



**Wildlife . Media . Impact**

**Business Plan: Eco-Visual  
Environmental Literacy for Kenyan  
Youth**

## Introduction

In a world facing increasingly complex environmental challenges, the role of youth in conservation has never been more critical. In Kenya, a country celebrated for its diverse ecosystems and breathtaking biodiversity, there exists a pressing need to cultivate the next generation of environmental stewards. The "Eco-Visual Environmental Literacy for Kenyan Youth" project is our response to this need, a comprehensive and innovative program that seeks to empower Kenyan youth with the knowledge and skills to become champions of environmental conservation.

## Executive Summary

**Mission:** Our mission is to empower Kenyan youth with the knowledge and skills to become champions of environmental conservation through eco-visual education.

**Problem:** A significant lack of environmental awareness among Kenyan youth hampers efforts to address pressing environmental issues, including habitat destruction, wildlife poaching, deforestation, and climate change.

**Solution:** We have developed the "Eco-Visual Environmental Literacy" program, a comprehensive and innovative approach that integrates photography, environmental science, and critical thinking to engage, educate, and inspire students.

**Market:** The target audience is Kenyan youth, and the potential for impact is substantial, given the demand for environmental education and the pressing need for youth-focused conservation programs.

**Funding Request:** We require \$15,000 annually to sustain the program and reach more students.

**Long-Term Impact:** Our commitment is to create a generation of environmentally conscious individuals who actively participate in conservation efforts in Kenya and beyond.

## Company Description:

**Vision:** to create the next generation of youth to become passionate stewards of wildlife through the captivating combination of photography, film, and science

**Founders:** Anthony Ochieng

**Team:** Our dedicated team comprises experienced environmental educators, photographers, and conservationists.

## Market Analysis:

**The Problem of Environmental Awareness:** The lack of environmental awareness among Kenyan youth hampers conservation efforts, including habitat destruction, wildlife poaching, deforestation, and climate change.

**Target Audience:** Our target audience is Kenyan youth, specifically students aged 12-18.

**Demand for Environmental Education:** There is a growing demand for comprehensive environmental education in Kenya. Parents, schools, and communities recognize the importance of environmental literacy.

## Program Delivery Strategies:

1. **Curriculum:** Our curriculum integrates photography, environmental science, and critical thinking to provide a well-rounded education in environmental conservation.
2. **Qualified Instructors:** We recruit and train qualified instructors with expertise in photography and environmental issues.
3. **Hands-On Learning:** Students engage in photography field trips to document environmental challenges and natural beauty.
4. **Technology and Equipment:** We provide access to photography equipment, including cameras and editing tools.

## Outreach to Schools and Communities:

1. **Collaboration with Schools:** We establish partnerships with local schools and educational institutions to integrate the program into formal education.
2. **Community Engagement:** We organize community events, workshops, and exhibitions to showcase student work and engage the community.
3. **Parent and Guardian Involvement:** We encourage the active involvement of parents and guardians in their children's environmental education.

## Fundraising Efforts:

1. **Grant Applications:** We actively seek grants from foundations, organizations, and government agencies supporting environmental education.
2. **Crowdfunding and Online Campaigns:** We run online fundraising campaigns to engage a broader donor base.
3. **Corporate Partnerships:** We explore partnerships with corporate sponsors committed to youth education and environmental initiatives.

## Ongoing Sustainability:

1. **Alumni Network:** We establish an alumni network to keep graduates engaged as environmental ambassadors.
2. **Monitoring and Evaluation:** Regular assessments and feedback guide program improvements.
3. **Diversification of Funding:** We aim to diversify funding sources to reduce dependence on a single stream.
4. **Long-Term Partnerships:** We seek long-term partnerships with schools, organizations, and governmental bodies.
5. **Advocacy and Policy Influence:** We actively participate in policy discussions to support environmental education and conservation efforts in Kenya.

## Financial Projections:

**Annual Budget:** \$ 20,000

- Educational Materials: \$5,000
- Photography Equipment: \$6,000
- Instructor Fees: \$4,000
- Transportation: \$2,000
- Program Administration: \$3,00

### Revenue Projections:

- Grants: \$8,000
- Donations: \$5,000
- Potential Income-Generating Activities: \$3,000

## Call To Action

We invite you to join us in our mission to transform the future of Kenya and the world through environmental education and conservation.

### **Our Cause:**

Kenyan youth lack adequate environmental awareness, which hinders efforts to address pressing conservation challenges. We aim to change this by empowering the next generation with the Eco-Visual Environmental Literacy program.

### **How It Works:**

Our innovative program integrates photography, environmental science, and critical thinking to engage, educate, and inspire Kenyan youth. Through hands-on learning, they become environmental champions, ready to protect our planet.

### **Your Impact:**

By contributing, you're investing in the future. You're fostering a generation of informed, passionate, and engaged individuals who will actively participate in conservation efforts, both locally and globally.

### **Make a Difference:**

Your support can change lives and protect our environment. Every donation, no matter the size, contributes to a brighter and more sustainable future. Together, we can make a profound impact.

### **Join Us:**

Stand with us and make a lasting difference. Your donation can help us reach more young minds, inspire change, and create a world where every individual is empowered to protect the environment.

**Thank you for being a part of our journey toward a greener, more sustainable future!**