



**GREEN
WORLD
CAMPAIGN**
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GREEN WORLD CAMPAIGN 2018 REPORT

Project definition

More than ever organizations that want to make a difference and help communities combat climate change are faced with the problem of creating large scale solutions for the very large problems that our planet is facing. The problems ranging from biodiversity loss to climate change to inequalities in economic development have an answer in integrated solutions. Solutions that bring a whole range of different people together to combine their efforts and work towards a common goal and purpose.

Green World Campaign (GWC) runs various greening projects with the community members in various parts of the world which are centered on integrated solutions that span across different sectors, levels and stakeholders. The projects aim at alleviating poverty, improving the health and lifestyle of community members, increase access to

water by communities in the dry areas of coast as well as improve the beauty of the environment. The projects being implemented by GWC K among the community members has ensured creation of a more sustainable world for the people and the planet. These projects are not only implemented on the ground with the local communities at various sites where field officers are engaged to carry out continuous monitoring and capacity building, but they also aim to invest in grassroots organizations and give opportunities to people in rural communities. The main objectives of the program are:

OBJECTIVES

- To Turn degraded lands green again
- To raise the living standards of the Rural people
- Combat climate changes
- Create holistic ways to work for the health of the shared biosphere and the harmony of the global village
- To provide ecological and social benefits to our society
- To work with like-minded institutions, community groups and local farmers
- To conduct tree planting exercise county wide
- To be apolitical
- To combat food insecurity

Justification

There are many other organizations running conservation projects in the coastal Counties which are our main working areas in Kenya that GWC K has partnered with including The Kenya Red Cross, Kenya Wildlife Service, Kenya Forest Service, Community Based Organizations and NGOs but still, there has been little infiltration by projects to impact on the local community while promoting international agenda. These projects come in handy and in tandem with the Sustainable Goals of Clean Air, Water, Poverty alleviation and good health. The need to trap more carbon dioxide from the air to help mitigate climate change is a significant factor to inculcate in among projects especially with the community. The provision of water storage facilities and establishment of woodlots among community members is one of the projects that are least thought of by most organizations and GWC K has continuously sort to fill this gap. The partners we engaged in this year and how they contributed to GWC K achieving its objectives are shown below:

PARTNERS YEAR 2018	
PARTNER	REMARKS
Kenya Red cross	Activities: Planting events, capacity building of schools and community – their forte is food security, drought mitigation, sanitation, first aid, disaster

	management, water pan digging, and food for assets and are good at mobilization.
County governments of Kilifi and Kwale	Have helped in supported agri-businesses of the farmers mostly through purchase of seedlings that are replanted in the community lands. They have also dispersed the development funds that have helped farmers started income generating activities.
Coast Development Authority	They started the large scale Mwache dam reforestation program that aims to plant over 5 million trees in 5 years and have chosen GWC to help train farmers around the Mwache dam to establish their own tree nurseries and to ensure they learn eco- friendly farming practices to ensure they do not pollute the Dam.
Kenya Forest Service	They are mandated by the government to monitor organizations that do tree planting and have supported as especially during partner planting events and involving us in policy making and looking for market for excess seedlings.
The ministry of Education	We work in Green clubs in schools through their express permission and have ensured we get support of school administration and staff and have encouraged our activities that are in line with the environmental educational goals of the country.
Youth Groups, community members and kaya elders	Help in tree planting, awareness raising and we in turn make sure they have adequate capacity building.
Wildlife Clubs of Kenya	Have really supported us in terms of raising awareness in schools in terms of biodiversity, climate change and recycling. They help register our schools to make sure they get subsidized rates when they go for biodiversity trips in the national parks.

Bamburi Lafarge	They have helped in joint planting events by donating seedlings, they also let our green clubs in Kwale access their environmental educational centre, they have also been a major support in our Pungu Program and have donated tanks and bought seedlings in some of our schools.
4-Shore designs	Every year they donate part of their profits towards tree planting initiatives in our sites. They buy seedlings from our schools in Kilifi and plant them on site. In 2015 and 2014 they donated fruit trees to schools in the form of bananas.
Distant relatives Eco lodge and Backpackers	They have been donating hardwood trees to our schools to plant and have been mobilizing visitors at their eco lodge to continuously do the same.
Big Ship	Their forte is Mangroves and they have helped in the capacity building of our staff and some of the schools.
Kwale Wildlife Patrons Action Group	They are very active in mobilization of schools, tree planting activities, and awareness raising and resource mobilization.
Kwale Natural Resources Network	They help us in networking as it is an umbrella body for different like-minded organizations that are concerned about the environment.
Grassroots Economics Foundation	They help in setting up community currencies in marginalized communities in order to spur trade even where there is lack of liquidity. GWC is working to set up tokens that are linked to environmental restoration in rural communities with their help.
DSW	Their forte is in family planning and reproductive health issues especially among the youth. GWC seeks integrated solutions while working in the communities and DSW has helped in

	<p>sensitizing communities of family planning and reproductive health- with adequate funding this is an area that GWC hope to focus on as most of our groups have majority female membership.</p>
Kilifi New Year Group	<p>As part of their social cooperate responsibility they purchased over 5,000 seedlings form schools in Kilifi County that were planted on site thus helping schools and youth groups in the area boost their own green economies initiatives.</p>
Farm Concern	<p>Farm Concern International, FCI, is an Africa-wide agri-market development agency specialized in; i) Value Chain Analysis, ii) Profitable Smallholder Commercialization and iii) Market Access iv) Capacity Development v) Enterprise Incubation & Graduation. GWC hopes to help communities in their sites get linkages to markets of their organic farm produce through a partnership with farm concern.</p>
Giraffe Centre	<p>Just like GWC Giraffe centre works towards environmental conservation and changing mind sets. This year GWC was able to hold competitions for its schools in Kwale where they were supported by the Giraffe Centre with gifts and trips for best performing schools in environmental restoration and waste management.</p>
Arocha Kenya	<p>A Rocha Kenya’s mission is to contribute to the restoration and conservation of ecologically-sensitive areas and the transformation of people’s understanding and appreciation of God’s creation. GWC was able to partner with them during the capacity building workshop of its field officers. They also help in conservation of the expansive arabuko Sokoke forest where GWC</p>

	hopes to help in environmental restoration using drones.
Wildlife Action Group	It is an action group that brings together stakeholders that work towards environmental conservation including schools, state organs, community forest associations, youth groups farmer groups and other non-state actors. It is a great forum for local mobilization and to advocate for issues to do with the environment.
Kikambala Arts	Kikambala Arts uses art to raise awareness on issues affecting the communities. GWC worked with them to help raise awareness on issues like climate change through song, dance and skits.
Wildliving Kilifi	GWC worked with Wildliving to get market for produce from farmers as they aim to encourage local farmers to plant food organically thus boosting green economies in our sites.
Cocovita LTD	As GWC worked to reach more sites along the coast Cocovita helped in mobilization of its farmers so we could easily do capacity building and reach more groups in a short while. They also helped us in getting demonstration farms where we can help set up demo plots for farmers in Kaloleni.
Rotary Club Kilifi	They reached out to GWC sites in Kilifi as part of their CSR where they bought seedlings and planted on site thus giving motivation to pupils. They also boosted some sites with water catchment equipment.
ICRAF	Their Moringa Expert Carrie Waterman visited our sites to offer professional support. He showed some youth groups how to plant Moringa based on the needs be it as a vegetable to harvest leaves or

	to harvest seed pods. She also collected samples from our sites for testing.
Ministry of Interior and coordination - Kwale county	GWC K was engaged by the ministry of interior and coordination as one of the partners and stakeholders helping it to combat violence and extremism through its peace tree initiative in communities and involving kaya elders and youth to spread peace messages during times of political and religious tensions.
Kenya Scouts Association	KSA have a country wide reach in most of the schools in Kenya and through its partnership GWC is able to plant more trees and engage pupils especially in the scout's movement in tree care. Together with the scouts GWC has a bold goal to plant 5 million trees in 5 years.
Base Titanium	They boosted GWC sites by providing wheel barrows and watering cans for GWC schools that had won a challenge on proper waste management and food gardening initiatives in their schools. They also trained one of our field officers on basic first aid.

Project sites

This year we were able to add the number of our sites from 75 sites to 89 sites in Kwale and Kilifi Counties and with adequate funding we hope to reach a target of 100 sites by the end of 2019. We still used schools as a spring board to reach communities around them and we are happy to have seen schools grow into environmental management resource centers for communities around them.

2018 MAIN ACHIEVEMENTS IN NUMBERS

ITEM	NUMBER OF TIMES INDICATED IN SITES
BRANDED ITEMS <ul style="list-style-type: none"> • T-shirts • Scarves • Wrist bands 	<ul style="list-style-type: none"> • 72 sites reported to have received t-shirts in the past year • 54 sites reported to have received t-shirts in the past year • 72 sites teachers and at least 5 pupils reported to have received wrist bands in the past years

<p>WATER HARVESTING EQUIPMENT</p> <ul style="list-style-type: none"> • Tanks • Wheel barrows, hose pipes • Drip kits • Dams • Cisterns 	<ul style="list-style-type: none"> • 25 sites still had fully installed tanks with gutters • 15 sites received wheel barrows with hose pipes • 6 sites received drip kits • 1 site has a dam through government funding. • 8 sites have been able to dig cisterns through partner support.
<p>NURSERY ESTABLISHMENT MATERIALS</p> <ul style="list-style-type: none"> • Vegetable seeds and tree seeds/ seedlings 	<ul style="list-style-type: none"> • 80 sites reported to have received support in the form of vegetable seeds and tree seeds or seedlings
<p>CAPACITY BUILDING WORKSHOPS</p> <ul style="list-style-type: none"> • Teacher trainings • Pupil in Green Clubs • Youth trainings • Community point persons trainings/ workshops 	<ul style="list-style-type: none"> • 214 teachers reported to have attended a GWC training workshop in the past year • 2710 pupils reported to be part of Green clubs in the term starting January 2018 • 260 youth reported to have attended capacity building workshops offered by GWC K in the past year and took part in community awareness raising • 11,319 community leaders/ point persons reported to have attended a GWC capacity building workshop, taken part in training community members in other villages and community planting events in water catchment areas and community lands.
<p>Topics taught during educational sessions in the past one year</p>	<ul style="list-style-type: none"> • Climate change and local mitigation strategies • Permaculture and organic farming • Natural water harvesting and recycling techniques • Kitchen gardening • Managing green clubs • Group dynamics • Running agri- businesses, record keeping and managing group savings account • Organic weed control • Conflict management • Family planning and reproductive health • Education through listening and adult learning • Recycling of waste and proper waste management.

Most requested items in sites	<ul style="list-style-type: none"> • More capacity building workshops, • Entrepreneurial classes • Animal husbandry classes • Tanks and other farm implements • Bio diversity trips • More branded items • Teaching materials • Basic business management classes.
Income Generating activities	<p>Bee keeping</p> <p>Sale of seedlings</p> <p>sale of seeds</p> <p>sale of vegetables</p> <p>posho mill</p> <p>sale of coconut oil</p> <p>sale of Moringa oil</p> <p>sale of cereals</p> <p>sale of organic charcoal</p> <p>Total revenue from green businesses reported in sites:</p> <p>1,637,250 Kenya Shillings</p>
Area reported to have been planted trees for reforestation in the past one year	156.375 acres
Area reported to have been used for agro-forestry in the past one year	37.125 acres

TREES PLANTED MARCH 2017 AND NOVEMBER 2018

SPECIES	TOTAL	USES
Moringa	31, 533	Agro- forestry, medicinal, food trees, animal fodder, extraction of oil from seeds
Casaurina	35,532	Poles, reforestation, construction
Mkwaju	7940	Reforestation, seeds pods area edible, make fruit juice
Mrabai	22,698	Reforestation

Mborea	13, 617	Reforestation, poles
Orange	915	Fruit tree
Palm tree	1170	Reforestation
Banana tree	4225	Fruit tree
Pawpaw	840	Fruit tree
Mfenesi	100	Reforestation, fruit tree
Msonobari	4865	Reforestation, poles
Mango	905	Fruit tree
Luceana	25,721	Reforestation, animal fodder
Flamboyant	2392	Reforestation
Mpera	5	Fruit tree
Avocado	300	Fruit tree
Bambakofi	6368	Reforestation, poles
Neem	48,614	Reforestation, medicinal
Aloe vera	12,310	Medicinal, reforestation
Mng'ong'o	400	Reforestation
Mkungu	1550	Reforestation, fruit tree
Mkode	14, 250	Reforestation, fence tree, ornamental
Mchongoma	1070	Reforestation, fruit tree, fence tree,
Pineapple	400	Fruit
Magdea	320	Reforestation
Mwanga	35	Reforestation
Mtsani	370	Reforestation
Ash oak	5360	Reforestation, ornamental
Mkulu	200	Reforestation
Mkarabai	4197	Reforestation
Umbrella	360	Reforestation
Unidentified tree species	10,205	Reforestation
TOTAL	258,767	

- **Trees planted verified a year and older but not in community lands: 865, 335**
- **Trees planted in community lands and in water catchment areas: 246,072 as reported in sites**

TREES PLANTED 2014- 2015 - SURVIVING	TREES PLANTED 2015-2016 - SURVIVING	TREES PLANTED 2016- 2017 - SURVIVING	TREES PLANTED 2017- 2018 - SURVIVING
PROJECT SITES: 312,904	PROJECT SITES: 238, 766	PROJECT SITES: 222,892	PROJECT SITES: 258,767

COMMUNITY LANDS: 151,248	COMMUNITY LANDS: 158,758	COMMUNITY LANDS: 168,691	COMMUNITY LANDS: 246,072 * boosted by the Mwache Dam project funded by the Government and world bank
464,152	397,524	391,583	531,839

SUCCESS STORIES

I. MISHENI FARMERS



Misheni Farmers working on their tree nursery area

Misheni farmers is a group which was formed on 23rd August 2014, it is found in miyani village, Mnyenzi sub – location Kasemeni location Kinango sub- county in Kwale county. The distance from the main road that is Mazeras-Kinango from kwa Matano stage is 2 ½ kilometres. It is under the chairlady by the name Mwanaidi Ibrahim Ruwa, members of the group are 32, four men and 28 females. The aim of the group is to make the community to identify the roles and responsibilities they have in Combating environmental issues as they affect every aspect of their life in the community from how they feed their families to their economic futures. This year the group has managed to raise a total of 93,630 seedlings that have been donated to various schools, churches mosque the other half was purchased by coast development Authority to be planted under the mega project of Mwache multipurpose dam.

This site so far has planted more than 50,000 seedlings since its inception in 2014 and this year it has planted 8970 seedlings in various water catchment areas and community lands. The group also has the following unique characteristics showing they benefited from the capacity building by GWC:

- (1) The leadership of this group is rotational, and every member is required has a role to play.*
- (2) The knowledge they have acquired has made it easier for their area field officer Shanga Mbuli to engage them in a variety of issues.*
- (3) Transparency among leaders leads to the members to work more extra hard – showing that they can manage group dynamics well and the members are able to demand quality service from their leaders.*
- (4) They have become a resource center for other farmers and schools and are willing to carry out community outreaches to train other community members and take part in water catchment areas planting events.*
- (5) They have been able to do their own local resource mobilization and have been able to earn income from their own established agri businesses that encourage sustainable use of the environment.*

II. HUMAN IMPACT STORY- EMPOWERING THE RURAL WOMEN OF MIYANI TO FACE CLIMATE CHANGE

Climate change has the disappropriate impact on the lives of women and girls in the poorest communities. For example, the impact of droughts and floods are felt most by women and girls. Our sites in rural Kwale especially the women groups feel the effects of climate change they carry most of the psychological and physical burden of worrying about feeding their families. Green World Campaign Kenya works with local farmer groups who are mostly women like the Miyani Farmers' Group to capacity build them with local climate change mitigation strategies. The Miyani farmers group came together as an initiative to help each other during a time when there was a severe drought and families could barely feed themselves. GWC K and other partners chief among them the Kenya Red Cross- Kinango chapter has over the years built their capacity through various interventions like: provision of farm implements including seeds, trainings, building of a storage unit that helps them stock seeds-to build a community seed bank and is also used as a training centres- helped them start green businesses like sale of vegetables, seedlings, posho mill, Moringa oil pressing and bee keeping.

During capacity building workshops the topics that farmers have been trained on during the workshops are:

I. Natural water harvesting techniques in farm lands and community lands – including digging of cisterns, sunken beds- popularly known as zypits.

II. Use of mulches in farms after planting which helps in retaining moistures and boosting soil quality

III. Trainings on local resource mobilization where they can get the local and national governments to help in construction of dams. The community come together to dig trenches,

plant and grass around the dams to mitigate soil erosion and to also plant trees beside the trenches and on river beds.

IV. Tree nursery establishment and management – Miyani Farmers nursery now has a capacity of over 100,000 seedlings and they have been able to gradually plant an average of 25,000 seedling during the rainy seasons in community lands, group farm lands, individual farms and have also donated. With the provision of tanks from GWC K they have been able to do rain water harvesting.

V. Organic farming based on permaculture principles, food and nutrition – we have brought in experts to train them how to cook traditional vegetables to retain nutrients and how to plant them.

The Miyani farmers program supports 224 farmers directly 145 of them are women and is thus able to reach over 224 households directly with an average of 8 members per household. The farmers have been instrumental in raising awareness on environmental Issues in the Miyani area. With the GWC K field team they have helped reach other villagers raised awareness on sustainable environmental use, agro-forestry initiatives, organic farming based on permaculture principles and have become a resource centre thus helping us reach other farmers in the wider Miyani area



Jacob Matumbi at the kaya Forest near the Miyani Farmers group site that they helped reclaim and Miyani Officials at the Miyani posho mill- miyani resource centre that GWC helped them construct.

III. Testimonial – Mr. Fondo Vuma Primary School Green Club Patron

- *“Through the gwc kenya we persuaded the local community especially school administration and the Parent Teacher Association at Vuma Primary school to start a tree-planting project at his school and to teach children about the dangers of deforestation. The immediate benefit of the project is already visible only two years after it started. People can now shelter from the sun under trees planted with the help of green world campaign during school events like parent teacher meetings, sport days and other community meetings. As a school we*

have been able to own the program and the teachers help the pupils to manage the agro-forestry plot that has been giving us a steady supply of fresh vegetables and fruits. As a club we will keep for advocating for change and provides alternatives so that the community around us will no longer have to destroy their trees but make a big difference to environment of that area. This year we are proud to report that we have planted 6477 indigenous and food trees in our agro-forestry plot and woodlot.



Vuma Primary Pupils during planting events and a partner event who bought seedlings to be planted on site.