KWCA
Kenya Wildlife Conservancies Association
Living nature, Living people

Youth Engagement Strategy 2023



Acknowledgement

Produced and published in 2023 by
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The development and printing of this guide was made possible with financial support from USAID Kenya through the Kenya Conservation Policy Local Works Program.

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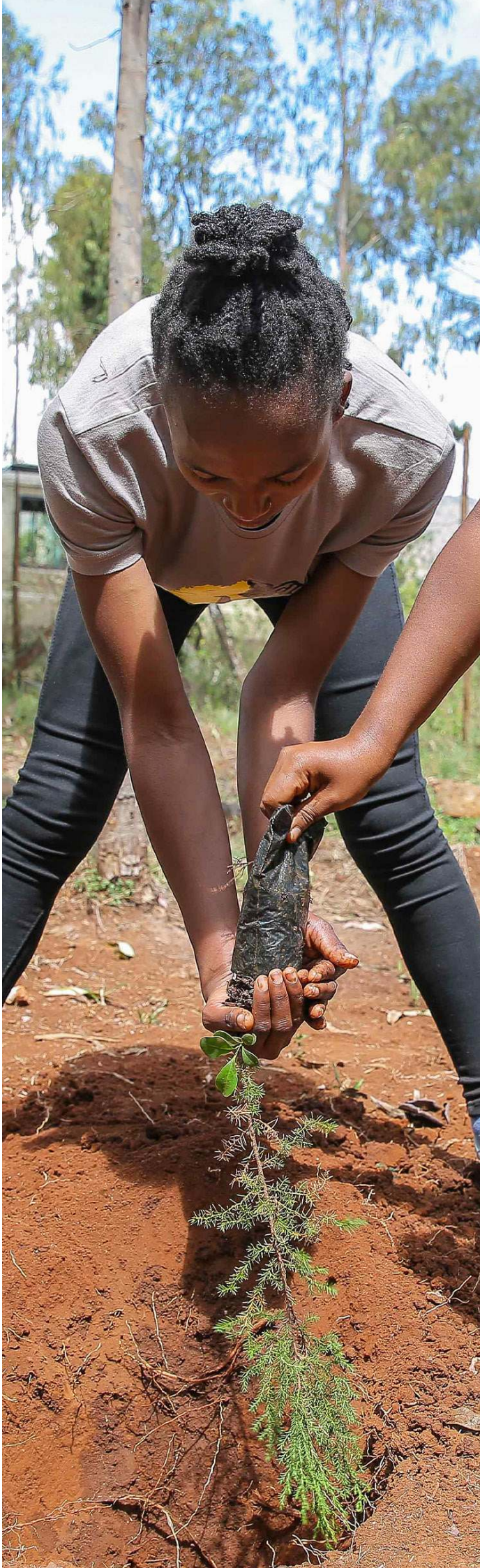
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Design & layout: Gloss & Matte

The views expressed in this publication are those of the consultant and contributors and do not represent officially adopted views of USAID and The Nature Conservancy.

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Contents

1. Overview 4

2. Background 7

   2.1 About Conservancies 7

   2.2 Youth Engagement in Conservancies 8

3. Goal of the Youth Engagement Strategy 14

4. Framework for Youth engagement in conservancies 15

5. Strategic Objectives 17

   5.1 Youth Leadership 18

   5.2 Knowledge-building, Awareness Raising and Mobilization 19

   5.3 Empowerment 21

   5.4 Organizational capacity building 22

6. M&E Framework 24

1. Overview

The Kenya Wildlife Conservancies Association (KWCA) is a national membership organisation focussed on the crucial goal of championing a cooperative effort to ensure the success of wildlife conservancies in Kenya. KWCA works to catalyse the conservancy movement by connecting, informing, convening, and representing communities and landowners involved in community-led conservation efforts.

As a national representative body and voice for community and private wildlife conservancies in Kenya, KWCA recognizes the importance of action by all stakeholders and thus the need for conservancies to become more inclusive and equitable. In engaging its network of conservancies, KWCA believes that inclusion of women and youth in conservancy decision making, management and benefit sharing is a key pillar in the sustainability of a conservancy and form a critical pillar for good governance. Women and youth are disproportionately impacted by environmental challenges, yet their voice and interests are inadequately represented in conservation efforts.



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.

This strategy aims at ensuring inclusive practices are mainstreamed in conservancies through policy reforms, and identifying effective approaches to meaningfully engage the youth in the conservancy network and inclusion of youth interests in conservation policy and conservancy governance, management and benefit sharing plans. When involved, youth can bring new energy and ideas to conservation initiatives, their communication and networking skills and information technology fluency can contribute to broadening awareness and understanding and bring new support to conservancies. Meaningful engagement of youth will galvanize their commitment to lifelong stewardship of the land and its resources and thus ensure sustainability of the conservancy network.

On the other hand, conservancies have the potential to play a key role in addressing the challenges and needs of today's young generation. Connecting with nature and joining in the global movement to alleviate the biodiversity loss and climate change crises, youth can build life skills and counteract widespread youth disillusionment, anti-social behaviour and alienation from civic engagement. At a more tangible level, conservancies can help to address rampant youth unemployment in their local communities and enable marketable skills and entrepreneurial aspiration within their rural setting, thereby reducing rural to urban migration, a critical driver of expansion of informal insecure settlements in cities and towns.

Youth Engagement - "The active, empowered, and intentional partnership with youth as stakeholders, problem solvers, and change agents in their communities."

Youth Leadership Institute 2009, p.13

SESSIONAL PAPER NO. 01 OF 2020 ON WILDLIFE POLICY

5.4 Human Resource Development and Capacity Building

"Develop a framework for engaging young volunteers and senior citizens in wildlife conservation and management."

Built on extensive consultations with youth from conservancy communities, conservancy managers and many other stakeholders, this strategy provides a roadmap for KWCA, its landscape associations and member conservancies for charting approaches to meaningfully involve young people in conservancies action for attaining long term conservation goals.

The strategy goes beyond simply co-opting youth into some decision-making structures; it prioritizes participation of youth at all levels of the conservancy network. It recognizes that the youth have the right to express themselves, be involved in decisions that affect their lives, and be full actors, rather than just beneficiaries. The strategy identifies interventions to build a network of youth leaders motivated to participate in conservancy governance, knowledgeable of the opportunities and challenges in community-led natural resources management and playing an active role in conservancy management with a commitment to enhancing livelihoods through opportunities arising from conservation work.

Alignment with key global and national frameworks

This strategy is informed by and supports a range of global and national policy frameworks that speak to sustainable conservancy management. It asserts the critical role of community organizations and prioritizes actions for strengthening KWCA and the conservancy institutions to more effectively integrate youth in the work they do and the way they operate. The strategy adopts the Kenya Constitutional definition of youth to include the transition age above 18 and below 35.

The Global Biodiversity Framework relates to youth involvement in biodiversity and wildlife conservation through its targets on sustainable species management (Target 9) and urban green spaces (Target 12), promoting biodiversity engagement. Integration of biodiversity into policies also encourages youth inclusion in decision-making[1].
The UNFCCC (UN Framework Convention on Climate Change) acknowledges the role of youth in conservation through YOUNGO, a network of youth activists. The Youth4Climate Manifesto advocates for youth participation and recognizes the importance of sustainability and resilience frameworks in transitioning toward a more sustainable future. The manifesto also emphasises meaningful youth involvement in decision-making processes at both multilateral and national levels[2].

SDG 15 highlights youth's vital role through targets addressing poaching, genetic resource utilisation, ecosystem conservation, and integration of biodiversity values into planning[3].
SDG 17 underscores youth engagement in wildlife conservation by strengthening global partnerships and ensuring youth participation in decision-making[4].

[1]United Nations Convention on Biological Diversity (CBD),The Global Biodiversity Framework, 19th December 2022, Pg. 6, Target 9 & 12

[2]UNFCCC, Youth4Climate-Manifesto.pdf, page 3,4,5,6,7

[3]United Nations, Transforming our World: The 2030 Agenda for Sustainable Development Publication Year: 2015, Pg 27

[4]United Nations, Transforming our World: The 2030 Agenda for Sustainable Development Publication Year: 2015, Pg 28

All Kenyans (including the youth) must recognize and transform their roles as individuals and communities to take effective custodianship of our rich natural heritage.

Kenya National Wildlife Strategy 2030

Kenya is envisioned as a society where youth have an equal and responsible opportunity to realize their full potential and aspirations in social economic and political spheres through honest and hard work.

Kenya Youth Development policy 2019

This strategy is aligned with Kenya Youth Development Policy 2019 and emphasizes the richness of human life and creating fair opportunities and choices for all people.

As called for within the human development perspective of the United Nations Development Programme (UNDP).

NATIONAL WILDLIFE STRATEGY 2030

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.*

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)*



2. Background

2.1 About Conservancies

A conservancy is land set aside by a community, private landowner, group of owners, or corporate body for wildlife conservation and other compatible land uses.

A conservancy is set up on either private or community land and is managed by a legal entity established by the landowner for a wide variety of compatible land uses. Conservancies expand areas under national parks and reserves, connect habitats to allow for movement of wildlife, and prevent overcrowding in parks by offering new tourism destinations. The critical goal of conservancies is to reduce wildlife declines and especially to act as safe havens for species at risk of extinction.

Conservancies in Kenya provide a beneficial way to address a number of pressing issues such as poverty, wildlife loss, resource conflicts, environmental degradation, and weak local governance. Although protecting wildlife is the top priority, conservancies also work to improve livelihoods, peace and security, good governance, pastoral movement, and grazing, as well as to offer social services like health and education.

Conservancies are a means for communities to diversify their local economy, improve resource rights and access incentives and stakeholder support. Wildlife conservation is a recognised land use under Kenya's Wildlife Act of 2013, making it an appealing land use choice for communities and landowners interested in reducing land degradation and increasing productivity from livestock, income from tourism, carbon credits and other income generating options.

Private conservancies are owned or managed on land under freehold or leasehold; management may be by a single landowner, family or not-for-profit corporate body. On the other hand, a community conservancy is established on community land and managed by elected community representatives. To improve on board expertise representatives from Kenya Wildlife Services (KWS), conservation organisations and tourism partners are co-opted to the boards. The conservancy boards elected at AGMs decide on benefit-sharing structures, direct the conservancy's strategic development, and supervise operational management.

As of 2023, KWCA membership comprised of 195 community and private conservancies established within 12 conservancy 'landscapes' or regions namely: Maasai Mara, Northern Rangelands, Laikipia, Amboseli, Taita Taveta, Pwani, South Rift, North Eastern, Baringo, Athi Kapiti, Rift Lakes and Western. Twelve landscape associations have been established with boards comprised of members nominated by the conservancies. The landscape associations coordinate conservancy growth and link conservancies with their respective county governments. At the national level KWCA, governed by the National Conservancies Council (NCC), ensures that conservancy interests and plans are taken into account in national policy and government decision-making. As the national leader and convener for conservancies KWCA works to ensure operational standards for conservancies are improved and best practices are shared.

2.2 Youth Engagement in Conservancies

A critical gap in many conservancies is the low inclusion of the youth. Membership in a conservancy is assigned through land ownership, with land held by the male elders. The youth are therefore not recognized as members and hence lack the right to participate in conservancy decision making and planning. However, since conservancy plans affect the youth, especially as the youth have a long term interest and stake in conservancies it is short-sighted not to incorporate their energy, resourcefulness and concerns in this decision making.

On the other hand, a number of conservancies in Kenya have been proactive in engaging youth in conservancy work, or supporting initiatives in the community aimed at empowering young people. Various conservancies have developed bursary schemes, vocational training or micro-enterprises targeting the youth. Programs such as Ujuzi Manyattani (NRT), Jenga Mama (Amboseli) which offer vocational and micro-enterprise training to improve livelihoods.

However, there is growing recognition that much more needs to be done across the total membership of KWCA, and this strategy aims to address that.

Engaging youth on conservation initiatives requires a well thought out strategy. They have different levels of awareness about wildlife and conservation. Additionally, Young people in Kenya face multiple challenges and vulnerabilities, especially for those living in marginalized rural areas where most wildlife conservancies are found. Lack of access to financial resources, limited financial assistance for education and scarce job opportunities negatively impact the youth. In addition, young women face the additional vulnerability to early pregnancy, child marriage, GBV, FGM and hazardous working environments. Marginalization of youth in remote areas is exacerbated by constraints on access to the internet limiting opportunities to engage in productive work.



Case Study: Ufugaji Bora Mashinani program (NRT Trading)

Ufugaji Bora Mashinani is a program that was established in 2021 with the aim of increasing the livestock production capacity of 300 herders from 10 NRT member community conservancies. The program targeting mostly Morans, and women, trains them on better animal husbandry techniques such as breeding, proper feeding, disease surveillance, control and mitigation. The overall objective of the program is to improve livestock value chains and increase household income for the herders.

The program takes takes the Morans, and women, through four (4) main modules: Breeding and feeding, Livestock Health and Marketing, Climate change adaptaion and mitigation, and Leadership, Governance and Inclusion.



Photo Credit: NRT

Case Study: Lumo Conservancy

In July 2023, LUMO Conservancy established a structured Youth Forum aimed at fostering dialogue between the youth and the conservancy management and stakeholders. The Forum offers a platform for knowledge exchange enabling youth to take part and actively contribute in conservancy activities. Through the forum, youth get first hand experience and insights on how a conservancy operates. An example of this is that the youth actively participated in the review and validation of the LUMO Conservancy management plan and a select took part in peer learning visit on governance and inclusion in Laikipia together with the conservancy board members.



Challenges

The key constraints and challenges young people face are the following:

- Limited access to, and control over land and natural resources – succession, policy & structural barriers, low social recognition, membership in conservancies
- Limited relevant knowledge and skills – awareness on conservation issues, employable skills
- Limited participation in decision making processes
- Income uncertainty – poor remuneration, poverty, marginalization
- Lack or limited tangible benefits/incentives/ rewards from conservation efforts (what are the social, financial, emotional benefits of engaging, invest time, skills and/or money)
- Limited influence in biodiversity conservation; Lack of Interest (competing priorities)
- Conflict and insecurity - Dissatisfied youth may be a recipe for conservancy conflict as small disputes may escalate when disputing parties engage youth in their conflict.
- Fragmented youth networks



Photo Credit: Francis Maghanga, Lumo Conservancy

Why do we want to engage youth in conservancies?

Rationale of the Youth Engagement Strategy

Goal 3 of KWCA's Strategic Plan 2024-2030 aims to ensure Effective, Inclusive and Resilient Conservancies Deliver Sustainable Benefits to Communities. To achieve this, KWCA recognizes that long term sustainability is only possible with full and meaningful engagement of the young people in their communities as well as engagement of the broader youth population of the country.

Young people should be engaged in conservancies for several important reasons:

Long-Term Stewardship: Engaging young people in conservancy management ensures the continuity of conservation efforts. By involving the younger generation, there is a greater likelihood of building a sustainable culture of environmental stewardship that can be passed on to future generations.

Innovation and Fresh Perspectives: Young people often bring fresh perspectives and innovative ideas to the table. They are more likely to embrace new technologies, methodologies, and creative solutions that can enhance conservation practices and make them more effective.

Advocacy and Activism: Young people are often passionate advocates for environmental causes. By engaging them in conservancy management, you tap into a powerful force for positive change. Young activists can raise awareness, influence policy, and drive initiatives that address pressing conservation challenges.

Connection with Nature: Involvement in conservancy management allows young people to connect with nature firsthand. This connection fosters a sense of responsibility and appreciation for the environment. It can inspire a lifelong commitment to the well-being of the planet.

Climate Change Mitigation: Young people are likely to be more affected by the long-term impacts of climate change. Engaging them in conservancy management empowers them to actively contribute to climate change mitigation efforts and resilience-building initiatives.

Global Perspective: In an interconnected world, engaging young people in conservancy management helps them develop a global perspective. It fosters an understanding of how local environmental actions contribute to broader global sustainability goals.

Legacy Building: By involving young people in conservancy management, you contribute to the creation of a legacy of environmental responsibility. This legacy can have a lasting impact on future generations, creating a positive cycle of conservation awareness and action.

Without a strong, informed foundation and limited platforms to participate and lead, young people are mostly indifferent and excluded from conservation conversations. It is therefore necessary to engage young people and open up the space for them to shape and influence how conservancies can be more sustainable and beneficial to the wider community. Youth engagement in conservancies varies significantly across the country, from highly youth-pro-active conservancies to those where youth feel largely excluded and alienated from conservancy operations and governance. Youth exclusion runs the risk of generating conservancy conflict may escalate when disputing parties such as ethnic communities engage youth in their conflict.

It should also be noted that while including the rural youth is key, the urban youth and the broader population of young Kenyans need to be addressed if the national conservation goals are to be attained.

In light of the above, the KWCA Strategy for Youth Engagement is designed to be flexible and adaptable to accommodate the youth dimensional variations across the different landscapes – to be inclusive of a very heterogeneous youth population in Kenya. KWCA recognizes the *huge opportunity for the conservancy network to tap into the youth demographic and is keen to ensure that the youth are recognized as equal partners in conservation in Kenya and Africa*.



Evidence shows that if we invest effectively in youth's integrated development, the current generation will contribute to greater economic growth, democracy, and stability.

USAID Youth in Development Policy 2022

KWCA's Strategy for Youth Engagement Guiding Principles

In this context and in pursuit of the vision and mission of KWCA, the Strategy for Youth Engagement will be guided by the following principles:

Inclusivity: The strategy recognizes the value of involving all relevant stakeholders in conservation efforts. Stakeholders include: local communities, women, men, youth and the marginalized.

Empowerment: The strategy strives to ensure that conservation translates into direct and positive benefits to livelihoods of men, women and youth in the local communities.

Sustainability: We recognize that wildlife management should be based on sound ecological, environmental, social and economic factors KWCA shall endeavour to promote sustainable conservation measures in all its operations.

Transparent and professional governance: The strategy is hinged on being responsive to community needs and interests, fair allocation of benefits and accountability for the benefit of the conservation agenda.



3. Goal of the Youth Engagement Strategy

Goal: To build a network of young people who are empowered to participate in conservancies decision making and take actions to improve sustainability of wildlife conservancies in Kenya.

To achieve this goal, KWCA, with its member conservancies and partners, envisions the following:

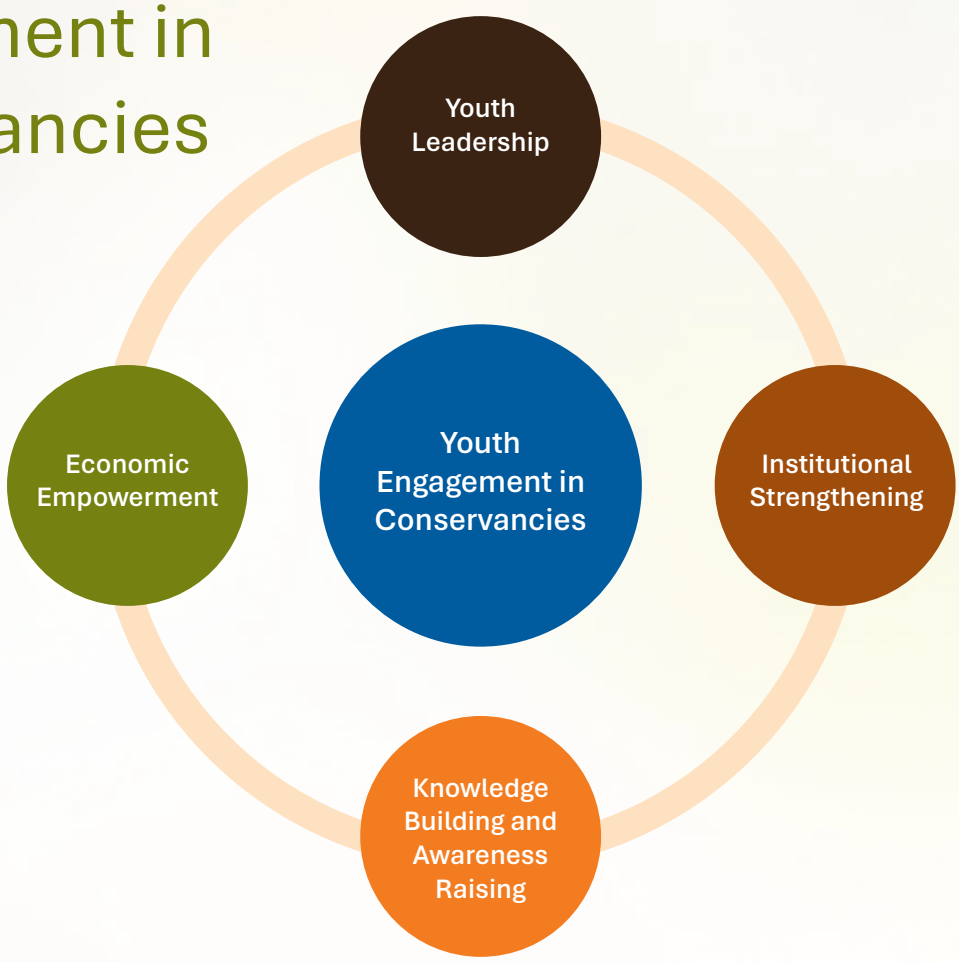
- More youth informed and involved in conservation and contributing their skills in conservancy development.
- More youth leaders being supported to play an active role in conservation.
- Involved youth to support better management of land and restoration of rangelands.
- The youth voice is amplified in conservation-related decision-making forums and conservation policy reflects the views of young people.
- More youth in conservation are linked up to learning opportunities (jobs, internships, fellowships)
- Youth networks are developed and strengthened.
- Increased youth awareness about conservation initiatives.
- Rangelands have become peaceful and secure as young women and men have found alternative livelihoods – including in nature-based enterprises – and are no longer attracted to anti-social activities such as rustling, radicalization or poaching.



4. Framework for Youth engagement in conservancies

This Youth engagement Framework aims to engage and empower young people in conservation efforts.

Below are four key elements that could be included in such a framework:



1. Youth Leadership:

- **Empowering Youth Voices:** Provide opportunities for young people to take on leadership roles in conservation initiatives. This can involve creating youth forums, advisory boards, or leadership training programmes.
- **Capability Strengthening:** Offer training and skill development programmes to enhance the leadership capabilities of young individuals interested in conservation. This may include workshops on project management, communication skills, and teamwork.

2. Knowledge Building and Awareness Raising:

- **Education Programmes:** Develop and implement educational programmes that focus on biodiversity, ecology, and conservation practices. This could include formal education initiatives in schools and universities, as well as informal learning opportunities such as workshops, webinars, and online courses.
- **Public Awareness Campaigns:** Launch campaigns to raise awareness about the importance of biodiversity and the role of youth in conservation. Utilize social media, community events, and other platforms to disseminate information and promote a culture of conservation.

3. Economic Empowerment:

- **Green Jobs and Entrepreneurship:** Create opportunities for young people to engage in green jobs and sustainable entrepreneurship related to biodiversity conservation. This may involve supporting eco-friendly business initiatives, sustainable agriculture, and nature-based tourism.
- **Financial Support:** Provide grants, scholarships, or low-interest loans to young individuals or groups working on conservation projects. Financial support can encourage and enable youth to actively participate in biodiversity conservation.

4. Institutional Strengthening on Youth Engagement:

- **Staff training:** Upskill KWCA staff at all levels with the required skills to engage young people and support their empowerment, autonomy and institutional capacities through the youth forum to influence KWCA and conservancy institutions at the local level.
- **Partnership and Networking:** Facilitate collaboration and networking with youth-led conservation initiatives and other strong youth-led organizations and bodies including governmental bodies, NGOs, and private sector organizations that work effectively with young people. Building strong partnerships can enhance the effectiveness and impact of youth-led conservation projects.



These elements, if effectively incorporated into KWCA and conservancy management, can increase the likelihood of fostering a generation of environmentally conscious and empowered young leaders actively contributing to the protection and sustainable management of conservancy and biodiversity.

Photo Credit: NRT

5. Strategic Objectives

The Youth Engagement Strategy is anchored on the following four mutually reinforcing and interconnected objectives revolving around leadership, knowledge-building, empowerment and capacity building;

i. To build a cadre of young women and men who can present youth perspectives on conservation and contribute effectively to strengthening wildlife conservation in Kenya.

ii. To build awareness and understanding of young Kenyans on the value of natural resources to their communities so they can effectively advocate accelerated action for conservation.

iii. To incentivize and build capabilities of Kenya's youth to realize their livelihood and wellbeing goals through wildlife and environmental conservation.

iv. To enhance the capacity of KWCA, Landscapes Associations and conservancies to effectively engage with the youth.

STRATEGIC APPROACHES

This section outlines the key interventions under each strategic objective and the specific roles for KWCA, the conservancy members and the conservancy associations.





5.1 Youth Leadership

Strategic Objective 1 - To build a cadre of young women and men who can present youth perspectives on conservation and contribute effectively to strengthening wildlife conservancies in Kenya.

The youth are a key stakeholder group in the environmental conservation sector in Africa. The youth leadership and voice help in monitoring of and holding government to comply with policy and international commitments that affect the youth. Kenya has strong networks of youth and youth organizations in the sector – including youth activists on climate change and biodiversity loss playing a key role in the conservation agenda. Among the conservancy network are individuals and formally organized groups with potential to harness and bring to the fore the voice of youth. However, the majority of conservancy youth lack the mentorship and leadership opportunities to fully engage.

This strategy seeks to enhance the capabilities of young people to meaningfully engage in conservancy governance processes, by strengthening their networks, leadership and advocacy skills and creating a platform for dialogue and mutual learning. These will aid in building consensus and formulating positions among their network peers to influence decisions at conservancy, regional and national level.

Key activities:

1(a) Catalyse establishment of youth forums at the conservancy and landscape level:

- Engage the conservancy leaders through the KWCA annual general meeting to pass a resolution for each member conservancy to establish a youth forum.
- Engage landscape associations to establish landscape Youth Forums on Wildlife Conservation with a representative from each conservancy in the landscape
- Develop and disseminate youth engagement guidelines for youth forums at conservancy and landscape levels.
- Encourage conservancies and landscape associations to review their governance structure, operations and programs to provide for youth engagement opportunities using governance assessment tools such as SAGE.

1(b) Establish a National Conservancies Youth Forum

- Engage conservancy leaders through the KWCA annual general meeting to pass a resolution to establish a national Conservancies Youth Forum
- Revise KWCA constitution to incorporate youth representation in National Conservancies Council.
- Advocate for youth representation at the landscape and conservancy level governance structures
- Develop Terms of Reference for the National Conservancies Youth Forum to inform its mandate, objectives and constituents. The Forum will comprise two representatives from each landscape. The members will elect a chairperson and vice-chairperson, who will serve for three years. The chairperson will represent the youth agenda in the National Conservancies Council.

5.2 Knowledge-building, Awareness Raising and Mobilization

Strategic Objective 2 - To build young Kenyans' awareness and understanding of the value of natural resources to their communities' and their personal development, and to mobilize youth to effectively advocate accelerated action for conservation.

Mobilizing youth to tap into their creativity, innovation and openness to change can provide the momentum for the needed shift to sustainable development. Young people not only build their own knowledge, but also contribute to building general knowledge. Low level of education and literacy among rural populations, including youth, has been identified as a major obstacle to engaging youth in conservation. Both urban and rural youth share a common interest in communication and networking, especially via social networks and mobile technology.

Key activities:

2(a) Develop knowledge products

- Support documentation of indigenous knowledge and dissemination through youth friendly media platforms.
- Document and disseminate information including toolkits and evidence-based publications about conservation and conservancies through platforms accessible to the youth.
- Document success stories on youth in conservation with positive impact to inspire the youth.





2(b) Knowledge Dissemination

- Create and facilitate intergenerational platforms to foster dialogue between youth and elders for knowledge exchange on conservation.
- Encourage landscape associations and partners to develop and coordinate youth learning activities and platforms such as exchange programs, resource hubs, benchmarking trips, boot camps, etc.
- Train national youth leaders and youth ambassadors in conservation policy, management, and leadership skills and engage landscape associations to facilitate training for elected conservancy youth representatives on conservation policy, leadership skills and best practices in conservancy management.
- Encourage conservancies to identify and engage existing youth groups.
- Encourage landscape associations and conservancies to create social media pages to reach and engage young people
- Foster partnerships with educational institutions to incorporate education on conservancies at primary, secondary and tertiary levels.
- Collaborate with media partners on digital and mainstream media campaigns to build awareness of and interest in conservation among youth.
- Establish a community of practice on youth engagement in conservation.

2(c) Youth mobilization

- Identify and leverage on existing youth platforms and institutions for mobilisation and campaigns around conservation, e.g., sports events and rallies.
- Review the KWCA communication strategy to include youth friendly communication approaches.
- Identify and engage talented youth ambassadors in disseminating conservation messages to build a positive perception of conservancies Identify the role of youth in the value chain of nature-based enterprises such as engaging youth in marketing and also starting their own nature-based projects.
- Create or leverage virtual social networking platforms and technologies that can connect youth across multiple geographic spaces and location to share ideas, inspire and learn from each other.

5.3 Empowerment

Strategic Objective 3 - To incentivize and build capabilities of Kenya's youth to realize their livelihood and wellbeing goals through wildlife and environmental conservation.

Youth in conservancies, face difficulty in getting meaningful employment in the major conservancy value chains i.e. tourism, livestock-keeping, and conservation. As a result, a large number leave the conservancy in search of other economic opportunities in urban areas.

Youth empowerment is a process where young people are encouraged, supported and enabled to take charge of their lives. They do this by addressing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values and attitudes.[1] Youth empowerment aims to improve quality of life through actualization of youth agency.

Youth empowerment occurs over time where youth are able to access, use, and put into practice skills and knowledge to affect change within their lives and that of the communities. KWCA plans to enhance youth skills and access to opportunities with a focus to diversify their livelihoods and mitigate poverty and conflict cycles.

Key activities:

3(a) Support vocational, green and life skills training

- Encourage and assist landscape-level associations to conduct a mapping of marketable vocational skills needed in conservancies and their communities, with a focus on employable skills that are inclusive and gender responsive.
- Partner with the National Industrial and Training Authority (NITA) to develop a national conservancy curriculum and create opportunities for youth to be trained in the skills. Encourage landscape conservancies associations to partner with TVETs and other vocational training programs to address skills gaps in the conservancy and related hospitality sectors.
- Encourage and promote landscape associations to provide conservancy youth with opportunities



to access skills training from NITA or other sources, as well as opportunities of placement for employment, e.g. NRT Ujuzi manyatani initiative – trainers reach out to the villages and provide vocational training in relevant skills such as plumbing.

- Incorporate life skills in all youth related training.

3(b) Promote Youth-led Nature-based Enterprises

- Encourage investment in youth-led nature-based enterprises to support conservation and equitable benefits to youth.
- Collaborate with partners to offer linkages for entrepreneurial support through skills building and financial support for youth-led nature-based enterprises.
- Integrate youth led enterprises in other KWCA programs such as climate change and carbon strategies.

3(c) Strengthen conservancy employment and internship opportunities for youth

- Catalyse internship, apprenticeship, mentorship and placement programs at national, landscape and conservancy levels.
- Engage with landscape associations to increase work-based training programs that include on-the-job training, and paid employment for youth.
- Develop guidelines for internships, mentorship and placements programs for KWCA, landscape associations and conservancies.
- Leverage on existing youth friendly platforms to share information on jobs and internship opportunities in the conservation sector and green jobs.
- Encourage landscape association to promote utilization of local youth to external organizations working in the landscape.

5.4 Organizational capacity building

Strategic Objective 4 - To enhance organizational and individual conservancies' capacity to effectively engage with the youth in conservation.

For KWCA to effectively implement the youth strategy, development of knowledge and availability of resources is key. Sound capacity building approaches are key to achieving programmatic outcomes. KWCA recognizes this critical link and aims to strengthen its own and its members' capacity to implement the objectives of the youth engagement strategy.

KWCA will enhance capacity of member conservancies' governing and management bodies to embrace youth inclusion both in policy and practice, provide opportunities for cross-learning among the members on best practices of youth engagement and develop resource materials to assist in approaches towards inclusivity. It will strive to influence members to ensure a conducive and gender responsive working environment in order to attract young women to work in the conservancies. It will further encourage individual conservancies to prepare localized youth engagement strategies that suit their contexts. The strategic objective for KWCA in this strategic period is to *enhance organizational and individual conservancies' capacity to effectively engage with the youth in conservation*.

Key activities:

4(a) Assess the capacity status of member conservancies and landscape associations

The aim of this initiative is to establish the capacity status of at least 50% of member conservancies/ landscape associations.

- Conduct capacity assessments for conservancies by use of SAGE and other capacity assessment tools to establish the capacity gaps.
- Prepare and implement capacity building plans for the identified gaps through training and/or recruitment, exchange visits, benchmarking, etc.

4(b) Support development of youth strategies at conservancy and landscape levels

The aim of this activity is to encourage and assist conservancies and landscape associations to develop their own youth engagement strategies.

- Develop resource materials to guide landscape associations and conservancies on youth engagement approaches and mechanisms.
- Catalyse preparation of youth engagement strategies at conservancy and landscape levels through partner support and coordination by landscape associations.
- Provide attitude change training to boards and managers to embrace youth participation and for youth to embrace and appreciate the benefits of conservancies and conservation in general.

4(c) KWCA capacity building to operationalise the strategy

KWCA will engage partners to ensure adequate human, technical and financial resources are available to implement the priority interventions of the strategy.

- Incorporate youth engagement strategy activities under the KWCA resource mobilization plan and develop a fundraising deck for sourcing funds from potential partners/funders.
- Strengthen private sector engagement with a focus on youth engagement and empowerment.
- Sensitize KWCA staff on meaningful youth engagement in its operations and programs.
- Establish a permanent youth desk at KWCA to coordinate implementation of the strategy.



6. M&E Framework

KWCA will need to engage in a continuous process of reflection to ensure that it is aware of changes occurring within its operating environment. It will seek to strengthen its internal capacity and that of the membership to adequately respond to needs on the ground. It will also need to continuously engage with participating communities in learning from successes and challenges experienced in in meaningfully including their youth in conservation practices.

There will be structured annual reviews involving various stakeholders primarily to assess performance based on objectives. This will include assessing the effectiveness of the strategies and approaches used in the course of the year.

A midterm review and an end of term evaluation of the plan will take place just before the end of the three years of this Plan to measure the impact of the interventions implemented. The M&E system will be guided by the following aims, principles and objectives.

Objectives of the M&E Framework

- To keep track of the performance (progress and impact) and lessons learned
- To progressively assess the relevance of objectives
- To progressively identify the strengths, challenges, opportunities and threats to inform future decision making.

HIERARCHY OF OBJECTIVES	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION
YOUTH LEADERSHIP: **SO 1** - To build a cadre of young women and men who can present youth perspectives on conservation and contribute effectively to strengthening wildlife conservation in Kenya.		
Results		
1a. Youth forums established at conservancy and landscape level	• Number of conservancies/landscapes with established youth forums • Number of youth trained in leadership skills, conservational policy and best practices in conservancy management • No. of conservancies with youth in their governance structures • Guidelines for establishing youth forums developed • Positive change in attitude among elders to embrace youth in conservancies	• Progress reports • Annual reports • Rapid Survey reports

HIERARCHY OF OBJECTIVES	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION
1b. National Conservancies Youth Forum established	• National Conservancies Youth Forum established • KWCA constitution revised to incorporate youth representation in the National Conservancies Council • National Conservancies Youth Forum mandate, objectives and constituents formalized	• AGM minutes • NCC articles of association • NCYF ToRs
KNOWLEDGE-BUILDING, AWARENESS RAISING AND MOBILIZATION **SO 2** - To build awareness and understanding of young Kenyans on the value of natural resources to their communities' and their personal development, and to mobilize youth to effectively advocate accelerated action for conservation.		
Results		
2a. Increased awareness, knowledge and practises among youths on natural resource management	• Change in Youths perception practises regarding natural resource management in the community	• Progress reports • Annual reports • Rapid Survey reports
2b. knowledge products that inform actors on effective management of conservancies developed	• Number and types of knowledge products and information of indigenous knowledge developed and disseminated. • Number and type of success stories documented on youth in conservation	• Workshop & forum reports • Social media tracking reports & engagement activity • Training reports • Media monitoring
2c. Conservation knowledge and practises up taken among targeted youth	• Number of forums facilitated to foster dialogue and knowledge exchange between youth and elders at community, landscape and national level. • Number of training sessions organized to foster youths' learning on conservation agender – disaggregated by location, training type (virtual & physical platforms & learning activities)	• Event reports • KWCA communication strategy • Public & social media monitoring

HIERARCHY OF OBJECTIVES	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION
	• Number of youth leaders and youth ambassadors trained in conservation policy, management, and leadership skills disaggregated by sex.	
EMPOWERMENT: **SO 3:** To incentivize and build capabilities of Kenya's youth to realize their livelihood and wellbeing goals through wildlife and environmental conservation.		
Results		
3a. Increased training and employment opportunities on conservation-based courses for youths	• Number of youth trained in marketable skills required in the conservancies • No of youths engaged directly or indirectly in conservation allied sectors.	
3b. Increased number of youth with conservancy related and life skills training	• Evidence of Partnership with National Industrial and Training Authority (NITA) • Number of conservation related skills certified by training institutions such as NITA • Number of conservancies in partnership with TVETs • Number of youth mentored in life skills	• Progress reports • Annual reports • Rapid Survey reports
3c. Increased youth engaged in nature-based enterprises (NBEs)	• Number of youth engaged in nature based enterprises within the landscapes • % growth in investment in youth-led NBEs • Percentage of economically independent youth in the community as a result of NBEs	
3d. Increased youth internships & employment within conservancies	• Guidelines developed for internships, mentorship and placement programs • # of work-based training programs launched by KWCA & Landscape association • % increased on-line visibility of conservancy jobs and internship opportunities • # of external organizations hiring local youth for conservation-related work	• Employment & internship records • Training reports

HIERARCHY OF OBJECTIVES	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION
ORGANIZATIONAL CAPACITY BUILDING: **SO 4:** To enhance organizational and individual conservancies' capacity to effectively engage with the youth in conservation		
Results Improved organizational culture, processes and practises promoting youths' inclusion in conservation at national, landscape and conservancy level		
4a. Plans in place to enhance conservancies' capacity to engage youth	• No. of capacity assessments of member conservancies done • No. of capacity building and action plans of member conservancies fully implemented	Progress reports - monthly, quarterly etc
4b. Youth strategies developed at conservancy and landscape levels	• No. of KWCA member conservancies supported to develop youth engagement strategies • No. of conservancies & landscape associations with youth engagement strategies • No. of conservancies and landscape associations with youth inclusive policies adopted. • Number of conservancies and landscape associations implementing youth engagement initiatives	Published youth strategies
4c. KWCA capacity enhanced to operationalise the strategy	• Number of resource mobilization proposals developed towards executing the youth engagement strategy • Number of private sector partners engaged in youth capacity building activities • Number of projects incorporating youth in design and implementation • Permanent youth officer recruited at KWCA HQ	Financial reports Progress & annual reports



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Living nature, Living people

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