

Norwegian Agency for Development Cooperation  
(NORAD) Grant scheme:  
A strategic partnership between local people and business in the  
Mara-Serengeti

## 1.0 Executive summary

- ❖ In 2018 Basecamp Explorer Foundation as the Applicant and MMWCA as the implementing Partner, were awarded a grant from the Norwegian Agency for Development (NORAD) in order to develop a Strategic Partnership between local people and business in Kenya.
- ❖ The grant secures 60% of the costs of the global `Strategic Partnership Plan. (total project costs NOK 20.050.000, - USD 2.546.000).
- ❖ The approval is based on 40% matching grants to be routed via BCEF as will NORAD grant.
- ❖ The implementation period runs from 4<sup>th</sup> quarter 2018 to end of 2022, thus plus 4 years
- ❖ In addition to the NORAD grant, we have secured an additional \$500,000 USD from leading swiss venture philanthropist
- ❖ \$500,000 USD in remaining capital needs to be sourced within H1 2019.
- ❖ We suggest that this last strategic partner for the matching grant could support with equal yearly amount – that is \$125,000 USD per year, shortfalls in any year versus NORAD approved budget then needs to be compensated by BCEF in that particular year.

The overarching impact goal of the project is to create a **community based model of conservation, safeguarding the Maasai Mara – Serengeti ecosystem.**

This is achieved by bringing marginalised Maasai out of poverty through leases of their land for wildlife combined with local capacity building – resulting in people and wildlife living together in harmony. With this grant, the Strategic Partnership will work to improve conservation incentives, organisational performance and local democratic empowerment. **Our long-term goal is to make the area under conservation financially self-sustaining.**

It will add further improvement in governance structure and transparency, including reporting, with the aim of becoming a role model in community conservation. We will replicate already successful models which can be expanded at large scales in the Mara-Serengeti ecosystem.

We aim to achieve this through **two key interventions:**

1. **Community capacity building development;**
2. **Securing critical natural resources through leasing land from local communities**

Through these key areas there will be a common thread of developing cooperation for improved local stewardship and management of the common Mara-Serengeti ecosystem. By making relatively small changes in specific areas of the Mara-Serengeti, we are able to make a major impact across the entire ecosystem, both for wildlife and communities.

The local Maasai community will benefit from skilled labour jobs in tourist camps, commercial cattle operations and other businesses resulting from conservation unlike before, overcoming the present lack of formal education and basic vocational skills. Empowerment of the communities to take over most of the job opportunities and subsequently improve livelihoods from environmental related benefits will increase community support for conservation, reduce human wildlife conflict (HWC), as well as reduce the conflicts between the local Maasai community and other ethnic groups working in the Mara by empowering the community to take advantage of most of the local job opportunities.

Community land was privatized in the Maasai Mara area in the period 2005-2010. This resulted in the possibility to secure these land areas for wildlife through long term leases, resulting in a major reduction in poverty. We will now scale this successful model through leasing non- secured land. Here we will implement two sustainable business models, commercial cattle and educational tourism. This will create sustainable revenue streams which will pay leases to landowners. The most significant area is the Pardamat Community Conservation Area (PCA), a critically important wildlife corridor for the whole Mara- Serengeti ecosystem. PCA is unique in its modelling in that people can remain on their land, sharing the area with wildlife – while being paid through long term leases for their ecosystem service provision.

**The projects planned impact on society (outcomes) are:**

- improved levels of family resilience
- 232 landowners (of the Pardamat Community Conservancy Area) and the Eastern Corridor receive lease fees in return for conserving 17.500 acres of their land. This financially supports 1.856 households, 54% are lifted out of poverty
- Long-term conservation to be funded through enterprise surpluses and not dependent on donor money
- 196 new jobs
- Become a centre of excellence for community capacity building throughout the Mara-Serengeti. Educating the community and providing vital skills and awareness training in identified areas such as: entrepreneurship/sustainable savings; reforestation waste management - climate change - water catchment and storage - livestock management
- Special focus will be on women and gender rights and for those without formal education or training.

This project represents a cross-sector, regional sustainable development program, and thus is not limited to only defined sectors. Therefore, the partnership and its contribution to safeguarding the wildlife ecosystem, creating jobs and lifting many people out of poverty, will have a **strong positive impact on most of the SDGs either directly or indirectly.**

We have identified 14 out of 17 Sustainable Development Goals which we will be actively contributing to through this project:



## 2. Problem Statement

The Mara-Serengeti Ecosystem is one of the last major wildlife refuges on earth, with around 40% of Africa's remaining larger mammals depending on its ecosystem. Conservancies surrounding the Maasai Mara National Reserve play a vital role in biodiversity protection given that around 65% of Kenya's remaining wildlife depends on areas outside national parks and reserves. These private conservancies are thus a partner to the national park and the Kenya state.

However, Africa is losing its iconic animals at an alarming rate. Population increase, climate change, land subdivision and fencing are all factors which are threatening the existence of crucial land outside state protected areas and the livelihoods of people who live in and around them. Human/wildlife conflicts mean that many landowners would rather fence their land, blocking critical corridors for wildlife migration, if not properly incentivised.

One of the most visible results of land subdivision and one of the biggest threats across the Mara ecosystem has been fencing outside the conservancies, which has intensified enormously in recent years. This has had cumulative impacts on the ecosystem's wildlife as well as its people and their livestock. The main drivers of fencing include; change in land ownership, increasing livestock densities, settlement expansion and human population growth. Fencing creates a barrier to the movement of people, livestock and wildlife, blocking crucial migration routes for wildlife and further restrict access to natural resources such as salt licks, pasture and water sources.

Without intervention, increasing land subdivision and fencing means space for wildlife will be even more limited in the future. It is imperative that the value of wildlife is recognized through approaches that support the rights and responsibilities of communities in wildlife management, and support ways for communities to benefit from conservation.

Successful community conservancy models from several African countries, such as the CAMPFIRE programme in Zimbabwe, the Communal Wildlife Conservancies in Namibia, the LIRD/ SLAMU project in Zambia and the Mara Naboisho Conservancy in Kenya, have demonstrated that local communities and wildlife can co-exist, that the precious ecosystem in which they both reside can be sustainably managed and that marginalised people's livelihoods can be improved

## 3. Budget Allocation of the Strategic Partnership

<b>Community Capacity Building Development</b>	US\$225,375	<ul style="list-style-type: none"><li>• Develop a centre of excellence for community capacity building programs in the Maasai Mara</li><li>• Increase awareness on key areas linked to poverty reduction and community wildlife conservation</li><li>• Education on key sustainable issues such as family planning, entrepreneurial skills, reforestation, waste management, livestock management</li><li>• Increase gender equality through community capacity development and partnership with local business</li></ul>
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<b>Infrastructure and Securing Natural Resources</b>	US\$2,170,931	<ul style="list-style-type: none"> <li>• Secure critical land corridors in the Maasai Mara for wildlife migration benefiting the whole of Mara – Serengeti</li> <li>• Provide income and other benefits for landowners, therefore improving livelihoods across the community</li> <li>• Implement a commercial cattle program in Pardamat to create sustainable revenue streams to secure land</li> <li>• Increase the quality of cattle and in the long term reduce numbers of low income cattle</li> <li>• Create employment through a commercial cattle program</li> <li>• Develop best practices on livestock management which can be rolled out across region in future</li> <li>• Develop educational tourism camps – interlinking with community capacity building</li> <li>• Education tourism camps will provide jobs for local communities and provide additional revenue streams to secure land into the future</li> </ul>
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#### 4.0 Funding Needs

The total funding amount will be used primarily for both OPEX, and CAPEX according to agreed capital allocation. The NORAD grant has been approved and disbursements started in Q4 2018. We are looking now to cover the final amount to get the NORAD amount granted as planned.

<b>Total amount required</b>	<b>Total project costs = in US\$ 2,546,306*</b>
<b>NORAD grant (60%)</b>	\$ 1,527,783*
<b>Private grant 20%</b>	\$ 500,000
<b>Outstanding match funding 20%</b>	<b>\$ 500,000</b>
<b>Grant length</b>	4 years
<b>Grant period</b>	Q4 2018 – Q4 2022

\* grant has been awarded in NOK

The Strategic Partnership's strengths lie in its sustainability and ability to be expanded and replicated. The models and initiatives described in this proposal are designed to sustain themselves and can be expanded and replicated in years beyond the four-year grant period.

## 5.0 Partners

### **Basecamp Explorer Foundation (BCEF)**

Basecamp Explorer Foundation work with host communities and partner organisations in tourism to create sustainable destinations in developing countries. The vision of BCEF is to sustain key ecosystems through close cooperation with and empowerment of local communities and other stakeholders. BCEF's present mission is to fundraise for the larger Maasai Mara ecosystem, such funds being managed and implemented by local partners for long term sustainability of the local communities and ecosystem. Basecamp Explorer Foundation was founded in 1998 by Svein Wilhelmsen. Svein will be the primary contact person during the Strategic Partnership project.

### **Maasai Mara Wildlife Conservancies Association (MMWCA)**

Established as non-for-profit legal entity in 2013, MMWCA is a membership organization open to any existing or upcoming wildlife conservancy whose land is part of or integral to the greater Maasai Mara ecosystem. Through its Conservancies' Council MMWCA is positioned to bring together all key parties in the region, including the local communities and landowners, conservancy boards and managers, community institutions (e.g., schools, clinics, churches), donor partners such as Kenya Wildlife Trust - US AID- BAND Foundation- LGT – WWF – SIU, scientific experts, as well as government institutions like the Kenya Wildlife Service and the Narok County Government.

MMWCA's vision is a cultural landscape where communities and partners secure wildlife and sustainable livelihoods for a better future. MMWCA's mission is to conserve the greater Maasai Mara ecosystem, through a network of protected areas, for the prosperity of all – biodiversity and wildlife, the local population, and recreation and tourism for the nation of Kenya. The association is headed by Daniel Sopia. Daniel is an accomplished leader in conservation, with a track record of working with local communities to protect Kenya's diverse ecosystems.

MMWCA is one of 12 regional associations of the Kenya Wildlife Conservancies Association (KWCA). KWCA has been instrumental in leasing approximately 6.5 million hectares of land to date. The CEO of KWCA, Dixon Kaelo is a former Basecamp Foundation employee – he was instrumental of setting up Mara Naboisho conservancy. MMWCA have a credible record in fundraising. MMWCA will have the responsibility of implementing Mara based activities of the Strategic Partnership, with emphasis on securing natural resources.

### **Other partners**

We will also be working with other local and international partners, who will play instrumental role in advising and evaluation. These are as follows: The Norwegian University of Life Sciences (NMBU) - The Norwegian Institute for Nature Research (NINA)