



# STRATEGIC PLAN

2022 - 2027



## CONTACT

+254 740 767 127  
info@ces-kenya.org  
www.ceskenya.org



## ACKNOWLEDGEMENTS



The Conservation Education Society would like to say a special thank you to all of the people, groups, businesses and organisations who have partnered with us and supported our work. Without them, our achievements so far would not have been possible. These relationships are critical for the future of our programmes. We are excited to take this journey with these amazing people.

A special thank you goes out to;

Camps International  
Camps Kenya  
Diani Turtle Watch  
Diving the Crab  
D.M. Tours  
Kenya Wildlife Service  
Kwale Recycling Centre  
Kwale Scouts  
Kwale Wildlife Clubs Patrons Action Group  
Local Ocean Conservation  
Marine Life Protectors  
Olive Ridley Project  
REEvolution Foundation  
The Sands at Chale Island Hotel  
The Sands at Nomad Hotel  
Scuba Duka  
Pipe Manufacturers



# EXECUTIVE SUMMARY



Globally, we are seeing a significant degradation of the world's natural environment. This is mostly due to the rapid increase in human population over the decades. This has put pressure on our natural world as people fight to utilise its precious resources. There is an urgent need for action, which has been echoed by many others over the years. Without action, we will continue to see biodiversity loss, habitat degradation, global warming, encroachment into conservation areas and an increase in poverty.

Often it is local communities that are most vulnerable, especially when it comes to climate change. A healthy environment and use of natural resources are essential to human well-being, as well as social and economic developments. This is due to their importance in supporting livelihoods, food security and tourism. However, these ecosystems are vulnerable to such activities as overfishing, deforestation and pollution.

Another challenge for many marginalized communities is access to quality education. Figures have shown that children are less likely to attend school in rural areas, if they are poor, or if their parents received minimal education, and this only exacerbates problems further.

The Conservation Education Society (CES), established in March 2019, operates in Kwale County, Kenya. CES hopes to address the above through set goals, these being;

**Conservation Education and Advocacy;** Our main goal is to provide high quality and FREE conservation education for students and youths. Education is presented in several ways to ensure it is multidimensional and engaging. All of which complements the national curriculum.

**Engaging with our Local Community;** It is often local communities who are most affected by environmental degradation. It is our goal to support grassroots conservation projects that aim to combat negative human impacts on the environment as well as improve the lives of those in these communities through a variety of means.

**Increasing our Network and Partnerships;** All of our work either directly or indirectly requires partnerships with organisations and groups outside of the organisation. Almost all of our goals for the next 5 years rely on these partnerships to be successful.



# EXECUTIVE SUMMARY

Achieving Financial Security; Everything costs money which is why financial security is one of our top priorities! It is our goal to secure funding from various sources to ensure we can support our programmes and staff.

Practising High Professionalism and Operational Efficiency; To be the best we can be, we need a professional and passionate team as well as excellent operational procedures to ensure we can provide the best service to our community and staff.

All of our programmes are carefully monitored, which ensures that they remain relevant and impactful. CES envisions the creation of a community of passionate wildlife lovers, all working towards a more sustainable and environmentally aware world. To achieve our goals and vision we have certain values in place that drive our vision and goals forward. These being education, accountability, inclusivity, adaptability, sustainability and partnerships. We are excited to be implementing the following strategy over the next 5 years.





# BACKGROUND

The Conservation Education Society (CES) was officially established in March 2019 and between 2019 and 2021 and operated out of the Marine Education Centre (MEC) in Diani, Kenya. CES continues to work with students and communities offering conservation awareness and education. This is achieved through several outreach programmes, online programmes and in partnership with other like-minded organisations. CES plans to span out of Kwale County, to work and collaborate on conservation education activities throughout Kenya, with a vision of supporting and developing education centres and programmes in several key locations throughout Kenya.

Although the Society was established in 2019, work had already started much earlier, in October 2018. CES founders partnered with the MEC with two main objectives; to educate guests, students and as many people as possible in marine conservation and sustainability and; to create a network of partners within conservation, helping support, strengthen and expose the fantastic work that goes on along Kenya's coastline.

Three years on and CES has achieved a substantial amount in a short time. So far, nearly 1,500 students, from both local and international schools, have got involved in CES education programmes. Furthermore, very early on in the project, a small committee of dedicated and conservation-minded teachers from the Kwale district was formed. The committee worked on developing educative resources which compliment the Kenyan curriculum as well as exposing students to local wildlife and conservation. CES hopes that this will not only bring forward a new generation of conservation-minded individuals, but will also help improve exam scores in Kwale County

Other achievements include the implementation of an afterschool marine club in a nearby vocational centre; the creation of the Diani Sea Turtle Festival, held in celebration of World Sea Turtle day in June; an international programme for UK students through our partnership with Camps International and an outreach education programme in partnership with the Kwale Recycling Centre.

Another vital part of our work has been to support local conservation organisations. So far, the society has established partnerships with Local Ocean Conservation, Diani Turtle Watch, REEFolution Foundation, Olive Ridley Project and the Kwale Recycling Centre. CES aims to support these noble causes through increasing awareness of these projects to the public, which is achieved through both social media and CES education programmes. The second aim is to assist financially, which is achieved through sponsorship schemes and donations.





# BACKGROUND

While CES has achieved a significant amount in a short time, there is much more to be done. Like many organisations, the COVID-19 pandemic, has slowed or altered our initial objectives, but we are thankful to have survived this period and CES is looking forward to continuing its work for many years to come. CES will need to focus on securing funding and support, so they can increase their reach, develop and implement more education programmes and continue to improve and adapt current programmes.

CES believes conservation education is vital for conservation efforts and for the future of humans everywhere. This is becoming increasingly important with the ever-growing strain humans place on natural resources, underpinning the continuation of wildlife loss and habitat destruction, all happening at an alarming rate.

CES would not have been possible without support from local businesses and individual sponsors. CES thanks each one of them for their support!





# CONSERVATION AND EDUCATION CHALLENGES IN KENYA



Kenya's human population has significantly increased over the decades, from 10 million in 1969 to over 48 million in 2016. This dramatic population growth has placed significant pressure on environmental resources such as, water, land, forests and fisheries. As a result, this has posed challenges to sustainable environmental management and food security. Furthermore, this has accelerated degradation of protected areas and fragile ecosystems. The Ministry of Environment and Mineral Resources have identified several threats for the implementation of sustainable development and reduction in biodiversity loss, this being political will for environmental conservation, encroachment into conservation areas, poverty and unemployment, and natural resource use.

It has been repeatedly identified that more needs to be done to incentivize communities in protecting wildlife and natural ecosystems, as few of Kenya's Protected Areas are self-sufficient ecological units, meaning there is a major need to secure dispersion areas. Furthermore, the ministry's strategies for conservation include promotion of sustainable and affordable technologies in environmental management, securing wildlife corridors and migratory routes, securing fragile ecosystems and the promotion of education and awareness initiatives.

Climate change is another important area and presents the biggest threat to development, this is due to sea levels rising, deforestation and the unsustainable use of natural resources, to name a few. This makes many marginalized communities vulnerable to the effects of climate change, such as flooding and droughts. Healthy ecosystems are essential to human well-being, as well as social and economic development. This is due to their importance in supporting livelihoods, food security and tourism. Although there has been an increase in protection of natural areas, this has not necessarily targeted catchment areas for biodiversity, therefore more needs to be done to protect these areas.

The importance of both education and the environment has been recognized globally and has been highlighted within the Sustainable Development Goals (SDG). Figures have shown that children are less likely to attend school in rural areas, if they are poor, or if their parents received minimal education. Shockingly, less than 50% of students in Kwale County graduate to secondary school. There is a need for high quality and multidimensional education.



# CONSERVATION AND EDUCATION CHALLENGES IN KENYA



All of this highlights the need for conservation education and community participation to help protect the environment. It is well understood that both sustainable development and education are vital for both communities and individuals to improve their own lives and to make a positive impact on the natural environment. Without such education, people will lack the tools, resources and knowledge to make educated choices on land use and wildlife management. Many studies have shown that instilling a love for nature within children can influence attitude and behaviour towards natural habitats in later life. Our goals align with 6 of the 17 Sustainable Development Goals, see below.





# MISSION VISION VALUES



## MISSION STATEMENT

The Conservation Education Society believes through education, empowerment and collaboration, everyone can play a role in conserving and protecting our natural world, however big or small that role may be.

## VISION

We strive to create a community of passionate wildlife lovers, all working towards a more sustainable and environmentally aware world.

## VALUES

Our values drive our work and allow us to continue growing and achieving our goals.

**Education:** We believe everything starts with education. Without the knowledge of our environment and how its degradation impacts us, we will not be able to make educated decisions about the planet or our future. We believe with education, both admiration and passion for our natural world and its inhabitants is inevitable, which will lead to its protection and so our survival.

**Accountability:** We believe to achieve our goals we need to be accountable for our actions, this is why we do our best to be transparent with everything we do, from the money we spend to the people we work with. Accountability requires us to be considerate, transparent and trustworthy, as if we were not, we would not be able to move forward with what we believe is vital for the future of our earth and our fellow humans.

**Inclusivity:** We value inclusivity, because it brings diversity, mutual respect and understanding. Our world is a complex place and the problems it is facing will need a multifaceted solution which will only come with inclusivity. We all use the earth in multiple ways, therefore we need to learn and work together to solve our problems together.



# MISSION VISION VALUES

## VALUES CONTINUED

**Adaptability:** Our work needs us to be able to evolve and adapt to the ever-increasing problems our environment faces. Therefore, we are continuously monitoring our programmes to ensure that they are relevant, innovative and impactful.

**Sustainability:** One of our biggest messages throughout our programmes is sustainable living. We support sustainable businesses and practices in our community as well as around the world. We believe if we all do our part we can make a positive and significant impact, allowing future generations to continue receiving the benefits our natural world has to offer.

**Partnerships:** The problems the world is facing today cannot be solved or understood unilaterally, therefore we strive to build a diverse network of communities, conservation groups, businesses and anyone who values our vision. Through these partnerships, we are able to build each other up, through either financial support, or working on projects together. This is an integral part of our work and we believe that through our partnerships, we have a stronger and better chance in not only achieving our goals but supporting theirs.





# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



## 1. CONSERVATION EDUCATION AND ADVOCACY

Our main goal is to provide high quality and FREE conservation education for students and youths. Education is presented in several ways to ensure it is multidimensional and engaging. All of which complements the national curriculum.

| GOAL  | ACTIVITIES  | EXPECTED OUTCOMES  |
|---|---|--|
| <i>To facilitate field trips and afterschool activities for students on conservation based topics</i>   | <p>To develop conservation education programmes and activities for students.</p> <p><b>To provide afterschool conservation clubs for schools and colleges.</b></p> <p>To organise and fundraise for student field trips to conservation organisations and groups.</p>                                 | <p>To facilitate 12 school trips per year.</p> <p><b>To have 5 different field trips available for students.</b></p> <p>To run and/or support 5 conservation afterschool clubs in Kwale County.</p>  |
| <i>To develop resources and activities that support the Kenyan curriculum for use in schools by teachers</i>                                      | <p>To form a teacher network to work together and develop a conservation curriculum to be incorporated into school lessons.</p> <p><b>To provide training to teachers in how to use educational materials in schools.</b></p> <p>To distribute supplies and equipment to schools in Kwale County.</p> | <p>To have a tested and teacher approved conservation themed curriculum for use in schools.</p> <p><b>To have a variety of worksheets and resources free and available online for all ages.</b></p> <p>To donate stationery and equipment to at least 3 schools per year.</p>                                      |
| <i>To provide annual teacher training workshops in Kwale County</i>   | <p>To develop and host a 3-day teacher training workshop on conservation education.</p>   | <p>To host a bi-annual teacher training workshop for a total of 30 teachers per year.</p>  |
| <i>To improve and grow our international education programmes as well as connect international educational institutes with our work in Kenya.</i> | <p>To create a network of teachers and educators via online platforms, both nationally and internationally.</p> <p><b>To increase international participation by multiplying programmes available both in country and online and reaching out to international agencies.</b></p>                      | <p>To have 3 programmes available for international students. Programme topics will include marine, land and sustainability.</p> <p><b>To run a minimum of 5 international programmes annually.</b></p> <p>To have an online group for teachers and educators to share and interact on conservation education.</p> |



# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



| GOAL  | ACTIVITIES   | EXPECTED OUTCOMES  |
|---|--|--|
| <i>To create informal educational resources such as storybooks and short videos for children in Kenya</i> | <p>To identify illustrators and people within the industry to help create a collection of children's storybooks and short videos on local wildlife to teach about conservation.</p> <p><b>To facilitate and offer conservation themed creative art workshops for students.</b></p> | <p>To have created 3 children's storybooks to be sold or given to schools for ages 6 years and under.</p> <p><b>To run a minimum of 3 workshops per year to students, with topics varying from podcast development to photography, and more.</b></p> |
| <i>To establish a centre as well as assist in the setup of similar centres in Kenya</i>                   | <p>To identify a new location for an education centre and main office.</p> <p><b>To offer our expertise to interested parties to set up new conservation centres. This could be through staff training, programme development or exhibit designing.</b></p>                        | <p>To have established a free conservation education centre and an office in Kwale County.</p> <p>To have assisted in the development of at least 3 new centres in Kenya in the next 5 years.</p>  |

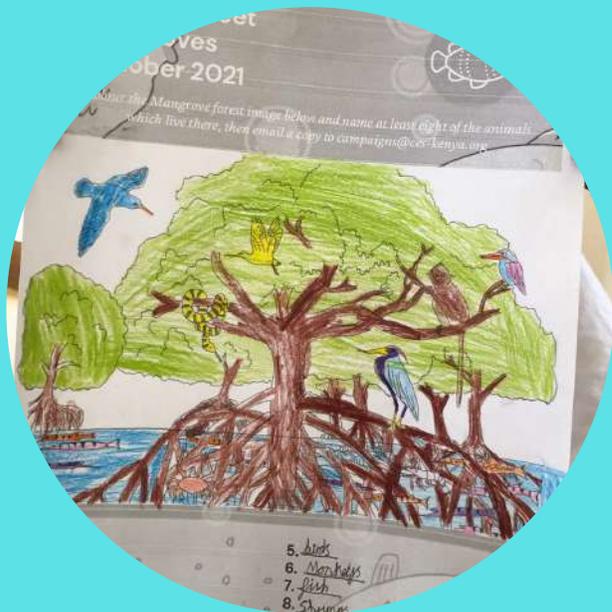
## 2. ENGAGING WITH OUR LOCAL COMMUNITY

It is often local communities who are most affected by environmental degradation. It is our goal to support grassroots conservation projects that aim to combat negative human impacts on the environment as well as improve the lives of those in these communities through a variety of means.

| GOAL  | ACTIVITIES   | EXPECTED OUTCOMES   |
|---|--|---|
| <i>To work with a community group neighbouring a mangrove forest, to help restore and protect the forest as well as generate new jobs</i> | <p>To set up regular meetings and workshops with community members.</p> <p><b>To fund the initial assessment of the area for mangrove restoration.</b></p> <p>To explore money generating opportunities for the community, with particular focus on women.</p> <p><b>To train community members in mangrove tree planting.</b></p> | <p>To have an established partnership with 2 local community groups who engage in mangrove forest restoration and protection, supporting their efforts through fundraising, awareness and training.</p> |



# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



| GOAL   | ACTIVITIES   | EXPECTED OUTCOMES   |
|--|--|---|
| To continue running the Diani Sea Turtle Festival annually   | To organise and execute a 1-day sea turtle awareness festival each June for the Kwale community.<br><br><b>To secure funding for the event through sponsorship packages.</b><br><br>To organise several educational and fun activities for the day to engage people of all ages. | To have an established and well attended sea turtle festival in Diani annually, which is attended by a minimum of 200 students, of which all expenses are covered through business sponsorship. |
| To develop awareness campaigns for our community relating to damaging environmental activities and human/wildlife interactions | To identify the most challenging or damaging environmental activities occurring along the coast through surveys. From this data, create awareness campaigns to help reduce such activities and behaviours.   | To have identified with at least 3 environmental challenges for the coast and to have created awareness campaigns on each over the next 5 years.  |
| To support environmentally friendly businesses which are community owned   | To identify community groups in Kenya that have an environmentally friendly business or idea.<br><br><b>To support these businesses through funding, training, purchases and marketing.</b>  | To have identified a minimum of 5 community groups and to have supported them through funding, training, marketing etc.   |

### 3. INCREASING OUR NETWORK AND PARTNERSHIPS

All of our work either directly or indirectly requires partnerships with organisations and groups outside of the organisation. Almost all of our goals for the next 5 years rely on these partnerships to be successful.

| GOAL   | ACTIVITIES   | EXPECTED OUTCOMES  |
|--|--|--|
| To formalise partnerships with Kenya Wildlife Service, the Kwale County Department of Education and Teacher Service Commission | To build a relationship with relevant governmental officials.<br><br><b>To identify programmes that CES can collaborate on.</b><br><br>To establish a formal partnership through the signing of a Memorandum of Understanding. | To have a working and functioning relationship with the relevant government departments. |



# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



| GOAL  | ACTIVITIES  | EXPECTED OUTCOMES   |
|---|---|---|
| <i>To establish partnerships with local and national educational institutes</i>   | <p>To meet with potential educational partners to explore how both can work together to increase conservation education in institutes in Kenya.</p> <p><b>To develop formal agreements with other educational institutes to work together to increase awareness in conservation and sustainability.</b></p>                                 | To have active partnerships with at least 5 educational institutes in Kenya.  |
| <i>To grow, support and collaborate with local, national and international conservation organisations</i>                                   | <p>To identify organisations to collaborate with on conservation work in conservation education.</p> <p><b>To continue growing and supporting current partnerships, working together on grants, fundraising and education programmes.</b></p> <p>To ensure all partnerships are formally recognised with a Memorandum of Understanding.</p> | To have working relationships with at least 8 conservation organisations.   |
| <i>To increase our presence at conferences, workshops, expos, etc. to expand the awareness of the project and to build new partnerships</i> | <p>To identify the most relevant events in Kenya to attend and</p> <p><b>To create marketing materials and packages to be displayed at events.</b></p> <p>To identify associations for CES to become members of.</p>  | <p>To be present at a minimum of 3 events per year.</p> <p><b>To be members to at least 3 associations that align with our vision and values.</b></p> |



# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



## 4. ACHIEVING FINANCIAL SECURITY

Everything costs money which is why financial security is one of our top priorities! It is our goal to secure funding from various sources to ensure we can support our programmes and staff.

| GOAL   | ACTIVITIES   | EXPECTED OUTCOMES  |
|--|--|--|
| <i>To create and implement an online fundraising strategy</i>                                      | <p>To research and setup several platforms online to sell items, sponsorship packages and crowd fund with.</p> <p><b>To develop and execute a strategic plan for all online fundraising.</b></p>   | To have an online fundraising strategic plan with the target of raising 40-50% of revenue. |
| <i>To establish a schedule for grant writing so grants are applied for in a timely manner</i>      | <p>To create a spreadsheet of grant opportunities, which is reviewed and updated each quarter.</p> <p><b>To set up a system where grants are fairly distributed amongst staff.</b></p>   | To be applying for a minimum of 50 grants per year with at least 25% success rate.         |
| <i>To receive regular funding from corporations through CSR initiatives</i>                        | <p>To identify corporations that align with our goals.</p> <p><b>To build a long-lasting partnership with identified businesses, with the aim to receive regular support to drive forward our education programmes and overheads.</b></p> <p>To maintain partnerships through regular reporting.</p> | To have partnerships with 5 corporations who provide regular funds.                        |
| <i>To hold annual fundraising and awareness events throughout the year</i>                         | <p>To develop annual fundraising events for Diani, Mombasa, and Nairobi.</p> <p><b>To create a calendar, protocols and sponsorship packages for each.</b></p> <p>To identify a theme for events to raise awareness.</p>  | To have 3 established fundraising events each year in Kenya.                               |
| <i>To build a fundraising team to maintain and increase fundraising partners and opportunities</i> | <p>To raise and maintain the necessary funds to pay salaries for a fundraising team.</p> <p><b>To train a team in fundraising and partnership acquisition.</b></p>   | To have 2 dedicated staff members working on marketing and fundraising.                    |



# OUR GOALS AND HOW WE WILL ACHIEVE THEM OVER THE NEXT FIVE YEARS



## 5. PRACTICING HIGH PROFESSIONALISM AND OPERATIONAL EFFICIENCY

To be the best we can be, we need a professional and passionate team as well as excellent operational procedures to ensure we can provide the best service to our community and staff.

| GOAL  | ACTIVITIES  | EXPECTED OUTCOMES   |
|---|---|---|
| <i>To ensure that all programmes and operations are carefully monitored so they continue to be relevant and impactful</i> | <p>To develop and implement a monitoring and evaluation protocol for all operations and programmes.</p> <p><b>To ensure data is collected and analysed on all activities (e.g. pre and post surveys etc.).</b></p> <p>To train staff in monitoring procedures and methods.</p> <p><b>To input all current data and use it to evaluate current programmes.</b></p>                           | <p>To have all data accessible, being reviewed and used in programme and operations decision making.</p>  |
| <i>To have a diverse, happy and supportive team</i>   | <p>To identify training opportunities for staff.</p> <p><b>To offer and/or support external or internal training for staff.</b></p> <p>To review and update current staff protocols and manuals.</p> <p><b>To ensure all staff receive an annual appraisal and regular staff meetings.</b></p> <p>To research, identify and organise private pension and healthcare services for staff.</p> | <p>To be able to provide or support staff in 1 external training per year, and to provide 1 internal monthly staff training session.</p> <p><b>To ensure staff appraisals occur annually and staff meet at least twice per month.</b></p> <p>To have all required staff protocols, manuals and contracts in place.</p> <p><b>To have a private pension scheme and healthcare service available for staff.</b></p> |
| <i>To have a full and functioning board to drive the organisation forward and grow its activities</i>                     | <p>To review and update the organisational constitution to ensure it aligns with the organisation's goals.</p> <p><b>To develop job descriptions and identify individuals for the board.</b></p>  | <p>To have a full board of 6 directors, all working to drive the organisations goals forward.</p>   |



# USEFUL LINKS

For further information on our work and future plans, we have provided links to important information and reports from our website.

## **Organisation Profile**

<https://ceskenya.org/organisational-report/>

## **Monthly Newsletters**

<https://ceskenya.org/category/newsletters/>

## **Annual Reports**

<https://ceskenya.org/annual-reports/>





# OUR CURRENT PARTNERS

If you are interested in becoming a partner or would like to learn more about us, please contact us at [info@ces-kenya.org](mailto:info@ces-kenya.org).



OLIVE RIDLEY  
PROJECT



LOCAL OCEAN  
CONSERVATION



VALOR TO VIRTUE

## Marine Life Protectors



KENYA  
WILDLIFE  
SERVICE



CAMPs  
international  
ETHICAL JOURNEYS WITH IMPACT

one planet  
CONSERVATION AWARENESS





Conservation Education Society



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[www.youtube.com/channel/UCGCujsWA63Ovlbz7yysBaeA](https://www.youtube.com/channel/UCGCujsWA63Ovlbz7yysBaeA)

Conservation Education Society  
P.O. Box 5739-80401  
Diani, South Coast, Kenya  
+254 740 767 127  
[info@ces-kenya.org](mailto:info@ces-kenya.org)  
[www.ceskenya.org](http://www.ceskenya.org)



THE CONSERVATION EDUCATION SOCIETY WAS ESTABLISHED IN 2019 AS A KENYAN NON-PROFIT SOCIETY REGISTERED WITH THE REGISTRAR SOCIETIES (R. 51655)