About WWF-Kenya

WWF is one of the world’s largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Locally, we are ensuring a healthy natural environment supporting below and growth in Kenya.
WWF Kenya’s species conservation programme is the pioneer Programme dating back to 1962 which lead to the establishment of the first rhino sanctuary in the country in 1987. Since then, the programme has contributed to the establishment of species conservation areas, policy formulation, species protection and conservation. The programme works very closely with the Kenya Wildlife Service (KWS), which is the legally mandated national institution in wildlife conservation and management in the country.

This well-established partnership has seen WWF’s investment in wildlife conservation and management in the country grow across various areas including (but not limited to) technical and human resource capacity building, biological species management, support in policy development and implementation and habitat management. With the escalating global poaching crisis, investments have also been made in new areas including judicial and prosecutorial training on the scope and intricacy of wildlife crime, including scene of crime management. WWF-Kenya has also worked closely with local communities in mitigating against human-wildlife conflict, and in habitat management.

The programme focuses on WWF global flagship species: African elephant (Loxodonta Africana), black rhino (Diceros bicornis michaeli) and marine turtles (Chelonia mydas, Eretmochelys imbricata and Lepidochelys olivacea), as well as the WWF global footprint impacted species tuna.
The species conservation programme’s areas of focus are further detailed below:

**African elephant:**
This runs at the Mau-Mara-Serengeti and Kwale landscapes as well as Lamu landscape (Lamu-Ijara). Elephant conservation work is informed by the WWF Africa Elephant Conservation Action Plan and KWS Elephant Conservation Strategy. Elephant conservation support aims to strengthen the conservation and management of elephants through land-use planning to secure the elephant range, policy review and formulation at county and national government levels, conflict mitigation, illegal killings of elephants, capacity building, research and monitoring, climate change adaptation, and livelihoods and benefits from conservation of natural resources.

**Black rhino:**
This will support rhino conservation in all rhino conservation sites in Kenya found in state, county, community and private lands. The black rhino conservation project is designed to deliver WWF’s African Rhino Action Plan and the KWS Black Rhino Conservation and Management Strategy. Rhino conservation will deliver through application of up to date technology in curbing poaching and monitoring, policy framework and capacity building.

**Lion:**
Our focus will be the Masaai Mara, both the National Game Reserve and Community Conservancies.

**Marine turtle:**
This will focus on Kiunga Marine National Reserve.

**Tuna:**
This will focus on sustainable fisheries and will address consumption markets.
WWF-Kenya’s species conservation work will continue to aim at securing space for species conservation (protected areas, corridors and wildlife dispersal areas) as well as ensuring that species populations are viable and benefit land owners living alongside wildlife. The programme will focus on addressing threats to species populations, which include habitat loss and degradation; overexploitation and trade; human-wildlife conflict; climate change; and weak governance and capacity of relevant institutions. This will ensure achievement of the long-term goal of a ‘secure, free ranging and growing/stable elephant population’.

In addition to global flagship species, the programme will also focus on conservation of national priority species i.e. lion (Panthera leo), hirola (Beatragus hunteri), sable antelope (Hippotragus niger) and Grevy’s zebra (Equus grevyi), which are locally endangered and/or critically endangered.
While the programme’s areas of work will be guided by Network Species Action Plans (SAPs) and initiatives, and national government conservation strategies, WWF Kenya will develop a Species Conservation Action Plan, which will domesticate the Network SAPs and initiatives, in line with national conservation strategies.

WWF Kenya continues to implement the programme through strategic partnerships with the Kenyan government, private sector and local communities through long-term actions to stabilise/increase species populations in Kenya through:

1. **Working** in Kenya and in partnership with other WWF offices’ species conservation programmes, including cross border and landscape conservation initiatives.

2. **Creating** an enabling environment to build synergies and allies for effective and efficient species conservation delivery.

3. **Initiating** income-generating species conservation initiatives to benefit communities living alongside wildlife.
Our Vision

A Healthy Natural Environment
Supporting People and Growth in Kenya

Why we are here.
To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

www.panda.org/kenya