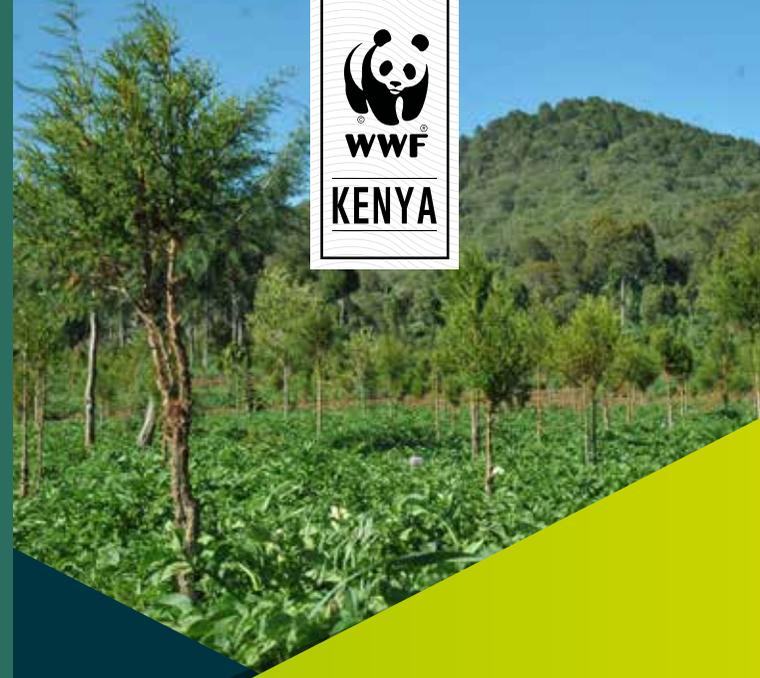




Plant a Tree Make a Difference



UP TO 170 MILLION
HECTARES OF FOREST COULD
BE DESTROYED BY 2030



Stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature



By ensuring that the use of renewable natural resources is sustainable

OUR MISSION

By conserving the world's biological diversity



By promoting the reduction of pollution and wasteful consumption



Lake Naivasha Basin Reforestation Project



Project period - (2017-2024)

The target is to establish 1,000 hectares of new forest by 2020, which will generate a minimum of 42,000 Gold Standard Verified CO2 Reduction Certificates before the end of 2024 while at the same time providing other livelihood benefits to communities.

Why conserve Lake Naivasha Basin?

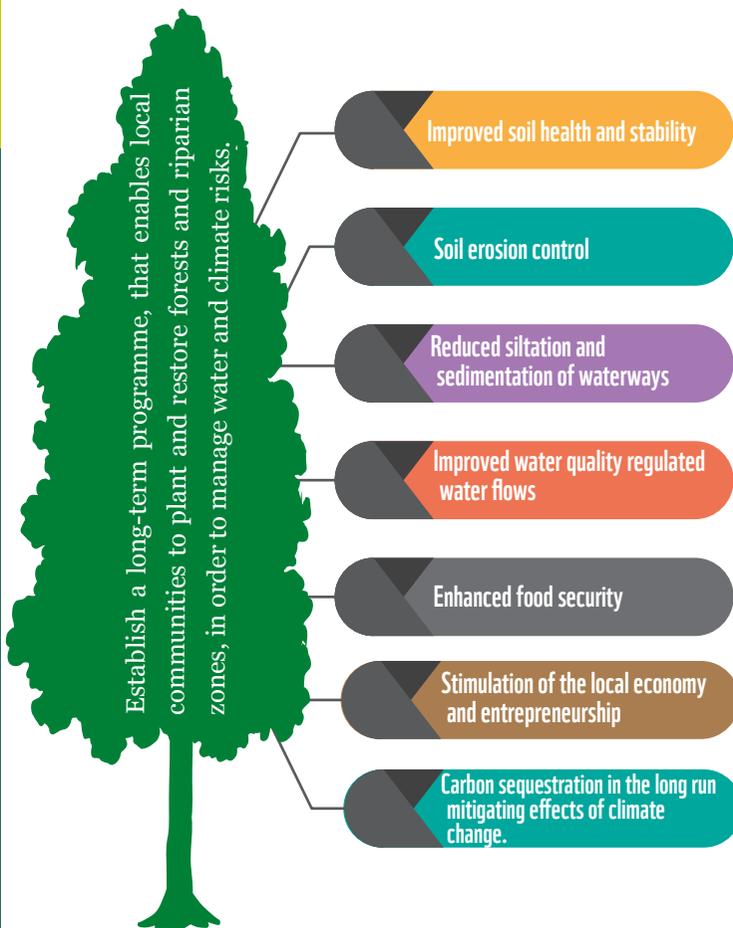
Lake Naivasha is the largest freshwater lake in the Rift valley, a wetland of international importance, declared a Ramsar Site in 1995 and an Important Bird Area. It also forms part of the Aberdares, one of the major water towers in Kenya.

The basin is an economic hotspot that supplies 70% of Kenya's cut flowers for export, estimated to generate 9% of total foreign exchange revenue, 20% vegetable exports and a greater contribution to local Gross Domestic Product from domestic vegetable income.

The basin faces many challenges in a unique blend of biodiversity, business, and livelihoods linked by the essential but finite natural water resource. Other threats include: , unsustainable agriculture, pollution, encroachment on riparian reserves, forest degradation and deforestation.

What is WWF-Kenya Doing ?

Through the support of Coop and WWF Switzerland, we are working with smallholder farmers within the Lake Naivasha Basin to promote the creation of new forests in farmlands (which can be done either through Woodlot or Agroforestry Planting regimes), rehabilitation of natural vegetation and improved water resource management. The project also works with two large scale flower farmers (Flamingo and Oserian) around Lake Naivasha.



Project contribution to Sustainable Development Goals



Increasing our forest cover to sustain nature's diversity, benefit our climate and support people.

Forests are the lungs of our Earth, yet we are losing them at an alarming rate. WWF-Kenya takes a solutions-oriented, integrated and local-to-global approach to tackle the causes of deforestation and degradation through community participation.