



# LUMO COMMUNITY WILDLIFE CONSERVANCY

P. O. BOX 186-80311, NG'AMBWA. TEL. 0101 306 562/ 0740 306 562

Email:info@lumoconservancy.com

## Concept Note

### Commemoration of World Wildlife Day 2025

#### LUMO Conservancy Youth Forum & Wushumbu Youth Forum

**Theme:** Wildlife Conservation Finance – Investing in People and Planet

**Date:** 1st March 2025

**Location:** LUMO Community Wildlife Conservancy & Maktau, Taita Taveta County

#### Background

World Wildlife Day (WWD) is an international event celebrated annually on March 3rd to raise awareness about the importance of wildlife conservation and biodiversity. The 2025 theme, "Wildlife Conservation Finance – Investing in People and Planet," emphasizes the necessity for sustainable financial investments that benefit both ecosystems and communities.

[wildlifeday.org](http://wildlifeday.org)

In Kenya, youth participation in conservation has been a persistent challenge. The SAGE Assessment 2021 revealed that many young people in LUMO and surrounding areas lacked awareness of their rights and roles in conservation. In response, LUMO Conservancy, with support from the BIOPAMA project, established the LUMO Conservancy Youth Forum, comprising 40 young conservation champions from the community.

To further advance their role in conservation, the youth forum, in partnership with the Wushumbu Youth Forum, is commemorating World Wildlife Day 2025 through a community clean-up and awareness walk. This initiative aims to enhance environmental well-being and strengthen community engagement.

#### Objectives

1. **Enhance Youth Involvement in Conservation:** Empower young people to take active roles in environmental stewardship through participatory activities.
2. **Promote Environmental Sustainability:** Encourage practices that lead to cleaner and healthier ecosystems for both wildlife and the community.
3. **Strengthen Community Engagement:** Foster a sense of collective responsibility and unity in conservation efforts among community members.



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## Planned Activity

### Community Clean-Up and Awareness Walk (1st March 2025):

- **Route:** From Maktau Town to LUMO Conservancy Headquarters
- **Activity:** Participants will clean the highway stretch between Maktau and LUMO HQs, removing litter and promoting environmental consciousness.

## Expected Outcomes

- **Increased Youth Participation:** More young individuals actively engaged in conservation activities.
- **Enhanced Environmental Awareness:** Greater understanding among community members about the importance of maintaining clean and sustainable environments.
- **Improved Aesthetic and Health Conditions:** Cleaner public spaces contributing to better health and well-being for both wildlife and people.
- **Strengthened Community Bonds:** Collaborative efforts leading to a unified approach toward conservation and environmental care.

## Proposed Budget

Item	Estimated Cost (KES)
T-shirts for 80 participants	60,000
Event Banner	4,500
Cleaning Supplies (gloves, bags, etc.)	5,000
Transport & Logistics	50,000
Meals & Refreshments for Participants	68,500
<b>Total Budget Estimate</b>	<b>188,000</b>

## Program Schedule

### 1st March 2025

Time	Activity	Venue
8:00 AM – 9:00 AM	Arrival & Registration	Maktau Town
9:00 AM – 9:30 AM	Briefing on Clean-Up Activity	Maktau Town
9:30 AM – 12:30 PM	Clean-Up and Awareness Walk	Maktau to LUMO HQs



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Time	Activity	Venue
12:30 PM – 1:00 PM	Break	LUMO HQs
1:00 PM – 2:00 PM	Reflection Session & Closing Remarks	LUMO HQs
2:00 PM	Lunch & Departure	LUMO HQs

## Payment Details

### Bank Transfer:

**Bank Name:** Kenya Commercial Bank

**Account Name:** LUMO Community Wildlife Sanctuary

**Account Number:** 1104830957

**M-Pesa Paybill:** 522533

**Account Name:** 5964914

We also welcome **in-kind contributions**. Your support—whether financial or in-kind—is an **investment in both people and the planet!**

