

Zeitz Foundation's Laikipia Programme Newsletter -
December 2013

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Forward

Dear Friends and Colleagues,

Welcome to this second edition of the Zeitz Foundations Laikipia Programme Newsletter, which shares information about the work that the Zeitz Foundation, Segera and our partners are doing throughout Laikipia. The aim of the Laikipia Programme is to strengthen sustainable ecosystems management through the practical application of our 4C's conceptual framework. Our world is a complex and dynamic system of interdependencies, requiring a constant rebalancing of the forces upon which we depend - conservation, culture, communities, and commerce. The key to sustainability in The Long Run lies in ensuring holistic, committed effort in all these four areas.

Our Laikipia Programme therefore focuses not only on enhanced environmental management and governance but also on the creation of

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nature-based and culturally appropriate livelihoods for communities throughout the County.

Over the past few months we have seen exciting progress in the Laikipia Programme and increasing recognition of and support for this locally and internationally. Of note, as the article on the 'Earths Greenest School' award recounts, the US Green Buildings Council has recently awarded this prestigious accolade and financial prize to the Uaso Nyiro Primary school for the Waterbank buildings, a project of Zeitz Foundation in collaboration with PITCH_Africa. And it isn't just our projects that are receiving global recognition and awards, as you will read, Zeitz Foundation staff are also receiving their hard earned share of these.

Other articles here provide updates on efforts to promote the sustainable use of the natural resource base through the development of nature based micro-enterprises, such as bee-keeping and beading: and our sustainable water management initiatives such as the collaborations with Engineers Without Borders, Chinese Ghanzu Water Conservation Research Institute and PITCH_Africa.

Updates are also provided on the great kick-off this year to the Laikipia Unity League. This culminated in November with two regional championships in Aberdares and Mt Kenya Regions, resulting in selection of teams to play at the finals, set for January 2014. All 100 teams involved in the League have been busy engaging in conservation, cultural or community projects that every team has to undertake to advance through the League and make it to the finals.

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Further updates are also provided on construction of the Samuel Eto'o Laikipia Unity Football Academy, School and Environmental Education Centre at Endana Secondary School. When completed in mid 2014, this complex will ensure that Laikipia is home to East Africa's first football academy, a unique model school and environmental education and demonstration center to serve the whole community. Our thanks go to all those throughout Laikipia who are involved with and supporting their local teams.

Progress is also being made with the Laikipia Unity Land Initiative, with Governor Irungu convening a high-level Steering Committee to guide this programme in its efforts to address the 280,000 acres of land that are underutilized by the owners throughout Laikipia. As you will read, this programme, commencing with a pilot in Sukutan/Mathira 2, aims to reverse the environmental degradation of these lands in a transparent and equitable manner, which contributes, to peace and security for the County.

I'd also like to take this opportunity to draw your attention to our recently relaunched Zeitz Foundation website, www.zeitzfoundation.org, where you can find further information on the international activities of the Zeitz Foundation through the Long Run Initiative, as well as the Laikipia Programme. Further information on the Long Run Initiative and its implications for Laikipia is also provided in this newsletter. For regular updates of the Laikipia Programme activities, like us on the [Greater Segera Facebook page](#).

A warm thanks to all those who have contributed to this newsletter. If you would like to play a part

in highlighting issues that touch on the 4Cs of sustainability – Conservation, Community, Culture, Commerce – please send your article to info@zeitzfoundation.org for a chance to be published in our next newsletter and on our website.

Enjoy your read and your feedback and comments are always welcomed!

Dr. Liz Rihoy
Executive Director,
Zeitz Foundation.

Conservation



*Biodiversity is life.
Conservation is safeguarding this biodiversity and the integrity of the ecosystem services it provides which support global needs.*

Keeping her Memory Alive... Zeitz Foundation's Tree Planting Mission!

By Martin Muiruri

Thanks to generous support from the Embassy of the People's Republic of China in Kenya, the Zeitz Foundation is well on the way to planting 71,000 trees on Segera and in neighbouring community areas of Laikipia in memory of the late Professor Wangari Maathai: one thousand trees for each year of her life.

Decades of over-grazing on Segera Ranch and destruction of trees for charcoal production, and clearance for agricultural purposes in areas around Segera have resulted in severe deforestation and degradation of the Segera eco-system. Reafforestation - tree planting - contributes to reversing the resulting environmental damage, restoring biodiversity and improving livelihoods. No one recognised and promoted this more than the late Wangari Maathai. In an effort to honour her memory, whilst restoring our environment, the Zeitz Foundation, with support from our Chinese friends, is establishing the Wangari Maathai Memorial Forest. Thus the spirit of Wangari Maathai will never be forgotten, but live on in the indigenous trees planted in her memory.



Our approach to reafforestation encompasses more than simply planting trees on Segera Ranch itself though. Whilst we have established our own small tree nursery at the ZF HQ on Segera and to date planted approximately 4,000 seedlings in our immediate vicinity – many by visitors to the Zeitz Foundation - we are also actively involving thousands of people throughout Laikipia.

Over 20 of the football teams competing in the Laikipia Unity League have chosen to establish tree nurseries as their 4C's project. Each of the 100 teams involved in the League has its own 4C's project and their progress through the League ranks is dependent on the success of this project. Approximately 36,000 indigenous tree seeds have been distributed to these 20 teams to enable them to establish their nurseries. Basic training on tree planting and care has been provided to all team members and with an anticipated survival rate of one-third of seeds planted, approximately 12,000 seedlings will be available for planting out by early 2014. Once these seedlings are ready for planting, the Zeitz Foundation will purchase them for planting on Segera Ranch and its surrounds.

The Environmental Education Clubs that we support in four neighbouring schools have all established their own tree nurseries and between them have planted and are looking after thousands more seedlings.

Between the school clubs and football teams we anticipate that by the end of 2014 we will have reached our goal of planting and having in place the institutions to maintain the healthy growth of 71,000 trees. This approach ensures that commercial micro-enterprises are established based on tree production throughout Laikipia, enhancing the livelihoods of those involved and creating awareness of the commercial and environmental value of trees. The overall impact will be not just the reafforestation of Segera and neighbouring area and accessibility of indigenous tree seedlings throughout Laikipia, but the training and preparation of a generation of environmental stewards for Laikipia.

If you would like to promote reafforestation and environmental stewardship in Laikipia, contact Martin at martin.muiruri@zeitzfoundation.org to find out where you can purchase seedlings at a location near you. Seeds have been sourced from Kenyan Forestry Research Institute (KEFRI) and include: *Acacia Senegal*, *Acacia Xanthophloea*, *Croton Megalocarpus*, *Calpurnera Aurea*, *Dodonea Angustifolia* and *Olea Africana*.

Arrival of Wild Dogs At Segera Herald's Launch of Wild Dog Conservation Project

Segera Hosts Tropical Biology Association Training Course With Minimal Environment Impact



By Ernest Nyamasyo

Research students from Tropical Biology Association could not believe their eyes when they spotted a pack of Wild Dogs near their camping site at Segera. The pack, seemingly oblivious of the excitement surrounding them, came trotting from the west and spread out across the savannah heading south. The lead dog, curious of the clicking of cameras and human sounds, strutted ahead looking towards the group of thrilled on lookers, some of whom were seeing the unique animal for the first and probably last time in their lives.

The arrival of the wilddogs came just in time to herald the launch of a project to conserve Wilddog and Cheetah in Laikipia, which the Foundation is implementing in partnership with the Zoological Society of London.

Through its Species Conservation Programme, the Zeitz Foundation and its partners such as Mpala Wildlife Research Centre and ZSL, uses research to find ways for wild dogs and other threatened species to coexist with people, and share the findings with all sectors of society through participatory theatre and other community outreach tools. The aim is to bring about behavioural changes and improved range management practices to enhance conservation of the targeted species.

Comprehensive behavioural research and monitoring by ZSL has demonstrated that both African wild dogs and Cheetah's, icons of Africa's remaining wilderness, face a number of serious threats, including habitat loss and human persecution through hunting and poisoning. The species range across vast areas. Because few parks are big enough to contain them, the survival of the increasingly threatened species depends upon sharing the landscape with people

The Zeitz Foundation is currently developing projects with both Mpala and ZLS to enhance conservation of cheetah, wild dogs and elephants. Watch this space for regular updates!



By Ernest Nyamasyo

With a magnifying lens in one hand and a pair of tweezers in the other, the young man picks up a butterfly and squints through the concave glass. After a few seconds, he pops it into a specimen bottle, which he finds in his bag.

His colleague does the same to an unknown plant specimen. They will sit with the rest of the group in the evening and report on their findings. If they hit a brick wall, they will be forced to ask one of the professors who is camping out with them at Zeitz Foundation Headquarters on Segera.

The two were part of a group of twenty four MSc and PhD students taking a course on Savannah Ecology organized by Tropical Biology Association (TBA), an organisation that provides key practical training for conservation biologists and practitioners through field courses, specialist skills workshops and applied research.

The promotion of conservation and sustainable ecosystems management is interwoven and fundamental to all aspects of the Zeitz Foundation's activities. This has seen the Foundation collaborating with like-minded institutions such as TBA in their efforts to seek solutions to the challenges facing environmental conservation and providing training for young conservationists. Zeitz Foundation subsidised the costs of all African participants on this course.

The students and lecturers, drawn from twenty-three African and European countries, were camping at the Zeitz Foundation Headquarters on Segera for a month, learning new methods on conservation science research, independent field research and data collection. It was the first time TBA was hosting a field course on Segera and they were delighted with what they found.

We were also delighted that hosting an additional 30 people at our Headquarters proved to have a negligible environmental impact. We rely entirely on rainwater harvesting for all water needs and on solar for our energy and both proved adequate to meet the additional water and electricity demands of the TBA course. All

firewood requirements were met by burning of the dried *Opuntia*, that had been removed as part of attempts Segera's ongoing efforts of control this highly invasive species.

On their departure each participant planted a tree to commemorate their visit to Segera and as a token effort to offset the carbon footprint of their vehicle use.

Sports, Technology and Conservation In Kenya

This article was originally posted on the National Geographic's Digital Diversity series and is reprinted with their permission.

By Njenga Kahi

I'm a mobile technology buff who loves efficiency, saving money and making our home on Earth a better place. I work in a remote and rural landscape in Laikipia County, Kenya where the population is around 500,000 and there are only 80 kilometers of paved roads. Because of this, effective communication is essential and makes all the difference to everyone in the area.

Luckily for us, mobile phone coverage is better than the road network. There are mobile phones in many households, everyone from farmers and nomadic pastoralists to urban dwellers in either of the two main population centres of Laikipia County has one. There are increasing opportunities to use these phones for positive change, but having the tools to address the need and knowing how to effectively use them are two very different things.



In 2010, a perfect opportunity to marry the need and the tools presented itself in the form of the Laikipia Unity Cup,

an innovative approach to environmental education using sports as organizing and mobilizing tools for conservation. The initiative, promoted by the Zeitz Foundation, brought together warring communities, promoted environmental education and tourism, and enhanced social cohesion.

Around that time there was immense social pressure for young professionals from the area to do something for our people. It was simply not acceptable to sit back and continue to watch people fighting. Our response was to bring together teams from five regions for a competition to create a regional team with which everybody could identify.

The teams competed hard and used their aggression positively, but because this was a league and not a knockout competition, there was no winner takes all. A region had to establish a composite team of the best twenty players from all the eight teams, even if they came from warring sides. This brought everyone together and gave them little choice in who to support. The composite team became our team. It was refreshing to see the people who would have previously shot arrows or guns at each other now fighting together for their region to win.

The goal was to reach as many of the Laikipians as possible – to spread the word, silence the guns and encourage residents to become better stewards of the county's vast natural heritage.

The 2010 edition was a success. Samuel Eto'o, who is the most decorated football player in Africa and a two-time UEFA Champions League winner attended and supported the event. After 2010, the challenge was to maintain the enthusiasm and continue sending out the message that we need to treat our planet better if we are to pass it on to future generations in good shape. To help with this, the Laikipia Unity Programme worked with FrontlineSMS to start communicating in a way that was cheaper, efficient and innovative.

The technology landscape was changing rapidly in 2010. In particular, the uptake of mobile phones and

texting was phenomenal. Young people had cell phones, and the Internet was accessible through a USB dongle, a device that connects a computer to wireless broadband.

A requirement that all teams register their members' mobile phones meant we could immediately contact them to prepare them for the living conditions in the camps set up with the help of the British Army Training Unit in Kenya (BATUK). We used FrontlineSMS to conduct a survey on the environmental challenges from each region and how we could tailor solutions for specific areas within Laikipia. Using the data, we developed participatory theatre pieces that were relevant to the audience complete with real names taken from those who had answered the survey.

There are 2,360 members that make up the teams and thousands of supporters who are in a central database that we use to get feedback. We put each of these members into user groups to help us do a better analysis of group feedback (groups for players, coaches, supporters, regional coordinators, boys' team or girls' team, and so on). Crucially, FrontlineSMS enables us to tailor our messages to specific audiences and conduct rapid surveys for the theatre outreach team, and this information is used to create a piece that is relevant to the local realities of the communities we are trying to impact.

The success of our earlier competition efforts created a demand for a year round environmental education program similar to the Laikipia Unity Cup. We improved the second run in 2012, and kicked off what is arguably Kenya's first conservation football league in 2013.



Our model is such that you cannot win the league by only scoring goals on the field. An equally crucial component is the sustainability challenge, which accounts for 50% of the Championship points. The challenge balances conservation, community, culture and commerce – or the four 'Cs' as we call them. This is also where FrontlineSMS comes in handy because of the different teams, regions and personnel involved.

Every week we use the platform to coordinate conservation activities that range from cleaning up a region to gathering materials for the next

participatory environmental education theatre. We also receive match reports, send match statistics and receive criticism if the quality of our referees doesn't measure up to the fans expectations. Thankfully fans can take out their frustration on the anonymous guys behind the virtual window of their mobile phones instead of igniting a conflict in the middle of the playing field.

You may ask why a conservation organisation is involved in sports? Well, conservation cannot thrive in conflict, which is often a cover for the plundering of natural resources. We believe we will have done our job if we can use the near-universal language of football to bring people together to talk through their issues. It is only if people learn to communicate that we'll start to face up to, and solve, many of the challenges where we live.

Community



Uaso Nyiro ‘Waterbank’ Primary School Wins Prestigious International Award for ‘Greenest School on Earth 2013’

By Ernest Nyamasyo

Uaso Nyiro Primary School, supported by the Zeitz Foundation, has won international distinction as the recipient of ‘The Greenest School on Earth 2013’ award.

The Greenest School on Earth recognition is an annual announcement made by the Center for Green Schools by the U.S. Green Building Council (USGBC) that highlights a school that exemplifies how sustainability can be integrated into what and where students learn.

The award has been made in recognition of the positive social and environmental impacts that the ‘Waterbank School’ building is having on the school and surrounding community.

The Waterbank School building is part of the Zeitz Foundation’s Laikipia Programme’s efforts to develop and introduce sustainable rain water harvesting practises which are replicable and can be scaled up throughout Laikipia County.

Whilst the construction was managed and implemented by the Zeitz Foundation, the Waterbank school design is the brainchild of PITCH_Africa and the project was funded by Guernsey Overseas Aid. This innovative school addresses water, educational, social and health requirements of the students and surrounding communities in an area which receives less than 600mm of rainfall annually.

Designed by PITCH_Africa, the ‘Waterbank School’ building’s unique 600m² roof catchment area can harvest, store and filter more than 350,000 litres of rain water annually. and this means that the students who attend the school receive 5 liters a day year round. This access to clean water means a reduction in illness and malnutrition, fewer school absences and improved study results.

The school also achieves greater gender equality as the girls in the community who typically spend hours collecting water are able to attend school and do homework instead. Every child is also able to learn about economically and environmentally sustainable rainwater harvesting, water filtration, sanitation and agricultural practices while at school. The Waterbank School buildings embodies the very knowledge the children need in order for them to survive and improve their circumstances.

The area of accommodation, provided by the Waterbank School building, is more than double that provided by standard linear 4-classroom rural school buildings and in addition to 4 full-sized indoor/outdoor classrooms, the Waterbank School



buildings include protected vegetable gardens for the children, 4 teacher's rooms, community spaces and a workshop, a courtyard theater and a water reservoir with integrated water filtration. Despite all these benefits, the Waterbank School buildings cost less to construct than the standard four class room block design so common in Laikipia.

The 'Waterbank School' building at Uaso Nyiro has received a US\$ 5,000 grant to initiate or enhance a school sustainability program from the U.S. Green Building Council- a US based non-profit organization committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings.



Multiple Collaborations Quench The Thirst At Greater Segera



By Ernest Nyamasyo

The hot blazing sun north of Laikipia County did not intimidate volunteer engineers from the United States from constructing rainwater-harvesting systems at Sukutan Village, Greater Segera.

An Independent Impression Of The Zeitz Foundation's Work In Laikipia



By Alexia Massey

In keeping with its philosophy of collaboration, the Zeitz Foundation, through its Long Run Initiative, partners with organisations that share the drive to support sustainable, ecologically and socially responsible projects around the world.

Alexia Massey, a One Planet MBA student from Long Run Supporter University of Exeter

The project is a component of the Zeitz Foundation's sustainable water management programme, which focuses on developing and introducing sustainable rain water harvesting designs and practises for both domestic and institutional levels. This programme involves piloting different rain water harvesting approaches and technologies with Engineers Without Border, Pitch_Africa and the Gansu Research Institute for Water Conservancy.

The team from Engineers Without Borders (EWB) transformed a commonly used water collection design into a prototype suitable for thatched roof homes but not without initial research and overcoming some minor challenges.

In an area that receives less than 600mm of rain annually, girls are forced to walk long distances to fetch water for daily household chores, thus depriving them of precious tuition time and it is only through such initiatives that they can be able to improve on their education and their future.

A similar project using a different design for capture and storage of the rainwater for domestic use was completed earlier this year by Zeitz Foundation in collaboration with Chinese engineers from the Gansu Research Institute for Water Conservancy in Northern Approaches. The focus now is on careful monitoring of both to determine which design proves most effective.

Zeitz Foundation is also implementing a range of designs for Rain Water Harvesting on an institutional scale. The most notable project to date is the Waterbank School, designed and implemented in collaboration with PITCH Africa, at Uaso Nyiro Primary School. The article below provides details of the Engineers Without Borders project.

Business School, joined the Zeitz Foundation on Segera to do research on communications and engagement strategies in sustainable ecosystem management and had the following impressions from Segera:

“The mind is a parachute which works best when open”

“Staying with the Zeitz Foundation on Segera for the last three weeks, I feel energised by the personal adoption of relationships within this community to achieve a vision together. A natural approach, with a strong spirit.

Entranced by Jane's story of the Satubo Beading Group and her passion for achieving their vision; owning their own land and building the enterprise to create financial independence and security, I reflect on the environment I find myself in. The interwoven relationships between the Foundation's capacity building programmes, environmental education and conservation agriculture, to name just a few, are complex; yet build a resilience to the energy and motivation you feel in every person that it touches.

A unique balance thrives here, bringing innovative ideas such as rain water harvesting or energy saving initiatives to communities and equally learning from them to inspire change. Woken last night with a familiar sound, I look out to see a magnificent bull elephant just inches from my window, quietly scuffing the ground. In a largely pastoralist community, he depicts the natural and harmonious relationships that can exist if we all learn to listen to each other's voices.

The holistic balance of the 4C's; Conservation, Community, Culture and Commerce. My challenge? The C of Communication... how to influence and inspire replication of these innovative approaches, and encourage others to walk the journey towards a truly sustainable future.”

Rainwater Prototype Brings Clean Water To Thatched Roof Homes

By Gayla Fecher, P.E. Technical Lead for Laikipia Water Project, Engineers Without Borders

Six years ago, following an out-break of violence, the inhabitants of Mathira 2 community, commonly known as Sukutan, in the Laikipia District (Kenya), decided to improve their land security and natural resource management. Together with the Zeitz Foundation, the Orange County Professional Chapter of Engineers without Borders (EWB-USA OC) identified clean water improvements ranking second in importance after peace and first in level of difficulty to resolve. In need of technical expertise and knowing of in recognition of their presence and previous successful work in the community the Community-NGO partnership approached EWB-USA OC for help.

The EWB-USA OC has been working in the area for four years, collaborating with local partners to design and implement sustainable engineering projects... including, among others, a 131 foot suspended cable across the Uaso Nyiro River and several latrine and hand wash stations at the local secondary school in Endana. The NGO-Community request for help

matched the EWB-USA OC's long-term program of addressing the dire lack of water in the county. One idea was to transform a traditional water collection design into a prototype suitable for thatched roof homes as part of a multi-resource community water portfolio solution. It was agreed to take this idea forward together.

The EWB-USA OC began with a comprehensive alternative assessment evaluating eight different surface water, groundwater, and rainwater collection options for cost value, sustainability and feasibility. The thatched roof rain catchment, storage and filtration system consistently ranked high (and was ultimately selected) due to its promotion of water independence for each family in Sukutan, ability to be built by each adult member of the community, and use of local materials.

A critical component of the rainwater design was to ensure adequate water was likely to be collected. Using rainfall data since 1989, creating a basis of design regarding hut sizing and efficiencies and losses, and looking at 10th (green), 50 (blue), and 90th (red) percentile data, EWB-USA OC were able to establish monthly collection expectations per household and compare them to current usage rates, Lifewater recommendations, and World Health Organization (WHO) guidelines. The results showed that, while this option would be unsustainable as a lone source, a successful design could contribute an average of 34 percent to a family's water demand based on Lifewater criteria. In addition, during the two rainy seasons, this option could meet more than a household's daily needs, eliminating the need for women to trudge to neighbouring water supplies in storms.



A thatched roof rainwater prototype could average at least 34 percent of a home's average usage and 100 percent during the rainy season.

After several design revisions, the first stage of the prototype construction took place in August 2013, during which the team installed two slightly different prototypes. Each system has five common primary components:

- A UV-Resistant-plastic-tarp roof cover, flexible in size, cut and shaped to each roof and secured to the gutter;
- A gutter system designed to be easily removed and replaced for the tarp yet elevated so as to minimize losses and limit contamination;
- A first flush system to limit debris and contamination into the filter;
- A roughing filtration system contained in a salvage drum or tank using local rocks and soils for media;
- 1,800 L of operable, buried storage capacity with a pitcher pump for water removal.

The final installation is expected to cost between \$500 and \$800 per household.



EWB-USA OC's first travel team installed two (2) prototypes with different tarp and gutter designs.

One primary goal of these designs is to ensure that each community member can supply and install these installations themselves using local materials on any thatched roof home. To that end, each installation was completed in partnership with the Sukutan community, as teaching them the skills to complete these assemblies over time is critical. However, some changes were made during prototype installation: the expensive buried tank sourced from Nairobi would be replaced by a combination of precast concrete blocks, cement, and waterproofing mortar.

EWB-USA OC is now monitoring the pilot project incorporating lessons learned into the prototype design. For the next six months, a dedicated community member will be completing a checklist every two weeks to monitor construction security, cracks, leaks, and other deficiencies. The members will take carbon monoxide (CO) from inside the house to determine the impact of covering the roof as well as the optimum location for improved ventilation design. The team members will take monthly coli form readings with materials left on site to determine the longevity of the media.

The overall impact of the project will be measured by the improvement of health and wellness across the community. Against the March 2012 baseline established by EWB-USA with some of the key indicators as follows:

- 14% Malaria
- 36% Gastrointestinal
- 9% Pneumonia
- 23% Cough
- 18% Cold

As at least 90 percent of the gastrointestinal and cough related issues are associated with water cleanliness and ventilation; the intent is for these values to be significantly reduced, if not eliminated, by virtue of the final design.

Post-project sustainability is built into the project design. The primary expenditure for the rainwater systems regarding maintenance is replacement of the tarps, which is expected to occur at a maximum of every ten years at a price of KSH 4,200. The community will be trained in these replacement activities; therefore no skilled labour will be required. The Sukutan community, hosting 34 homes, has agreed to raise approximately KSH 15,000 each year to achieve the maintenance for the community. The community has committed to using their plans in agriculture development to pay for these materials. Alternatively, this is equivalent to the current price of one small cow that the community could sell.

**Zeitz Foundation
Award Winning Staff**

**Zeitz Foundation's
Bursary Scheme 'A'**



By Ernest Mwongela

Zeitz Foundation's staff have recently made great strides academically that will see them better deliver within their respective projects.

Patricia Muiko, the Community Projects Manager, this month won the much coveted 2014 AWARD Fellowship laureate. The Africa Women Agricultural and Development Fellowship focuses on fostering mentoring and partnerships; building science skills; developing leadership capacity; and tracking learning, monitoring, and evaluation.

She is among the 70 impressive, talented, motivated women agricultural researchers chosen from among 790 applications for this two-year career development program, which starts early in 2014.

Earlier in June, Njenga Kahiho, our Laikipia Programme Manager, won the Kinship Conservation Fellows for a month-long fellowship on exploring market-based approaches to environmental issues.

The 2013 cohort of Fellows took part in Bellingham, Washington, USA to prepare them to successfully implement innovative strategies in the field. The Kinship's mission is to develop a community of leaders dedicated to collaborative approaches to environmental issues with an emphasis on market-based principles.

Congratulations to both Patricia and Njenga.

Students Join National Schools



By Patricia Muiko

Four students from the Zeitz bursary scheme have been accepted into national secondary schools following their exceptional performances at the Kenya Certificate for Primary Examinations.

Teresina Litana Leporole and Moses Kioko Mutuota from Uaso Nyiro Primary School scored 366 and 350 marks respectively out of an overall 400 mark to be admitted to Nyahururu Girls National School and St. Augustine Boys High School. Teresia was sponsored by Hazelgrove Preparatory School and Moses by Gavin Rihoy.

Mary Waruguru Wanjiku and James Guandai Loichorua from Endana Rimary School secured a chance to pursue their secondary education at St. Loise Girls School Laikipia and Nanyuki High School after scoring 318 and 342 marks respectively. The Zeitz Foundation sponsored Mary and Hazelgrove Preparatory School sponsored James.

The Zeitz Foundation's bursary scheme assists bright students from families in Laikipia to grow into resourceful and socially active adults. In the past year, the Zeitz Foundation supported 15 students through secondary education. The aim is to raise this number to 40 students by 2015.

Culture



Laikipia Unity League Engages Thousands in 4Cs Activities To Address Environmental and Social Issues

By Ernest Nyamasyo & Andrew Oloo

A young man jogs ten meters on the side of the football field, occasionally raising his arms and knees, before turning back. His teammates are down one goal to nil. He is up next as he prepares to take the place of the midfielder.

He plays in the Laikipia Unity League, a Zeitz Foundation project of the Laikipia Unity Programme, that aims to address livelihood and environmental issues affecting the Laikipia community through the foundation's 4Cs philosophy of Conservation, Community, Culture and Commerce. The league uses the powerful and unifying medium of football as a catalyst to bring people together and provide the forums where dozens of related environmental, social and cultural activities take place.

The crowd on the young man's side of the pitch are restless. With ten minutes to go before the final whistle is blown, they are afraid that their team will lose. The young man smiles inwardly, knowing that their off pitch points will also determine who will be the overall winner of the Laikipia Unity League (LUL) 2013. He knows his team have a great project that they are all dedicated to. Not everything is down to whether they win or lose this football match.

On the other side of the field, turquoise green teardrop banners are flapping lazily in the wind, as if not bothered with what's at stake at Nyahururu Stadium. In front of the banners, two men, managers of the League, are keenly following the action on the field. They have been keeping scores on the 100 teams involved in this year's Laikipia Unity League both on pitch and off pitch.

On a table, the sweet smell of cooking rice emanates from a cushion like contraption called the Wonderbag-a fireless cooking device- and several white jars with clay covers stand side by side. These are water filters that the two men, use to educate the crowd on the importance of filtering water for the general health of the community. They also demonstrate to the crowd how to filter water using a device called a Lifestraw, and how to cook using the Wonderbag and thus conserve the environment in an area where majority of the households chop trees for firewood.



The final whistle blows after a penalty shoot out. The players congratulate each other and join the rest of the crowd for the final demonstrations from the two coordinators. Solar lamplights that are essential for every household in the region that has no electricity. The lamps go a long way in helping pupils and students do their homework and excel in their education.

The Laikipia Unity League, recently endorsed by Football Federation Kenya, kicked off six months ago and is an off-shoot of the popular Laikipia Unity Cup (LUC), a football tournament which aims to create unity, peace and understanding amongst the diverse and dispersed communities of Laikipia County, whilst raising awareness of environmental issues and delivering health care to marginalised, diverse communities of Laikipia county.

Sponsored by the Zeitz Foundation, with Chelsea FC striker Samuel Eto'o as the patron, the League is unique in that 50% of points are scored through football achievements and 50% through conservation, community, cultural or commercial projects that each team has to undertake on an on-going basis. All teams are required to have their own 4C project.



The teams themselves select what this project will be. This ensures that there is commitment to the project as the players pick projects – from a 'master list' - that pique their interests and are matched to their skills and the locale in which they live. Projects include demonstrating and marketing the various sustainable technologies being introduced; conservation agriculture plots, tree nurseries and reforestation activities, control of invasive plant species, beekeeping, sanitation, local clean ups and establishment of waste collection centres, to mention just a few.

Eight months after the launch of the league, the first leg of the championships have just concluded and Laikipia University have beaten Rumuruti BIBA FC 3-0 in the final match of the

tournament that was determined through a penalty shoot out. In the girls' league match, Munyaka Girls Secondary School defeated G.G. Secondary North West 1-0 with the winning goal being delivered in the 20th minute in front of a crowd of 3000 football fans and budding environmentalists.

The young man by the side of the pitch didn't get a chance to play. A last minute decision by his team manager kept him by the sidelines. He still smiles, knowing that there are still hopes of carrying the cup during the finals.

The Samuel Eto'o Laikipia Unity Football Academy, School and Environmental Education Centre Breaks Ground

By Aggrey Maganga

The construction of the Samuel Eto'o Laikipia Unity Football Academy and Environmental Education Centre is well underway, with its elevated football pitch promising to be a major attraction in the Laikipia landscape.



Ground was broken at Endana Secondary School, home of the Academy, on August 19th 2013, with commencement of phase 1, the Girls' Dormitory, and Canteen & Kitchen buildings, designed by PITCH_Africa. Soon to follow is construction of the Boys' Dormitory Extension & Trainer's House and two Ablution Blocks. Phase 11 of the works, the Eto'o Academy and Futsal Stadium building, is set to break ground in December 2013. Completion and handing over of the buildings is set to be in sections, and the final building shall be handed over in June 2014, in time for the Laikipia Unity Cup

2014.

The buildings are all designed by PITCH_Africa to maximise rainwater harvesting, supplying over 1,000,000 lts annually when completed and the Academy and Endana school will consequently serve as the major rainwater harvesting demonstration site for Laikipia. The Academy and Secondary School will also incorporate an Environmental Education and Outreach Centre and will serve as a Headquarters for the Zeitz Foundation's Laikipia Unity League and the hub for environmental outreach activities. The Environmental Education centre and its activities will be run in collaboration with the Laikipia Wildlife Forums Environmental Education Programme.

The Environmental Education centre will showcase a variety of alternative energy, water and land management technologies and approaches, a conservation agriculture farm and training centre to support the school's nutritional requirements and community needs and a woodlot.

The Academy itself will provide facilities and training for 40 youngsters to up-grade their football and educational talents, providing unique opportunities for students to reach their full potential and become world-class football players, establishing them as role models for other youth throughout Laikipia and beyond. Students attending the Academy will be selected through the League. Selection will be based on football potential but also on achievements in social, environmental and cultural activities. The Academy will be integrated into an existing school, Endana Secondary School, and will see the upgrading of educational facilities for approximately 400 students. This will include the building of girls' dormitories to ensure that girls are also able to attend the school and take maximum advantage of the opportunities it offers.



Our thanks go to the Samuel Eto'o Private Foundation, Cameron O'Reilly family, Ol Pejeta Conservancy and Guernsey Overseas Aid for their financial support to this unique project.

Commerce



Global Leaders In Sustainable Tourism Meet At Segera Retreat



Dr. Anne-Kathrin Zschiegner & Ernest Nyamasyo

The third Long Run Initiative meeting was held at Long Run Destination Segera Retreat in September and brought together global sustainable tourism leaders from countries as far apart as Costa Rica, Sweden, Indonesia and the USA.

The theme of the conference, 'Positioning Sustainable Tourism for Global Change', aimed at developing a deeper understanding of the challenges facing sustainable tourism and explores ways to expand its influence and impact in creating a sustainable future. In the wake of Nairobi's Westgate unfortunate event around the time, it also provided space for discussions on the impact of terrorism on tourism - which affects all countries around the world - and the need for measured responses from governments in responding to these if tourism is not to be undermined.

Mr. Jochen Zeitz, founder of the Long Run Initiative and Chairman of the conference, welcomed the participants to Segera Retreat and highlighted the need for collaboration within the tourism industry in promoting sustainable practices.

The three day meeting concentrated on the advancement of sustainability goals and the role of tourism industry in conserving natural areas, alleviating poverty, enhancing education, and improving the health and well-being of local communities - topics that promote the 4Cs philosophy of the Zeitz Foundation. The conference also seized the opportunity to further discuss policies and practices benefiting businesses and communities by leveraging the reach and power of sustainable tourism.

In the day long discussions spanning in several sessions, participants stimulated the generation of new ideas and

creative solutions for driving the sustainability agenda globally. The day culminated with a game drive and a safari walk at Segera Retreat Long Run Destination.

Mr. Mohammad Rafiq, Director of the Long Run Initiative facilitated the conference that recognized that the international tourism industry is one of the biggest employers and drivers of the global economy, and if managed sustainably, it can not only benefit businesses, but also strengthen national economies and local livelihoods, address environmental and conservation challenges and support the cultural heritage and traditional practices of local communities. This is demonstrated nowhere more so than in Kenya where tourism is the largest employer and one of the major contributors to national and local economies.

The conference concluded with several recommendations, important being the call from the world leaders in sustainable tourism to better leverage the reach and influence of tourism industry for shaping the global sustainability movement and securing the world's future.

SATUBO Beading Group Goes From Strength To Strength



By Catherine Njue

The preservation of indigenous knowledge, practices and culture is one of the pillars of the Zeitz Foundation's 4Cs philosophy of sustainability and is well reflected through the SATUBO Beading Group - women from three different communities brought together by the need to create alternative sources of income from their age-old tradition of beading. SATUBO, an acronym for Samburu, Turkana and Borana, have been creating hand beaded jewellery together since 2011 after a devastating drought

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ome.

The beautiful and unique traditional beadwork jewellery that they create are much sought after by guests and visitors at Segera, and it was with this in mind, that the Zeitz Foundation's Greater Segera 4Cs team paid a courtesy call to North Rangeland Trust (NRT) to learn how to improve on these products and their business management practices.

North Rangeland Trust (NRT) have been involved in community based beading work longer than SATUBO and during the visit, the Zeitz Foundation team acquired knowledge in

Greater Segera Community Learn How To Control Deforestation Through Beekeeping



By Patricia Muiko

At the Church of Nazarene, community members from Greater Segera sit in silence as they listen to the young man in front of them. They are attending a Community Beekeeping and Business Management Training hosted by the Zeitz Foundation and facilitated by Desert Edge Conservation Development Programme under the GEF Small Grants Programme.

The three-day training, aimed at helping them create an alternative means of livelihood, is part of the Zeitz Foundation's Greater Segera 4Cs project dubbed 'Earth, Water and Fire', that aims to address the increasing environmental degradation that has been going on in Greater Segera, resulting in lack of natural resources such as water and pasture, which are essential to livelihoods.

The sixty participants representing 16 Community Based Organisations (CBOs) come from throughout Laikipia, an area where firewood is the main source of energy for cooking and lighting, forcing the community to chop down

product development and value addition. They also gained valuable insights in marketing and packaging the products before they are put up for sale locally and internationally.

The visit also facilitated dialogue in looking for solutions to challenges and obstacles facing the beading group and with these the team hopes to scale up and improve on the women's beading skills for improved products, processes and livelihoods.

SATUBO has definitely gained from the visit. They are now involved in the beading of Wonderbags (fireless cookers made of cloth and sponge materials that retain heat while cooking food in a pot) and have diversified their products to include curtain drops and baskets, which has seen an increase in purchase orders from clients.

To place an order, kindly send an e-mail to info@zeitzfoundation.org.

trees for their daily fuel needs. The basic conservation premise is that trees with hives have a tangible value and are therefore less likely to be cut down to supply charcoal or wood for fuel.

Using lectures, discussions and practical demonstrations aimed at guiding the participants in understanding the dynamics of nature based businesses; the training addressed rapid deforestation in Laikipia County and the commercial value of honey and honey products.

Participants also learned about the benefits of bee keeping, hive setting, apiary management and principles of post-harvest handling of honey and a bee keeping manual was provided. The enthusiasm expressed by the participants through the myriad of questions on beekeeping was a clear sign of their willingness to engage in the venture.

As a result of the training, participants from Segera Jirani na Mazingira, are establishing an apiary with 60 hives and Sukutan Naibor CBO to the North of Segera have also started bee keeping. Additionally, CBOs and community groups working with Rafiki Child CBO, which is implementing a project under CDTF (Community Development Trust Fund) to conserve the River Ewaso Nyiro and its ecosystem, are also introducing bee keeping.

In order to raise funds to commence and expand bee-keeping projects around Segera, all groups represented at the training have established table-banking activities. The money saved by the group members will be loaned to individual members to buy and host bee hives.



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