



*Namunyak Wildlife Conservation Trust lands are remarkably biodiverse, including such species as the threatened Grevy zebra, African wild dog, cheetah, leopard, and rhinoceros. Elephant populations have grown in the trust area as well.*

## Promoting Pride in Kenya's Namunyak Wildlife Conservation Trust

***Rare Pride is an innovative social marketing program that inspires local pride—and conservation—in the world's most important biodiverse areas.***

### Ecological Importance of the Site

The Namunyak Wildlife Conservation Trust (NWCT) embraces some 75,000 hectares of land around the Mathews Range in northern Kenya. It is home to the seminomadic Samburu tribespeople ("namunyak" means "the place of peace" in the Samburu language). Trust lands are heavily endowed with many species of wild animals, including the threatened Grevy zebra, reticulated giraffe, wild dogs, lions, hyenas, cheetahs, leopards, and the critically endangered pancake tortoise. Resident and migratory elephants are now using the area to a greater extent because of the increased security and protection provided them since the trust was established in 1995.

The vegetation in the lower areas is mainly acacia bushland. The Mathews rainforest consists primarily of tall evergreen trees. Of particular interest is the cycad *Encephalartos tegulaneus*, which only grows in the Mathews Range and on Mt. Sabache.

### Threats to the Region

For centuries wildlife and people have coexisted in the Samburu region, but population growth and concentrated settlement patterns are increasing their competition for water and land. This demands new strategies to communicate the problems and challenges to the community.



Map of Kenya (CIA World Fact Book).

PHOTOS ABOVE left to right: Female lion (Earthwatch); chimpanzee (© Irven DeVore); Endangered rhinoceros (Earthwatch).

## What is Rare Pride?

Working with local partners in more than 40 countries, Rare runs grassroots marketing campaigns to motivate community support for conservation. They are called “Pride” campaigns because they inspire people to take pride in, and protect, the charismatic species and natural treasures that make their regions so valuable and unique.



Centered on a flagship species, Pride campaigns use a variety of social marketing tools—including billboards, ads, mascots, bumper stickers, comic books, events, classroom activities, and pop culture vehicles—to reach every audience segment with conservation messages. The 18-month campaigns are all run by local activists trained at one of Rare’s university centers in the United Kingdom, Mexico, or Indonesia.

Rare has run successful campaigns on four continents, many of which have built enough community support for conservation to establish new protected areas, reform legislation, reduce forest fires, and practice more sustainable agriculture. Rare’s services are used by everyone from The Nature Conservancy and World Wildlife Fund to the United Nations—all of which seek greater involvement of local communities in their global conservation strategies.



PHOTO: Drill monkey, (© A. Davis).

*“In an original manner, Rare attends to conservation where it has ultimately the most lasting effect, through education tuned to the culture and needs of local people.”*  
– E. O. Wilson

## Kenya’s Campaign Goals

Rare will work with its local partner, the Namunyak Wildlife Conservation Trust, to apply Pride to the threats in the trust region. The Pride campaign will target local communities, shifting public behavior toward more sustainable practices – namely, protection of the trust’s unique flora and fauna. By instilling a sense of pride in the trust lands, the campaign will help grow a culture of conservation in the region and foster the constituencies necessary for creating policy changes, legislative reform, and greater enforcement of protective laws.

Although NWCT is already managing successful outreach efforts, additional financial support will provide our local partner with much-needed resources to broaden its reach and impact.

## Local Leadership

Capacity-building is key to the long-term success of this project. A Pride campaign in Kenya will enable Titus Saayio Letaapo, a local conservationist with the NWCT, to attend Rare’s training program in the England this fall to study threat and impact assessment, social marketing, and participatory planning. Letaapo will then be able to launch a Pride campaign in the trust region, as well as develop a biodiversity-linked training program for key conservation stakeholders in and around the area.