

TITLE <b>W+ Project Idea Note (PIN) Template Version 1.2</b>	ORIGINAL DATE April, 2015
FILE LOCATION(S) <a href="http://www.wplus.org/">www.wplus.org/</a>	REVISION DATE May, 2019



## W+ PROJECT IDEA NOTE (PIN)

<b>Country</b>	Kenya
<b>Title of the project</b>	Women-Led Community Forest Conservation Initiative in Mau Forest Ecosystem, Narok County, Kenya

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## 1. PROJECT IDENTIFICATION

<b>Title of Project</b>	Women-Led Community Forest Conservation Initiative in Mau Forest Ecosystem, Narok County, Kenya
<b>Project Start Date</b>	January 2024
<b>Project End Date</b>	December 2028
<b>Brief Summary of Women's Empowerment Activity(ies):</b>	The project integrates restoration, agroforestry, advocacy, and livelihood improvement to strengthen both ecosystems and women's empowerment. Restoration activities contribute to biodiversity recovery and improved ecosystem services, including water regulation, soil health, and air quality, while increasing women's participation in restoration efforts and local decision-making processes. Through agroforestry, women enhance their economic empowerment by generating income from timber and fodder sales, improving resource management practices, building agricultural knowledge, and strengthening climate resilience, thereby creating long-term environmental and economic assets. Advocacy initiatives amplify women's voices, increasing their confidence and ability to influence legal and policy changes, expand economic opportunities, and drive social and cultural transformation through women's networks and community groups. Livelihood improvement efforts further elevate living standards, enhance women's decision-making power within households and communities, and increase their recognition and participation in local networks and committees.
<b>W+ Domains applied:</b>	<ul style="list-style-type: none"> <li>● Income &amp; Assets</li> <li>● Education &amp; Knowledge</li> </ul>
<b>W+ Labeling:</b>	The credits will be generated as stand alone W+ Credits
<b>Date of submission:</b>	1 <sup>st</sup> May 2026

## 2. APPLICANT DETAILS

Applicant	
<b>Name</b>	Women in Water and Natural Resources Conservation (WWANC)
<b>Type of organization</b>	<input type="checkbox"/> Government agency

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	<input type="checkbox"/> Municipality <input type="checkbox"/> Private company <input checked="" type="checkbox"/> NGO <input type="checkbox"/> Other:
<b>Name of contact person</b>	Winney Juma
<b>Address</b>	Ikonyero along Kakamega-Mumias Rd
<b>Phone</b>	+254 718905725
<b>Email</b>	winnieyogembo@gmail.com
<b>URL</b>	https://wwanc.org/

<b>Co-Applicant</b> <i>(if applicable- if more than one, please copy this part of the table)</i>	
<b>Name of co-applicant</b>	Vumbuzi Impact Africa Foundation (VIA)
<b>Type of organization</b>	<input type="checkbox"/> Government agency <input type="checkbox"/> Municipality <input type="checkbox"/> Private company <input checked="" type="checkbox"/> NGO <input type="checkbox"/> Other:
<b>Name of contact person</b>	Assumpta Uzamukunda
<b>Address</b>	M&M Plaza 1st Floor KG 8 Avenue P.O Box 6583
<b>Phone</b>	+250788589818
<b>Email</b>	<a href="mailto:auzamukunda@via-foundation.org">auzamukunda@via-foundation.org</a>
<b>URL</b>	<a href="#">VIA Foundation</a>

### 3. LOCATION OF PROJECT

<b>Location of project</b>	
<b>Country</b>	Kenya
<b>Region/State/Province etc.</b>	Narok County
<b>City/Town/Community etc.</b>	Maasai Mau Forest Complex
<b>Brief narrative description of the project location</b>	The project operates within blocks 30 and 31 of the Maasai Mau Forest ecosystem in Narok County, a critical water tower supporting major rivers in Kenya and Tanzania. Communities in the forest catchment — including Dorobo, Ogiek,

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	Maasai, and Kipsigis — face economic marginalization, forest degradation, degraded farmlands and limited income opportunities. Restoration is integrated with agroforestry, nursery enterprises, and sustainable livelihood training to reduce dependency on forest extraction and improve household resilience						
GPS coordinates of the project's activity(ies)	<table border="1"> <tr> <td>Latitude</td> <td>Longitude</td> </tr> <tr> <td>-0.79358</td> <td>35.62450</td> </tr> <tr> <td>-0.79358</td> <td>35.62450</td> </tr> </table>	Latitude	Longitude	-0.79358	35.62450	-0.79358	35.62450
Latitude	Longitude						
-0.79358	35.62450						
-0.79358	35.62450						

4.

General information	
Provide a brief description of the rationale for applying the W+ Standard and selected domains (reason or opportunity)	<p>Women in the Maasai Mau ecosystem face cultural barriers to land ownership, participation in restoration, and access to income-generating activities. The selected W+ domains are <b>Income &amp; Assets</b> and <b>Education &amp; Knowledge</b>:</p> <ul style="list-style-type: none"> <li>• Women's employment and income gains</li> <li>• Increased participation in agroforestry value chains</li> <li>• Asset acquisition (nursery inputs, seedlings, cookstoves)</li> <li>• Technical skills development in restoration and sustainable agriculture</li> </ul>
Describe number of women benefiting from activities associated with the project.	<p>Income &amp; Assets: 259 Education &amp; Knowledge: 1,099</p>
If the Project intends to generate W+ Units <u>and</u> seek W+ labelling of carbon credits, explain how the applicant will differentiate W+ Units from W+ labelling to ensure there is no double-monetizing of units.	NA

## 5. WOMEN'S EMPOWERMENT ACTIVITIES

<b>W+ Domains applied and associated activities</b>
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<p>For each W+ domain applied, describe associated activities and expected benefits</p> <p>Specify start date and end date (if applicable) for each activity</p>	<p><b>INCOME &amp; ASSETS:</b></p> <ul style="list-style-type: none"> <li>• Establishment of community nurseries</li> <li>• Seedling production and direct project procurement</li> <li>• Sale of fruit seedlings</li> <li>• Sale of non-fruit seedlings</li> <li>• Casual employment during restoration activities</li> <li>• Distribution of energy-efficient cookstoves to reduce fuel costs</li> </ul> <p>Expected Benefits</p> <ul style="list-style-type: none"> <li>• Increased and diversified household income</li> <li>• Strengthened participation in agroforestry value chains</li> <li>• Reduced dependency on charcoal burning and forest extraction</li> <li>• Improved financial resilience through fruit and timber production</li> <li>• Lower household energy expenditure</li> <li>• Support ongoing livelihoods</li> </ul> <p><b>EDUCATION &amp; KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>• Training in nursery establishment and management</li> <li>• Training in environmental sustainability</li> <li>• Training in eco-entrepreneurship</li> <li>• Training in sustainable land management and conservation</li> <li>• Training in energy-efficient cook stove production and installation</li> <li>• Agroforestry technical training (avocado planting, spacing, pitting, soil fertility management)</li> </ul> <p>Expected Benefits</p> <ul style="list-style-type: none"> <li>• Improved technical competence in restoration (nursery management, tree propagation and agroforestry techniques)</li> </ul>
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	<ul style="list-style-type: none"> <li>• Increased knowledge in sustainable agriculture and soil fertility management</li> <li>• Enhanced understanding of environmental conservation</li> <li>• Reduced pressure on forest resources through alternative livelihoods</li> </ul>
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Additional information	
Summarize potential concerns and mitigating measures, and how they have been identified	<p><b>Forest fires (honey harvesting-related):</b> Replanting undertaken and community sensitization strengthened</p> <p><b>Drought and reduced tree survival:</b> Adaptive planting schedules and maintenance strategies</p> <p><b>Seasonal income gaps affecting nursery focus:</b> Integration of diversified livelihood training to stabilize income These adaptive responses strengthen long-term resilience.</p>

Links to other types of projects	
Is this project registered under any other standard or certification scheme?	<ul style="list-style-type: none"> <li>• CDM</li> <li>• Gold Standard</li> <li>• Voluntary Carbon Standard</li> <li>• Social Carbon</li> <li>• Plan Vivo</li> <li>• Fair Trade</li> <li>• Forest Stewardship Council</li> <li>• Organic Certification</li> <li>• SA 8000</li> <li>• GlobalGAP</li> <li>• Other (please specify)</li> </ul>
Crediting period under the other Standard or certification scheme	NA
Name of certification body	

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## 6. Project implementation and W+ Measurement team

<b>Project implementation team</b>	
<p>Describe the organisations and persons that carry the responsibilities related to:</p> <ul style="list-style-type: none"> <li>- planning and implementing activities</li> <li>- monitoring and evaluation</li> <li>- gender/women's empowerment</li> </ul> <p><i>The essential qualifications and experiences should be briefly presented</i></p>	<p>The project is implemented through a clear institutional arrangement that assigns responsibilities according to technical expertise and organizational mandate. The project manager does the planning and implementation is done by the project coordinator with support from the project manager, monitoring and evaluation is overseen by the M&amp;E officer, gender/women empowerment is headed by the organization's director who is a gender specialist.</p>

<b>W+ Measurement team</b>	
<p>Qualifications related to:</p> <ul style="list-style-type: none"> <li>- Monitoring and evaluation</li> <li>- Gender/women's empowerment</li> </ul> <p><i>The essential qualifications and experiences should be briefly presented</i></p>	<p>Larissa Eugenia Domínguez Fuentes, WOCAN consultant: Gender specialist with more than 10 years of experience in project design and M&amp;E, specializing in agriculture and forest conservation programs. She has conducted 5 W+ Standard measurements and has provided ongoing technical backstopping, methodological guidance, and support to multiple additional W+ assessments across diverse contexts.</p> <p>Danièle Ramiaramananana, WOCAN Consultant: Agronomist and researcher with over 25 years of experience in rural development and gender mainstreaming in Madagascar. As Gender Focal Point at the National Research Center Applied for Rural Development since 2004, she has integrated gender-responsive approaches into agricultural and natural resource programs. She has conducted several W+</p>

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	Standard measurements, bringing strong expertise in gender-responsive monitoring and field-based assessment.
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Schedule	
Current status of women's empowerment project activities (if applicable)	<input type="checkbox"/> Planning stage <input checked="" type="checkbox"/> Operating for more than two years <input type="checkbox"/> Operating from less than two years
Status of financing women's empowerment activities	Ongoing support and active resource mobilization
Has permission been obtained from relevant authorities, if needed?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other (please specify)

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<b>PIN Template Revision History (box to be removed from final document)</b>		
#	Date	Description
1	2015 (version 1.0)	Original
2	May, 2017 (version 1.1)	Edits to nomenclature for consistency. Removal of redundant information requests. Addition of time-frames and specificity regarding multiple domains and prevention of double-counting.
3	May 2019 (version 1.2)	Addition of overall start and end dates of project, number of women per activities, expected benefits instead of indicators (indicators would be required at the PDD level)
4		