

## Social eco-enterprise in Kenya



Many rural communities in Kenya are faced with environmental pressures and competition for natural resources. This project aims to improve the household income and livelihoods of women living in Marafa and Bamburi through fish farming, rehabilitation of Kaya Forests and the promotion of eco-tourism.

*Location: Marafa and Bamburi, Kenya*  
*Project timeline: Nov 2017 – Nov 2018*  
*Total project cost: € 100,000*  
*Funding gap: € 60,000*

### Context & background

Kenya is the largest and most advanced economy in east and central Africa. Yet nearly half of the population live below the poverty line. 75% of the population in Kenya depends on agricultural activities for a living. An increase of environmental pressure and competition for resources means that rural communities are struggling to provide a sufficient income to support their families. Driven by poverty, mainly girls are kept from school and sent off to get married at a young age. This subordinate position affects women throughout their lives, varying from missed opportunities for education and own income to an increased risk of (domestic) violence.

The livelihoods of people in Marafa and Bamburi are highly dependent on agriculture and agroforestry. Through sustainable management of natural resources as well as providing environmental services, families can generate income whilst protecting their environment. ActionAid has supported communities to invest in the rehabilitation of Kaya Forests and promotion of eco-tourism in Marafa. In Bamburi, communities have piloted fish farming integrated with the reforestation of mangrove forests at the sea shores.

Building on these pilot projects, we are seeking additional investments in these social eco-enterprises.

### What we could achieve together

The current fish farming and forest rehabilitation projects have a ripple effect beyond the two pilot areas. With additional investment we can upscale this project and not only protect the forested areas but also plant new trees. By focussing on the main producers – a total of 560 rural women – we will be able to improve their economic and political power. Together, we will ensure that:

#### **Outcome 1: The income of 280 women has improved through fish farming and beekeeping in Bamburi, Mombasa County**

- Together with the community we will improve access to fish farming equipment, beekeeping equipment and mangrove rehabilitation seedlings and select new sites.
- We will train community members on sustainable modern fish farming methods, and train community technicians, fish farmers and resource managers on improved fish farming methods, hatchery/nursery management, fish health and marketing.

- We create awareness on the need for social enterprises such as fish farming and conservation of mangrove in the communities and schools.

**Outcome 2: The income of 280 women has improved through the establishment and planting of indigenous tree seedlings, conservation of community forests and management of tourist sites in Marafa, Kilifi County**

- We will improve access to forest rehabilitation equipment and develop extension materials to support the adoption of sustainable forest rehabilitation and management.
- We will engage and link with forestry stakeholders and offices and awareness on the need for rehabilitation and conservation of Kaya forests in the communities and schools.
- We will train community members on sustainable harvest of timber and forest product and train community technicians, farmers and resource managers on improved natural resource management, tree nursery management and marketing.

**Outcome 3: The capacity and capabilities of local partners who are engaged in rehabilitation of forests are strengthened**

- We will build the capacity of the local partners on our Human Rights-Based Approach and improve their organisational and governance structure, financial management and fundraising skills.
- We will further create awareness on the need for rehabilitation and conservation of mangrove and Kaya Forests with local authorities and the community.

**Successful beekeeping in Kuria**

An innovative beekeeping project supported by ActionAid is benefitting 4,200 people in Kuria.

Designed to provide women with an independent source of income, the project is run by a local community organisation and 20% of the profits go back into running the business. The scheme has made a big difference to women's lives, giving them their own money so they can put food on the table.

Josephine, who has been helped by the project, says: "Fifteen litres in one hive is a good harvest; sometimes in the dry season you get less. I sell some of my harvest, but keep some to eat because it is very nutritious. I have four hives from ActionAid."



**How this project will lead to a lasting impact**

ActionAid's work is designed to bring about sustainable change by developing long-lasting solutions to poverty, in partnership with local organisations and the members of the community. For this project ActionAid will be working together with three local organisations: the Madzombani and Gandini CBOs in Bamburi and the Nyari in Marafa.

We aim to build the skills and resources of local experts (women-farmers and environmentalists) to champion environmental conservation and economic and political empowerment without the need of future support. We will build the long-term resilience of the community through economic

empowerment and sustainable agricultural initiatives that will improve the women's household income and independence.

Moreover, if more people understand the impact of unsustainable economic enterprises, the more they'll invest on social enterprises in Kenyan society. With your support, we can build on our successes in Bamburi and Marafa, and reach more women and households in urgent need of capacity enhancement to sustainably adapt to climate change and its impacts.

## **Monitoring & Evaluation**

During the inception phase we will conduct a rapid assessment to gather relevant baseline data. The baseline data will provide the foundation for validating the logical framework and for tracking progress across the implementation period. The design and the evaluation process will be an empowering experience for participating women, helping them to understand and exercise their rights. In line with our Accountability Planning and Learning Systems (ALPS), we will conduct a final evaluation of the project to ensure compliance with our commitments and measure achievement against the targets set to demonstrate the outcomes and impact of the interventions.

## **Project costs**

The total cost of this project is € 100,000. A large amount of the project is already covered, but we are still looking for a total co-funding amount of € 60,000 to carry out this indispensable work. Upscaling or downscaling of this project is possible. With your investment, we can help 560 rural women in Kenya to set up an eco-friendly business that protects the environment and provides them with a sustainable source of income.



## **Contact**

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**Together we have the power to change the future.**

**Join us!**