

A group of people, including men, women, and children, are sitting in a circle outdoors in a grassy area with trees. They are engaged in a community meeting or discussion. Some are sitting on green plastic chairs, while others are on the ground or on other chairs. The background shows a natural setting with trees and a clear sky.

Empowering communities to manage changing pastoralist livelihoods for biodiversity conservation in Kenya

Vishal Shah and Beatrice Lempaira, Northern Rangelands Trust Trading (NRT-T), September 14, 2023

MashinaniWORKS — *business at the grassroots*

MashinaniWORKS empowers historically marginalized youth and women of the communities of arid and semi-arid lands to improve their livelihoods with trade and commerce.

We work with communities to create sustainable, environmentally friendly local economies, help them earn diversified incomes that assist them to cope with the effects of climate change, alleviate poverty, and bring peace to natural-resource based conflicts.

We deliver lasting impact at the grass roots by addressing the most important needs:

- Bringing skills and business acumen to communities,
- Making market systems work
- Expanding and connecting local production to markets.

Our work with community conservancies in ASAL northern and coastal Kenya

Community conservancies:

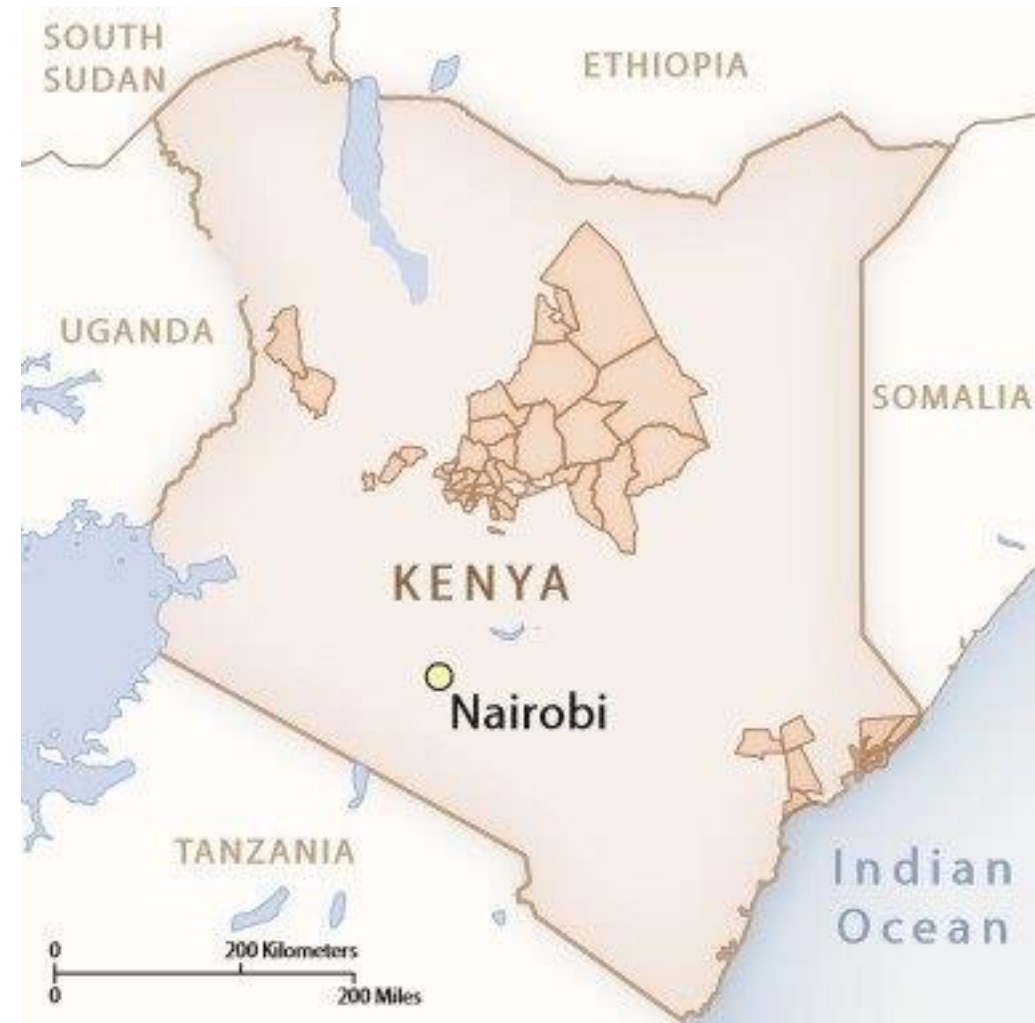
- A conservation easement on communal land
- 43 member conservancies of the Northern Rangelands Trust, in 10 counties
- 63,000 Square km² (size of W Virginia)
- 19 Indigenous communities
- Approx 600K people

NRT Trading

- Incorporated in Kenya in Sep 2014
 - A subsidiary of the Northern Rangelands Trust
 - Separate, independent Board of Directors

Local USAID Implementing partner in Kenya

- Sub-awardee under the 'Climate Resilient Community Conservancies Program' (2015 to 2021)
- Localworks prime Awardee, 'Uwezo Kaskasini Kenya' (Jul 2021 - Jun 2024)



Arid and Semi-arid lands (ASALs)

An aerial photograph showing a wide, winding river with reddish-brown water. The river flows through a semi-arid landscape characterized by sparse, low-lying vegetation and patches of bare, brownish soil. In the center of the river's curve, there is a small, densely vegetated island or peninsula where a few small buildings and a dirt road are visible. The surrounding terrain is flat and extends to the horizon under a clear sky.

- 41% of the Earth's land surface
- 60% of Africa's surface
- 89% of Kenya's land mass

The Pastoralist livelihood in northern Kenya



Average family size: 6
Smallest: 2; largest: 31



Average household: 45 sheep/goats,
7 cows, 2 camels, 1 donkey



Traditional skills in livestock keeping
67% no formal education



Monetary income: USD 445 per annum
(USD 40 a month)



59% live in temporary housing



13% have a water tank





Biodiversity conservation is inextricably linked with the changing pastoralist livelihood

Climate change

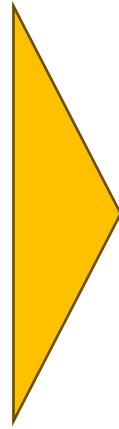
- Droughts and flooding decimate livestock and wildlife
 - USAID provided **USD310 million** in humanitarian assistance in Fiscal Year 2022 alone
- Human Wildlife Conflict (HWC), bushmeat trade and illegal charcoal during hard times

Population

- Pressure to convert land for agriculture
- Loss of habitat and severe degradation
- Conflict over livestock, water and pasture
- Low HDIs

For women and Youth of the ASALs, lifting themselves out of poverty is especially difficult

- Least economically integrated
- Remote harsh natural environment
- Climate related disasters
- Skills deficit
- Conflict over natural resources



We have chosen to focus on economic areas that can bring sustained climate change adaptation:

- Beaded handicraft
- Livestock sector
- Financial Inclusion
- Entrepreneurship
- Vocational Skills
- Tourism

Achieving resilience is a journey, not a single step



Beadworks

Earned income for women from handicraft

1200 women have been earning yearly income since 2011 from our beaded handicraft business.

Unique 'Starbeader' production system that creates local leaders

USD 2.3 million in cumulative sales

USD 900K in cumulative income earned by the women.



Financial Inclusion

Savings and credit at the village level

5,600 enrolled into a community-owned Savings and Credit Cooperative (SACCO).

- Over 69% are women

USD 1.3m loaned out.

- Initial loans of USD 250
- 55% repayment rate
- Over 700 have 'graduated' into larger loan amounts (USD 400-1000).

USD 300K in collective savings



Youtube links

<https://www.youtube.com/watch?v=yImJOpZxmb8&t=1s>

<https://www.youtube.com/watch?v=PRk8PdVEVjk>

'Biashara Mashinani' Entrepreneurship Development

Creating entrepreneurs and employers at the villages

400 'Star' entrepreneurs supported through coaching and mentorship, and specialized context-specific modular curriculum.

Improvement in revenue from USD 51 to USD 166 per month (over 3x increase).



'Ujuzi Manyattani'

Vocations that diversify livelihoods

782 women and youth graduated into vocations that earn immediate income.

Graduates earning USD 80 per month.

Initiated partnership with government.



Youtube links

<https://www.youtube.com/watch?v=Ac-ABsYoVqc&t=1s>

<https://www.youtube.com/watch?v=ePoo49iwfbc&t=127s>

<https://www.youtube.com/watch?v=JKgrKHT5DuY&t=3s>

'Ufugaji Bora Mashinani' Livestock school

Enhanced knowledge for productivity and resilience

300 livestock keepers benefitting from a specialized modular curriculum created with government.

Improvements in fodder planning, animal health decision making, breed selection.

10 Livestock Marketing Associations created at the Conservancies (50% under female leadership)



Youtube links

https://www.youtube.com/watch?v=KibkfifBf_A

<https://www.youtube.com/watch?v=UDH7HwaBCtQ>

<https://www.youtube.com/watch?v=liFA2JG0byI>

https://www.youtube.com/watch?v=o737g9_XF0U

Tourism Development

Creating income and jobs from tourism

Community-owned Tourism

- 4 Community-owned tourism 'banda' operations launched and supported.
- 1 high-end lodge
- USD 510,000 in income to conservancies (2022)
- 88 Conservancy Board members trained
- 23 youth trained in hospitality.

Investor-led Tourism

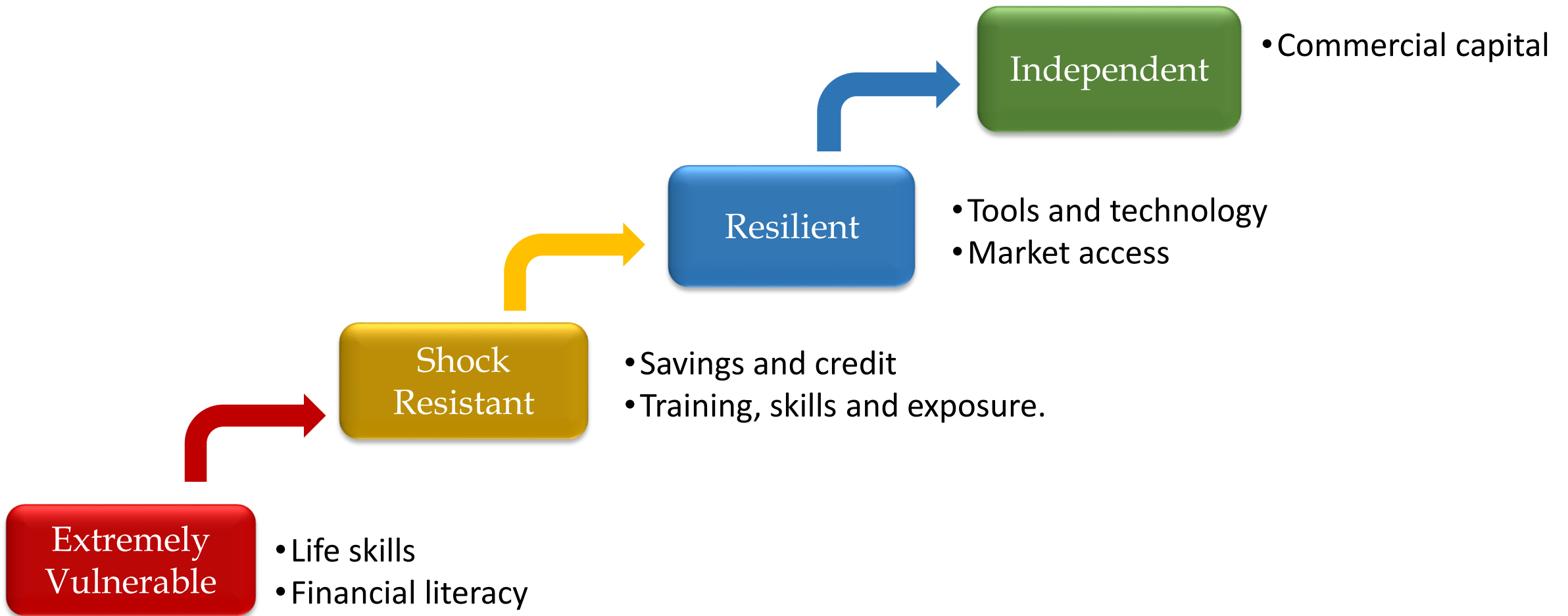
- 5 High-end lodges.
- USD 750,000 in income to conservancies (2022).



Website link

<https://thebignorth.travel/>

After years of experimentation and fine-tuning, we are now achieving sustained empowerment



Our methods are corroborated by credible academic evidence

Support from distinguished donors



- Localworks grant to develop the organization



- Leadership development and operational support
- Beadworks transformation



- Business and Tourism development support



- Women's empowerment
- Vocational training



- Vocational training

Impact since inception, and Strategic plan goals

	2014	2022	2025
Beadworks producers supported	1,100	1,200	2,500
Livestock-to-market income to Households	USD 1.9 million	USD 6 million <i>(graduated the business)</i>	-
Livestock-keepers trained	0	300	600
Micro-finance beneficiaries	0	5,664	10,000
Loans disbursed	0	USD 1.3 million	USD 2.5 million
Members savings	0	USD 300K	USD 500K
Entrepreneurs trained	0	544	1,000
Vocational training graduates	0	782	5,000
Tourism operations supported	5	10	12
NRTT employees	0	39	45
Institutional strengthening		M&E Dept Communications	NUPAS compliance ERP system

Invest in us to get to our strategic goals

1. Empower more women and youth
2. Build local leadership
3. Enhance critical capabilities
 - Monitoring and evaluation
 - Thought leadership
 - Communication
4. 'Climate Adaptation Hubs'
5. 'Regional Enterprise Acceleration Catalyst Hub' facility

Expand and accelerate impact



Health



Business



Education

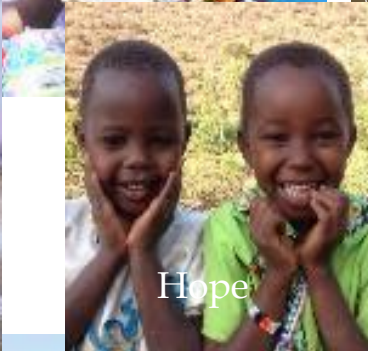


Wildlife protection



© David Chancellor

Conservation



Hope



Entrepreneurship



Leadership



© Pete McBride

Technology and banking



Innovation

Thank you!

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Socio-demographic and health indicators for women in ASALs

	Kenya (National average)	NRT Counties average
Ideal Family Size (Mean ideal number of children for all women age 15–49)	3.7	5.3
Polygamy (%)	9.0	22.1
Current Fertility(Total Fertility Rate)(Age15-49)	3.4	5.0
Birth Interval(Median number of months since preceding birth)	42.1	35.2
Teenage Pregnancy (15-19 years) (% who have ever been pregnant)	15.0	23.1
Infant and Child Mortality(%Under 5 yrs mortality)	41.0	34.1
Health Insurance coverage	26.0	19.0
Prevalence of FGM	15.0	
Women Participation in sexual Decision Making (% married women who make their own informed decisions about sexual relations, contraceptive use, and reproductive health care)	65.0	25.0
Ownership and use of mobile phones and bank accounts by women(%)	79.0	64.2
Ownership of Assets(% women owning land)	27.0	21.8
Paticipation of women on household decision-making (%)	66.0	63.6
Clean fuelsand Technologies (%)	21.0	6.4
Availability of clean drinking Water (Percentage with drinking water available in sufficient quantities)	65.0	46.7