystems to increase the resilience of key habitats and ecosystems.

PILLAR **ONE**
Resilient Ecosystems

ACTIVITIES

1. Determine and secure minimum viable conservation areas and wildlife dispersal areas.
2. Develop integrated multi-sectoral ecosystem planning frameworks for landuse planning.
3. Implement management plans in protected areas and ecosystems.
4. Secure existing PAs and effectively manage inactive paper parks.
5. Rehabilitate and restore degraded habitats, protected areas and dispersal areas.
6. Increase land under effective wildlife conservation management.
7. Increase extent and management effectiveness of marine and coastal ecosystems under.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

Abridge Version 2018

GOAL 2

ENHANCE SPECIES PROTECTION AND MANAGEMENT

Black Rhino
Credit: Martin Harvey,
Lewa Wildlife Conservancy

Enhance species protection and management to ensure healthier, more resilient wildlife communities and populations.

STRATEGY ONE | CATALYZE THE CONSERVATION OF ENDANGERED AND THREATENED SPECIES

Sustain and establish tools for conservation of wildlife species.

STRATEGY TWO | REDUCE POACHING, OVER UTILIZATION AND ILLEGAL WILDLIFE TRADE

Reduce poaching, over utilization and illegal wildlife trade and related the impacts

STRATEGY THREE | PROMOTE COEXISTENCE TO REDUCE HUMAN WILDLIFE CONFLICT

Promote coexistence to reduce human wildlife conflict.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

PILLAR ONE
Resilient Ecosystems

ACTIVITIES

1. Establish and update a national red list for threatened and endangered species.
2. Establish and implement species-specific conservation and management plans.
3. Assess, monitor and report on status of wildlife and their threats.
4. Develop and implement policy guidelines for species conservation interventions.
5. Implement conservation interventions for priority species.
6. Develop an endangered species act for Kenya.
7. Increase capacity of law enforcement agencies addressing poaching and illegal wildlife trade.
8. Modernize wildlife security units for coordination and effectiveness.
9. Develop and implement innovative mitigation initiatives to address human wildlife conflict
10. Implement management approaches that promote co-existence including traditional indigenous knowledge.
11. Provide education materials and extension services on human wildlife conflict mitigation.
12. Implement alternative consolation programmes to mitigate human wildlife conflict.
13. Develop sustainable national compensation scheme for loss of property, livestock and crops.
14. Set up anti-venom centres in relevant priority areas.
15. Establish database on causes of human wildlife conflict and mitigation measures.
16. Train and equip wildlife officers and communities in rapid response skills for human wildlife conflict mitigation and management.
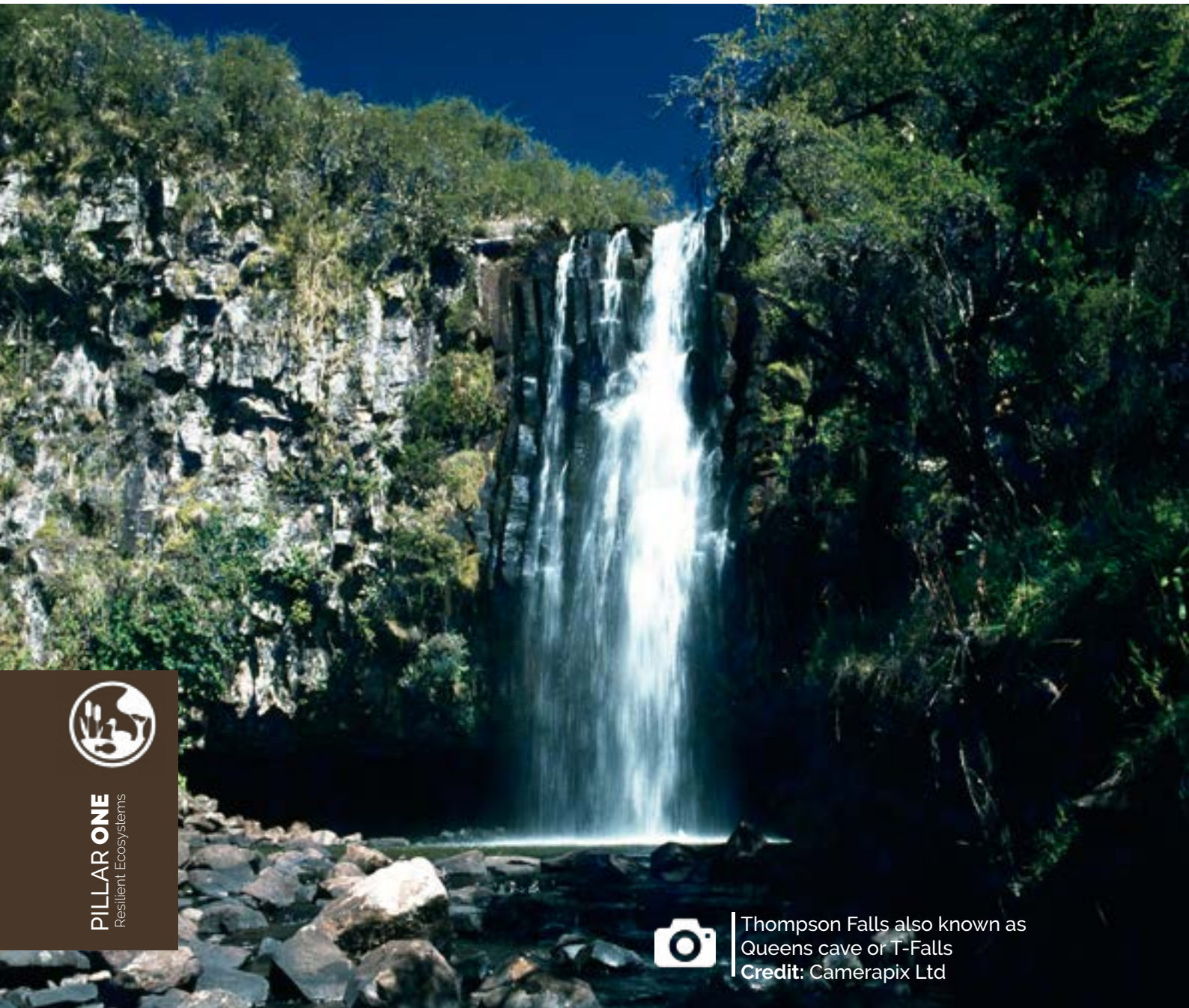
PILLAR **ONE**
Resilient Ecosystems

FLAGSHIP

Conservation Planning

Effective planning is an essential component of conservation success. This flagship brings together the strategies of goals 1 and 2 to support the prioritization and integrated planning of ecosystems, the protection and restoration of key species and protected areas, the effective conservation and management of marine resources, and the reduction of human wildlife conflict.

Thompson Falls also known as Queens cave or T-Falls
Credit: Camerapix Ltd

Key Initiatives

1. Restoration of 10 priority parks - Shimba, Tsavo East and West, Chyulu, Amboseli, Nairobi, Nakuru, Aberdare, Mt. Kenya, Meru.
2. Invasive Species Management Plan - Indian House Crow
3. Beach Management Plans.
4. Establish Breeding Sanctuaries for rare & endangered species.
5. Strengthening Kenya Wildlife Service.
6. Enhance coordination, build capacity and support law enforcement to poaching and illegal wildlife trade.
7. Human Wildlife Conflict - mitigation measures and Rapid Response Unit.
8. Setup anti-venom centres in relevant priority conflict areas.
9. Develop a national conservation master plan.

"Human wildlife conflict is a constant reminder that we risk losing our wildlife that has always been part of our natural heritage. We must partner together to protect ecosystems and shield species from the threat of extinction"

Dr. Margaret W. Mwakima, CBS
Principal Secretary, Ministry of Tourism & Wildlife, June 2018

PILLAR ONE
Resilient Ecosystems

Pillar 2:
Engagement by all Kenyans
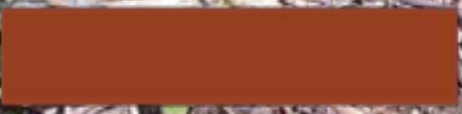
> *"Great objectives often require great sacrifices. I now can call upon the People of the World to join us in Kenya by eliminating the trade in Ivory once and for all."*
>
> *H.E. Daniel Toroitich Arap Moi:*
> *During the burning of ivory in 1989 at Nairobi N. Park*

GOALS

3 PARTICIPATION AND AWARENESS

4 ACCESS AND SUSTAINABLE USE

Grassroot tree growing Initiatives
Credit: Greenbelt movement

GOAL 3 | PARTICIPATION AND AWARENESS

Maasai Mara Community
Credit: ACC

Increase the awareness and appreciation of wildlife by all Kenyans and motivate them to support and take action that enhances their participation in conservation.

PILLAR **TWO**
Engagement by all Kenyans

Abridge Version 2018

STRATEGY
ONE | AWARENESS AND UNDERSTANDING

Increase awareness and understanding to enhance appreciation and encourage action by all.

STRATEGY
TWO | PARTNERSHIPS AND COLLABORATION

Foster partnership and collaboration among stakeholders to mainstream conservation action across all sectors of society.

STRATEGY
THREE | TARGETED EDUCATION AND OUTREACH

Engage the public, youth and communities through targeted education, outreach efforts and stewardship opportunities to enhance participation in conservation.

PILLAR **TWO**
Engagement by all Kenyans

ACTIVITIES

1. Introduce curriculum at all levels for comprehensive conservation education.
2. Undertake public outreach, awareness and participation programs to engage all Kenyans.
3. Engage the general public to experience Kenya's wildlife and nature.
4. Undertake national competition across 47 counties to select unique wildlife species each.
5. Designate natural areas and open green spaces for public use in all cities.
6. Mainstream biodiversity in private sector through a Green Business award scheme with special reference to the governments big four agenda.
7. Establish annual wildlife conservation award scheme to recognize achievements in conservation.
8. Host biennial national wildlife expo and investment forum in partnership with Kenya Tourism Board.
9. Engage youth in wildlife conservation and environmental stewardship.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

PILLAR **TWO**
Engagement by all Kenyans

GOAL 4 | ACCESS, INCENTIVES, AND SUSTAINABLE USE
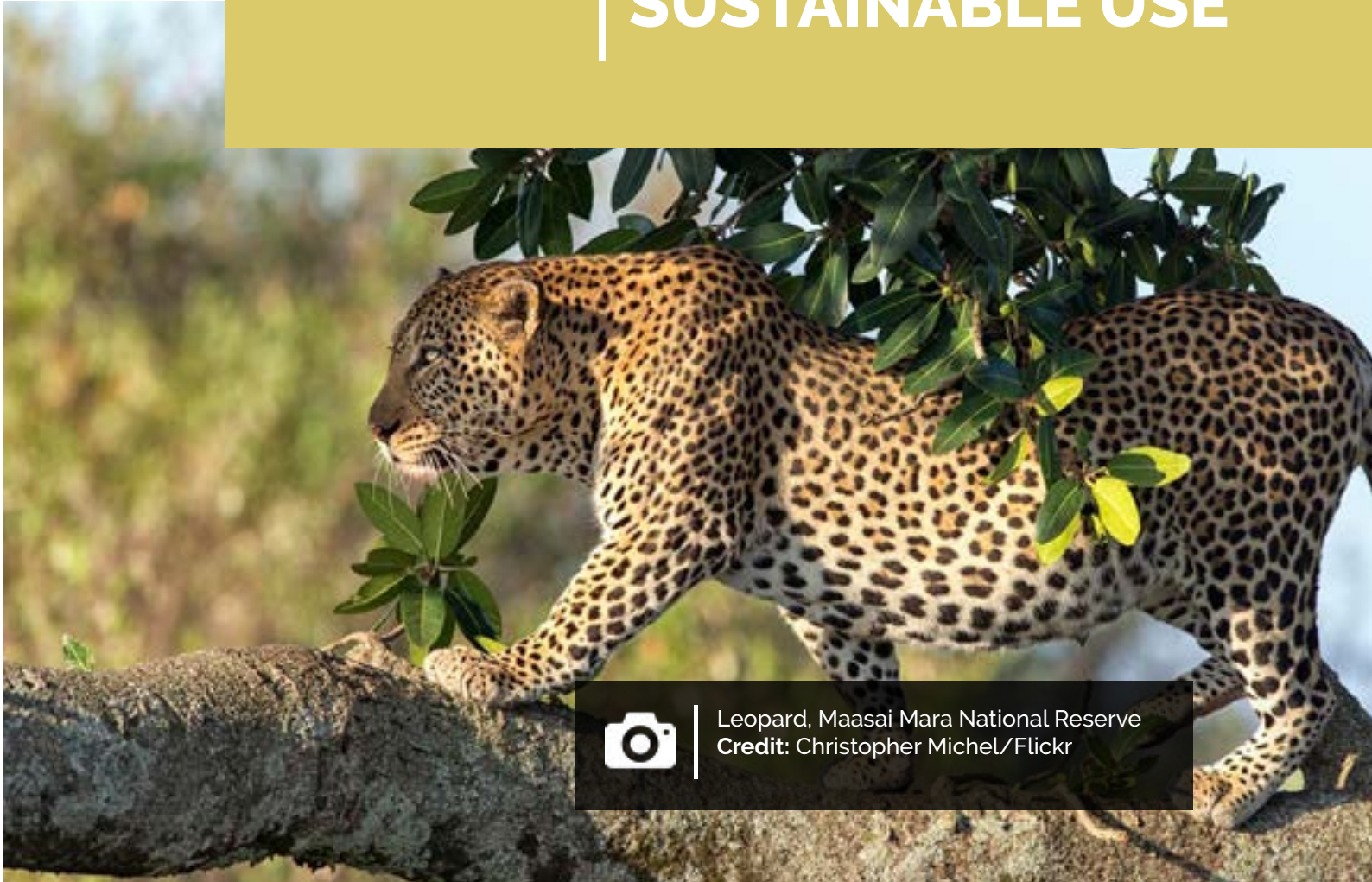
Leopard, Maasai Mara National Reserve
Credit: Christopher Michel/Flickr

Provide incentives for access and sustainable use of wildlife resources, while ensuring equitable sharing of benefits.

PILLAR **TWO**
Engagement by all Kenyans

STRATEGY
ONE

FRAMEWORK FOR ACCESS AND EQUITABLE SHARING OF BENEFITS

Develop and implement a clear legal framework for equitable sharing of benefits from wildlife resources and biodiversity.

STRATEGY
TWO

INNOVATIVE AND STRATEGIC INVESTMENT FOR SUSTAINABLE USE

Develop and promote innovative and strategic investment for the sustainable use of wildlife resources and biodiversity.

STRATEGY
THREE

CROSS SECTORAL COORDINATION OF MARINE AND COASTAL NATURAL RESOURCE MANAGEMENT

Engage the public, youth and communities through targeted education, outreach efforts and stewardship opportunities to enhance participation in conservation.

PILLAR **TWO**
Engagement
by all Kenyans

ACTIVITIES

1. Develop and gazette regulations to facilitate equitable and effective benefit sharing for sustainable livelihoods.
2. Develop tax-incentives to promote investments in wildlife conservation.
3. Undertake comprehensive assessment for wildlife utilization opportunities.
4. Develop land based incentives to encourage voluntary conservation.
5. Provide extension services to promote opportunities for wildlife based enterprises.
6. Create opportunities for investment and employment of local communities in biodiversity conservation.
7. Pilot and support sustainable utilization and management of marine and coastal resources.
8. Promote innovative approaches for catalyzing investment in marine and coastal ecosystems.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

PILLAR **TWO**
Engagement by all Kenyans

FLAGSHIP

Kenyans for Wildlife

Increase partnership with private sector and tourism industry, promote investments across the county through tourist facilities, local added value of local cultural products, innovative tax incentives (example green cities and green counties) and promote opportunity for job creation and employment.

PILLAR TWO
Engagement by all Kenyans

Key Initiatives

1. National wildlife contest across all 47 counties on unique species, flora & fauna for each county.
2. Green cities - Establish designated natural areas for public use in cities in all counties.
3. Wildlife Conservation Museum in Tsavo.
4. Consumptive utilization: review of past and current efforts and opportunities in the future.
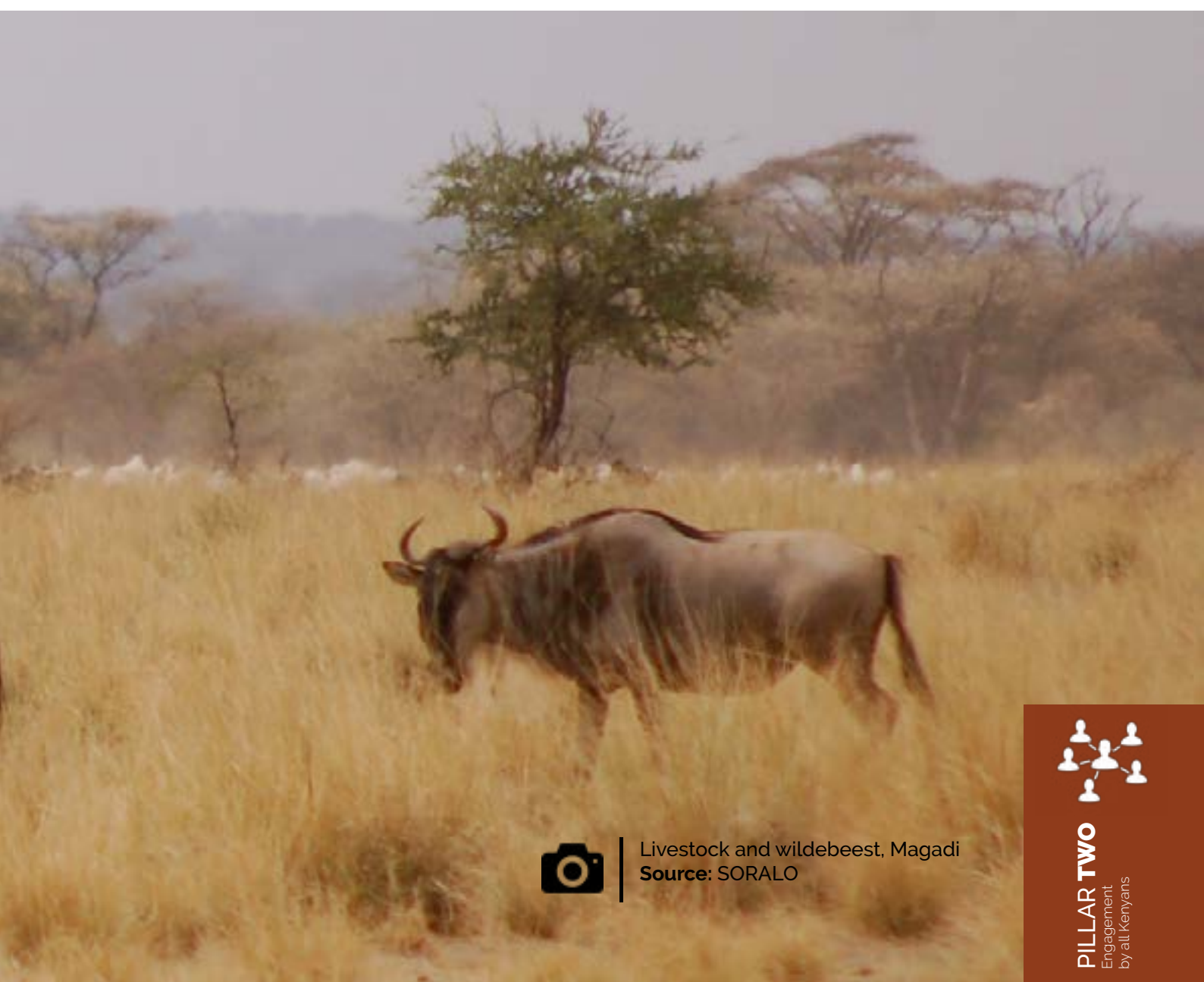
Livestock and wildebeest, Magadi
Source: SORALO

PILLAR **TWO**
Engagement by all Kenyans

Pillar 3
Evidence-based Decision Making

> *"Kenya has one of the highest remaining concentrations of tropical savanna wildlife in the world. Indeed, it has been recognized by the international community as a unique world heritage"*
>
> *His Excellency Hon. Mwai Kibaki*
> *On burning of contraband ivory in LEA, Manyani*

GOALS

5	**RESEARCH & KNOWLEDGE**
6	**CAPACITY & TRAINING**

Elephant collaring
Credit: KWS

EVIDENCE BASED DECISION MAKING AND ADAPTIVE MANAGEMENT

Credit: Guy Western

Increase knowledge and information access and use to support evidence based decision making and adaptive management.

STRATEGY ONE
USING KNOWLEDGE FOR ADAPTIVE MANAGEMENT

Support wildlife conservation and management decisions and actions with the best available knowledge derived from natural and social sciences and traditional knowledge

STRATEGY TWO
DATA AND INFORMATION MANAGEMENT SYSTEMS

Develop data and information management systems as part of a BioInformatics Platform, to ensure data quality, enhance sharing and promote access and use.

STRATEGY THREE
STRENGTHEN COORDINATION AND IMPLEMENTATION OF RESEARCH, MONITORING AND MODELLING

Strengthen the coordination and implementation of research, monitoring and modelling of ecosystems and wildlife, climate, land use and other scenarios to support effective management.

"The survival of our wildlife is a matter of grave concern to all of us in Africa. These wild creatures amid the wild places they inhabit are not only important as a source of wonder and inspiration, but are an integral part of our natural resources and our future livelihood and well being …"

Mwalimu Nyerere on Wildlife Conservation.

PILLAR TWO
Evidence based
Decision Making

ACTIVITIES

1. Establish a wildlife research and innovation hub.
2. Upgrade the wildlife and training institute.
3. Conduct priority research to improve wildlife conservation and management.
4. Establish architecture for a data sharing and management framework.
5. Develop capacity to establish and manage data information systems for sharing and access.
6. Make research information available to sectors with direct and indirect impacts on wildlife.
7. Establish a think-tank for an interdisciplinary team of experts to advise on research and conservation co-ordination.
8. Hold bi-annual conference conservation conference.
9. Strengthen public-private partnership in biodiversity research and co-ordination.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

Abridge Version 2018

PILLAR **TWO**
Evidence based
Decision Making

GOAL 6

CAPACITY OF INDIVIUALS, INSTITUTIONS, AND COMMUNITIES

Maasai woman at Twala Tenebo Cultural village, Laikipia County
Credit: ACC

Build the capacity of individuals, institutions, communities and networks – including equipment and technology – to meet current and emerging challenges in wildlife conservation.

PILLAR **TWO**
Evidence based
Decision Making

STRATEGY ONE

IDENTIFY CAPACITY NEEDS AND PRIORITIES

Conduct an assessment of human resource (training and capacity), infrastructure and equipment needs for prioritizing and coordinating training and capacity development programmes.

STRATEGY TWO

COORDINATION OF TRAINING AND CAPACITY DEVELOPMENT

Support the coordination of training and capacity development in wildlife conservation and biodiversity management through the training institute and a network and partnership of institutions and exchange programmes across levels and sectors.

STRATEGY THREE

IMPLEMENT RELEVANT, APPROPRIATE AND DYNAMIC TRAINING

Implementation of relevant and dynamic training programmes at multiple levels.

ACTIVITIES

1. Develop capacity building strategy for the Ministry and relevant agencies supporting conservation and management of wildlife.
2. Set up inter-sectoral taskforce to develop a 5-year agenda on research, conservation, management and business opportunities.
3. Initiate a conservation leadership program in collaboration with universities.
4. Strengthen universities to undertake relevant cutting edge research through exchange programs with external universities.
5. Develop youth programs for various ages to inspire equip the next generation of conservation leaders – Mabingwa!
6. Promote peer-to-peer learning and knowledge sharing among local communities.
7. Pilot curriculum developed under the strategy.
8. Strengthening and upgrading Manyani law enforcement academy.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

PILLAR **TWO**
Evidence based
Decision Making

Innovation and Research Hub

The Innovative and Research hub will house the national biodiversity databases. This is a space for entrepreneurs and innovators to try their concepts and pilot innovations – breeds, business ventures, surveys and communication equipment, modelling – climate and wildlife populations.

Elephant Monitoring
Credit: KWS

Key Initiatives

1. Research and Innovation hub for Wildlife.
2. Five year agenda on new research on conservation management and business.
3. Youth programs for various age classes to inspire. and equip the next generation of conservation leaders - MABINGWA Program.

"This is our world, a common world. Everybody should feel a common responsibility"

Ban Ki-moon. Secretary General of the United Nations.

PILLAR **TWO**
Evidence based
Decision Making

Pillar 4
Sustainability Governance

> *"My fellow Kenyans, poaching and the destruction of our environment has no future in this country. The responsibility to protect our environment belongs not just to the Government, but to each and every one of us"*
>
> *HE Uhuru Muigai Kenyatta*
> *On his inauguration to 1st Term*

GOALS

7 FINANCE & GOVERNANCE

GOAL 7 | EFFECTIVE GOVERNANCE AND SUSTAINABLE FINANCING

Develop an effective governance structure and sustainable financing framework to support conservation actions and improve accountability and transparency on conservation financing.

Abridge Version 2018

PILLAR **FOUR**
Sustainability & Governance

STRATEGY
ONE | DEVELOP EFFECTIVE IMPLEMENTATION FRAMEWORKS AND MONITORING STRUCTURES

Review the legal framework, governance structures and develop mechanisms for effective coordination and monitoring.

STRATEGY
TWO | GOVERNANCE, COORDINATION AND IMPLEMENTATION

Effectively coordinate and implement the strategy at national, county and ecosystem level working with national partners and county governments.

STRATEGY
THREE | INNOVATIVE MECHANISMS FOR SUSTAINABLE FINANCING AND DISTRIBUTION OF FUNDS

Innovate new frontiers for financing the conservation of biodiversity thorough trust fund, insurance scheme and partnering with private sector

"

"We cannot tire or give up. We owe it to the present and future generations of all species to rise up and walk!"

Wangari Mathaai. 2004 Nobel Peace Prize winner

PILLAR FOUR
Sustainability & Governance

ACTIVITIES

1. Implement and review wildlife related policies, laws, regulations and guidelines.
2. Implement M&E and communication portal to track strategy progress and evaluate impact.
3. Support effective co-ordination and implementation of strategy at national, county and local level.
4. Develop and pilot conservation financing mechanisms.
5. Establish national Wildlife Conservation Trust Fund.
6. Undertake natural capital valuation and map economic flows and values of ecosystem services.
7. Establish and support conservation fund raiser events and campaigns.
8. Promote alternative and diversification of tourism options for greater conservation value.

Achieving Global Goals

Aichi Targets

Sustainable Development Goals

FLAGSHIP

Valuing Wildlife

Conduct an economic valuation of wildlife, revise the contribution of wildlife of Kenya's GDP and other economic sector. Renegotiate funding given to wildlife and environment. Increase the awareness to both National and county government. Negotiate for the next mid-term plan.

Key Initiatives

1. Undertake Natural Capital Valuation of wildlife sector and its contribution to the economy.
2. Establish a National Wildlife Conservation Trust fund.
3. Private sector partnership for innovative financing.

"If we can't all swim together, we will sink. There is no plan B, because there is no planet B"

Ban Ki-moon. Secretary General of the United Nations.

PILLAR FOUR
Sustainability & Governance

> **"**
> *"Humanity stands at a critical point. Never have we been so successful, yet never has this success been so threatened by our own actions."*
>
> *World Resources Institute*

THE
PEOPLE

INNOVATION - C^{3}ITY

Our success at large-scale transformation requires an intimate understanding of people's culture, values and behavior. This goes beyond best strategic and tactical plans. Value of conservation and management of wildlife will only be realized through sustained, collective actions of individuals, community, organizations and the nation. The National Wildlife Strategy 2030 integrates five thematic areas to build this value: Cities, Counties, Communities, Innovation & Technology and Youth – C^{3}ITY. These dynamic areas can play a critical role in the vision – Kenyans for Wildlife and Wildlife for Kenyans.

Cities

Better urban sound environmental planning and management are needed to make the world's urban spaces more inclusive, safe, resilient and sustainable. These green spaces become incubators of biodiversity and functional recreational areas. The United Nations member-countries, in September 2015, adopted a historic standalone goal on sustainable cities. This strategy calls for better collaboration of the Ministry of Wildlife and Tourism, cities, experts (architects and engineers), UNEP, UN-HABITAT and Universities.

Counties

County planning is an integral part of the development process in Kenya. Every county is required by law to prepare a development plan in accordance with Article 220(2) of the Constitution of Kenya for approval by the county assembly. Kenya's wildlife is hosted across our 47 counties and the future of our wildlife therefore depends on the ability of the counties to integrate wildlife in their plans. The County Integrated Development Plan (CIDP) is a 5 year plan that's informs the county's annual budget; Each county also develops a 10 year County Spatial Plan which should be reviewed every 5 years. The Widlife strategy 2030 framework will engage counties to ensure that CIDPs reflect wildlife as a key resource that needs proper management for the counties to derive maximum benefit from wildlife

Communities

Key to this strategy are programs to embrace the capacities of local communities and for mutual benefit of both the communities and protected area managers. Local stakeholder engagement leads to adapted and more effective solutions (UN–Department of Economic and Social Affairs). Currently, Kenya has 160 conservancies covering over six million hectares (11% of Kenya's land mass). These directly benefit over 700,000 households and directly employ over 4,500 conservancy employees.

Innovation & Technology

A future for conservation of biodiversity in Kenya must be able provide access to biodiversity information and data. This strategy will establish a link between biodiversity conservation, information technology and the people (counties, communities and the youth). These resources can be accessed by all via the internet and other media to students, professionals, grass root organizations, NGOs and policy makers.

Youth

Young people are key agents for social change, economic growth (human resource) and technological innovation. In Kenya, 63% of the population is below the 24 years of age. This strategy will focus on educating, engaging and inspiring youth to become leaders of conservation through a number of activities as stipulated in this strategy under various goals. Engaging young people requires a well-planned strategy, targeting each segment with individual, relevant messages and rewards in terms of emotional, social or financial capital offered in exchange for interest and engagement.

SUSTAINABLE CITIES

SUPPORTIVE COMMUNITIES

IMPLEMENTATION STRATEGY

PROSPEROUS COUNTIES

INVOLVED YOUTH

Technology

Innovation

"Any society that does not succeed in tapping into the energy and creativity of its youth will be left behind."

Kofi Annan

Implementation

Kenya's unique environment and rich natural resources lie at the foundation of our country's vision for a globally competitive and prosperous nation. This is encapsulated in Vision 2030 the Government's Big 4 agenda on Food Security, Manufacturing, affordable Housing and Healthcare.

Coordination

Under the stewardship of the Ministry responsible for Wildlife, the strategy will guide implementation, ensure accountability, monitoring/reporting and outreach.

To oversee the implementation

Coordination

Funding and proposal writing

Communication — Implementation Team — Partnership

Newsletters, reports, website

Monitoring & Evaluation

Knowledge management

KWS

Wildlife Research & Innovation Centre

COMMUNITIES | COUNTIES

CIVIL SOCIETY | YOUTH

PRIVATE SECTOR | ACADEMIA

DEVELOPMENT PARTNERS

CITIES | INDIVIDUALS

KWSTI

ENVIRONMENT SECTOR

Cross Sectoral Linkages

This strategy is more than just a roadmap for the wildlife conservation sector. It is also a blueprint for enhancing prosperity more generally by embedding environmental considerations and integrated planning across sectors.

Housing

Education

Agriculture

Tourism

Infrastructure

Extractives
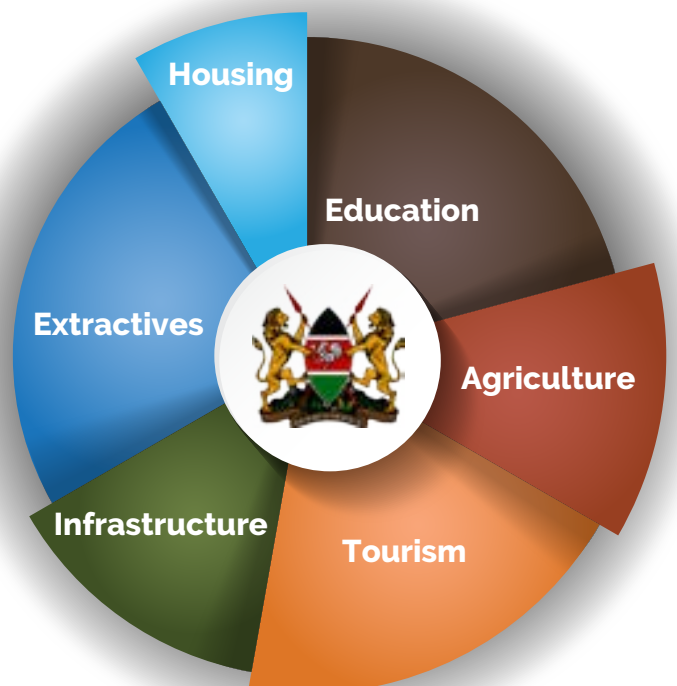
Ministerial Inter-Sectoral Council

Abridge Version 2018

Monitoring and Learning

As a living document, this Strategy provides a framework to focus efforts, guide resource allocation and enhance collaboration for conservation impact. It provides for continuous evaluation and learning for improved implementation.
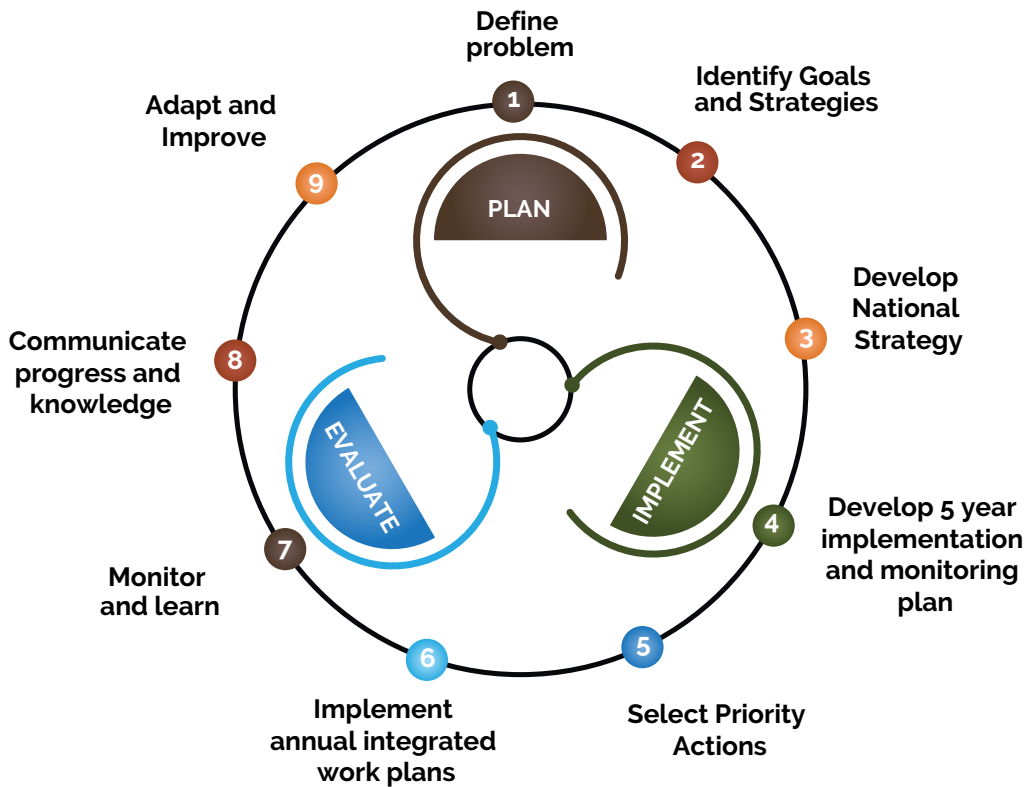
Sustainability

Successful implementation of this Strategy requires commitment and investment from all stakeholders – national and county and government, urban authorities, non-government agencies, private sector, development partners, local communities and individuals.

Elands
Credit: KTB

Conservation Success

By working together to achieve the goals of this strategy we can transform the conservation landscape/narrative and move our country from the path of environmental failure to the path of conservation success.

Future we want

Diverse and Resilient Wildlife
Beautiful Landscapes
Healthy Sustainable Cities
Productive Agricultural Lands
Clean Air and Water
Prosperity for All

Future we fear

Extinctions and Declienes
Degraded Landscapes
Dirty Unlivable Cities
Food Insecurity
Pollution and Invasive Species
Poverty

Graph axes: High / Low (Conservation Success) vs Time

G7 - Sustainability
G6 - Capacity
G5 - Knowledge
G4 - Incentives
G3 - Participation
G2 - Species
G1 - Ecosystem

Some members of the Twala Tenebo women Association, Laikipia County
Credit: ACC

July 2018 - Implementation plan and partnership engagement

2018 -2022 - Implementation Phase

2020 Mid-term review

2022 Reporting, Review

2022 Development of Next 5 Year Strategy

June 2018 Strategy Launch

May 2018 Design and layout

May 2018 – Editorial and compilation

April/ May 2018 - Cross sectoral engagement

March/ April 2018 – Peer review & validation/draft document

START

12th June Strategy formulation process launched

June 2017 – February 2018: Public participation

July 2017 National Steering committee

" We have an obligation to conserve wildlife as a natural treasure that is at the core of the tourism industry "

Hon. Najib Balala, EGH,
Cabinet Secretary, Ministry of Tourism & Wildlife, 2018

IMPLEMENTATION
MATRIX

Fernandoa magnifica,
Credit: NMK

Goal 1 Maintain and Improve Habitat and Ecosystem Integrity to reduce biodiversity loss, protect ecosystem function, enhance connectivity, and increase resilience.		
Strategy 1.1	Increase understanding of ecosystem functioning through identification, prioritization, and securing of key conservation areas and ecosystems to focus and enhance the effectiveness of conservation investments and interventions.	**Activity 1.1.1** Identify key biodiversity resources and determine their Minimum Viable Conservation Areas (MVCA) at national and county levels, with special reference to transboundary ecosystems, dispersal areas, and wildlife corridors.
Strategy 1.2	Improve integrated data driven land use planning at regional (transboundary), national, county, PA and ecosystem levels to enhance the protection of wildlife habitat, ecosystem services, and reduce biodiversity loss.	**Activity 1.2.1** Develop and implement an integrated multi-level, multi-sectoral, collaborative planning framework, including tools, guidelines, and standards for ecosystem planning to support national and county level land use planning **Activity 1.2.2** Develop and implement management plans at protected area, ecosystem, county, and national levels
Strategy 1.3	Protect, rehabilitate, and restore wildlife habitats and their connectivity, including forests, savannas, freshwater, marine, and mountain ecosystems to increase the resilience of key habitats and ecosystems.	**Activity 1.3.1** Secure existing protected areas through assessment of status, demarcation of boundaries, and acquisition of title deeds. **Activity 1.3.2** Ensure all existing protected areas are effectively managed, including currently inactive "paper parks". **Activity 1.3.3** Rehabilitate and restore degraded habitats in protected areas, corridors and dispersal areas. **Activity 1.3.4** Increase the area of land under effective wildlife conservation through the creation of new wildlife protected areas and the securing of priority wildlife corridors and dispersal areas. **Activity 1.3.5** Increase in the extent of land effectively managed by communities for biodiversity conservation **Activity 1.3.6** Increase the extent and effectiveness of the conservation and protection of marine and coastal ecosystems.
Goal 2 Enhance Species Conservation and Management to ensure healthier, more resilient wildlife communities and populations.		
Strategy 2.1	Catalyze the conservation of endangered and threatened species through the development and	**Activity 2.1.1** Develop and implement a process for regular updating and ongoing review of the National Red list of threatened and endangered species

	implementation of conservation tools for prioritizing, monitoring, and managing wildlife species.	**Activity 2.1.2** Prioritize, develop and implement species-specific conservation and management plans that address emerging issues and challenges (e.g. climate change, genetic diversity, etc) facing endangered and threatened species while supporting the conservation of the broader community of wildlife species by working synergistically with ecosystem plans and landscape level planning tools. **Activity 2.1.3** Conduct a comprehensive and continuous assessment, and communicate the results, of the status and threats for wildlife species **Activity 2.1.4** Develop, adopt and implement policy guidelines on species specific conservation interventions – including captive breeding, introduction, reintroductions, and translocations **Activity 2.1.5** Implement conservation interventions for priority species (threatened/vulnerable/endangered) to address emerging and critical threats, including climate change, disease, and land use change **Activity 2.1.6** Develop an Endangered Species Act for Kenya to catalyze broad public support and coordinate cross sectoral engagement in the conservation and management of endangered and threatened species.
Strategy 2.2	Reduce poaching, over utilization, and the illegal wildlife trade and their related impacts.	**Activity 2.2.1** Enhance the coordination and capacity of security and law enforcement agencies to reduce, and improve responses to, incidents of poaching, illegal wildlife trade and reduce wildlife related crimes. **Activity 2.2.2** Modernize and expand wildlife security units to increase coordination and effectiveness
Strategy 2.3	Promote coexistence to reduce human wildlife conflict.	**Activity 2.3.1** Develop and implement innovative mitigation measures in areas with incompatible land-uses, including wildlife-proof barriers, bomas, etc **Activity 2.3.2** Develop and implement management approaches including harnessing traditional/indigenous knowledge in mitigating human wildlife conflict, with focus on education, awareness, integrated planning and building capacity of wildlife officers and local communities **Activity 2.3.3** Develop and provide communication and education materials, and extension services on human wildlife conflict mitigation measures and management strategies (as above) **Activity 2.3.4** Develop and promote alternative consolation programmes to

		ensure prompt response for loss, injury and damage caused by wildlife **Activity 2.3.5** Develop sustainable innovative national compensation scheme including insurance and community supported programmes for loss of property, livestock and crops **Activity 2.3.6** Setup anti-venom centres in relevant priority areas with high incidences of snake bite related deaths **Activity 2.3.7** Establish and maintain a database, bringing together existing and new data, on the types, extent, causes and impacts of human wildlife conflict and mitigation measures for such conflict **Activity 2.3.8** Train and equip wildlife officers and local communities in rapid response to human wildlife conflict, mitigation, and management approaches
Goal 3 Increase the awareness and appreciation of wildlife, and motivate support and participatory action by all Kenyans, to enhance participation in Conservation.		
Strategy 3.1	Increase awareness and understanding to enhance appreciation and encourage action by all Kenyans.	**Activity 3.1.1** Introduce into all education curricula at all levels a comprehensive conservation education and awareness content through e-learning platforms and traditional set books **Activity 3.1.2** Develop Comprehensive public outreach and awareness programmes embedded within a public participation strategy to engage all Kenyans (including people living with wildlife) - "Wildlife our Heritage" **Activity 3.1.3** Develop programs for the general public to experience Kenya's wildlife and nature
Strategy 3.2	Foster partnerships and collaboration among stakeholders to mainstream conservation action across all sectors of society.	**Activity 3.2.1** Conduct a National Competition - across all 47 counties - to select a unique wildlife species for each county (flora or fauna), and then for Kenya as a country. **Activity 3.2.2** Establish designated natural areas for public use in cities through partnerships with multiple sectors **Activity 3.2.3** Engage with 'private sector partnerships' to mainstream biodiversity initiatives in their supply chains, including the development of a Green Business Awards Scheme, with special reference to the government's priority development pillars - Infrastructure, food security, health care and housing and settlements.
Strategy 3.3	Engage the public, youth, and	**Activity 3.3.1** Establish an annual wildlife conservation award scheme to

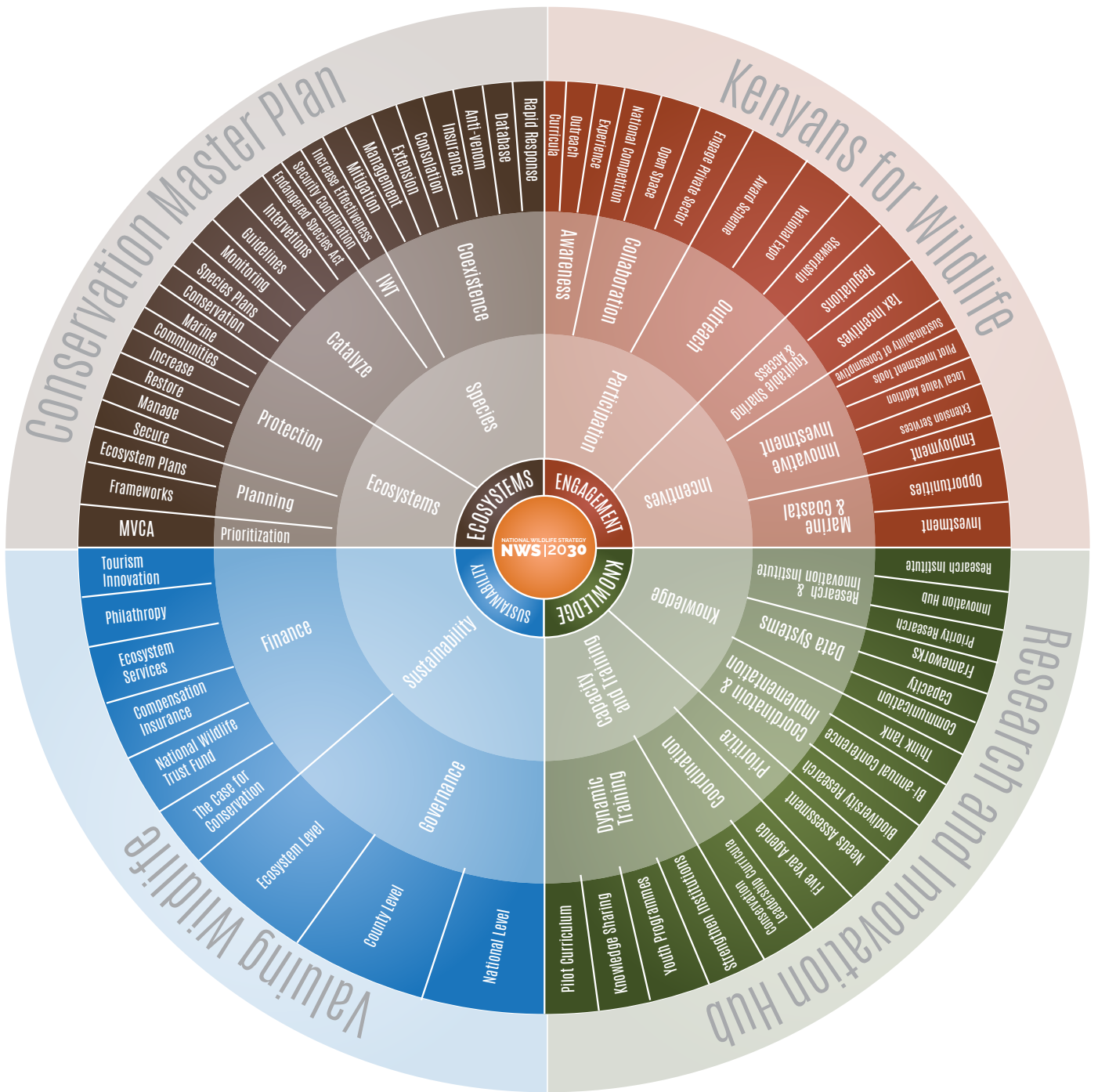|	
communities through targeted education and outreach, and stewardship opportunities to enhance participation.	recognize achievement in various aspects of conservation **Activity 3.3.2** Organize a biennial National wildlife Expo and Investment Forum to showcase best practices in wildlife conservation to the Kenyan public, in partnership with KTB **Activity 3.3.3** Create a culture of conservation in youth through projects and partnerships that engage them in wildlife conservation and environmental stewardship. Including, tree planting, invasive plant removal, river/watershed management and recycling projects.
Goal 4 Increase access, incentives, and sustainable use of wildlife resources, while ensuring equitable sharing of benefits.	
Strategy 4.1 Develop and implement a clear framework for access and benefit sharing from wildlife resources and biodiversity.	**Activity 4.1.1** Review, revise, and gazette appropriate regulations, including the rights and responsibilities of landowners, to facilitate equitable and effective benefit sharing for sustainable livelihoods to support wildlife conservation **Activity 4.1.2** Assess, review, and revise tax structure on nature based enterprises and activities including exemption of stamp duty on registration of land for conservation, including exemption of stamp duty on registration of land for conservation, reduced land tax burdens(e.g. rents and rates), etc, to promote investment in wildlife conservation and wildlife compatible land uses.
Strategy 4.2 Develop and promote innovative and strategic investment for the sustainable use of wildlife resources and biodiversity.	**Activity 4.2.1** Conduct a market study, including a review of past and current efforts, to establish and inform the sustainability of consumptive wildlife utilisation including game farming and game ranching **Activity 4.2.2** Develop and implement a comprehensive incentives package to encourage voluntary conservation through wildlife conservancies, sanctuaries, game farms, game ranches, and other green spaces, including use of land leasing, conservation easements and offsets, land banking and other means, **Activity 4.2.3** Develop and pilot local industry for value addition and marketing of wildlife and wildlife products **Activity 4.2.4** Provide education and extension services, including pilot programs, demonstrations, to promote opportunities for wildlife based enterprises **Activity 4.2.5** Create opportunities for employment and participation for

		local communities in biodiversity conservation activities and sustainable use
Strategy 4.3	Develop and promote the cross sectoral coordination of marine and coastal natural resource management for sustainable utilization.	**Activity 4.3.1** Conduct a collaborative study (pull together existing studies) on sustainable utilization and natural resource management of marine and coastal resources and innovative opportunities for investment and sustainable livelihoods - with special reference to marine protected areas, but look at ecosystems broadly to avoid poor sectoral coordination **Activity 4.3.2** Develop and promote innovative approaches for catalyzing investment and benefits from sustainable utilization and natural resource management through innovative structures (e.g. conservancies) in marine and coastal ecosystems
Goal 5 Increase knowledge and information access and use to support evidence based decision making and adaptive management.		
Strategy 5.1	Support wildlife conservation and management decisions and actions with the best available knowledge derived from natural, and social sciences, and traditional knowledge.	**Activity 5.1.1** Operationalizing the wildlife research and training institute **Activity 5.1.2** Establish a wildlife innovation hub at the KWS. **Activity 5.1.3** Conduct priority research to improve wildlife conservation and management.
Strategy 5.2	Develop data and information management systems as part of a BioInformatics Platform, to ensure data quality, enhance sharing, and promote access and use.	**Activity 5.2.1** Develop and harmonize existing protocols, standards and tools for information management, sharing and access as part of a data sharing and management framework. **Activity 5.2.2** Develop and appropriately deploy relevant capacity to build data information systems, manage information systems and ensure sharing and access **Activity 5.2.3** Avail research information and knowledge to sectors with direct and indirect impacts on wildlife conservation for use in decision-making processes, policy development, and reporting.
Strategy 5.3	Strengthen coordination and implementation of research, monitoring, and modeling of ecosystems and wildlife, climate and land use change, and other threats and opportunities to support effective management.	**Activity 5.3.1** Establish a think-tank made up of an interdisciplinary team of expert advisors to strengthen research coordination and implementation, knowledge sharing, and use. **Activity 5.3.2** Hold a bi-annual conference to bring data producers, managers, and users together to review, plan, and coordinate with the goal of catalyzing innovation, developing new technologies, and spurring investment to promote data collection, sharing, and use for evidence based wildlife conservation and management.

	Strategy	Description	Activity
			Activity 5.3.3 Develop and implement a framework for public-private partnerships in coordination, training and of biodiversity research. Reflect the functions of the institute as stipulated in the wildlife act
Goal 6 Ensure the capacity of individuals, institutions, and communities, including systems, equipment, technology and networks to meet current and emerging challenges in wildlife conservation.			
Strategy 6.1	Identify capacity needs and priorities to support sustainable wildlife conservation and management at all levels.		**Activity 6.1.1** Conduct a collaborative needs assessment and develop a capacity building strategy for supporting conservation and management of wildlife in Kenya with broad support from stakeholders including the public and private sector, universities and colleges, and policy makers.
Strategy 6.2	Support the coordination of training and capacity development in wildlife conservation and biodiversity management through the training institute and a network of partner institutions and exchange programmes across levels and sectors.		**Activity 6.2.1** Establish a task force comprising the Ministry of Tourism and Wildlife, KWS, Conservation NGOs, University, Wildlife Research and Training Institute, NACOSTI and Private sector to develop a five year agenda on research on conservation, management and business opportunities for local entrepreneurs and communities **Activity 6.2.2** Develop curricula with Universities and colleges to initiate a Conservation Leadership Programme (CLP) for individuals, game scouts and communities members to build the next generation of conservation leaders
Strategy 6.3	Implement relevant, appropriate, and dynamic training programmes at multiple levels.		**Activity 6.3.1** Strengthen local institutions and universities to use cutting-edge science to understand the impacts of various drivers (including climate change) on wildlife and natural resources through academic exchange programmes (students and lectures) and collaborations with external universities **Activity 6.3.2** Develop Youth programs for various age classes to inspire and equip the next generation of conservation leaders. This includes - discovering parks for Youth under 15, Enjoying opportunities for 15 -18 years (short term attachments to these institutions) and exploring careers for the Youth for 18 - 35 years (employment in these institutions). **Activity 6.3.3** Promote peer-to-peer learning, knowledge sharing, and documentation of best practices to make local action more effective. **Activity 6.3.4** Pilot the curriculum developed under this strategy.
Goal 7 Develop an effective governance structure and sustainable financing framework to support conservation actions, and improve accountability and transparency.			
Strategy 7.1	Develop effective implementation		**Activity 7.1.1** Develop, review, enact, harmonize, and implement wildlife

	frameworks and monitoring structures for the effective implementation, coordination, and monitoring of the Strategy.	related policies, laws, regulations, guidelines, and plans. **Activity 7.1.2** Develop and Implement a Monitoring and Evaluation System and communication portal for the Strategy to track progress, evaluate impact, and ensure transparency and engagement.
Strategy 7.2	Support the effective coordination and implementation of the strategy at National, county, and local levels.	**Activity 7.2.1** Ensure the effective coordination and implementation of the strategy at National Level. **Activity 7.2.2** Ensure the effective coordination and implementation of the strategy at County Level. **Activity 7.2.3** Ensure the effective coordination and implementation of the strategy at Ecosystem Level.
Strategy 7.3	Identify and develop innovative mechanisms for sustainable financing and distribution of funds to support biodiversity conservation and the implementation of the Strategy.	**Activity 7.3.1** Building the case for conservation finance from within the GoK. **Activity 7.3.2** Establish a National Wildlife Conservation Trust Fund **Activity 7.3.3** Establish an effective wildlife compensation insurance scheme in consultation with the Ministry of Agriculture, Livestock, and Fisheries. **Activity 7.3.4** Map economic flows and values of ecosystem services in order to identify potential markets and payment mechanisms for ecosystem services using information derived from a National Natural Capital assessment (see Goal 5). **Activity 7.3.5** Establish mechanisms for fundraising through conservation events/campaigns/ for conservation programs to net donors, philanthropists and private sector (e.g. Rhino charge, Lewa marathon, etc) **Activity 7.3.6** Explore alternative/innovative tourism options to get more conservation value from tourism, including increased utilization of non traditional areas and reinvestment in communities and conservation initiatives,

Strategy at a Glance

Pillars, Goals, Strategies, Activities, Flagships — National Wildlife Strategy NWS|2030

Inner ring pillars: ECOSYSTEMS, ENGAGEMENT, KNOWLEDGE, SUSTAINABILITY

Conservation Master Plan — Ecosystems, Species, Coexistence

Goals/Strategies: Prioritization (MVCA, Frameworks, Ecosystem Plans), Planning (Secure, Manage, Restore, Increase, Communities, Marine), Protection (Conservation, Species Plans, Monitoring, Guidelines, Interventions, Endangered Species Act, Security Coordination), Catalyze (Increase Effectiveness, Mitigation, Management, Extension, Consolation, Insurance, Anti-venom, Database), IWT, Coexistence (Rapid Response)

Kenyans for Wildlife — Participation, Incentives

Awareness (Curricula, Outreach, Experience, National Competition), Collaboration (Open Space, Engage Private Sector, Award Scheme, National Expo), Outreach, Equitable Sharing & Access (Regulations, Stewardship, Tax Incentives, Sustainability of consumption, Pilot Investment tools, Local Value Addition, Extension Services), Innovative Investment (Employment Opportunities, Investment), Marine & Coastal

Research and Innovation Hub — Knowledge, Data Systems

Research & Innovation Institute (Research Institute, Innovation Hub, Priority Research, Frameworks, Capacity, Communication, Think Tank, Bi-annual conference, Biodiversity research, Needs Assessment), Coordination & Implementation, Prioritize (Five Year Agenda), Coordination (Conservation Curricula, Leadership institutions, Strengthen Institutions, Youth Programmes, Knowledge Sharing, Pilot Curriculum), Dynamic Training, Capacity and Training

Valuing Wildlife — Sustainability, Governance

Finance (Tourism Innovation, Philathropy, Ecosystem Services, Compensation Insurance, National Wildlife Trust Fund, The Case for Conservation), Governance (Ecosystem Level, County Level, National Level)

Legend pyramid: PILLARS, GOALS, STRATEGIES, ACTIVITIES, FLAGSHIPS

KENYANS FOR

WILDLIFE

FOR KENYANS