



**T U J E N G E
P A M O J A**

Creating harmony between local communities and the environment



WHO WE ARE

We are a **passionate team** with many **decades** of combined experience in community based marine resource management. We see a world where everybody has a role in protecting our oceans. Whether we are designing programs or training, we are united by the same mission: to create, connect and catalyse Collaborative Management initiatives. We share knowledge and build capacity for sustainability. We believe the needs and rights of the community can be balanced with the needs and rights of our environment.

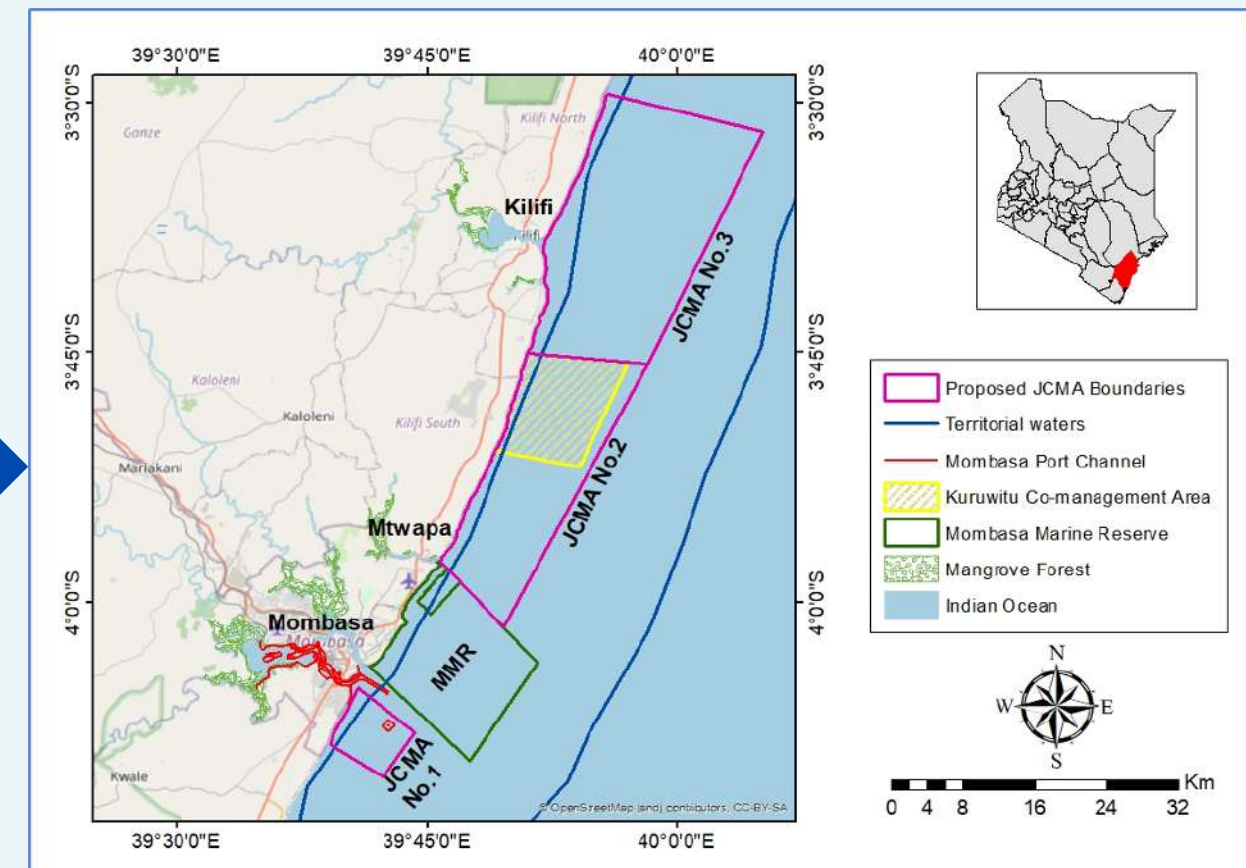
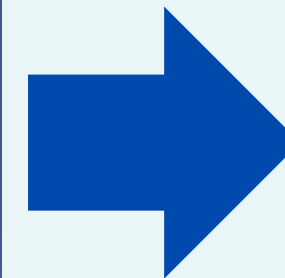
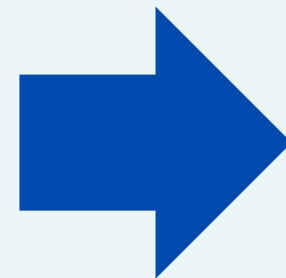


OUR JOURNEY – RIPPLE EFFECT

Oceans Alive was founded to build on the momentum of the regions' first Community Conservation Area (tengefu) that we initiated in Kuruwitu in 2006. We have developed a management strategy and solid structure of governance to develop a collaborative approach for community-led sustainable management of marine resources.

The economic and environmental impact at Kuruwitu has sparked a community led movement in the region. The enthusiastic uptake of our model has made it clear there is a need for a cohesive, collaborative community driven approach for sustainable management of our marine resources.

Our solution has influenced and catalysed policy, resulting in the 30 hectare protected area being upscaled into approximately 600,000 hectares being put under Joint community led Co-Management.



1st Community Protected Area 30 ha 2006

1st Co-Managed Area 12,000 ha 2021

Joint Co-Managed Areas 600,000 sq km 2023

OUR GUIDING PRINCIPLES



Environmental

We share experiences with other coastal communities to safeguard biodiversity and ensure sustainability of ecosystems while protecting fisheries and key ecological sensitive areas.



Social

We take a holistic approach to community wellbeing and resilience and focus on improved community health and food security through action and education.



Economic

We focus on the importance of coastal resource management and the link to improved livelihoods by supporting and alternative income generating programs. We are striving for a long term sustainable finance model based on past successes



Governance

We offer technical support and build capacity towards the establishment of co-management areas and networks between fisher groups, the county government and other stakeholders

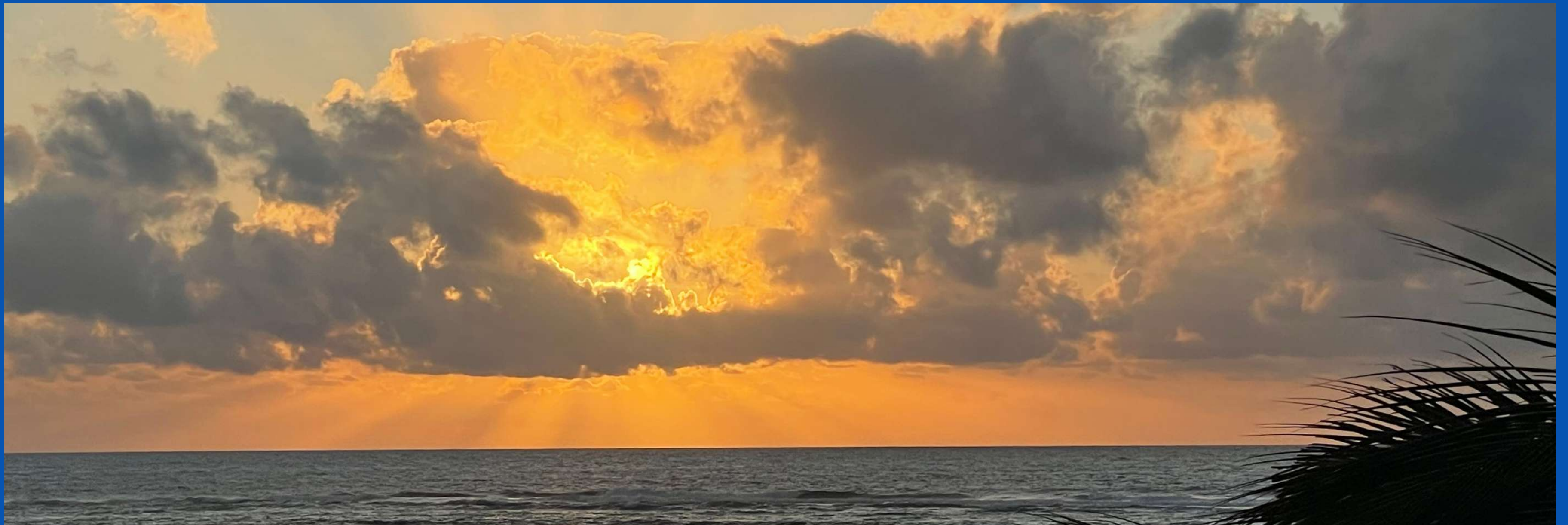
WHAT WE DO

- Create networks to catalyse and share coastal Collaborative Management initiatives with communities, relevant stakeholders and partners
- Work with partners to ensure the stewardship of sustainable seas by empowered thriving coastal communities
- Transparent management and user rights process between government and fisheries users groups
- Establish security of tenure and management involvement where resource users become more responsible as they are the owners of the resource
- Best practices model at Kuruwitu to inspire and educate and also demonstrate the impact of our approach

VISION MISSION

**Working together for positive change;
coastal communities in balance with
nature**

Together with coastal communities, we
share sustainable solutions which create
a ripple effect to improve livelihoods
along the Kenyan coast

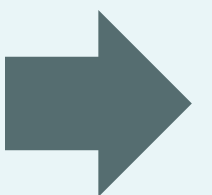


OUR CURRENT FOCUS

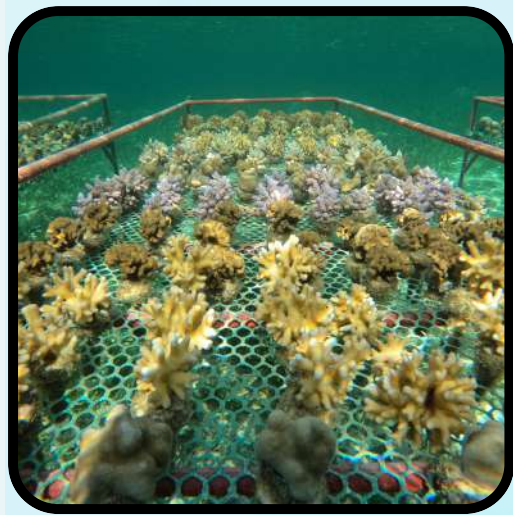


- Setting up, zoning & implementing Collaborative Managed Areas (CMAs)
- Set up protected areas within the the Joint Co-Managed Areas
- Best practices model at Kuruwitu CMA
- Technical support for communities
- Monitoring, control & surveillance
- Research
- Reef restoration at scale
- Spreading awareness
- Socio-economic baseline surveys
- Education - the importance of conservation
- A sustainable finance model for the Joint Co-Managed Areas
- Food security
- Community resilience
- Protection of endangered, threatened species

Tangible impact



ENVIRONMENT IMPACT



20,000 coral colonies out planted



400% fish biomass increase



Turtle protection program in place



17% sea grass recovery



30% increase in coral cover



Regular beach clean ups



Monitoring & surveillance patrols



Spreading awareness on climate change



Research





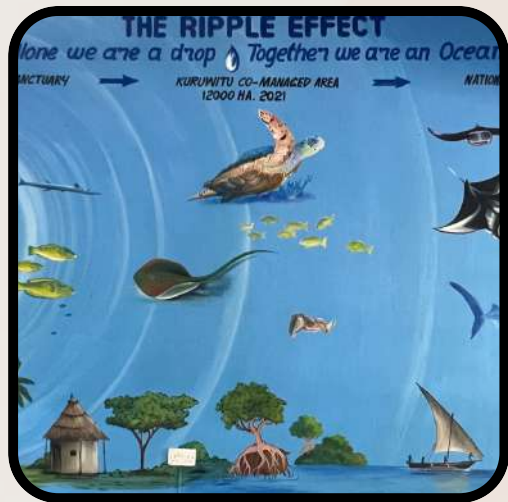
Community shop outlet



Capacity building for eco tourism



Climate smart Kitchen garden



Co-management Concession program



Funds raised through voluntourism



Community Trash for Cash project



Fundraising support for BMU's and CBO's



Mama Karanga Pamoja initiative



Diversified income generating projects

ECONOMIC IMPACT



SOCIAL IMPACT



**Eco-friendly stoves
made for
community**



**Kitchen garden
solutions for
400 households**



**2500 school kids
awareness project**



**Capacity building
training**



**Alternative income
generation &
training**



**S.H.E. initiative
launched**



**Youth
empowerment**



**Supporting gender
balance**



**Climate change
awareness program**



GOVERNANCE IMPACT



The first ever marine SAGE process in Kuruwitu



Community capacity building support



Kilifi county BMU network by laws



Training toolkits



Kuruwitu 120 sq km Co Management Plan



Capacity building for sustainable BMU's



Support to Implement the KCMA



Employment and training of scouts



Technical support for Kuruwitu BMU



EDUCATION

Our education centre offers training, technical advice, toolkits, mentoring and learning exchanges to guide our students, partners and stakeholders through every step of the process in sustainable management and conservation.

We have education programs starting at primary school level and including international gap year students, under and post graduates and interns. Education is another important way we scale our model and we have plans to develop our centre into the first and only marine education centre and marine museum in Kenya.



RECOGNISED ON THE GLOBAL STAGE



AWARDS



UNDP Equator prize 2017



Blue Champions Award 2021



United Nations Food Systems



**FOOD SYSTEMS
Game Changers Lab Food System Game Changer**



World Economic Forum - Uplink top innovator



OUR PARTNERS





GET IN TOUCH



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