



# NATIONAL **WILDLIFE** STRATEGY 2030



A BLUEPRINT TO  
TRANSFORM WILDLIFE  
CONSERVATION  
IN KENYA



**USAID**  
FROM THE AMERICAN PEOPLE



AFRICAN  
CONSERVATION  
CENTRE

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Citation: Ministry of Tourism and Wildlife (2018) National Wildlife Strategy 2030. A bridge Version. Blueprint to transform wildlife conservation in Kenya. Nairobi, Kenya.



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

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

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

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

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

**Hon. Najib Balala, EGH**

*Cabinet Secretary, Ministry of Tourism & Wildlife*



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

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

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

**Dr. Margaret W. Mwakima, CBS**

*Principal Secretary, Ministry of Tourism & Wildlife*

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# CONTENT

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**THE PROCESS**

**7**

**THE PURPOSE**

**17**

**THE PLAN**

**23**

**THE PEOPLE**

**65**





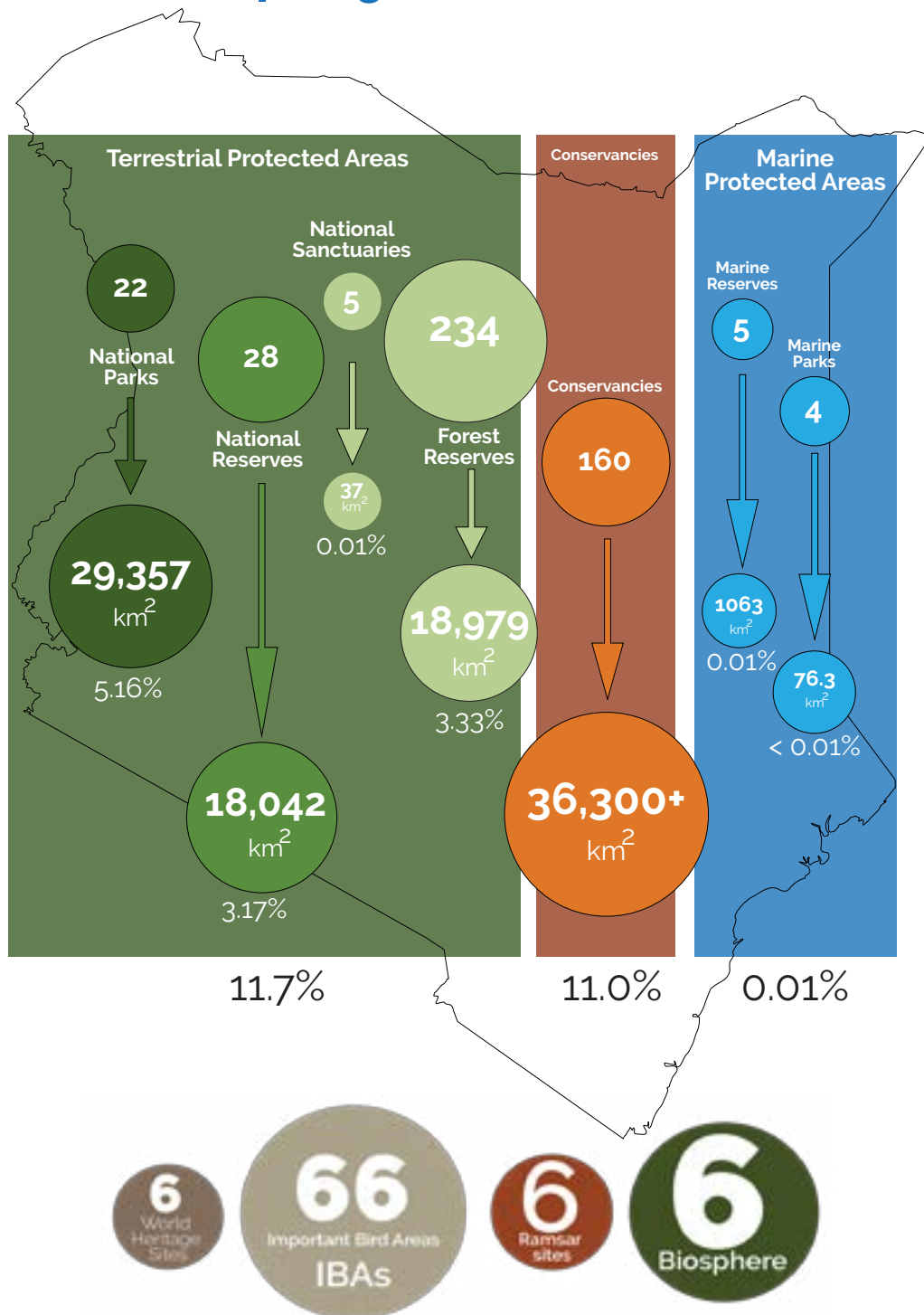











# THE PROCESS

# Did you know?

- 580,367 km<sup>2</sup> | Total Area of Kenya
- 569,140 km<sup>2</sup> | Total Land Area
- 11,227 km<sup>2</sup> | Area of Territorial Waters
- 536 km | Length of Coast Line





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

- **65%** | Number of wildlife are outside protected areas
- **3rd** | Largest population of rhinos in the world, 1,041 by 2013
- **8.5%** | Kenyas 35,538 elephants 4th largest population in Africa after Botswana, Zimbabwe and Tanzania.

**68%** Wildlife loss since 1977

# The strategic goals

The strategic goals at National level are aimed at implementing the targets and priorities as articulated by the Constitution of Kenya, the Wildlife Act 2013, and Vision 2030. These goals also address international treaties and obligations such as the Convention on Biological Diversity (CBD), AICHI Targets, Sustainable Development Goals (SDGs).



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

The new illustration implies that economies and societies are seen as embedded parts of the biosphere (credit: Azote Images for Stockholm Resilience Centre). This model changes our paradigm for development, moving away from the current sectorial approach where social, economic, and ecological development are seen as separate parts. All these are integrated into the framework that this strategy has adopted.



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

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

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## **VISION**

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



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# Why the National Wildlife Strategy 2030?



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

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

However increasing human population pressure and poverty, habitat loss, rapid development in key wildlife areas and over utilization has accelerated the decline of wildlife populations and species such as elephants and rhino. These are increasingly threatened by illegal poaching which fuels insecurity. Further, all these factors undermine sustainable development.

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

# Formulation process

Key elements of the strategy formulation process; participation, inclusivity, transparency, accountability and evidence-based.



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# THE PURPOSE

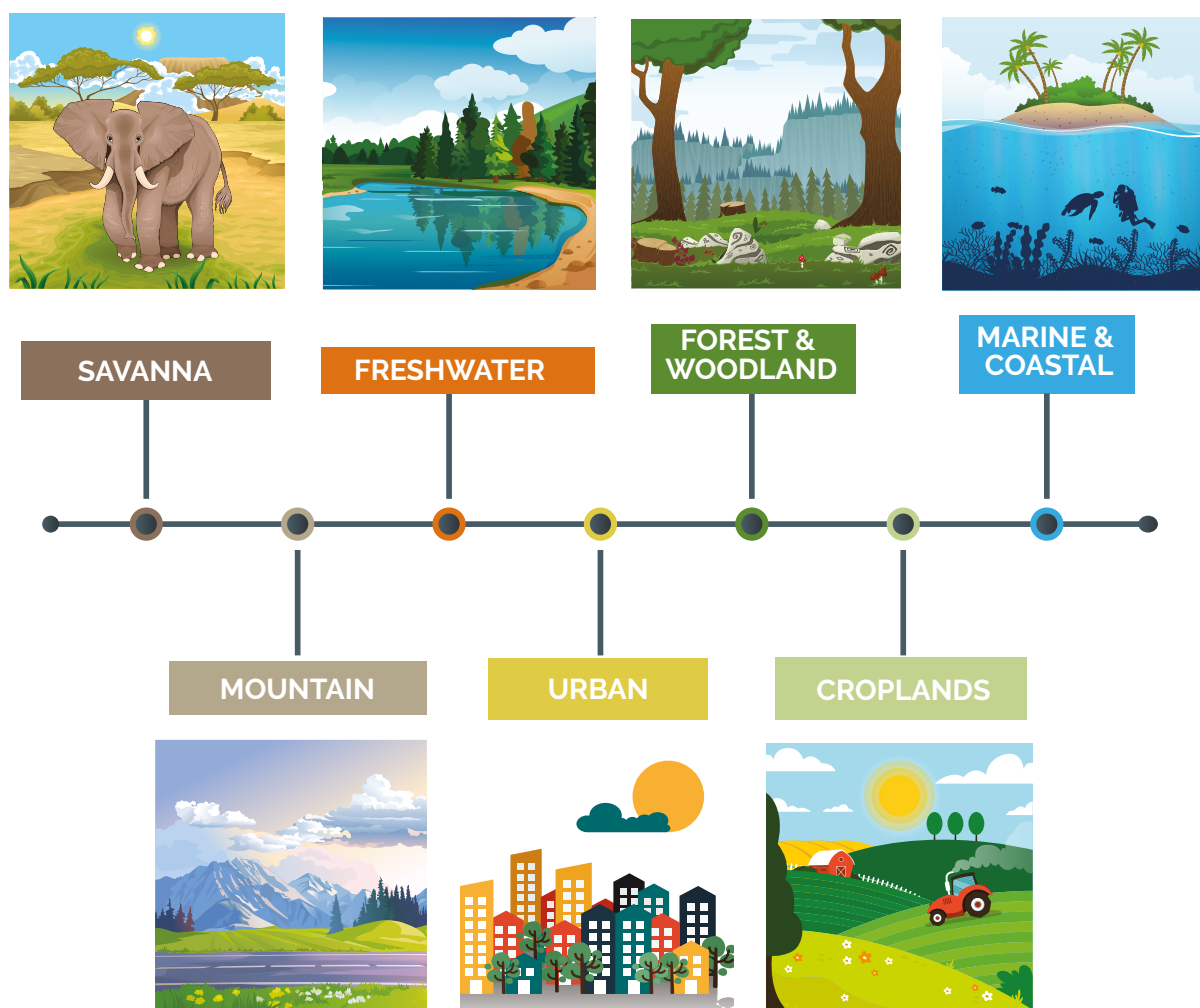
 **Lilac-breasted roller**  
*(Jacquie Mackenna)*

# PURPOSE of the strategy

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

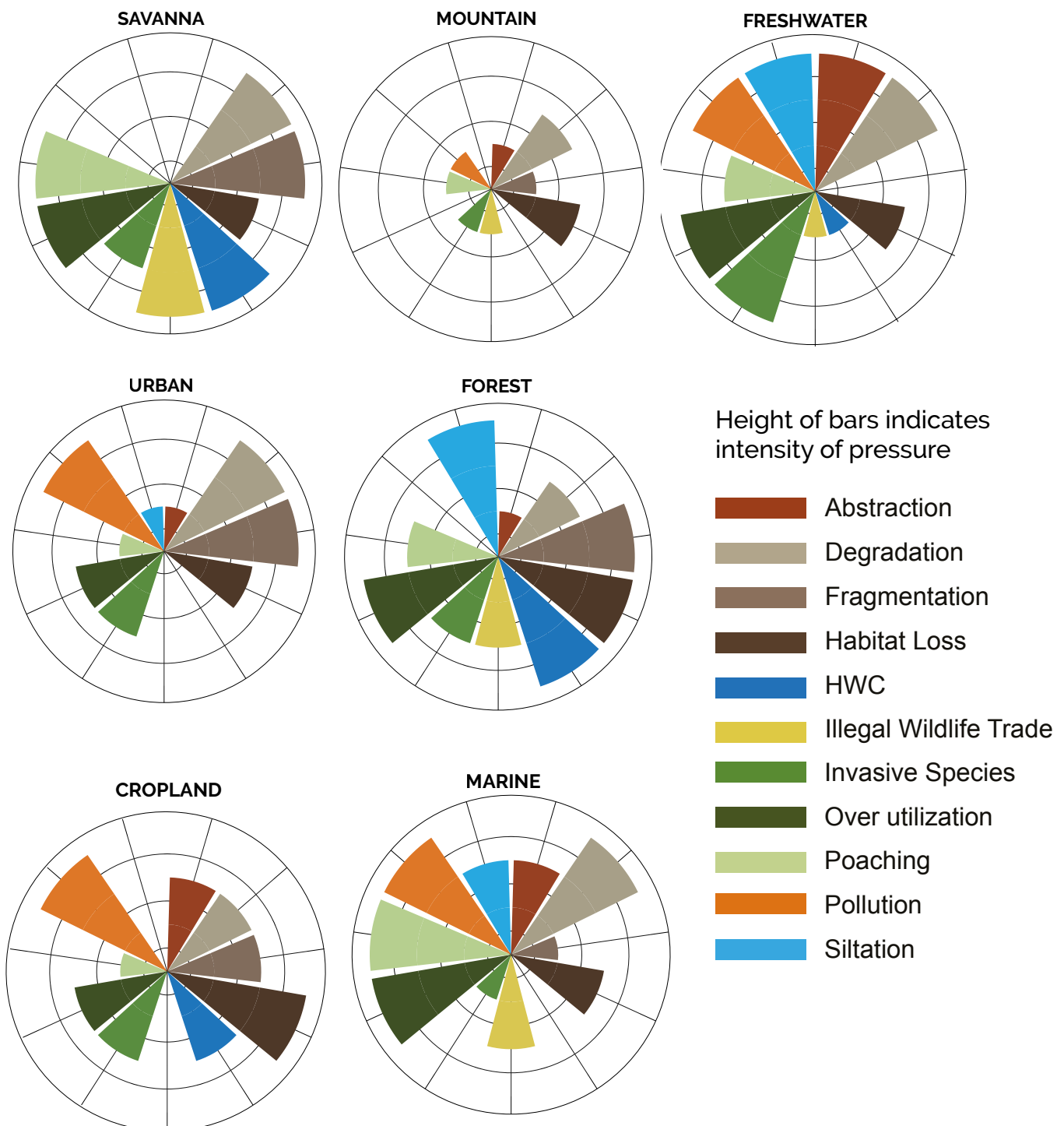
The strategy prescribes principles, objectives, standards, indicators, procedures and incentives for the protection, conservation, and management of wildlife resources.

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



# Pressures on Ecosystems

In this strategy we used the DPSIR framework to analyse the state and desired state. Pressures are the anthropogenic factors inducing environmental change. Impacts are changes in environmental functions affecting social, economic and environmental dimensions, which are caused by changes in the state of the system. In this strategy we highlight the impacts of these pressures on the 7 ecosystems as represented in star diagrams below.



# Impacts on Ecosystems



68% Wildlife decline  
(1977-2016)



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



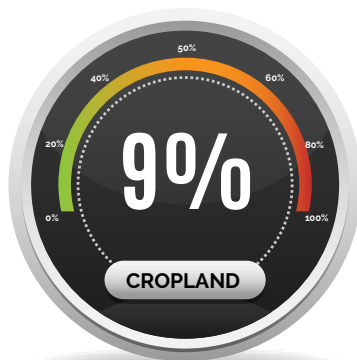
40% Loss of  
wetlands



5% Green space  
in Nairobi



7.4 % Forest  
cover loss  
(1990 - 2014)



9% decline of  
pollinators  
(bees & butterflies)

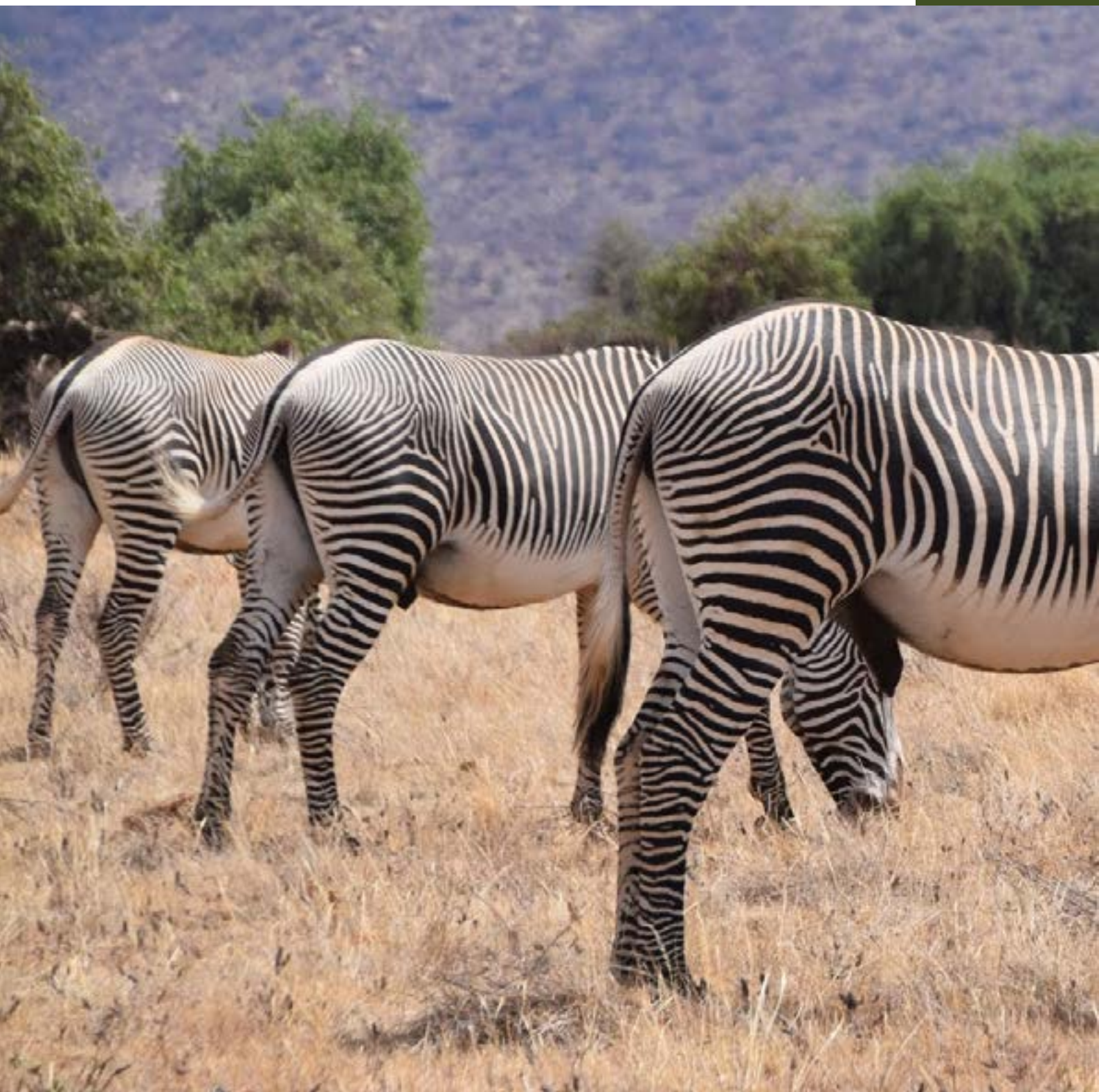


74% loss of coral  
reefs by 1999











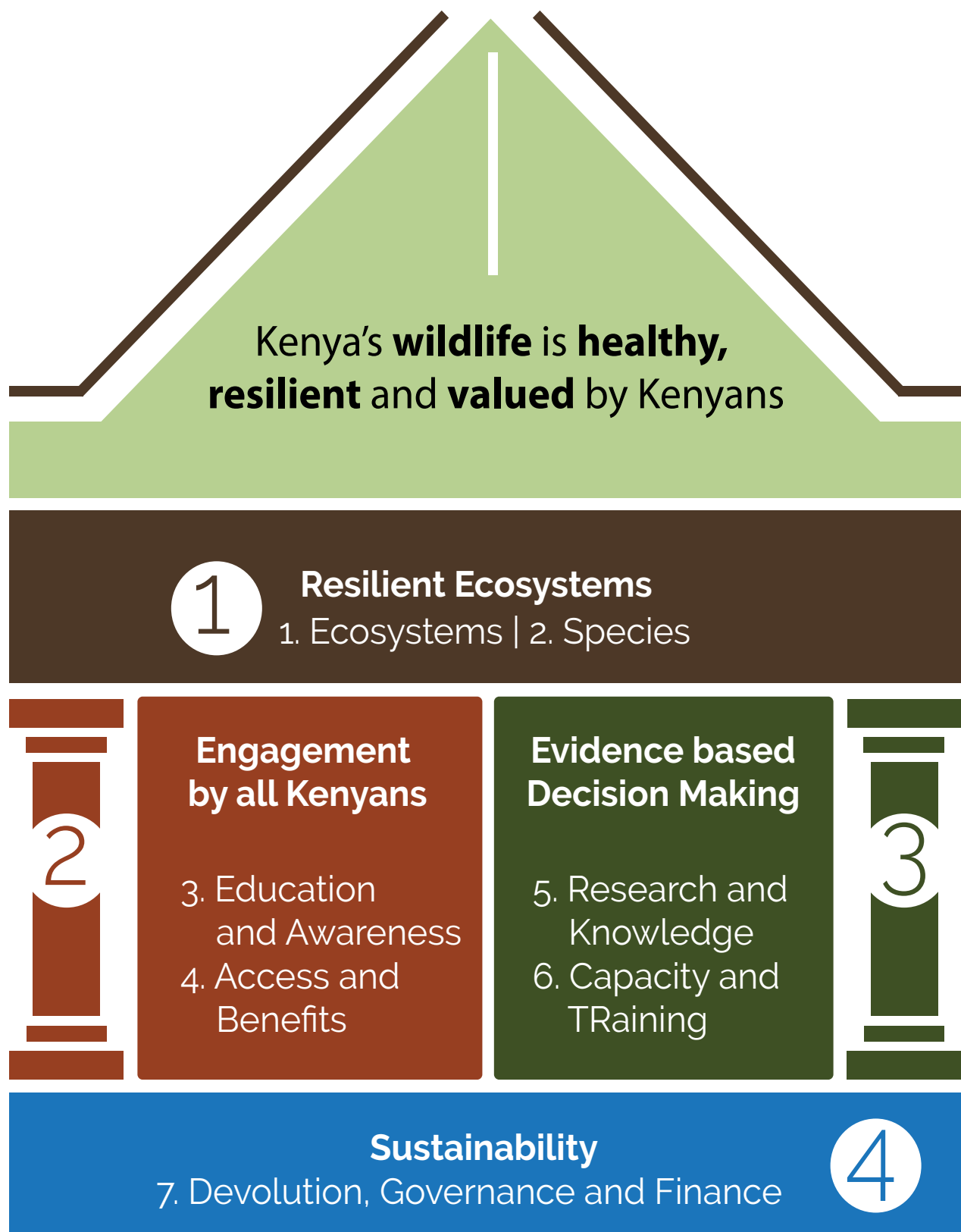


# THE PLAN

**Grevy's Zebra**  
*(Jeff Worden)*

# The Strategic Pillars

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





## *Pillar 1: Resilient Ecosystems and Species*

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

## *Pillar 2: The Engagement for all Kenyans*

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

## *Pillar 3: Evidence based Decision Making*

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

## *Pillar 4: Sustainability and Governance*

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

# The Strategy Framework



# Theory of Change

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





# Pillar 1: **Resilient Ecosystems**



# GOALS

**1** MAINTAIN AND IMPROVE  
HABITAT AND ECOSYSTEM  
INTEGRITY

**2** ENHANCE SPECIES  
PROTECTION AND  
MANAGEMENT

*"The natural resources of this country—its wildlife, which offers such an attraction to visitors from all over the world, the beautiful places in which these animals live, the mighty forests which guard the water catchment areas so vital to the survival of man and beast— are a priceless heritage for the future. The Government of Kenya, fully realising the value of its natural resources, pledges itself to conserve them for posterity with all the means at its disposal.... We, therefore, invite other nations and lovers of nature throughout the world to assist us in honouring this solemn pledge."*

*Kenya's founding President, Jomo Kenyatta on September 18 1963*



# GOAL 1

## MAINTAIN AND IMPROVE HABITAT AND ECOSYSTEM INTEGRITY



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



**PILLAR ONE**  
Resilient Ecosystems

## STRATEGY **ONE** | IDENTIFY PRIORITY ECOSYSTEMS FOR CONSERVATION ACTION

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

## STRATEGY **TWO** | SUPPORT INTEGRATED DATA DRIVEN LAND-USE PLANNING

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

## STRATEGY **THREE** | PROTECT, REHABILITATE AND RESTORE WILDLIFE HABITATS AND THEIR CONNECTIVITY

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



**PILLAR ONE**  
Resilient Ecosystems

# ACTIVITIES

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

## Achieving Global Goals

Aichi Targets



Sustainable Development Goals



**PILLAR ONE**  
Resilient Ecosystems



## GOAL 2

## ENHANCE SPECIES PROTECTION AND MANAGEMENT



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



**PILLAR ONE**  
Resilient Ecosystems

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## STRATEGY **ONE** | CATALYZE THE CONSERVATION OF ENDANGERED AND THREATENED SPECIES

Sustain and establish tools for conservation of wildlife species.

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

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

## STRATEGY **THREE** | PROMOTE COEXISTENCE TO REDUCE HUMAN WILDLIFE CONFLICT

Promote coexistence to reduce human wildlife conflict.

### Achieving Global Goals



**PILLAR ONE**  
Resilient Ecosystems

Aichi Targets



Sustainable  
Development Goals



# ACTIVITIES

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



**PILLAR ONE**  
Resilient Ecosystems



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# FLAGSHIP

## Conservation Master Plan

Ecosystems plans will be developed, paper parks will be restored, new marine plans will be developed to include the blue economy, red list updated – breeding programs enhanced, reduced Human Wildlife Conflict death through snakes – starting anti-venom centers, have an effective security and law enforcement responses from KWS in the next 5 years.



**PILLAR ONE**  
Resilient Ecosystems





## Key Initiatives

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



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

*Kofi Annan*



**PILLAR ONE**  
Resilient Ecosystems






# Pillar 2: **Engagement by all Kenyans**







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

*Mwalimu Nyerere on Wildlife Conservation.*

## GOALS

**1 PARTICIPATION AND  
AWARENESS**

**2 ACCESS, INCENTIVES,  
AND SUSTAINABLE USE**



# GOAL 3

## PARTICIPATION AND AWARENESS



**PILLAR TWO**  
Engagement by all Kenyans

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

## STRATEGY **ONE** | AWARENESS AND UNDERSTANDING

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

## STRATEGY **TWO** | PARTNERSHIPS AND COLLABORATION

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

## STRATEGY **THREE** | TARGETED EDUCATION AND OUTREACH

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



**PILLAR TWO**  
Engagement by all Kenyans

# ACTIVITIES

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

## Achieving Global Goals

Aichi Targets



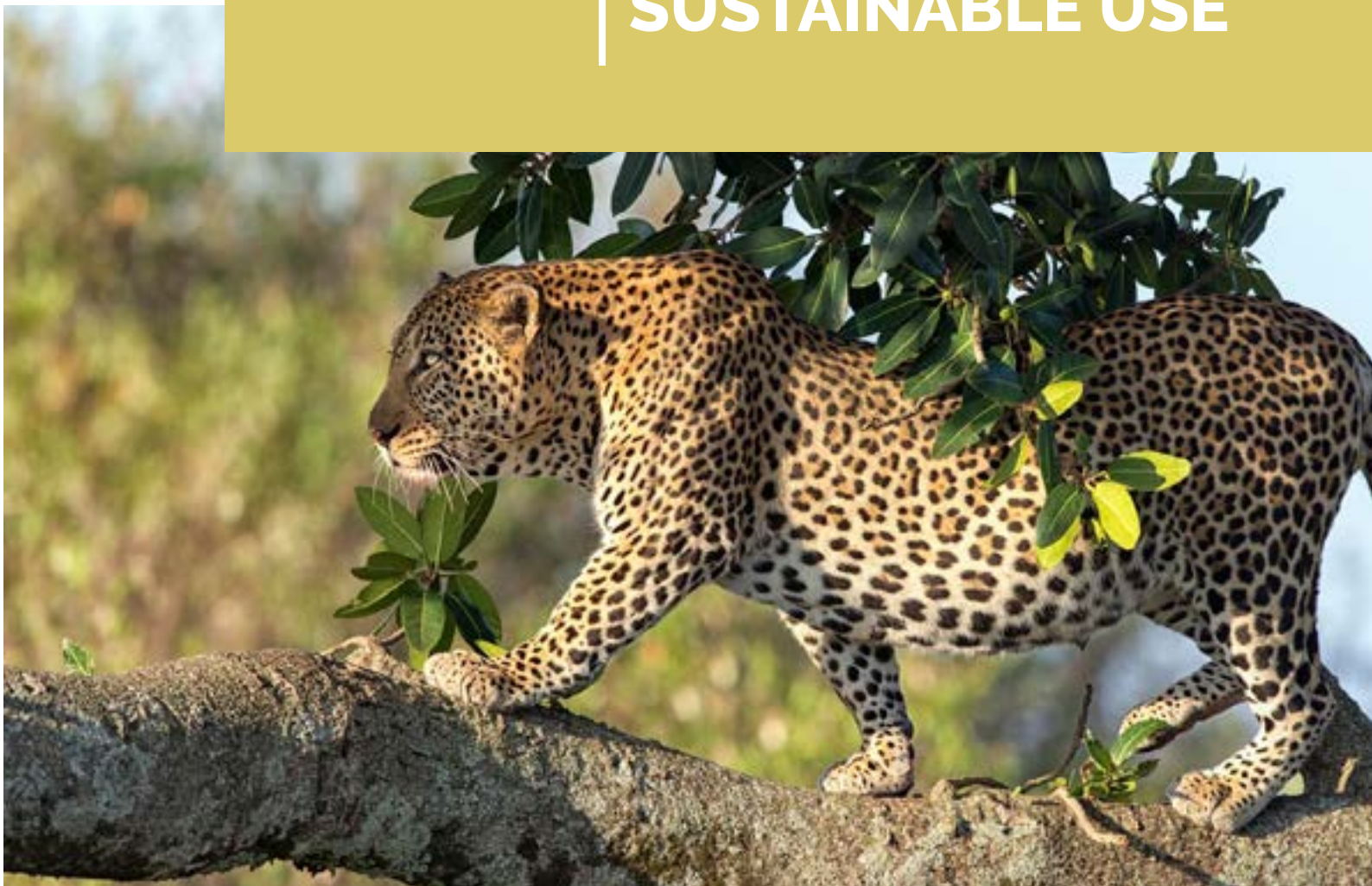
Sustainable Development Goals



**PILLAR TWO**  
Engagement by all Kenyans



# GOAL 4 | ACCESS, INCENTIVES, AND SUSTAINABLE USE



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



**PILLAR TWO**  
Engagement by all Kenyans

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## STRATEGY **ONE** | **FRAMEWORK FOR ACCESS AND EQUITABLE SHARING OF BENEFITS**

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

## STRATEGY **TWO** | **INNOVATIVE AND STRATEGIC INVESTMENT FOR SUSTAINABLE USE**

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

## STRATEGY **THREE** | **CROSS SECTORAL COORDINATION OF MARINE AND COASTAL NATURAL RESOURCE MANAGEMENT**

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



**PILLAR TWO**  
Engagement by all Kenyans

# ACTIVITIES

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

## Achieving Global Goals

Aichi Targets



Sustainable Development Goals



**PILLAR TWO**  
Engagement by all Kenyans



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# FLAGSHIP

## Kenyans for Wildlife

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



**PILLAR TWO**

Engagement by all Kenyans



## Key Initiatives

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



**PILLAR TWO**  
Engagement by all Kenyans



# Pillar 3

## **Evidence-based Decision Making**





## GOALS

1

EVIDENCE BASED  
DECISION MAKING AND  
ADAPTIVE MANAGEMENT

2

CAPACITY OF INDIVIDUALS,  
INSTITUTIONS, AND  
COMMUNITIES

“

*“Humanity stands at a critical point. Never have we been so successful, yet never has this success been so threatened by our own actions.”*

*World Resources Institute*

## GOAL 5

## EVIDENCE BASED DECISION MAKING AND ADAPTIVE MANAGEMENT



PILLAR TWO  
Evidence based Decision Making

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

## STRATEGY **ONE**

### USING KNOWLEDGE FOR ADAPTIVE MANAGEMENT

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

## STRATEGY **TWO**

### DATA AND INFORMATION MANAGEMENT SYSTEMS

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

## STRATEGY **THREE**

### STRENGTHEN COORDINATION AND IMPLEMENTATION OF RESEARCH, MONITORING AND MODELLING

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



**PILLAR TWO**  
Evidence-based Decision Making



# ACTIVITIES

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



**PILLAR TWO**  
Evidence based Decision Making

## Achieving Global Goals

Aichi Targets

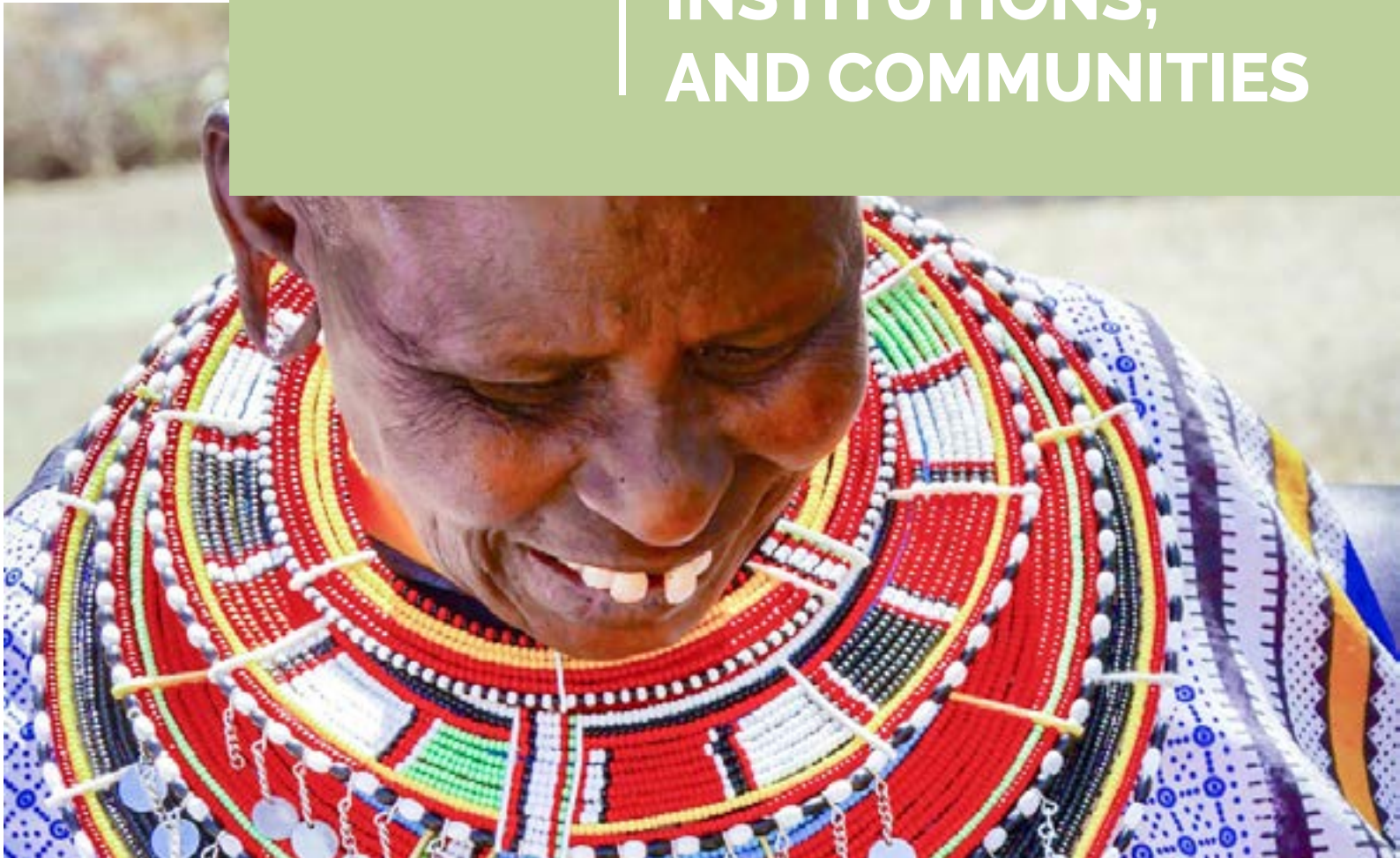


Sustainable  
Development Goals



## GOAL 6

# CAPACITY OF INDIVIDUALS, INSTITUTIONS, AND COMMUNITIES



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



**PILLAR TWO**  
Evidence based Decision Making

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## STRATEGY **ONE** | IDENTIFY CAPACITY NEEDS AND PRIORITIES

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

## STRATEGY **TWO** | COORDINATION OF TRAINING AND CAPACITY DEVELOPMENT

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

## STRATEGY **THREE** | IMPLEMENT RELEVANT, APPROPRIATE AND DYNAMIC TRAINING

Implementation of relevant and dynamic training programmes at multiple levels.





# ACTIVITIES

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

## Achieving Global Goals

Aichi Targets



Sustainable Development Goals



**PILLAR TWO**  
Evidence based Decision Making

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# FLAGSHIP

## Innovation and Research Hub

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



**PILLAR TWO**

Evidence-based Decision Making

## Key Initiatives

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



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

*Ban ki-moon. Secretary General of the United Nations.*



**PILLAR TWO**  
Evidence based Decision Making





# Pillar 4

## **Sustainability**

# GOALS

1

**EFFECTIVE GOVERNANCE  
AND SUSTAINABLE  
FINANCING**

“

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

*Wangari Mathaai. 2004 Nobel Peace Prize winner*

# GOAL 7

## EFFECTIVE GOVERNANCE AND SUSTAINABLE FINANCING



PILLAR FOUR  
Sustainability

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



## STRATEGY **ONE** | DEVELOP EFFECTIVE IMPLEMENTATION FRAMEWORKS AND MONITORING STRUCTURES

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

## STRATEGY **TWO** | GOVERNANCE, COORDINATION AND IMPLEMENTATION

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

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

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



**PILLAR FOUR**  
Sustainability

# ACTIVITIES

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



**PILLAR FOUR**  
Sustainability

## Achieving Global Goals

Aichi Targets



Sustainable  
Development Goals



# FLAGSHIP

## Valuing Wildlife

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

## Key Initiatives

1. Undertake Natural Capital Valuation of wildlife sector and its contribution to the economy.
2. Establish a National Wildlife Conservation Trust fund.



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

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



**PILLAR FOUR**  
Sustainability







# THE PEOPLE

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PHOTO: <https://mybestruns.com/SafaricomLewaMarathon?details=Y>



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# INNOVATION



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

## **Cities**

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

## **Why Counties?**

Counties are key sector in achieving Vision 2030 wherein tourism is a leading sector. For Kenya to be among the top 10 long-haul tourist destinations in the world, counties must significantly manage and protect their natural resources to offer high-end, diverse, and distinctive visitor experiences. The Ministry of Tourism and Wildlife will work with Council of Governors to build and support counties to develop tourism facilities and also enhance wildlife and other touristic sites in their counties (see the Tourism Blue Print 2018).

## **Communities' key to this strategy -**

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

## **Innovation & Technology**

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



## Why work with Youth?

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

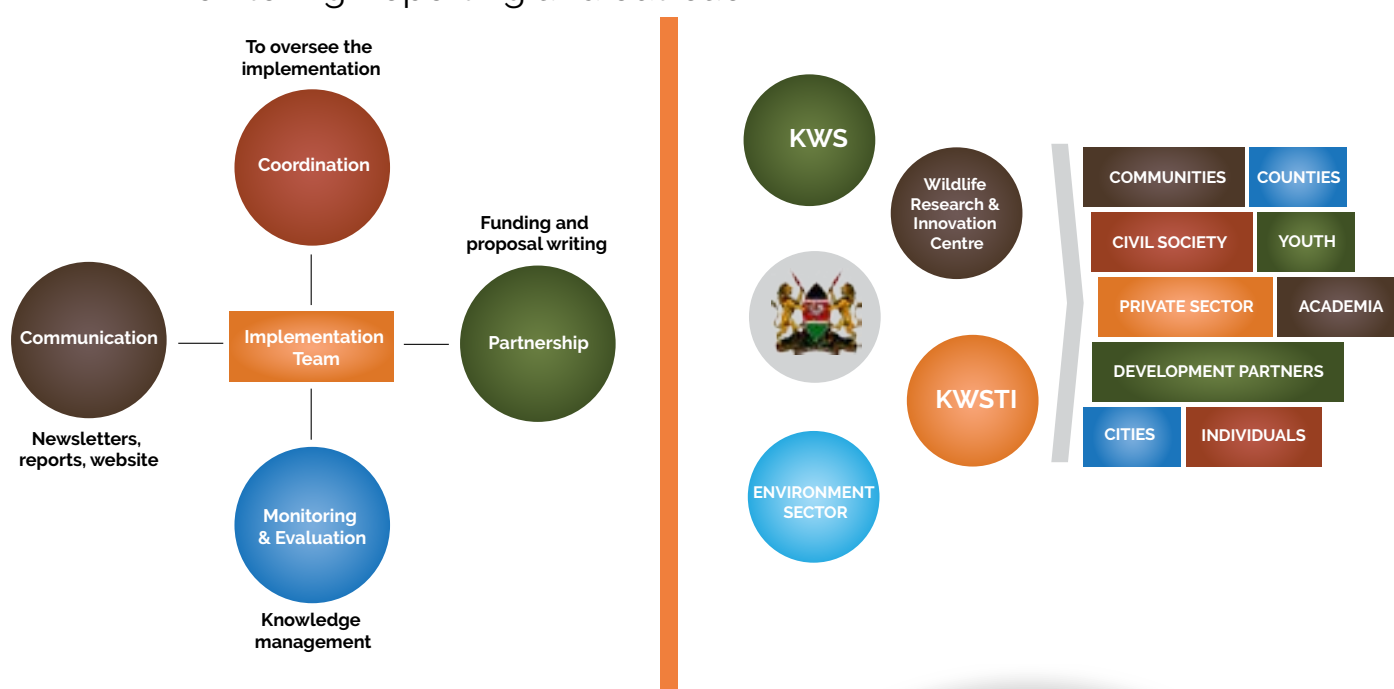


# Implementation

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

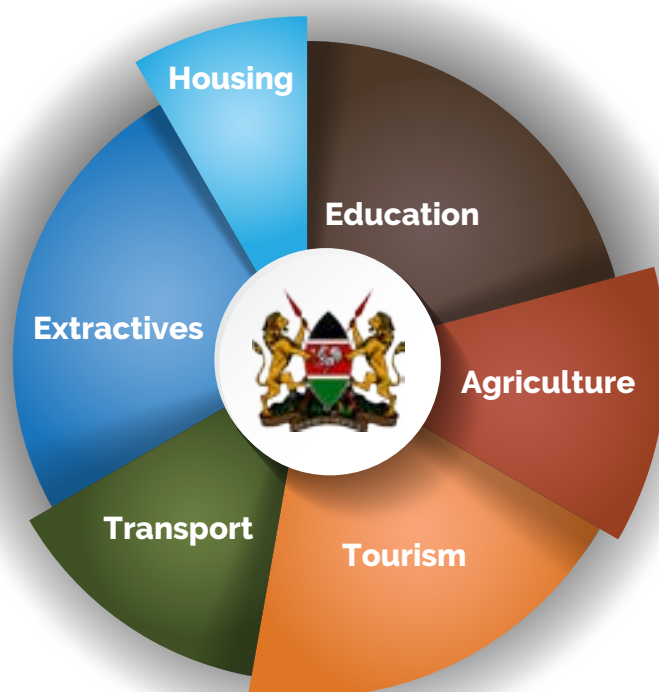
## Coordination

Under the stewardship of the State Department of Wildlife, the strategy will guide implementation, ensure accountability, monitoring/reporting and outreach.



## Cross Sectoral Linkages

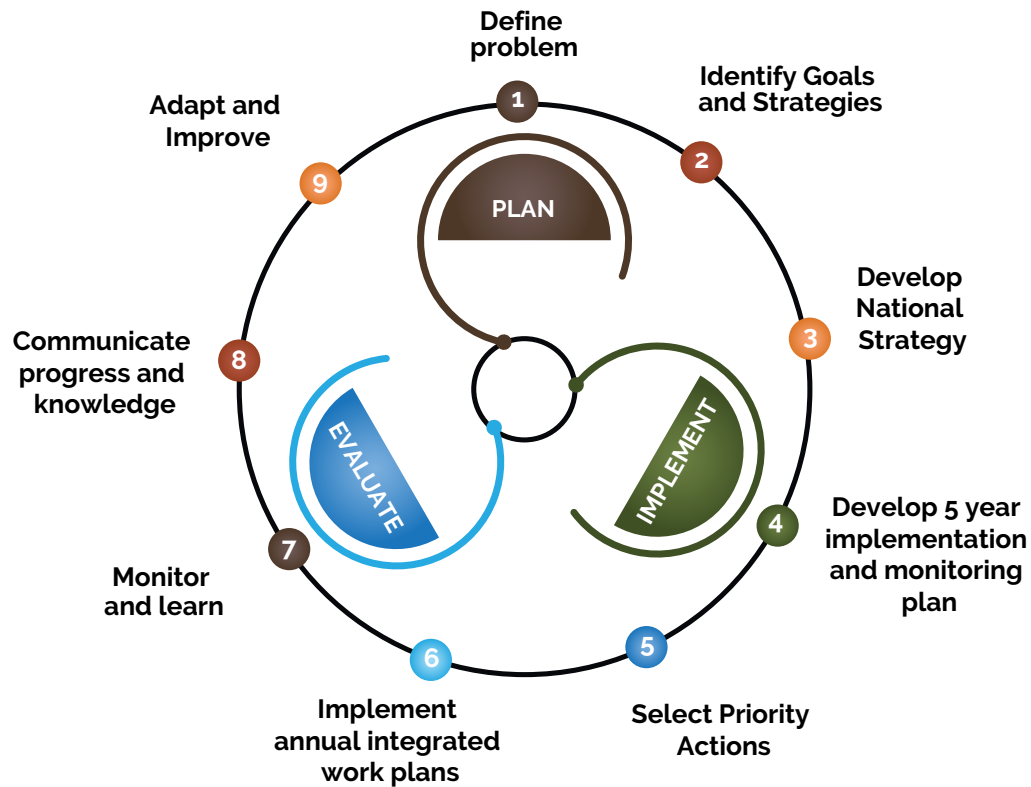
This strategy is more than just a roadmap for the wildlife conservation sector. It is also a blueprint for enhancing prosperity more generally by embedding environmental considerations and integrated planning across sectors.



Ministerial Inter-Sectoral Council

## Monitoring and Learning

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



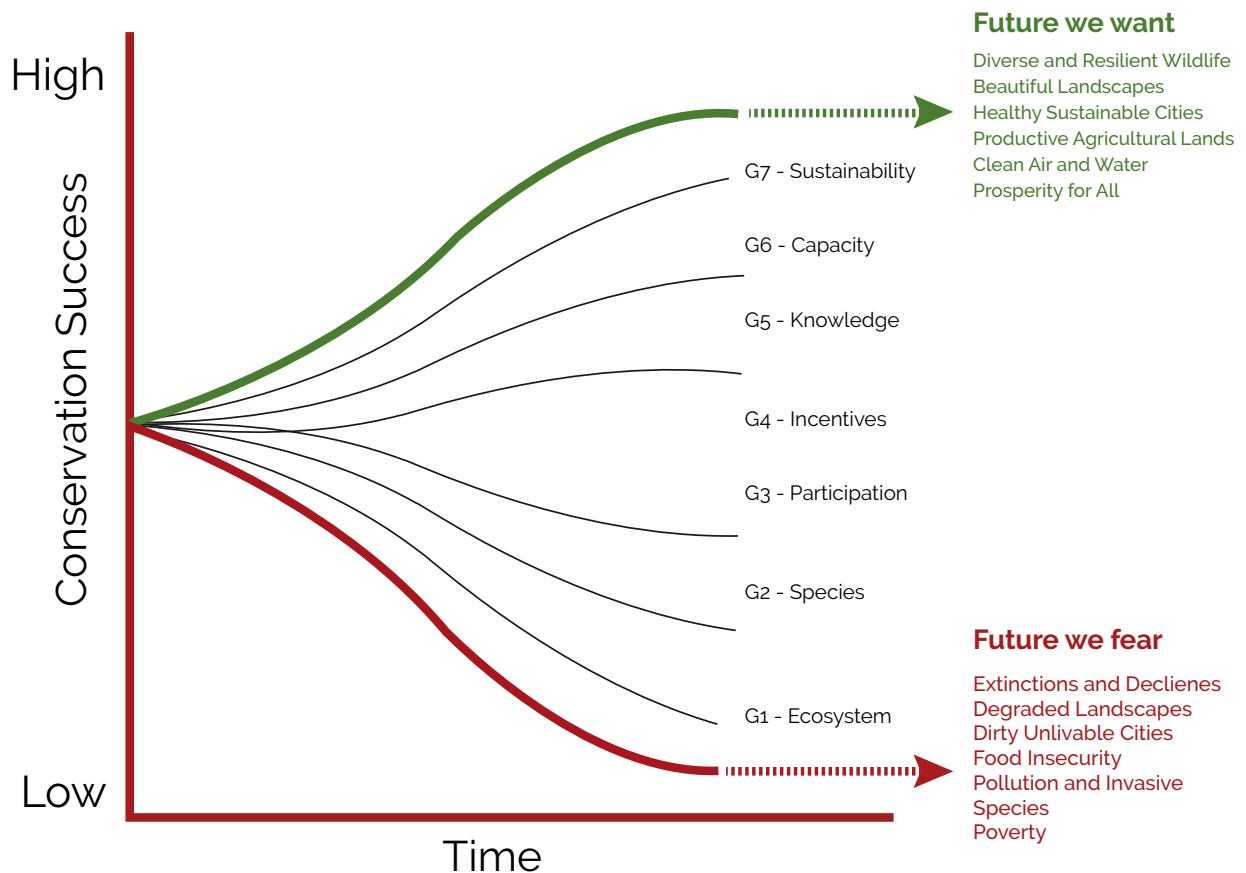
## Sustainability

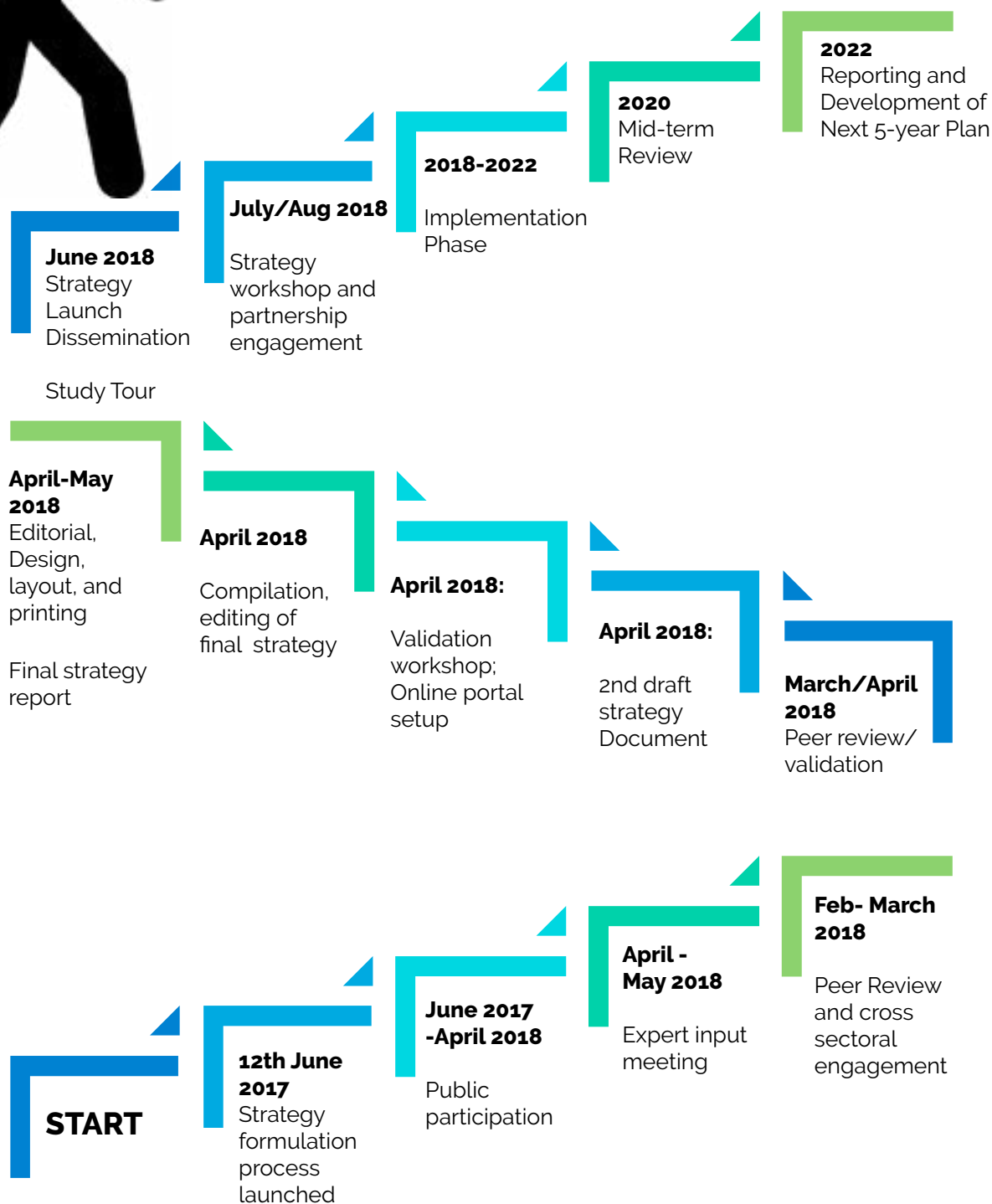
Successful implementation of this Strategy requires commitment and investment from all stakeholders – national and county and government, urban authorities, non-government agencies, private sector, development partners, local communities and individuals.



# Conservation Success

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











# IMPLEMENTATION **MATRIX**

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

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



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

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

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



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

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

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State Department of Wildlife