



2023 Annual Report

Foreword from our CEO

2023 marked a special year for KWCA, as we celebrated our 10th anniversary. In my decade as team leader, I have witnessed many milestones on our journey to mainstream community-led conservation in Kenya; with this year was no exception, with important progress made towards catalysing the growth of conservancies across the country.

2023 was the final year of our current strategic plan and it was satisfying as we assessed our progress to see that we had successfully delivered our strategic objectives. Worth highlighting this year are our important milestones in policy advocacy, where we took an ambitious lead to engage the highest level of decision-making in Kenya to elevate the recognition of the wildlife sector as a key sector in our national development.

Also worth highlighting this year is our deeper and wider engagement with landscape associations through various convening platforms at the national and landscape levels; this has allowed us to scale up our coordination efforts and to connect more meaningfully with our member conservancies on the ground. In

recognition of conservancy rangers' valuable work, we also stepped up our engagement with the Association of Wildlife Conservancy Rangers in Kenya (AWCRK) supporting the development and publishing of their strategic plan.

The Global Biodiversity Framework adopted in Montreal in 2022 sets ambitious new targets to conserve 30% of all the earth's land and sea by 2030. The conservancy network presents an exciting opportunity to expand the land under conservation, with KWCA and its partners aiming to expand the total amount of land conserved by conservancies to 20% of Kenya's total surface area – an ambitious yet achievable target that will benefit, communities, biodiversity and wildlife.

Tackling the root causes of biodiversity loss – including connecting spaces through well-managed conservancies – requires enhanced partnerships. In 2023 we broadened and deepened our engagement with partners, generating greater investments to support our work, and extending our community conservation partnership into Uganda and Tanzania through a partnership with Umoja

Wildlife Conservancies of Uganda and the Community Wildlife Management Areas Consortium. We thank our many partners for their invaluable technical and financial support which has been critical to our achievements to date.

As the KWCA team retreats to re-strategise for our next 10 years, we are emboldened by the strong foundation we have laid over the past 10. Our refined new priorities will be shaped by our mandate, by our niche role as the leader of the conservancy network in Kenya, and by the pressing needs identified by communities. We welcome you to be part of this journey.

As we look forward, our eyes will be focused on programmes that can impact biodiversity loss, whilst also increasing benefits to our most critical environment stewards – the indigenous peoples and local communities who continue to shoulder the major costs of conservation.

We hope you enjoy reading this report which celebrates our highlights of 2023.

Happy reading!



Dickson Kaelo
Chief Executive Officer



By the end of 2023:

195	12	30	9.11m
Member conservancies	Landscape associations	Partners	Hectares of land under conservancies

KWCA in 2023:

Our key achievements at a glance

This year, there were important milestones to celebrate across our focus areas, priorities and projects, with important progress made towards our institutional objectives. In 2023, for example, we influenced 13 policy and legal frameworks, formed important new strategic partnerships, won funding of \$1,331,833 to support 6 new projects, and conducted a range of activities to raise the voice and visibility of conservancies in Kenya.

The lessons learnt from the past years have allowed us to review our vision, mission and values (see numbers on the right), to refine our priorities, and to create a tighter, more focused strategy to guide us through the next eight years (read our 2024-2032 strategy on our website soon).

Read on to learn more about our top highlights of this exceptional year!

Our year in numbers:

12

New conservancy members

122,000

Additional hectares of conservancy land

13

National policy memoranda submitted

8

New funding, implementing, policy and media partners

6

New projects

\$1,331,833

Generated through new funding grants

3

New staff enrolled

4

National conservancy convenings held

8

New institutional policies and strategies developed

4

New conservancy tools / guidelines published



Our Vision

Across Kenya, connected and equitably governed landscapes conserve wildlife and benefit people and communities.



Our Mission

Accelerate the growth of effectively managed conservancies to impact local communities and wildlife positively.



Our Values

Co-existence: We believe people, wildlife, and nature can live together for mutual benefit.

One Voice: We provide a platform for a united voice to champion conservancies' interests.

Resilience: We are focused on ensuring the sustainability of all conservancies in Kenya.

Partnerships: We recognise the value of long-term solid partnerships to accomplish our goals.

Teamwork: We are a robust and passionate team committed to the success of conservancies.

Deepening High-level engagement

KWCA continues to leverage its policy advocacy efforts by establishing new strategic partnerships and supporting Kenyan conservancies through policy, legal and regulatory interventions.

Our 2023 policy highlights

This year:



01. We leveraged our engagement with the State Department of Wildlife – working through the National Treasury’s Sector Committee on Environment Protection, Water and Natural Resources, and using information provided by our landscape associations – to make a strong case to support conservancies and incentivise locally-led conservation. In July, these and other efforts resulted in the State Department of Wildlife allocating KSh 475 million for infrastructural development in 20 conservancies for the FY 2023/4: a landmark achievement!
02. We were invited to join President Ruto and key conservation stakeholders in a presidential roundtable meeting to discuss and identify a way forward for Kenya’s conservation plan. During the discussions, the conservancy model was recognised as a critical tool for conservation and national development. KWCA made a strong case for advancing its members’ priorities, including implementing the Community Land Act of 2016, taking an ecosystem-based approach to conservation, and improving benefit sharing in order to bolster Kenya’s wildlife economy.
03. We brought together landscape association CEOs to meet the new Cabinet Secretary and Principal Secretary from the Ministry of Tourism and Wildlife, and the new Cabinet Secretary from the Ministry of Environment, Climate Change and Forestry (see photo on the next page). We used these meetings to welcome Hon. Soipan Tuya, Hon. Dr. Alfred Mutua, and PS Silvia Museiya to their new roles, to deepen relationships and discussions on how to incentivise locally-led conservation, reduce human wildlife conflict and push for partnerships and investments for locally-led conservation.
04. We cemented our partnership with the Pastoral Parliamentary Group, and now have our policy advocacy agenda reflected in their 2023-7 strategic plan. That includes fast-tracking implementation of the Community Land Act of 2016, reviewing and amending the Wildlife Conservation Act of 2013, building recognition of the vital role of pastoral communities in wildlife conservation, and amending the Natural Resource Benefit Sharing Bill of 2022 to ensure adequate benefits for the pastoral communities who live in the rangelands that host the majority of wildlife.
05. We concluded our MOU with the Council of Governors; this is now ratified by the Committee of Wildlife and Tourism. The MOU aims to strengthen the engagement of county governments, to increase their participation in ecosystem plans, to facilitate peer-to-peer learning on community conservation, and support wildlife conservation on community and private lands.
06. We submitted a memorandum with policy recommendations for the Climate Change (Amendment) Act of 2023, three of which were adopted. The Act introduces carbon market regulations, recognises community land rights and ownership in its benefit-sharing model, and enhances social safeguards such as Free, prior and Informed Consent (FPIC).

Other meaningful policy achievements:

01. We hosted the fifth National Conservancy Leaders Policy Conference, during which we created awareness on social safeguards and national policy issues impacting community conservation, and also linked conservancy leaders with ministerial leaders to better address policy gaps.
02. We joined a land sector consortium – with the State Department of Lands, the National Land Commission, Namati and Natural Justice – to develop a joint guide on the community land registration process. This will support Community Land Management Committees (CLMCs) to understand their roles and functions as per the Community Land Act of 2016. Through this partnership, KWCA will link conservancies with the State Department of Lands to follow due process on community land registration and land use planning.
03. We represented indigenous peoples and local communities (IPLCs) living with wildlife at the CITES COP in Panama. KWCA was adopted into the CITES Intersessional Working Group on Livelihoods and Community Engagement and together with KWS jointly developed the IPLC questionnaire to effectively engage IPLCs in CITES processes and support their livelihoods.
04. In March, in partnership with The Nature Conservancy, we convened conservancy representatives to validate and recommend strategies to inform the National Human Wildlife Co-existence Strategy and Action Plan. A memorandum proposing conservation mitigation strategies was jointly submitted by the conservancy network to the State Department of Wildlife.
05. We established a relationship with Kenya Public Policy Research and Analysis (KIPPRA), engaging in a panel discussion during their sixth Annual Conference to discuss how communities in arid and semi-arid areas can generate benefits through nature-based enterprises and secure land tenure rights.

Key memoranda and oral submissions submitted by KWCA at the national and county levels

01. Natural Resources Benefit Sharing Bill, 2022
02. Wildlife Conservation and Management (Amendment) Bill No.3 of 2023
03. Wildlife Conservation Trust Fund Regulations, 2023
04. Draft National Green Fiscal Incentives Policy Framework
05. Carbon Markets Draft Regulations, 2023
06. Climate Change (Amendment) Act 2023
07. National Human-Wildlife Co-existence Strategy and Action Plan
08. Human-Wildlife Conflict Enquiry Departmental Committee on Tourism and Wildlife
09. Presentation on conservancy funding allocation to the Baringo County Community Conservancies Bill, 2021
10. Narok County Proposed Conservancies Bill
11. Nakuru County Valuation and Rating Bill, 2023
12. CITES Intersessional Working Groups on Livelihoods and IPLC engagements
13. Tax (Donations & Charitable Organisations Exemptions) Rules, 2023



Progressing Policy:

We will be pushing next year for review of the Wildlife Conservation and Management Act, to implement the Community Land Act 2016, and explore opportunities aligned to the new climate change laws.

Our year in numbers:

6

Policy platforms attended/convened by KWCA

5

New policy partnerships established

13

Memoranda submitted

12

Strategic policy and legal frameworks influenced

475m

Government funding generated for 20 conservancies



Convening Networking and learning platforms

Our 2023 highlights

A key milestone of 2023 was the return of the **National Conservancy Managers Conference** after a five-year hiatus due to COVID and funding challenges. The conference brought together over 170 managers to network, strategise, share lessons, and discuss governance, durable financing and other key priorities. Watch our [video](#) of the conference to learn more about the best practices and opportunities identified by the plenary.

Other gatherings this year took place in March, when we hosted 239 partners at the **National Conservancies Leaders Policy Conference** and the **National Conservancies Women Forum**. These assemblies allowed us to network, share information and experiences, to discuss policy priorities, social and gender safeguards, and how to integrate human rights principles – such as Free, Prior and Informed Consent – into conservancy development processes.

Connecting to conservation partners through special event allows us to network with partners, disseminate information, and raise recognition, support and funding for community-led conservation. This year we celebrated International Women’s Day, Youth Day and Biodiversity Day with our partners AET, Olerai Conservancy, and the Directorate of MEAs (see our Communications section below for more details).

Our year in numbers:

170+

Key partners brought together at the National Conservancy Managers Conference

239+

Key partners brought together at the National Conservancies Leaders Policy Conference

35+

Key partners brought together at the National Conservancies Women’s Forum

42

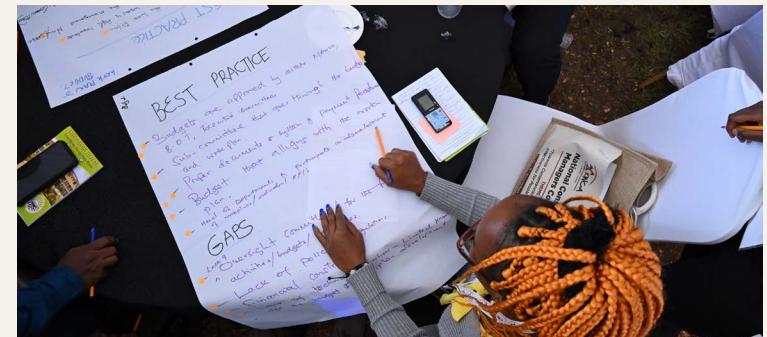
Rangers brought together at the Association of Wildlife Conservancies Rangers’ AGM

288

Reached through events to celebrate 3 International Days



Rangers are the backbone of community conservation yet often the unsung heroes of wildlife work. KWCA works to improve the skills, capacities and working conditions of rangers, and to strengthen provisions and protections for the men and women who carry out this critical work. In November, we supported the Association of Wildlife Conservancies Rangers in Kenya to host their third AGM, develop and publish their Strategic Plan and launch their Women’s Forum, as well as providing training on community safeguards, gender safeguards and human rights principles.



The National Conservancy Managers Conference was hosted this year by KWCA and Sustain East Africa, with financial support from USAID, The Nature Conservancy and LGT Venture Philanthropy.

Collaborating with landscape associations

This year, we continued our collaboration with the 12 landscape associations and provided practical technical, and capacity-building support to conservancies.

Our 2023 highlights

01. We formalised the Landscape Association CEO's Forum and identified the chairperson.
02. We built the institutional capacity of three associations (AET, TTWCA, and BCCA) providing policy advocacy (through USAID's Kenya Conservation Policy - Local Works Project) and supporting the development of safeguarding policies and gender training (through the USAID-IUCN RISE project and The Nature Conservancy).
03. We supported NECA's board governance training and AGM. The nascent NECA provides an opportunity to expand conservation into marginalised North Eastern Kenya, where communities currently have limited options to participate and benefit from conservation.
04. We held a governance workshop for 33 community leaders from 10 potential, emerging, and proposed conservancies in central Kajiado, in partnership with the Ramat Wildlife Society. The workshop enhanced capacity on governance, management and benefit-sharing arrangements, and six of the conservancies have subsequently become official members of KWCA.
05. We facilitated a learning visit to Samburu for Environment and Wildlife Chief Executive Committee Members from four other counties (Narok, Baringo, Kajiado and Taita Taveta) and their respective landscape Associations. During their trip, the members learnt about the Community Conservancies Fund there, as well as the enactment of the Samburu County Community Wildlife Conservancies Association Act of 2018. Samburu is the only county to date to have enacted a progressive model to engage and grow community conservancies, and the visit allowed members to learn from **Samburu how to fast-track their own county-specific** bills to fund conservancies, as well as to identify gaps, share experiences and lessons learnt. Baringo is the first county to have now started the drafting process for conservancy financial support.
06. We supported Marsabit Conservancies Association (MAWICA) to build their board governance capacity, and conducted governance and management training for four conservancies under the umbrella association.
07. We brought together focal point communication officers from across the conservancy network to foster peer learning and enhance joint communications efforts; these will be further enhanced by the landmark National Conservancies Communications Forum, established in October.



Enhancing collaboration and sharing information across borders



Community conservation in East Africa is growing, and umbrella institutions such as KWCA in Kenya, the Community Wildlife Management Areas Consortium (CWMAC) in Tanzania and the Umoja Wildlife Conservancies of Uganda (UWC) provide exciting platforms to collaborate and learn from each other.

The Uganda conservancy movement is relatively new but very promising, currently with around 16 conservancies across three landscapes (Kidepo, Murchison and Bunyoro). After our learning visit to Uganda in 2022, KWCA and UWC established a partnership aimed at sharing experiences and lessons to better realise conservation and community development outcomes in Kenya

and Uganda. Building on this, in March we hosted representatives from the UWC at our National Conservancy Leaders Policy Conference and 10th AGM in order to learn and share best practices.

In July, we also facilitated a week-long learning visit for landscape association CEOs to Tanzania to enhance collaboration, planning, monitoring and information sharing across the border. The CEOs learned about Tanzania's Wildlife Management Area model (closely related to the Kenyan conservancy model) through CWMAC, as well as the management effectiveness tools implemented by Honeyguide, and now have strengthened collective capacity for conservation action.

Expanding the conservancy model into new landscapes in Southern Kenya



KWCA continues to explore new ways to expand the conservancy network into new areas and landscapes, and this year, worked with five landscape associations – MMWCA, SORALO, AKWCA, AET and TTWCA – to catalyse learning and coordination in southern Kenya.

Southern Kenya comprises three transboundary counties (Narok, Kajiado and Taita Taveta). These richly biodiverse counties together form Kenya's most significant wildlife hotspot, but are under increasing pressure from a growing human population, land fragmentation, fencing and degradation, and expanding / competing land use options.

This year we partnered with the Narok-Kajiado Economic Bloc (NAKAEB) and Ramat Wildlife Society to update and review the map of southern Kenya, carrying out community participatory mapping exercises in 11 former group ranches in three locations (Kajiado Central, Kajiado West and Loita). This helped map wildlife corridors, livestock market routes, and identify 34 operational, emerging, and proposed conservancies / conservation areas. It also helped showcase the status of conservancies and tourism opportunities, and led to the proposed creation of the Mara East Landscape. The landscape provides a huge livestock market economy but the communities who have announced their intention to dedicate their lands to conservation will require governance and coordination support going forward.

The work above (supported financially by Maliasili), contributes to the Southern Kenya Landscape project, which seeks to open up new conservation areas and corridors and establish a tourism circuit linking the Maasai Mara and Amboseli ecosystems. an outcome that could significantly enhance wildlife connectivity within the southern landscape.

Our impact and support for Landscape Associations (LAs)

Our year in numbers:

\$207,116

Sub granted to LAs and conservancy support organizations

7

LAs supported to develop internal institutional policies and strategies

6

LAs sub granted to enhance institutional capacity

6

Peer learning visits facilitated for LAs

12

Emerging and potential new conservancies mapped in Kajiado Central

4

Landscape Association CEOs for held

25

Governance/ leadership trainings held for senior LA/conservancy members



There were several notable milestones in 2023 for individual landscape organisations: MMWCA celebrated its tenth anniversary with a [spectacular event](#), and we also saw the gazettment and launch of the Greater Maasai Mara Ecosystem Plan, Maasai Mara National Reserve Management Plan and Narok County Spatial Plan: three critical policies to strengthen conservation planning across the Mara ecosystem. (Photo credit: MMWCA)

We partner with **12 Landscape Conservancy Associations**



Advancing Climate Resilience

KWCA works to promote climate resilience and adaptation, and is involved in an array of activities, interventions and working groups to support that at both the national and international levels. These efforts have increased tremendously this year.

Our 2023 highlights

This year:

01. We recruited a climate change officer, Carol Gathu, through our partner LGT Impact Fellowship, to lead the development and implementation of KWCA's climate change and carbon strategies.
02. We continued to implement our UK PACT project – Accelerating REDD+ in Kenya for Equitable Climate Mitigation and Benefits – in partnership with Conservation International, Kieti Law and ILEPA. Through the project, we co-developed a carbon/REDD+ training manual, rolled out a three-day training for trainers, and strengthened the capacity of 26 county officials and 6 landscape associations on carbon and REDD+.
03. We became a member of the Kenya Climate Change Working Group Network, through which we supported the review of the National Climate Change Action Plan (NCCAP II 2018-2022) and provided inputs into its successor (NCCAP III), which will help shape Kenya's priorities for the wildlife and tourism sectors going forward.
04. We hosted three fora for conservancy stakeholders to discuss and contribute to the drafting of the National Climate Change (Carbon Markets) Regulations of 2023 memoranda.
05. We collaborated with Sustain East Africa to develop a carbon credit guide for conservancies (to be finalised in the first quarter of 2024).
06. We participated with our network of conservancies in the Africa Climate Summit and Africa Climate Week. This culminated in the adoption of the Nairobi Declaration, which calls for a more harmonised approach to climate action across the continent. KWCA partnered with The Nature Conservancy to co-host an exhibition stand and also hosted a panel discussion on 'Building Community Resilience through Wildlife Conservancies.' Members of three landscape associations (MMWCA, TTWCA, and NRT) sat on the panel to share experiences and lessons learned from climate adaptation and mitigation initiatives in Kenya.
07. Climate change was also the focus of this year's social media campaign #WildAboutLife (see below), as well as a key focus of our communications work. [Check out our recent articles on building climate resilient futures for EA communities](#) and the [rights of local communities in carbon trading](#), as well as our webinar on the [carbon and biodiversity markets](#).





Our year in numbers:

170

Conservancy leaders sensitised on the new national carbon markets regulations

26

County officials and 6 landscape association members trained on / REDD+

4

Landscape associations provided with technical support on carbon contracting

3

Climate change action plans developed for landscape associations

15

Of our member conservancies supported to participate in the Africa Climate Summit

2

Landscape association CEOs supported to participate in UNFCCC COP28 in Dubai

500+

Tree seedlings planted to restore degraded rangelands



In November, we marked Kenya's first [#NationalTreeGrowingDay](#) by planting acacia tree seedlings in Rimpa Wildlife Conservancy. These and thousands of other interventions around the country support our national goal of planting [#15BillionTrees](#) by 2032.

A stronger KWCA

Enhancing our team, strategies, policies and operations

We end 2023 in a stronger position than ever, with better capacity to support, sustain and strengthen our members, influence national policy, and drive the conservancy movement in Kenya and beyond.

By December, we had completed the development of our new eight-year Strategic Plan (2024-23), with support from our partners, Maliasili. This sets out our nuanced vision, mission and values (see page 2) and new organisational priorities and goals, to which our annual plans are now aligned. Over a two-day workshop we also reviewed and revised our new [Communication Strategy](#) (2023-2025) which will guide our work over the next three years.

By year's end, we had also strengthened our organisational safeguards and controls with 11 new/improved policies and strategies, and onboarded three new team members to better support our work. A big karibu sana to Caroline Gathu (our new Climate Change Officer), Nancy Neema (GIS Officer) and Jacob Tukai (Landscape Coordinator)

Our year in numbers:

95%

of staff retained

3

New staff recruited

19

Current staff (53% female)

11%

New/improved organisational policies

10

Staff trainings held

New staff members:



Caroline Gathu
Climate Change Officer



Nancy Neema
GIS Officer



Jacob Tukai
Landscape Coordinator

Looking ahead:

We also plan to recruit four new staff to address capacity gaps, governance and membership support and upgrade our operational, GIS, monitoring and evaluation systems.

Including the excluded

An essential part of KWCA's work is fostering the inclusion of women and youth, who have long been excluded from owning, managing or benefiting from communal land. We made important progress in this regard in 2023.

Advancing women's inclusion — our 2023 highlights:

01. KWCA won USAID's Resilient, Inclusive and Sustainable Environments (RISE) grant challenge award for the second time. This allows us to advance our work on gender by addressing harmful social, cultural and gender norms that hinder effective participation of women in conservancies. The project engages men as gender champions in conservancies and supports women's economic empowerment initiatives to accelerate action to reduce gender-based violence (read [here](#) how ending gender violence can help deliver conservation goals.)
02. We brought together partners to learn, network, strategise and plan at the **National Conservancy Women's Forum**, at the **National Conservancy Women's Rangers Forum**, as well as supporting the establishment of three landscape/conservancy-level women fora. Such empowering platforms build women's confidence, skills and abilities in conservancy leadership and management, and bring together key actors (conservancy chairpersons, board members, managers, rangers and gender officers) to network and strategise on improving women's participation in conservancy decision-making structures.
03. In August, through the USAID-IUCN RISE project and in partnership with IFAW, we supported 17 women from Taita Taveta and Amboseli to visit their peers in the Northern Rangelands Trust (NRT) for three days, to learn about product diversification, market requirements and different business approaches/ models of nature-based enterprises. The women also interacted with Village Savings and Loans Associations (VSLA) and saw first-hand how women in the NRT are economically empowering themselves. Watch our short video of their transformational visit [here](#).
04. We influenced gender responsiveness in sustainable wildlife management through our participation in two international fora: the 25th meeting of the Subsidiary Body on Scientific, Technical and Technological Advice of the Convention on Biological Diversity (hear about Gender Officer Joyce Peshu's experiences [here](#)), and the Women's Caucus Stocktake on CBD Intersessional meetings, which helped to strengthen linkages between gender and the environment.
05. Our documentary of conservancy women raising their voices at IUCN's Africa Protected Areas Congress was published and can be watched [here](#).



Our year in numbers:

170

Conservancy managers trained on gender equity in conservancies

17

Women facilitated to participate in economic empowerment learning visits

48

Community dialogues conducted reaching 256 (161 women, 95 men)

170

Conservancy women trained on leadership and/or business development skills

579

Women and men (385, 194) directly reached by the RISE project

4

New women fora established, 2 in landscapes (Taita Taveta and Amboseli) and 2 in conservancies (Lumo and Dawida)

114

(62 women and 52 men) trained to advance gender equality and women's empowerment in conservancies

Engaging young people — our 2023 highlights:

- 01. We hosted the second National Conservancies Youth Forum to validate our youth strategy. We sincerely thank the young people from 11 landscape association who attended our consultative workshop in Kajiado County, and brought their energy, passion and fresh ideas to strengthen and validate our strategy!
- 02. We finalised our [youth engagement](#) strategy, after extensive consultations. The strategy provides a framework to guide our members and ensure that the voices and interests of young people are represented in conservancy policies, governance, management and benefit-sharing plans.
- 03. These initiatives — together with our national youth-led campaign on climate change and events to mark International Youth Day – have helped engage rural and urban young people, and catalysed conservation action around the country.

Our year in numbers:

35

Attended the National Conservancy Youth Forum

35

Conservancy youth reviewed and validated our youth engagement strategy

77

Youths from 6 conservancies supported to visit climate-resilient projects in 3 landscapes

2

New conservancy youth fora established in Lumo and Dawida



Anita Soina,
Global Youth Champion,

“

I have witnessed first-hand the impact [the #WildAboutLife campaign] has had on raising awareness and educating people about climate change. It has sparked important conversations and encouraged individuals to take action in their own ways ... I believe the ripple effect of this campaign will continue to be felt for years to come.

#WildAboutLife: engaging communities and young people



Our youth-led social media campaign – #WildAboutLife – is intended to sensitise young people to the unique resources on their doorsteps and catalyse the next generation of conservation champions. This year our campaign focused on climate resilience, and successfully increased community engagement, with #WildAboutLife trending on Twitter. [Watch here.](#)

Enhancing Effective Communications

We use strategic communications to promote the KWCA brand, raise awareness of conservancies, and foster more strategic engagement on wildlife and community-led conservation.

Our 2023 policy highlights

This year:

01. We supported conservancies with a plethora of new publications, including guidelines and factsheets. These are intended to provide information, create community awareness, promote safeguards and respect for human rights, and ensure that conservancies have the requisite skills to manage and govern effectively.
02. We reviewed our communication strategy – in partnership with Maliasili – to include joint communications and collaborations with landscape associations.
03. We partnered through **Internews via Earth News Journalism Network to hold a media workshop for 11 East African journalists** to improve their storytelling skills on community-led conservation. This amplified KWCA’s voice with media coverage increasing in key outlets (e.g. NTV Uganda, Uganda’s *Daily Monitor*, Kenya’s *Daily Nation*, *The East African*, and *African Science*).
04. We partnered with our Tanzanian and Ugandan counterparts (CWMAC and UWC) in a joint op-ed for the East African to share experiences of engaging communities in climate adaptation and mitigation strategies. You can read the article [here](#).
05. We provided communication support to AKWCA, helping the association to strengthen their branding, redesign their website, and design / publish their Strategic Plan and State of Conservancies report.

Our year in numbers:

This year we increased our voice and visibility to educate and inform conservancies, and to increase media coverage through:

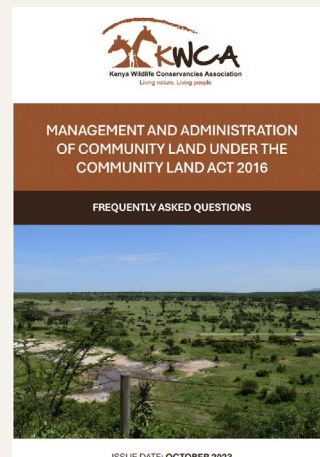
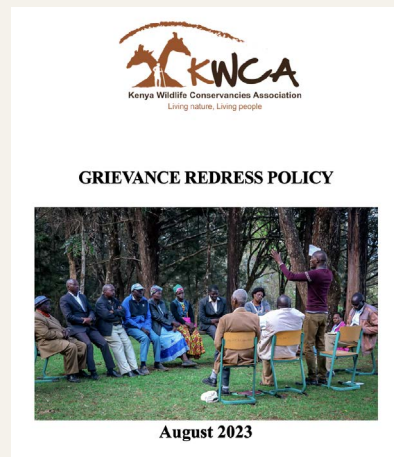
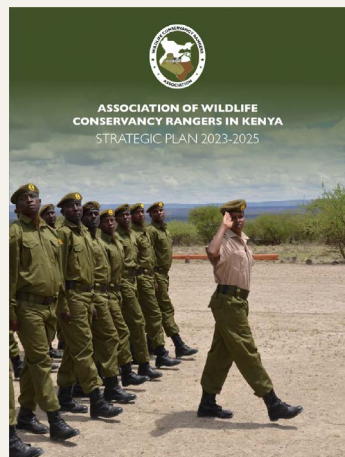
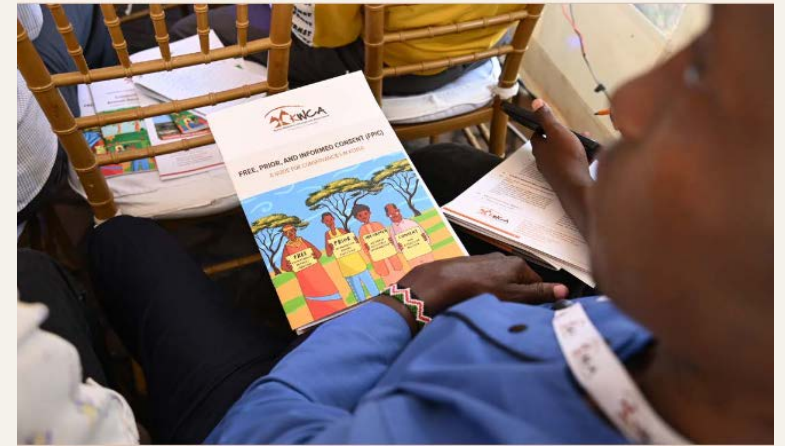
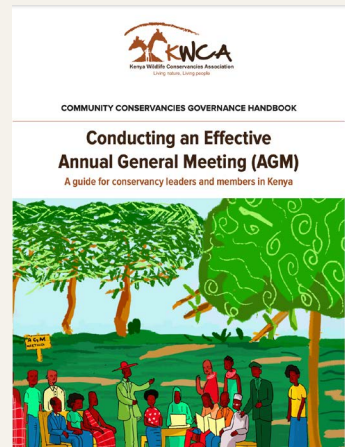
7	10	7	17	KSh 300,000+
New conservancy tools (4 factsheets, 3 guidelines)	Short videos produced on climate action in conservancies	Short documentaries produced for projects	Media articles and blogs	Disbursed to journalists for story grants
7 major programme events, conferences, expos and launches held to create awareness on conservancies				

Our followers, subscribers and friends:

 5,000+	 12,600+	 380
 4,500+	 2,300+	25% Growth in social media reach and engagement



Publications



“
The AGM Handbook is a resourceful tool for me. It provides a clear step-by-step process of how to engage all shareholders and ensure everyone feels included in a transparent and accountable way.”

William Mzughula,
Chairperson of Dawida Conservancy

Partnering for Results

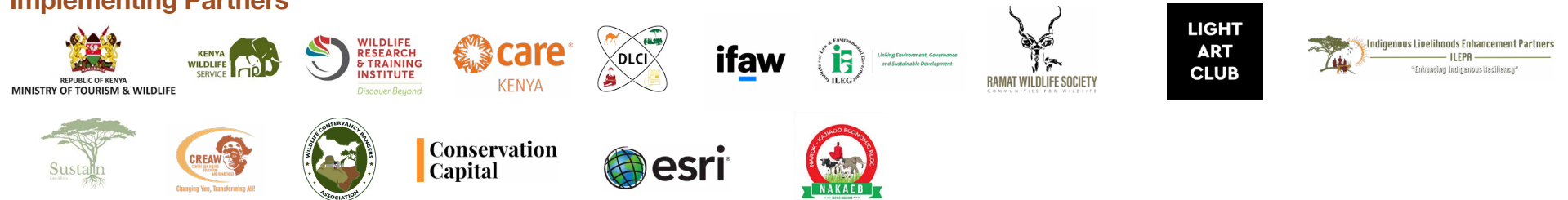
The Kenya conservancy model is gaining recognition locally, nationally and internationally, and we're proud of what we achieved in 2023. Our work is aligned with Government strategies and planning processes – including the Vision 2030 and the Bottom Up Economic Transformation Agenda (BETA) plan – and also contributes to international development frameworks, supporting the sustainable development goals and the new CBD Global Biodiversity Framework targets.



Funding Partners



Implementing Partners



Networking Partners



We gratefully acknowledge the kind and generous contributions of our funding and collaborating partners who are helping us support community-led conservation in Kenya.

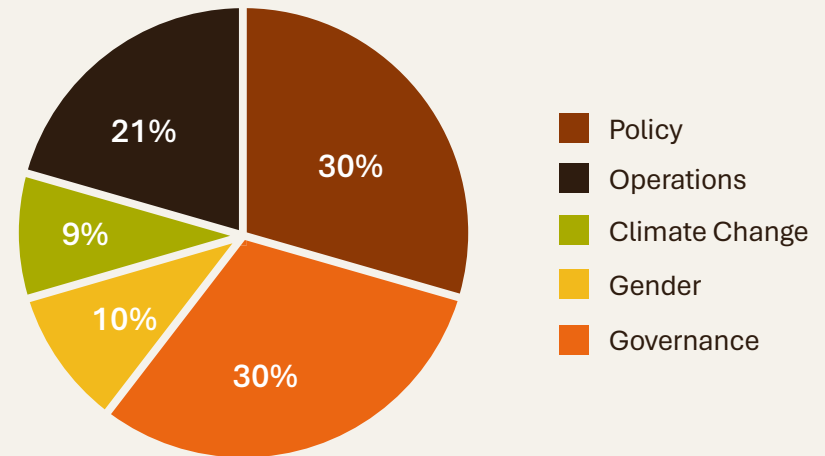
Sustainable Financing

In 2023, KWCA programmes were supported by 13 funding partners, with \$1,331,833 channelled to implement 16 projects intended to enhance our operations, promote gender equity, improve conservancy governance, and enhance our policy advocacy efforts.

KWCA has benefitted from multi-year partnerships in support of our work which have yielded incredible results. We are grateful for the financial support and the collaboration.

We also recognise efforts by the Kenyan government and our long-term partner The Nature Conservancy (TNC) to roll out the Project Finance for Permanence (PfP) to tackle Kenya’s biodiversity and climate change crisis. Through the PFP, partners – including KWCA – will work to accelerate sustainable conservation financing.

KWCA has developed a private-sector engagement strategy to further diversify cross-sector collaborations for a more effective approach to advance our work. In 2023, we also started the process of designing a Kenya Conservancies Fund, a small grant facility to enable conservancies to develop effective programmes, manage operations and create income-generating activities. The structure of the facility will be completed in the first quarter of 2024 and thereafter commence fundraising efforts.



KWCA's 2023 financials

16 Projects implemented

6 New project grants secured

\$1,331,833 of new funding secured

Achieving financial stability – for KWCA and its conservancies – will be a major push of 2024 and entail the operationalisation of the Kenya Wildlife Conservancies Foundation (KWCF), the establishment and the operationalisation of the Kenya Conservancies Fund, the set up of KWCA’s endowment fund, as well as efforts to unlock private sector investments in conservancies, continue fundraising efforts for the community conservation hub and increase KWCA’s funding base.

Community Conservation Hub



KWCA has embarked on an ambitious journey to build a \$5.7 million hub that inspires, champions and tells the story of community-led conservation in Kenya. The Hub will promote knowledge transfer and shared learning for conservancies, and have multipurpose work spaces. If you would like to contribute to the Hub or learn more about it, please send an email to ceo@kwcakenya.com.



Kenya Wildlife Conservancies Association

Living nature, Living people

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