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NEWSLETTER

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Uvumbuzi Africa is a Non-governmental Organization dedicated to the protection and conservation of wildlife and the environment in Kenya and the broader African Continent.

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Summary

Uvumbuzi Africa is a Non-Governmental Organization dedicated to the Protection and Conservation of Wildlife and the Environment in Kenya and the broader African continent. The Name Uvumbuzi is derived from the Swahili word "Vumbua" which means to "discover". In this context, Uvumbuzi Africa is premised on the concept of 'Conservation by Discovery' of the numerous, largely undiscovered natural habitats in Kenya and Africa.

The major highlight in this newsletter is the launch of our online Web series, "Sauti Za Conservation" which aims to profile, feature and link various stakeholders, professionals, individuals and enthusiasts in the environmental conservation sphere whose voices have largely gone "unheard", or have not received the attention/audience they deserve. It also aims to promote citizen driven environmental conservation, protection and governance through advocacy and the use of new media.

A Word from the Executive Director

Hello and welcome to the second issue of the Uvumbuzi Africa newsletter. It is our sincere hope that you are keeping safe during this Covid-19 pandemic. Despite these challenging times, we are excited to share with you some of our achievements over the past five months with hopes that you will be inspired to join us on and support our journey. Uvumbuzi Africa has been privileged to have entered into strategic partnerships with other conservation organizations to promote the use of new media as an advocacy platform for youth and citizen participation in conservation in Kenya. Further, we have launched our flagship programme "Sauti Za Conservation"; an online web series aimed at act providing a platform for advocacy and meaningful conversation on citizen participation in conservation. We are proud to be part of the movement to promote inclusivity on matters conservation, in a bid to ensure that sustainability is achieved in the sector. If you have any feedback for us, please do not hesitate to email us at info@uvumbuziafrica.org.

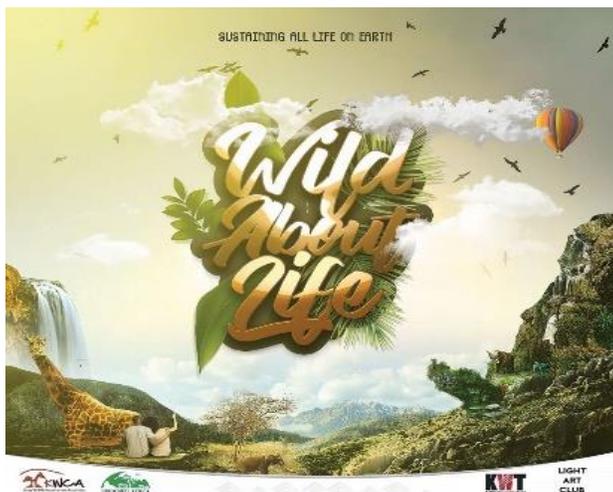
Kind regards,

Moses Kamau. **Executive Director.**

'Wild About Life' Social Media Campaign

In our attempt to foster collaborative conservation approaches and strategic partnerships, Uvumbuzi Africa, in collaboration Kenya Wildlife Conservancies Association (KWCA), the Kenya Wildlife Trust (KWT) and Light Art Club, launched an online campaign called *Wild About Life*, whose premise was to engage the youth on social media to talk about Conservation, to interact with the various partners on their social media pages and bring together youth from different demographics and professions, social media influencers, creatives and active conservationists to share their perspectives on Conservation issues. The campaign was also launched in commemoration of the World Wildlife Day 2020.

The campaign involved an online competition whereby participants were requested to submit a brief video explaining what conservation means to them and why they deserved to win an all-expenses paid experience at either the Oserengoni Wildlife Sanctuary; the Porini Amboseli Camp-Selenkay Conservancy; Il Ngwesi Community Conservancy; and the Eagle View Camp-Mara Naboisho Conservancy. This campaign did not only allow us to actively engage the youth in conservation related conversation, but helped increase activity on our social media pages.



Picnic Conversations on Conservation (PiCCs)

The last five months have been quite eventful for the Uvumbuzi Africa's Picnic Conversations on Conservation forum aimed at encouraging youth participation in conservation. There has been an increased interest in the forum with the number of youth, students and stakeholders willing and eager to attend increasing with each subsequent event.



In early celebration of the World Wildlife Day and the conclusion of the previously mentioned 'Wild About Life' campaign, Uvumbuzi Africa decided to host a PiCCs event on the 1st of March 2020 and invited a diverse group of youth, from University students, community youth from Kibra, creatives and social media influencers who were involved in the campaign. The day began with a game drive through the Nairobi National Park, followed by a nature walk to the Naruteno Conservancy, where the group enjoyed a sumptuous lunch, progressive conversations on conservation as well as fun team building activities.



The main focus of the PiCCs discussion was to establish from the attendees what role the youth can play in conservation, and how young professionals and entrepreneurs can use their skills and careers to upscale conservation efforts in Kenya, in a collaborative manner; while mitigating some of the challenges that hinder youth participation and ownership.

