



Project proposal

1. Project name;

Wildlife Warriors Kids Conservation Education Project

2. Timeframe;

2020 – 2022

3. Project summary

Kenya's natural environment is under increasing pressure, arising from a range of causes including the rapid pace of development, population growth, the scourge of wildlife crime, and climate change. The root causes of the environmental crisis are ignorance and neglect. Limited access to information on Kenya's unique wildlife heritage and threats facing it is a contributing factor to wildlife's continued decline. Lack of understanding of the causes of environmental degradation limits possibilities for action against existential threats. Wildlife Warriors Kids is a program designed to bring environmental education to Kenya's public schools, since these children are tomorrow's leaders and decision makers.

The current estrangement existing between Kenyans and their nature, has had a negative ripple effect on the attitude towards wildlife across the country. Introducing wildlife and nature to Kenyan children through captivating and inspiring experiences both in theory and practically will directly steer the children into not only caring for it but also growing to become stewards of wildlife. The Wildlife Warriors Kids Program prioritizes teacher and child engagement. The teachers in charge of the Wildlife Warriors schools clubs are trained to effectively deliver conservation education to children. They engage in hands on activities including visits to the parks, camping expeditions, use of companion activity books, watching wildlife films and documentaries as well as teaching proper tree growing practices.

4. Overall mission

The Wildlife Warriors Kids Conservation Education Program is a nationwide program focused on connecting Kenyan Children to wildlife and nature so that they can treasure it and act to conserve it. The



program is run by WildlifeDirect's Education and Outreach team and is currently running in 50 schools with a membership of over 2,500 children.

Many Children in Kenya have never seen Wildlife or been to the national parks and reserves. There are very few learning resources that are focused on Conservation Education and these are out of reach of the vast majority of children who live in areas with wildlife. Wildlife Warriors Kids Program is creating and developing conservation learning materials and online resources including companion activity books and animal fact books to educate children on different animal species, biodiversity and climate change. The children use these materials during their visits to Parks, conservancies, forests enhancing the educational potential of these areas and providing an enriching experiential conservation learning experience for the children.

The children also get to participate in citizen science activities along with researchers and scientists. Through this, the children solidify their knowledge on their responsibility towards the environment and this in turn nurtures their desire to have meaningful contribution to conserving wildlife and nature. The young wildlife warriors share information with their peers, parents, teachers and their communities. The Program is already creating a generation of Wildlife Warriors – young advocates, champions and stewards of their environment. Children are doing meaningful work in their schools and communities, contributing to conservation efforts.

The overall objective of the program therefore feeds into WildlifeDirect's vision of changing hearts, minds and laws to ensure that Africa's critical species endure forever. Children who have previously had negative attitudes towards wildlife and conservation have now become the great advocates for conservation in their communities.

5. SMART-aim

Goal: To Connect Kenyan Children to Wildlife and Nature so that they treasure it and give them the tools to treasure and act to conserve it.



Objective: To directly reach 5,000 children from 150 schools by end of 2021 and an equal number at the end of 2022. This will be done in the following ways;

Enlisting a total of 150 Public Primary Schools into the Program with each school enrolling 30 children in their Wildlife Warriors Club

Training 300 teachers in conservation education through regional training forums. Each school will be required to nominate 2 teachers to run the clubs and these are the ones who will benefit from the teacher training sessions

Having 5 day trips a year where we will take a total of 250 children into the parks

Taking 100 Wildlife Warriors Kids on an annual expedition

Involve 600 children and 80 teachers in in citizen science programs.

Create digital and printed content for school children that is distribute through a newsletters and books

6. Activity plan

- o Nationwide Conservation Education: Through visiting of schools across the country; training of teachers in conservation education, providing equipment and other materials like posters, books, etc
- ▣ Field trips and day excursions: One cannot conserve if they don't care. In turn, you cannot care if you have not seen. The major threat to the continued decline to Kenya's wildlife heritage is the limited knowledge and access to information about Kenya's unique wildlife heritage and the threats it is facing. We introduce children to nature through captivating and inspiring experiences in the parks and protected areas that will change their hearts to care as they grow to be future stewards of wildlife.
- o Annual camping expedition: Children from select schools in the program come together for a 4 day expedition. During this time, the children get to use nature as a classroom as they discover, learn and have fun. They also get an opportunity to meet fellow children from other areas in the country; they get to meet and interact with researchers and scientists during interactive sessions on pre-determined themes. Citizen Science programs: As part of our conservation education activities, students will be involved in taking part in citizen science events as these contribute to research activities. Students will be involved in research sample collection, wildlife counts and



rallies. o Printed materials: Producing conservation related book on different animal and plant species in hard copy and digital format. Additionally, During the Covid-19 lockdown we are reaching children via the internet using whatsapp, social media, e-mail using a digital newsletter written intentionally to share content by kids for kids.

- o Online discussions in Webinars: Due to the limited movement and restrictions brought about by the Covid-19 pandemic, we hope to engage with teachers and parents in conservation related discussions involving experts from various fields as panelists

7. Evaluation process

- We track the performance of children via their teachers through regular phone call ins and via sharing on a Teachers WhatsApp network.
- We personally visit the schools to monitor and evaluate progress on the ground, see their tree planting programs and other innovative activities that they are doing to protect their environment, cleanliness of the school compound, work done using the activity books, condition of the libraries where these are available and condition of the books and hardware donated to them. The team also observes the behavioral dynamics of the clubs, focusing on levels of engagement during different activities like class discussions, question and answer sessions as well as the interactions between the children and teachers.
- The views of the teachers (obtained in semi-structured interviews) will be elicited through questions such as: What has changed since the club was set up in the school? What have you learned? What do you especially enjoy? What has worked well/not worked well? The interviews and focus group sessions will be audio-recorded with the permission of the participants for analysis.
- Assessments will be conducted using pre-determined questionnaires before and after each visit
- We encourage volunteers and students to conduct independent studies such as focus groups in schools and the neighbouring communities



8. SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none">• MoU with the Kenya Institute of Curriculum Development• Incredible content including our own Wildlife Warriors TV series and over 100 other films• Books, lesson plans and other resources for teachers and kids• Partnerships – StoryMoja publishers, Schools• Goodwill and relationships with many organizations and schools	<p>Opportunities</p> <ul style="list-style-type: none">• Digital content to reach teachers, parents and children via cell phone• Training of teachers online• Free park entry for children• Partnering with conservancies and communities interested in wildlife conservation• Recruit professional educators• Experts network to reach out to for assistance on technical information• Funding from education, publishing, youth, climate, environmental and green energy sources• Volunteers to form a network to assist• Partnerships with other organizations
<p>Weaknesses</p> <ul style="list-style-type: none">• High cost of visiting schools• Low funding success• Expertise and staff to reach more schools – we need more staff, and more expertise on biology and education, writing and fund raising	<p>Threats</p> <ul style="list-style-type: none">○ Lack of Long term funding for the program○ Covid19 – schools are closed until 2021 o○ Cost of park entry fees○ Rising poverty and human wildlife conflict means communities are less likely to care about wildlife



Project budget

1. Current exchange rate

1 USD = 107

Date: 24 April 2020

Source: Central Bank of Kenya <https://www.centralbank.go.ke/rates/forex-exchange-rates/>

Item	Units (List salaries in hours)	Cost per unit	Total cost	Priority
1. Equipment				
Nikon DSLR Camera	1	300	300	
Generic 2.7 LCD Display 18MP 720P 8x Zoom HD Digital Camera-Black	3	65	195	
Generic 30*60 Binoculars	4	30	120	
Sum equipment			495	
2. Transportation				
Hiring a bus	5	300	1500	
Office Vehicle Fuel	5	70	350	
Driver's allowance	5	20	100	
Sum transportation			1950	
3. Supplies and lodging				
Meals	50*5= 250 (No.of kids per park visit)	30	750	



Accommodation	4*3= 12 (No of staff* Park visits)	30	360	
Sum supplies and lodging			1,110	

4. Salaries				
Education & Outreach Manager	160 hrs	10	1600	
Education and Outreach assistant 1	160 hrs	5	800	
Education and Outreach assistant 2	160 hrs	5	800	
Sum salaries			3,200	

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Sum total			6,875	
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6. Commentary on budget

- a. Equipment: Cameras for staff and children to use to document the trip. Children will be shown how to use the cameras and trained on how to take pictures. The three cameras are shared among the 50 students and will be returned to the Education team at the end of each trip.
- b. Transportation Costs are for the hire of buses as most schools do not have school buses. As the parks are wild spaces, buses are most convenient to enable a comfortable drive in the parks.

7. Salaries: This is for the time the Education Team will take during each trip.

8. For organizations not registered as NGOs