

Nominee: Shompole Community Trust

Summarizer's Entry

Summarizer: None

Summary Status: Complete

Summarizer's Primary Evaluation:

I agree with the Nominator's selection of:

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Summarizer's Secondary Evaluations:

Summary:

1. Initiative Description and Innovations

The group Massai ranch covers 62,689 hectares, has 2,000 registered members, 10,000 dependants (mainly pastoralists), and is legally registered to undertake socio-economic development, wildlife conservation and eco-tourism. The group's mission is to enhance the ranch's ecological integrity and the community's levels and sources of income. A trust fund is fed through eco-tourism activities. The group has a 10,000 hectare conservancy, has deployed 20 game scouts, and runs a lodge.

2. Poverty Reduction

At the group's lodge, 70% of permanent jobs go to the community, while external experts take up 30%.

Direct casual labour is provided a 100% by the community. The community receives an average of 2,000-5,000 USD/month. The funds are used for health, water, teacher salaries, casual labour, and student bursaries. The poorest are given first priority in regards to employment.

3. Biodiversity Impacts

A wildlife conservancy of 10,000 hectares has been established. Wildlife has

tripled in the last three years. Vegetation cover has increased. Various trees, shrubs, and (medicinal) species of grass have reappeared.

4. Combined Impact

Wetlands, forests, and indigenous culture are used to attract tourists. Revenues improve community living standards, reduce poverty and protect the environment. Modern and traditional knowledge are used. Wildlife and livestock interact and graze together freely. Subsistence crops and vegetables are grown for export. The initiative is multisectoral, multidisciplinary, and applies an integrated, participatory, bottom-up approach.

5. Partnerships

Community partnership has four dimensions: community-private sector (tour operations, lodge management through shareholders, marketing etc.), community-conservation agencies (wildlife management, science, monitoring, etc.), community-donors (capital, finance, infrastructure), and community-community (knowledge sharing).

6. Sustainability

The initiative has been operational since 2001. Socio-economic benefits reinforce community support. The initiative is driven by strong representation of community interests and directed by local institutions. The lodge is financially sustainable and provides the community with 2,000-5,000/month. The initiative is based on being ecologically sustainable. Another tourism facility is under construction.

7. Gender and Social Inclusion

Men and women are given equal opportunities for employment. Women account for 30% of lodge staff. Youth are also provided with job and learning opportunities.

8. Biodiversity-based Business Award

This group should be considered, though they did not fill out this section

9. Other Information

The project is proving to be of interest for replication. The Wildlife Service and the Ministry of Tourism and Wildlife are encouraging communities to follow this

group's model.

Summarizer's Comments:

A strong nomination.

Should be considered for BBBA though they did not fill out that section

Nominee Information

Name of group or organization being nominated : Shompole Community Trust

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FAX: + 254 20 891751

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Language: English

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Nominee Partners

Partner 1

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First Name : David

Last Name : Western

Position or Title : Director

Partner 2

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Position or Title : Community Affairs Officer

Nominee Reference 1

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Nominee Reference 2

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Country : Canada

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Last Name : Waithaka

Position or Title : National Parks Directorate

Nominator's Entry

Nominee is best described as:

Nominator's Entry:

Community-based organization

Biodiversity-based business

Indigenous group

1: Initiative description and innovations

Provide a description of the initiative (i.e. purpose, activities and achievements) with particular emphasis on innovative and creative approaches to poverty reduction and biodiversity conservation.

Nominator's Entry:

Shompole Group Ranch was registered in 1979 under the Group Ranches Act and covers an area of 62,689 ha in land size. It is owned by the Loodokilani Maasai of Magadi Division, Kajiado District. It consists of 2,000 registered members and dependants totaling 10,000 who are mainly pastoralists. Shompole lies in the floor of Rift Valley on the Kenya Tanzania Border. It is bordered by the Lake Magadi on the East, Lake Natron to the South, the Nguruman Escarpment to the West and Olkiramatian Group Ranch to the North. The area is a rich grassland set amidst a semi-arid Savannah, grazed by the both livestock and wildlife. The area provides an important migratory corridor and dispersal range for wildlife species resident in Nguruman Escarpment and Olkiramatian, and for elephants migrating between Shompole and Loita Hills. In 1999, the Shompole Group Ranch Eco-tourism project was established by the community and with the help of other strategic partners. Among them are Art of Ventures(Private Investor partner/Tour operator); Maa Oleng Ltd; African Conservation Centre(ACC); EU-Biodiversity Conservation Program (BCP); Kenya Wildlife Service, Magadi and Ford Foundation. Shompole Community Trust is a legal body corporate registered under the Perpetual and Succession Act Laws of Kenya by the community to undertake all socio-economic development activities with more emphasis on wildlife conservation, Eco-tourism and livelihood improvement. The mission of the Shompole Community Trustfund is to enhance the ecological integrity of the

Shompole Group Ranch and the improvement of the local community's levels and sources of income. The specific purpose of the Community Trustfund is resource conservation enhanced through sustainable eco-tourism. Desired results and outcomes include: a) Increased levels and sources of income b) Improved road network accessibility c) Improved security d) Enhanced wildlife conservation and management approaches adopted e) Increased numbers and species of wildlife f) Increased tolerance threshold levels between human and wildlife g) Eradicate / minimize poaching to minimal levels Community achievements and benefits so far include: a. A 10,000 ha conservancy was established exclusively for wildlife b. Deployed a contingent of 20 Game Scouts for Security c. EU- BCP issued a Kshs 15 million grant for infrastructural development / support d. Shompole Eco-Lodge was constructed as a joint venture between the community and the private investor for a 15 year term. e. Direct revenue conservation fee on a monthly basis amounts to about USD \$ 2000 to 5000 f. Direct local employment: permanent jobs go 70% to locals and casual labour goes 100% to the community g. Transfer of technical skills through training e.g. as Chefs, Room stewards, Guides/Drivers Activities supported by the Shompole Community Trustfund; a) Undertake socio development for the community including but not limited to: -Health -Education (payment of Teachers salaries and awarding of scholarships to needy students), - Water provision (building of dams and ditches and maintenance of existing pipelines) - Financial support to spin-offs and small medium enterprises with specific emphasis on women and youth projects; b) Conservation of Wildlife and Biodiversity; - Security provision both to Wildlife, local community and tourists. - Management of the Conservation area e.g. wildlife species / population and habitat monitoring -Veterinary service to injured and sick wildlife. Innovative and creative approaches a) The partnership between the local community and private investor on a shareholding basis unique being so far the only of its kind in Kenya. b) The venture blends both local indigenous knowledge and modern / conventional science in its management strategy. c) We have maximized on our respective strengths and expertise as local community, private investor/tour operator, Conservation NGO s and Donors to play our respective roles effectively and efficiently and thus avoiding duplication. d) The initiative's overall vision was to demonstrate to the community and the entire world that the community has abundant resources in their midst, contrary to the normal/popular belief that local people have no valuable resource at their disposal. e) The uniqueness and beauty of it is that Maasai Local people are charting their own destiny in the

whole process: we are in the driver seat.

2: Poverty Reduction

How has the initiative improved the socio-economic conditions and well-being of the community? If possible, please quantify these improvements.

Nominator's Entry:

The initiative has improved the socio-economic conditions and well being of the community in the following ways: a) Employment creation 70% of permanent jobs at the Shompole Lodge goes to the community, while external experts take up 30%. b) Direct casual labour is provided a 100% by the community. c) Direct cash benefits to the community from the Lodge amounts to USD \$ 2000 5000 monthly. The funds are then distributed to health, water, Bursaries needy students, Teachers salaries and casual labour during construction. The poorest are given first priority during employment and the number of people who used to beg on market days has dropped significantly to very low levels when compared to when the project started out 5 years ago. Many of the people employed have managed to start their lives all over again, thanks to the project after their livestock was decimated by the previous drought. Some have managed to start small-scale business enterprises.

3: Biodiversity Impacts (GIEPA)

How has the initiative contributed to the conservation or sustainable use of biodiversity of to the fair and equitable sharing of the benefits from biodiversity and/or genetic resources? If possible, please quantify these contributions.

Nominator's Entry:

Due to careful planning, management and stringent grazing patterns by the community and the zoning of the land based on different land uses, the following have been achieved; a) A proper land use plan has been adopted by the community which gave birth a 10,000ha Conservation area exclusive for wildlife use. b) Wildlife numbers have increased 3-fold for the last 3 years of wildlife count survey by Department of Resource Survey and Remote Sensing (DRSRS), Kenya Wildlife Service, African Conservation Centre and the Local Community. c)

Vegetation cover have improved tremendously in areas that were previously badly degraded thus increasing fodder for both livestock and wildlife. Every body within the community has a right to graze there and enjoy the same privileges equally. Wildlife too, now has equal rights of access for the same. d) Various trees/shrubs/grass species have reappeared after some sections of the forest / shrubs have been left to regenerate for a number of years, some of which are medicinal. All community members have an equal right of access and utilization of the same medicinal species as stipulated by the Maasai traditions, such as the 'Oikiloriti' (or *Acacia Nylostica*) and the 'Oremit' (or '*Salvadora Specifica*').

4: Combined Impact

How does the initiative work simultaneously to reduce poverty and conserve biodiversity?
What approaches techniques, or tools are employed that bring benefits in both areas?

Nominator's Entry:

Wildlife and Biodiversity Conservation, scenic and pristine landscapes, wetlands, and forests, as well as indigenous culture are used to attract tourists who spent time in our Shompole Lodge and enjoy these services at a fee. The revenues uplift the living standards of the community thus reducing poverty levels. Both indigenous knowledge and modern conservation techniques are applied in the management of genetic resources. Appropriate land use management systems have been put in place and adhered to by the community. As a result of the land use plan, the area has been zoned as follows: a) Wildlife Core Conservation area (10,000ha)- exclusively for wildlife and biodiversity conservation with strict rules and regulations; b) Wildlife Buffer Zone - Wildlife and Livestock interact and graze together freely; c) Wildlife dispersal Zone - Livestock grazing area with plenty human activity and habitats but also wildlife grazing during both the wet and dry season; d) Crop irrigation Zone - for subsistence crops and vegetables grown for export. As a result of such zoning and management, there is less livestock and wildlife inter-action, though conflict occasionally occurs due to few stray species. Experts are on board to assist the community apply the appropriate tools and techniques on the same. For instance, the community has partnered with a Tour operator in managing the Tourism business. On the other hand, it is working with Conservation NGOs and Donors in the relevant fields. In a nutshell, this initiative is multisectoral, multidisciplinary, and applies an integrated community

participatory and bottom up approach.

5: Partnership

For each partner, describe the nature of the partnership, its origins, and how the partnership has contributed to the success of this initiative.

Nominator's Entry:

Our partnership model has four dimensions; a) Community and Private Investor: The Community has a partnership with a private investor/tour operator for 15 years, to manage the Shompole Lodge business on a shareholding basis, which is the 1st of its kind on Kenyan soil. The private investor has been very successful in marketing the Lodge both locally and overseas with a bed occupancy rate of 68% annually, which are among the highest in Kenya. b) Community and Conservation agencies: The Community has teamed up with Conservation agencies in the management Wildlife and Biodiversity Conservation in the Conservation area and adjacent areas. Science based techniques are applied including monitoring wildlife species, population trends and habitat types. c) Community and the Donors. The Community has also teamed up with donor agencies. The donor grants have assisted the community in providing the startup capital for infrastructure development including employment support staff for a period of 2 years before the lodge made financial returns. d) Community 2 Community. The Shompole Community is working with other neighboring local Communities to manage migrating Wildlife which transcends the boundaries of the Group Ranch. These partnerships are reinforced by the fact that we share the same culture and traditions. Through these partnerships, we have started preparation for a wildlife corridor ranging from Amboseli National Park to Masai Mara (see section on sustainability).

6: Sustainability

Describe the operational sustainability of the initiative. How long has this initiative been in operation? What are the key social, institutional, financial, and ecological elements that make this initiative sustainable? Describe any plans for the growth of the initiative.

Nominator's Entry:

The initiative has been operational since 2001 (about 5 years now). The whole venture is sustainable for the following reasons: a) The socio-economic benefits are real and practical and their impact is already felt within the community, which reinforces community support for the initiative. b) Institutional - This initiative is owned and driven by local institutions with a strong interest in sustaining it and a strong representation of community interests: i) Shompole Community Trust is in charge of all socio economic development within the community, ii) Maa Oleng Ltd is responsible for managing the Lodge Tourism business and has 2 Community Directors on its Board, and iii) the Shompole Group Ranch - the legal bonafide owner of the land on behalf of all members and with a mandate to negotiate all land deals and matters including e.g. Land Leases, agreements etc. c) Financial - The community directly receives between USD \$ 2000 - 5000 monthly through the Shompole Community Trust for all its social development activities as Conservation fee from Client visits to the Lodge. d) Ecological - The combination of traditional landuse practices and scientific conservation practices implemented through the Shompole Community has created favorable conditions for preserving the uniquely diverse wildlife and ecosystem ranging from Savannahs grasslands/Shrubs, Wetlands, Lakes, to Salt Spas, Open Rangelands and Indigenous forests. Plans for expansion Evidence for the sustainability of this initiative can be furthermore seen both in the expansion of this initiative within Shompole, as well as by the replication in neighboring Group Ranches. Within Shompole, another tourism facility is under construction, the Eco-Bandas, that will soon be open for business, alongside numerous campsites, targeting domestic and adventure tourism. This venture is 100% community owned and will provide much needed extra financial resources to the community. Beyond Shompole, the initiative has already expanded due to our success to other neighboring communities and currently we are spearheading a new Community Based initiative called South Rift Association of Land Owners (SORALO). The initiative was formed in 2004 and covers an area of 850,000ha involving 13 Group Ranches between the world renowned Amboseli National Park and the Maasai Mara ecosystems which is famous for its spectacular million wildebeest migration across the Mara river to Serengeti National Park in Tanzania.

7: Gender and Social Inclusion

Describe how the initiative has addressed gender equality and facilitated social inclusion in

its approaches to biodiversity conservation and poverty reduction.

Nominator's Entry:

Both men and women are given equal opportunities during employment. Women account for 30% at the Lodge employment in various departments and 100% in specific ones like Laundry, Beadwork, room stewards. At the Eco-Bandas all 'light' jobs are reserved a 100% for women which includes roofing, cleanliness and beadwork. Youth is also given its fair share of jobs and other opportunities, such as through improved education at the local schools, where the Shompole Community Trust finances 7 Teachers on its payroll. The Trust also finances scholarships to all the youth in Secondary Schools and offers employment of Health Assistants at the local clinic for which 98% of the beneficiaries are the youth.

To be considered for the biodiversity-based business award:

Nominator's Entry:

Other Information (optional)

Is there anything else of importance you wish to convey about the initiative?

Nominator's Entry:

a) Many local Maasai communities and others across Kenya are moving in our direction due to our success story, but most importantly they are learning from our failures / mistakes along the way. Though solvable, we want to acknowledge that we still have our internal challenges. b) The Government agencies (Kenya Wildlife Service, the Ministry of Tourism and Wildlife) is particularly encouraging other local communities to follow the Shompole model, with slight modifications. Subsequently, inspired in part by our success story, the European Union and Government have set up a multimillion dollar fund for Shompole like community initiatives. c) Currently, the Ministry of Tourism and Wildlife with Kenya Wildlife Service (Department in charge of Wildlife) has embarked on a nationwide Wildlife Policy review process and legislative frameworks. Community participation and involvement have been incorporated, and Community's role in wildlife

management and eco-tourism has been for the first time considered in the policy document. d) Donor agencies have also been very supportive of recognizing and including communities role, such as in the Shompole model, in Wildlife and Conservation management in the National policy document and law.

TRC 1 Comments

TRC: None

TRC 1 Reviewer's Comments:

Impact- 5 The project contributes substantially poverty reduction. A 70% employment quota from lodge allocated the locals while 30% goes to external experts. 100% of causal employment goes to the local community. This results in the improvement of the local communities income base and livelihood. In additional the lodge contributes a total sum of US\$2 000 to US\$5 000 monthly and is used for various purposes including paying school fees, paying of teachers salaries and water development. The initiative contributes greatly to biodiversity conservation through facilitating the designation of 10 000 hectares as a community conservancy which is a habitat of various animal species including: wildebeest, elephants, giraffe among others. Furthermore, there is improved vegetative cover and an improvement of the wildlife and livestock fodder. The major biodiversity impact of this initiative is a 3 fold recovery of the wildlife diversity and numbers in the region. It is evident from the above statistics that this is an excellent initiative that has impacted positively to local communities livelihoods and has promoted biodiversity richness and ecological integrity. Partnerships- 4 A diversity of models are operational and associated with the initiative. These include joint ventures in business (private sector and the community), horizontal partnership (community to community) and NGO/donor community partnership. The role of each partner is explicitly articulated success results reviewed for example there was 68% lodge occupancy as a result of marketing by private investor. Although not included in the partnership section it is essential to realise that relevant government departments and parastals are an essential part of the partners in this initiative. Sustainability- 5 The initiative has excellent systems of ensuring its sustainability. The local community benefit (monetarily) from the initiative and this encourages them to be custodians of the environment and to continue be stewards of their local environment. There are community level institutions which allow communities to be at the forefront of planning and implementation to the project and thus are capable of running the initiative with or without external support. US\$2 000- US\$5 000 is injected into the local economy

(Community trust) monthly from lodge revenue. This leads to the community attaining financial sustainability and autonomy. The use of indigenous knowledge systems and local capacity make it sustainable as the knowledge is familiar and user friendly to the community while local capacity can easily be replenished and supported in times of crisis.

Innovation and Transferability- 5 The initiative links people's livelihoods and biodiversity conservation through non-consumptive tourism. The initiative is said to be the first of its kind in Kenya in which a community partner with the private sector in a tourism venture. The initiative adopts very unique techniques of managing genetic resources in which indigenous knowledge systems and modern techniques are used and such a strategy helped the community in zoning its land into core biodiversity areas and grazing areas or resource use zones. These and other innovations have received a lot of admiration for neighbouring communities, government and donor community who are eager to extend and upscale the initiative. The initiative is expected to expand to cover more than 850 000 hectares of land covering part of ecosystem forming the Amboseli National Park.

Leadership- 5 The Masai Community claims to be charting the own destiny in the whole process; we are in the driver seat meaning that they are actively involved and thus lead the process. The write up mentions the use of participatory and bottom up approach which in itself points to the fact that communities lead the process. This is also supported by the fact that the are community level institutions such as trusts and the fact two (2) of the Board of Directors for the lodge are derived from the community. Excellent strategies have been put in place to ensure communities remain at the centre of the whole development process.

Gender- 5 Deliberate attempts have been made to ensure that the underprivileged members of the communities are given priority. Firstly, poorest are given the first priority in getting bursaries, employment among other services. 30% of lodge employment and 100% in menial jobs are reserved for women. Youths benefit from scholarships and 98% of those employed at the local clinic are youths. The initiative is thus highly gender sensitive. Overall score 5

TRC 2 Comments

TRC: None

TRC 2 Reviewer's Comments:

N/A

TRC 3 Comments

TRC: None

TRC 3 Reviewer's Comments:

This is a very strong project. It scores highly on all of the criteria for evaluation. It should also be considered strongly for the Biodiversity-Based Business Award. The exact nature of the relationship with the private sector investor could bear investigation as it could be interesting to see how decisions are made and balanced between the investor and community. This question of governance would be one element for further review should the project go forward in selection.