

Our Theory of Change

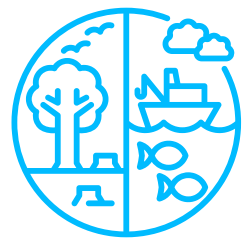


We secure coastal livelihoods while conserving marine ecosystems. We work to reduce overdependence on marine resources amongst rural coastal communities facing a poverty incidence of **47.4%**, that is far above the national average of **36.1%**. We help communities to sustainably manage **126,807 ha** of marine seascapes through diversifying and improving livelihoods, strengthening governance and addressing climate challenges.

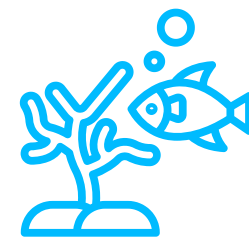
Why It Matters



47.4% poverty incidence in target coastal communities (vs. 36.1% national average).



80% of rural coastal households depend on marine resources.



Healthy ecosystems = food security, jobs, and resilience to climate change.

Our Mission

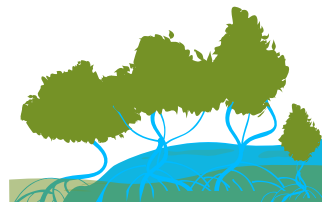
To build resilient coastal communities and environments in the WIO region supporting livelihoods and marine conservation.

Our Approach



Governance & Co-management

- Strengthen Community Institutions, community networks, and policies.
- Support data collection, enforcement, and participatory planning.



Conservation

- Restore mangroves
- Promote Locally Managed Marine Areas (LMMAs).
- Support marine resource monitoring.



Sustainable Livelihoods & Finance

- Eco-credit scheme linking loans to conservation.
- Diversify community enterprises (beekeeping, seaweed farming).
- Train & mentor women and youth.

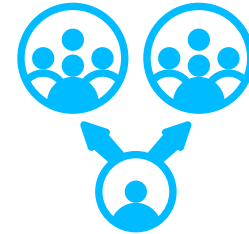
Our Impact So Far



Supported **20** BMUs in Kwale and Kilifi and **1** Community Forest Association (CFA) in Kwale



Spearheaded **Mombasa County Climate Change Bill** (first for a coastal city).



Scaling eco-credit groups up to **32** groups, **950** beneficiaries



126,807 ha of marine seascapes for community stewardship.

Where we work



Kilifi counties



Kwale county; Shimoni-Vanga and Mwandamu-Funzi Seascapes (**126,807 ha**, **18,000 people**)

Healthy Oceans. Resilient Communities. Thriving Livelihoods.

Strengthening Beach Management Units (BMUs)

Community-led fisheries governance in Kenya

We strengthen coastal governance by empowering communities to co-manage their marine resources. This builds transparent and accountable institutions hence improving community-led management and conservation and fostering stewardship that ensures sustainability for both people and ocean.

What are BMUs

- The smallest community fisheries governance institutions in Kenya
- They work with government to co-manage fisheries

Our Role

- We build trust, accountability & transparency
- We support fish catch data collection
- We train members in Monitoring, Control & Surveillance (MCS)
- We mentor youth, women & community champions.

Our Reach



20 BMUs supported
(**13** Kwale, **7** Kilifi)



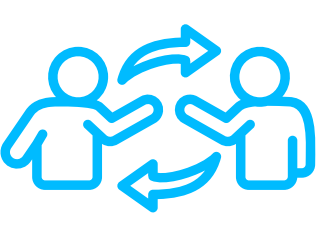
12 BMUs collecting data (**4** days/week)



24 fishdata collectors
(**60%** youth, **14** men **10** women)



118 patrol members trained in Monitoring, Control, and Surveillance (MCS)



165 BMU leaders trained on life skills and leadership skills



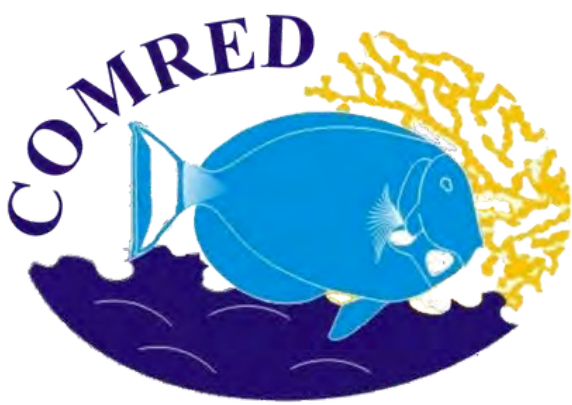
Over 1,000 fishers through awareness on fisheries regulations and management measures

Communities in Action



Key Milestones

-  **10%** Improvement in BMU leadership capacity. **6%** Increase in BMU members compliance to fisheries regulations.
-  Regular quarterly & annual BMU feedback meetings
-  Stronger youth & women's leadership in fisheries governance



Healthy Oceans. Resilient Communities. Thriving Livelihoods.

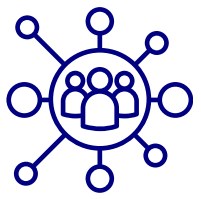
Strengthening Livelihoods



Reducing poverty, diversifying incomes, and linking conservation with benefits

From Kilifi to Shimoni-Vanga in Kwale County, where fishing is a way of life, we are transforming communities by linking marine conservation to diversified livelihood opportunities; unlocking credit and savings through the Eco-credit scheme and promoting resilient nature-based livelihoods such as beekeeping, crab farming and fish value addition

Eco-credit scheme



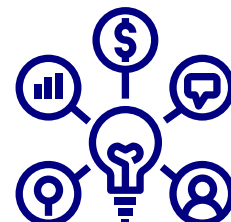
950+ members accessing credit, **62%** women.



Loan sizes grew from **USD 20 → USD 207**



USD 33,000 saved across groups.



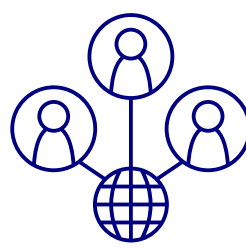
10% started new businesses, **43%** expanded existing ones



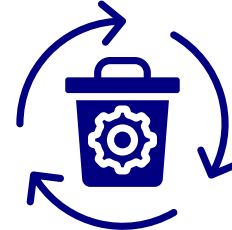
60% fund growth from from loan interest, penalties, fees & group businesses



130 members trained in business; **68** leaders trained in leadership & life skills



3,800+ people reached with awareness

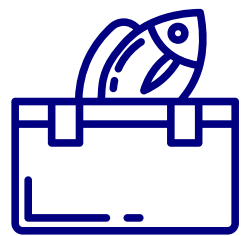


20 Tonnes of waste collected during beach clean-ups

02

Enhancing and diversifying livelihoods and access to finance

Fisheries Value Chain Addition



54 Fish traders supported with cooler boxes



74 value chain actors (fishers, dealers, and small-scale processors) life and business skills.



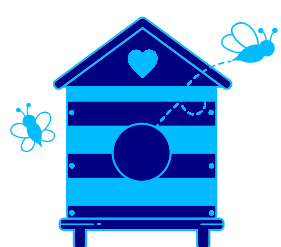
Supporting fish traders with cooler boxes to boost handling, hygiene, and market value.



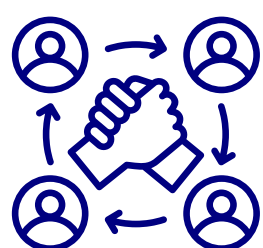
Upgrading of Kibuyuni dagaa processing area with a processing shed, energy-saving stoves, and drying racks, benefiting **45 processors**.



Beekeeping project



3 apiaries constructed , **340** hives issued to bee farmers



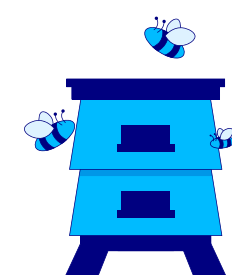
74 (44 women, 30 men) farmers trained in beekeeping



A Community based marketing organization registered to serve beekeepers



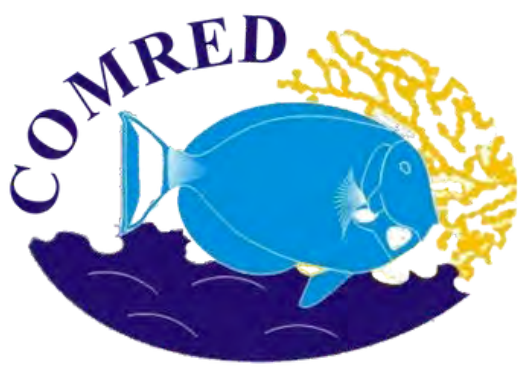
Hive colonization: **30% → 75%**



445 kg honey produced, earning **USD 2,781** in 10 months

Healthy Oceans. Resilient Communities. Thriving Livelihoods.

Conservation of coastal and marine resources



Protecting ecosystems, sustaining fisheries, securing the future

We are fostering community stewardship in the protection of marine ecosystems, and allowing communities to manage and conserve marine resources through community closures and restoration of coastal habitats

03

Support to conservation and management of coastal and marine ecosystems

Conservation of Marine Resources



16 ha restored (57% women, 43% men involved)



Supported establishment and management of the Munje octopus closure (40ha)

Communities in Focus

A visual glimpse into the people and projects driving sustainable livelihoods and ocean conservation along Kenya’s coast.



Healthy Oceans. Resilient Communities. Thriving Livelihoods.

Explore more here ↓

