



KENYA CONSERVANCIES INVESTMENT FORUM (KCIF)

THEME: UNLOCKING INVESTMENTS
FOR SUSTAINABLE CONSERVATION

Join us at the 2nd KCIF 2025
13th & 14th August 2025
Emara Ole Sereni, Nairobi, Kenya

Be part of the movement bringing sustainability to Kenya Conservancy Network



WHY INVEST IN CONSERVANCIES

“Conservancies offer levers to boost and diversify economic activities.

World Bank 2019

Wildlife conservancies have become critical engines for conservation and community development - safeguarding biodiversity, supporting local livelihoods, and enabling landowners to coexist with wildlife. Today, conservancies protect over **11%** of Kenya's land and generate vital income for local communities, with tourism contributing approximately **65%** of their annual revenue, covering essential costs such as conservation programs, land lease payments, and salaries, this forum is designed to scale and sustain this impact.

Wildlife in Kenya, especially in the North of the country, represents a lucrative economic asset whose contribution has been underestimated and potential unrealized. Converting habitats and dissecting wildlife migration corridors diminish populations, tourism appeal, and the earning potential of natural assets in ways that are often irreparable and irreversible.

It is estimated that every dollar invested in conservation and wildlife tourism could generate benefits that range from **\$3 to \$20**, with returns that increase with the level of investment. Each dollar invested in a conservancy generates on average a GDP increase of **\$1.51** and a multiplier effect of **\$3.02 - \$4.41**. The investment in tourism offers high payoffs with the promise of igniting economic activity in ways that also contribute to environmental sustainability in an arid area with geographic constraints.

THE KENYA CONSERVANCIES INVESTMENTS FORUM 2025

A national platform linking communities with private sector investments

The 2025 Conservancies Investment Forum, convened by the Kenya Wildlife Conservancies Association (KWCA) with support from WWF-US through the GEF-funded Africa Nature-Based Tourism Platform (ANBTP), builds on the momentum of the 2022 forum to deepen dialogue, strengthen the enabling environment, and position conservancies as viable and compelling investment destinations.

This year's forum is more than a national convening, it is a regional platform, bringing together ANBTP partners and stakeholders from Tanzania, Uganda, Mozambique, and Namibia to exchange lessons on financing nature-based enterprises, creating investor-ready landscapes, and building public-private-community partnerships.

The forum provides a platform for Kenya's conservancies and landscape associations to accelerate their economic ambitions by profiling investment opportunities and showcasing to a network of investors keen on social and biodiversity outcomes from their investments. The Forum seeks to spotlight tourism opportunities; facilities, activities and other nature-based enterprises that are investment ready with a goal to spur economic well-being of the rural based indigenous and local communities. The forum is designed to unlock investments in Kenya's Rangelands which constitute **80%** of the country. The forum will position emerging destinations as prime investment hubs and connecting investment ready opportunities with Kenya's and the global private sector.

Held under the theme “**Unlocking Investments for Sustainable Conservation**”, this convening challenges stakeholders to reimagine conservancies as not only conservation anchors, but as bankable enterprises, climate solutions, and cornerstones of Kenya's green economy. It is both a convergence and a **Call to Action:** To Unlock Growth, Catalyze Sustainable Financing, and Make Conservation a Driver of Prosperity.

WHAT WE SEEK TO ACHIEVE

Building on our first conservancies investment forum 2022, the 2025 forum seeks to profile and showcase investment ready opportunities and establish linkages between these opportunities and the private sector with a goal to initiate partnerships arrangements that will be pursued in the coming period.

ATTENDEES

- Conservancy representatives from various landscapes
- Representatives of conservancy Associations at local and national level
- Conservancy Investors
- Conservation Non-Governmental Organizations supporting conservancies' sustainability
- Government Ministries and Agencies in the tourism, wildlife and environment sectors
- Policy makers from county and national governments
- Financial institutions
- Development partners
- Media
- Consulting firms
- Africa Nature Based Tourism implementing partners

AGENDA

DAY 1

Wednesday, 13th August 2025

07:30

Registration and Exhibition stands open

Light refreshments available, chance for informal networking and visit to the exhibition stands

08:30 - 09:00

Introductions and Welcome Remarks

- Welcome and introductory comments from the facilitator, forum objectives
- Introductions

09:00 - 10:00

Presentations (15 mins each plus 5 min Q&A)

- **Marketing unique tourism experiences in Kenya:** June Chepkemei, CEO Kenya Tourism Board
- **Guiding and Prioritizing Investments into Kenya's Conservancies:** CEO, Kenya Wildlife Conservancies Association
- **Linking Community Enterprises to funding opportunities:** Nikhil Advani, WWF-US & ANBTP

10:00 - 10:20

Keynote Address:

- Cabinet Secretary, Ministry of Tourism and Wildlife Hon. Rebecca Miano

10:20 - 10:40

Health Break & Group Photo

Tea/ coffee/juice/ pastries served, a chance for participants to visit the exhibition stands

10:40 - 12:15

Conservancies Pitching Session: Investment Opportunities in Conservancies (10 Mins each)

- **Expansive Tsavo:** Investment opportunities in the imposing views of Taita Taveta
- **Destination Laikipia:** Kenya's Best Kept exclusive Safari secrets
- **Explore the Big North:** Opportunities in the unchartered northern Frontier
- **Wildlife and Culture Rich Southern Kenya:** The Greater Mara and Amboseli
- **The untouched Baringo:** The Heart of the Rift Valley, human origins, and geo-sites

12:15 - 12:45

Plenary Session

An opportunity to ask questions, clarify issues, and receive feedback

13:00 - 14:00

Lunch

Lunch is served at the hotel restaurant, an opportunity to network informally and visit the exhibition stands

07:30 - 18:00

Exhibitions

The exhibition space will open from 7:30 and run until 6 pm with opportunities for participants to network with the exhibitors before forum opening, during break and the entire afternoon. Exhibitors are carefully selected from the network of Kenya's conservancies to showcase scalable opportunities across different conservancy value chains. Conservancies are social enterprises that adopt multiple land use options to generate resources needed for conservation management and providing benefits to the local communities. Typical income

generating activities employed included livestock production, ecotourism, carbon credits, bee-keeping, art works e.g. beadworks, conservation agriculture.

The following are among the invited exhibitors.

1. ECO-TOURISM

Kenya aims to attract 5 million tourists annually by 2027, presenting a significant opportunity for wildlife conservancies to diversify the country's tourism offerings and enhance visitor experiences beyond the traditional wildlife safari destinations and beach tourism. The exhibition stand will spotlight best practices from tourism investors, conservation NGOs and communities that have successfully invested in eco-tourism infrastructure to support the long-term sustainability of conservancies. It will also feature selected landscape conservancy associations and conservancies showcasing innovative community-investor partnerships and land leasing models that promote inclusive, responsible tourism investment aligned with conservation goals.

1. Ecotourism Exhibitors:

- Africa Wildlife Foundation (AWF)
- Northern Rangelands Trust (NRT)
- Saruni Basecamp Explorer

2. LIVESTOCK VALUE CHAIN

Livestock remains the largest contributor to household incomes for the majority of Kenya's pastoral communities. Livestock is also a key economic and ecological pillar for conservancies that integrate livestock-wildlife land uses. It not only provides a primary livelihood for pastoralist communities, but when well-managed, it supports healthy rangeland ecosystems that sustain both wildlife and livestock. By investing in livestock enterprises such as seasonal grazing systems, livestock markets and value-added processing products such as milk and leather, investors can unlock significant returns while contributing to improved community incomes, food security, and land restoration achieving both conservation and economic goals. The Forum will feature selected conservancies and Landscape Associations showcasing opportunities across livestock value chains.

Livestock Exhibitors:

- Boran Beef enterprise at Ol Pejeta Conservancy
- Tannery Project by Taita Taveta Wildlife Conservancies Association
- Holistic Management Approach at Enonkishu Conservancy

3. CARBON CREDITS

Conservancies manage vast natural landscapes with high carbon storage potential, making them ideal for nature-based carbon projects. Investing in carbon credits offers a unique opportunity to support climate action while generating sustainable income for community conservancies. Recent policy reforms in Kenya including their amendment of the Climate Change Act to include Carbon Markets, Enactment of the Carbon Markets Regulations and the launch of the Carbon Market registry opens a new door for more transparent and high-quality carbon projects.

The exhibition stand will highlight challenges, emerging investment opportunities and successful models that combine climate impact with community benefits.

Carbon Credit Exhibitors:

- Biodiversity Credits by Earth Acre
- Chyulus Hills Project by Conservation International and Maasai Wilderness Conservation Trust
- Northern Kenya Grasslands Project - NRT
- Carbon Market Policies: Regulations, Carbon Guide for conservancies by KWCA

4. NATURE BASED ENTERPRISES

Nature based enterprises in conservancies such as beekeeping, basket weaving, and beadworks empowers women and youth and supports their livelihoods while reinforcing conservation goals. This exhibition stand will showcase successful community-led initiatives that demonstrate how small-scale, eco-friendly businesses can thrive within conservancies, how to maintain markets and contribute to long-term social, economic and ecological resilience, and why they must be scaled from small enterprises to large scale social businesses

Nature Based Enterprises Exhibitors:

- Beekeeping - Agriwell, Maa Trust, Kiborit and Mangar Conservancies
- Beadworks - NRT BeadWORKS and The Maasai Brand
- Basketry- Taita Taveta Wildlife Conservancies Association

5. CONSERVATION AGRICULTURE

Conservation agriculture and climate smart agriculture is an emerging enterprise in conservancies offering solutions for enhancing food security and restoring degraded lands in the rangelands. Climate smart agriculture practices such as minimal soil

disturbance, crop rotation, and organic soil enrichment enhance productivity while preserving biodiversity and ecosystem health. This exhibition stand will highlight best practices and opportunities for scaling conservation agriculture as a nature-positive enterprise in conservancy areas.

Conservation Agriculture Exhibitors:

- Mushroom farming using elephant dung by Wyss Academy for Nature
- Climate Smart farm by Shurr Conservancy and WWF-Kenya
- Somali Giraffe Project by Somali Giraffe Foundation
- Crops for Coexistence project by Mara Elephant Project

18:00 - 19:00

Networking Cocktail

Participants are welcome to join us for complimentary drinks, bitings and networking.

DAY 2

Thursday, 14th August 2025

Emerging Opportunities, Insights, and Lessons

09:00 - 09:30

Spotlight: Conservancy Investment Readiness Plans

Emerging opportunities Including: eco-lodging, Cultural tourism,

Presenter: Confrey Alianji – Alibi Design Ventures

09:30 - 10:30

Panel Discussion: Africa's Investment Landscape – What Conservancies Can Learn

Moderated by: Africa Nature-Based Tourism Platform (ANBTP)

Contributions from: Namibia, Uganda, Mozambique, Tanzania and Kenya

Moderator: Nikhil Advani

10:30 - 11:00

TEA/COFFEE BREAK

11:00 - 11:30

Peer Learning Case Study: Preparing Conservancies for Private Sector Investment

Namibia's NACSO Model

11:30 - 12:00

Plenary: Charting the Way Forward –Partnerships and Private Sector

Facilitated discussion

12:00 - 12:30

Closing Ceremony & Networking Lunch

Remarks by: KWCA

12:00 - 12:30

LUNCH
