

TITLE W+ Project Idea Note (PIN) Template Version 1.2	ORIGINAL DATE April, 2015
FILE LOCATION(S) www.wplus.org/	REVISION DATE May, 2019



W+ PROJECT IDEA NOTE (PIN)

Country	Kenya
Title of the project	Community Led Food Forest Project (CFFP) - Restoration of Marmanet, and Igwamiti Landscapes through a sustainable food forest approach.

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1. PROJECT IDENTIFICATION

Title of Project	Community Led Food Forest Project (CFFP) - Restoration of Marmanet and Igwamiti Landscapes through a sustainable food forest approach.
Project Start Date	15 January 2024
Project End Date	December 2028
Brief Summary of Women's Empowerment Activity(ies):	<p>The project advances a women-centered agroforestry and land restoration model through community-led food forests, nursery enterprises, paid restoration employment, and technical capacity development.</p> <p>Women are central to nursery management, restoration planning, seedling production, and digital monitoring. The project strengthens women's income, asset control, and technical knowledge in agroforestry and restoration systems.</p> <p>The project integrates training on gender and feminist approaches to strengthen women's access to and control over productive resources, particularly land and restoration benefits. Through participatory mapping, group organization, and feminist community-led monitoring, women are supported to exercise decision-making authority over land use, restoration planning, and management of food forest systems. By ensuring women have recognized use and control rights over restored plots and by positioning them as restoration champions and group leaders, the project enhances women's voice, agency, and influence in household and community-level land governance.</p>
W+ Domains applied:	<ul style="list-style-type: none"> ● Income & Assets ● Leadership
W+ Labeling:	The credits will be generated as standalone W+ credits
Date of submission:	1st May, 2026

2. APPLICANT DETAILS

Applicant	
Name	GROOTS Kenya
Type of organization	<input type="checkbox"/> Government agency <input type="checkbox"/> Municipality

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	<input type="checkbox"/> Private company <input checked="" type="checkbox"/> NGO <input type="checkbox"/> Other:
Name of contact person	Dennis M. Njunge, Programs Coordinator
Address	A: Divyam Apartments, House No 2, Cedar Road, Westlands, Nairobi, Kenya
Phone	+254720898222 or +254734365566
Email	coordinator@grootskenya.org
URL	https://grootskenya.org/

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

3. LOCATION OF PROJECT

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Location of the project	
Country	Kenya
Region/State/Province etc.	Laikipia County
City/Town/Community etc.	Igwamiti and Marmanet Wards
Brief narrative description of the project location	Laikipia County, particularly Marmanet and Igwamiti Wards, lies within a tropical savannah ecosystem characterized by warm daytime temperatures (up to 30°C), cooler nights (around 20°C), moderate but unreliable rainfall, and frequent seasonal droughts. The microclimate is influenced by elevation, topography, and proximity to water bodies, though water scarcity remains a persistent challenge. The landscape consists of flat plains, hilly terrain, rocky outcrops, and shallow depressions, with generally sandy, gravelly, or loamy soils that are shallow, low in nutrients, erosion-prone, and have limited water-holding capacity. Vegetation is dispersed and adapted to arid and semi-arid conditions, dominated by drought-resistant species such as Acacia, Commiphora, Euphorbia, Aristida, and Panicum grasses. Despite biodiversity loss, the region supports diverse wildlife, including zebras, elephants, gazelles, oryx, lions, leopards, hyenas, birds, and reptiles. There is increasing integration of beneficial fruit and fodder trees such as mango, avocado, pawpaw, Moringa, Sesbania, and Calliandra to enhance ecological restoration and livelihoods.
GPS coordinates of the project's activity(ies)	0°14'05.41"N 36°27'21.00"E – Gatundia Tree Nursery (Marmanet) 0°07'38.91"N 36°22'43.84"E - Daring Eagles Tree Nursery (Igwamiti)

4. WOMEN'S EMPOWERMENT ACTIVITIES

General information	
Provide a brief description of the rationale for applying the W+ Standard and selected domains	Rural women in Laikipia are primary land managers yet have limited access to formal

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(reason or opportunity)	<p>income streams, technical training, and productive assets.</p> <p>The proposed domains are Income & Assets and Leadership:</p> <ul style="list-style-type: none"> • Women’s employment, income gains, and strengthened control over productive assets • Increased ownership and management of nurseries and restoration enterprises • Expanded participation in land-use decision-making and restoration governance • Strengthened women’s collective voice, leadership roles, and influence within community structures
Describe number of women benefiting from activities associated with the project.	<p>Income & Assets: 800</p> <p>Leadership: 100</p>
If the Project intends to generate W+ Units <i>and</i> 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

W+ Domains applied and associated activities	
<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>INCOME & ASSETS</p> <ul style="list-style-type: none"> • Women-led tree nursery enterprises producing over 130,000–150,000 seedlings • Sale of seedlings (KES 10–30 per seedling) to government programs and private buyers • Paid restoration employment (205 newly employed individuals) • Establishment of water tanks and nursery infrastructure to reduce labor burden and increase productivity

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	<p><i>Expected Benefits</i></p> <ul style="list-style-type: none"> • Increased and diversified income streams • Group-level profit generation • Improved asset ownership (nursery infrastructure, tools, fencing, water storage) • Enhanced financial resilience through tree-based “living savings accounts” (fruit and fodder trees) <p>LEADERSHIP</p> <ul style="list-style-type: none"> • Training on gender and feminist approaches to strengthen women’s land tenure awareness and decision-making authority • Organization of 800 farmers (70% women) into structured restoration groups • Facilitation of women’s participation in land-use planning and restoration governance • Identification and training of community monitoring champions using participatory approaches • Establishment of public demonstration sites led by women restoration champions • Support for women to manage and lead community nurseries <p>Expected Benefits</p> <ul style="list-style-type: none"> • Increased women’s decision-making power in land use and restoration planning • Improved access to and control over productive resources and restoration benefits • Strengthened confidence, public voice, and leadership skills • Greater representation of women in community governance structures • Enhanced collective agency and long-term community ownership of restoration efforts
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Additional information	
Summarize potential concerns and mitigating measures, and how they have been identified	<p>Climate variability and drought: Mitigated through use of indigenous drought-resilient species and installation of water tanks</p> <p>Flooding and nursery damage: Drainage channels and early fencing implemented to protect investments</p> <p>Digital data inconsistencies: Improved mapping accuracy and community-led monitoring adjustments</p> <p>These adaptive strategies demonstrate institutional learning and strengthen 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"> ● CDM ● Gold Standard ● Voluntary Carbon Standard ● Social Carbon ● Plan Vivo ● Fair Trade ● Forest Stewardship Council ● Organic Certification ● SA 8000 ● GlobalGAP ● Other (please specify)
Crediting period under the other Standard or certification scheme	NA
Name of certification body	

5. Project implementation and W+ Measurement team

Project implementation team	
Describe the organisations and persons that carry the responsibilities related to:	Dennis M. Njunge GROOTS Kenya: Programs Coordinator at GROOTS Kenya with

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<ul style="list-style-type: none"> - planning and implementing activities - monitoring and evaluation - gender/women's empowerment <p><i>The essential qualifications and experiences should be briefly presented</i></p>	<p>over 12 years of experience in research, program design for women led movements.</p> <p>Doris Munyingi: GROOTS Kenya: Gender justice practitioner and grassroots movement leader recognized for her work advancing women's land rights, community land governance, and gender-responsive natural resource management. Her work focuses on strengthening the capacity of grassroots women to secure land tenure, participate in land governance processes, and influence policy frameworks that shape land ownership and use.</p>
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W+ Measurement team	
<p>Qualifications related to:</p> <ul style="list-style-type: none"> - Monitoring and evaluation - Gender/women's empowerment <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&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 Ramiamanana, 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 for Rural Development since 2004, she has integrated gender-responsive approaches into agricultural and natural resource programs. She has conducted several W+ Standard measurements, bringing strong expertise in gender-responsive monitoring and field-based assessment.</p>

Schedule

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Current status of women's empowerment project activities (if applicable)	<input type="checkbox"/> Planning stage <input type="checkbox"/> Operating for more than two years <input checked="" 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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PIN Template Revision History (box to be removed from final document)		
#	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)