



FUTURES IN THE WILD 2025

Restoring biodiversity · Improving livelihoods · Protecting the future



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VISION

A connected landscape where wildlife and communities thrive — across generations.

MISSION

To restore wild landscapes and build livelihoods that allow people and wildlife to thrive together.



OUR STORY

*A story of hope, growth
and progress.*



Lippa & Tarquin Wood

In a world where stories of environmental loss and climate pressure feel overwhelming, we hold onto hope. Through land restoration, returning wildlife, and stronger communities, we are beginning to see what is possible when things are done differently.

Kenya has lost over 70% of its wildlife in the past 40 years. The landscapes that remain are under increasing pressure, while rural landowners continue to face limited opportunity and uncertain livelihoods.

Futures in the Wild exists in the space where landowners, women, and youth are at the centre, showing that conservation is not a constraint on prosperity, but the foundation of it.

This year has been one of deepened commitment. A stronger tourism model is securing conservation. Enonkishu continues to thrive — with rising wildlife numbers and a livestock model that is beginning to deliver real value. Mbokishi brings its own challenges, but early signs of recovery are there. Having seen this journey before, we know restoration takes time, patience, and belief.

Women in the Wild continues to grow in strength and leadership. Young people are stepping forward as conservation champions. And our purpose remains our compass.

Restoring biodiversity
Improving livelihoods
Providing extraordinary experiences for our guests



THE NORTHERN MARA CONSERVANCIES



Sheldon



FUTURES IN THE WILD

This programme brings together conservation, education, and livelihoods into one integrated system. Conservation work, alongside schools and communities, links environmental restoration with practical skills and income generation—creating a model that is grounded, functioning, and designed to work across similar landscapes.



Conservancy Fees for Lease payments

Conservation Education in schools

Sustainable Rangeland Management

Sustainable Farming & Agroforestry

Womens' livelihood programmes

Mentorship & Community engagement

Tree planting

What this represents?

- *Tourism as a force for good*
- *Conservation in everyday systems*
- *Clear path from skills to income*
- *High-impact, replicable, scalable model*

MANY HANDS, ONE LANDSCAPE

This landscape is under constant pressure. These conservancies are privately owned Maasai lands, facing real challenges—subdivision, competing land uses, and increasing strain on wildlife and habitats across the Mara ecosystem. Each conservancy—Lemek, Ol Chorro, Enonkishu, and Mbokishi—has its own identity and management, but wildlife moves far beyond these boundaries. Long-term protection depends on continued collaboration.

Collection in the Wild is one of several tourism partners working within this ecosystem. Together with landowners, conservancies, and other operators, activity is guided by shared management plans—carefully regulating vehicle numbers, upholding strict codes of conduct, and ensuring tourism remains low-impact and responsible.

In Enonkishu, and now in Mbokishi, areas that once had little or no tourism are being opened up for conservation-led use. Land where wildlife had been displaced is being restored—protected for both people and nature. It is not without its challenges, but it is a shift that brings real hope.

The greater Mara remains one of the most extraordinary wildlife areas in the world. In the Northern Mara, access is carefully managed across up to 45,000 acres, with guides and rangers working closely to maintain a low-density, respectful experience. Through 2025, there have been internal challenges in parts of Lemek and Ol Chorro that have disrupted the conservation landscape, but the wildlife remains exceptional, the will to make conservation work is there, and the desire from guests to visit is strong. With collaboration—between people, conservation, and purpose-driven tourism—we are optimistic we can get there.

Tourism, when done well, remains one of the strongest tools we have. It generates the fees that secure land for conservation, support communities, and fund the rangers, monitoring, and management that keep this ecosystem functioning beyond protected areas. But it is not simple. Roads and infrastructure require constant investment, especially with heavy rains, and when one conservancy struggles, the impact is felt across the whole system.

There is only one Maasai Mara Ecosystem. Protecting it takes patience, vision, and long-term commitment from all involved. That shared responsibility is what drives us—and what gives this landscape its best chance to endure and thrive.

2025 AT A GLANCE

15,094

Acres Protected in
Enonkishu & Mbokishi
(up by 10,000 since 2023)

KES 62M

Raised in 2025 in Conservancy Fees
through Collection in the Wild
(up from 33M in 2023)

8,000

Trees Planted
through Trees in the Wild

300+

Bird species recorded

KES 18M

Value of Herds for Growth herd
(up by 6M from 2023)

45+

Women Empowered
in Livelihood Programs

179

Medical Insurance cover for
landowners
(up 100% since 2023)

450

Herd for Growth Cattle
(from 147 in 2017)

“The most important perceived threat to elephants is the loss and fragmentation of habitat caused by ongoing human population expansion and rapid land conversion.”

IUCN **RED LIST** OF
THREATENED SPECIES



OUR PILLARS

I. Conservation & Land Security

Secure a permanent, professionally governed conservation landscape that sustains biodiversity, delivers equitable benefits to landowners, and supports intergenerational stewardship.

- Long-term leases & legal land frameworks
- Inclusive governance & benefit-sharing
- Wildlife recovery & habitat restoration
- Investable nature-based enterprises
- Professional management capacity at scale



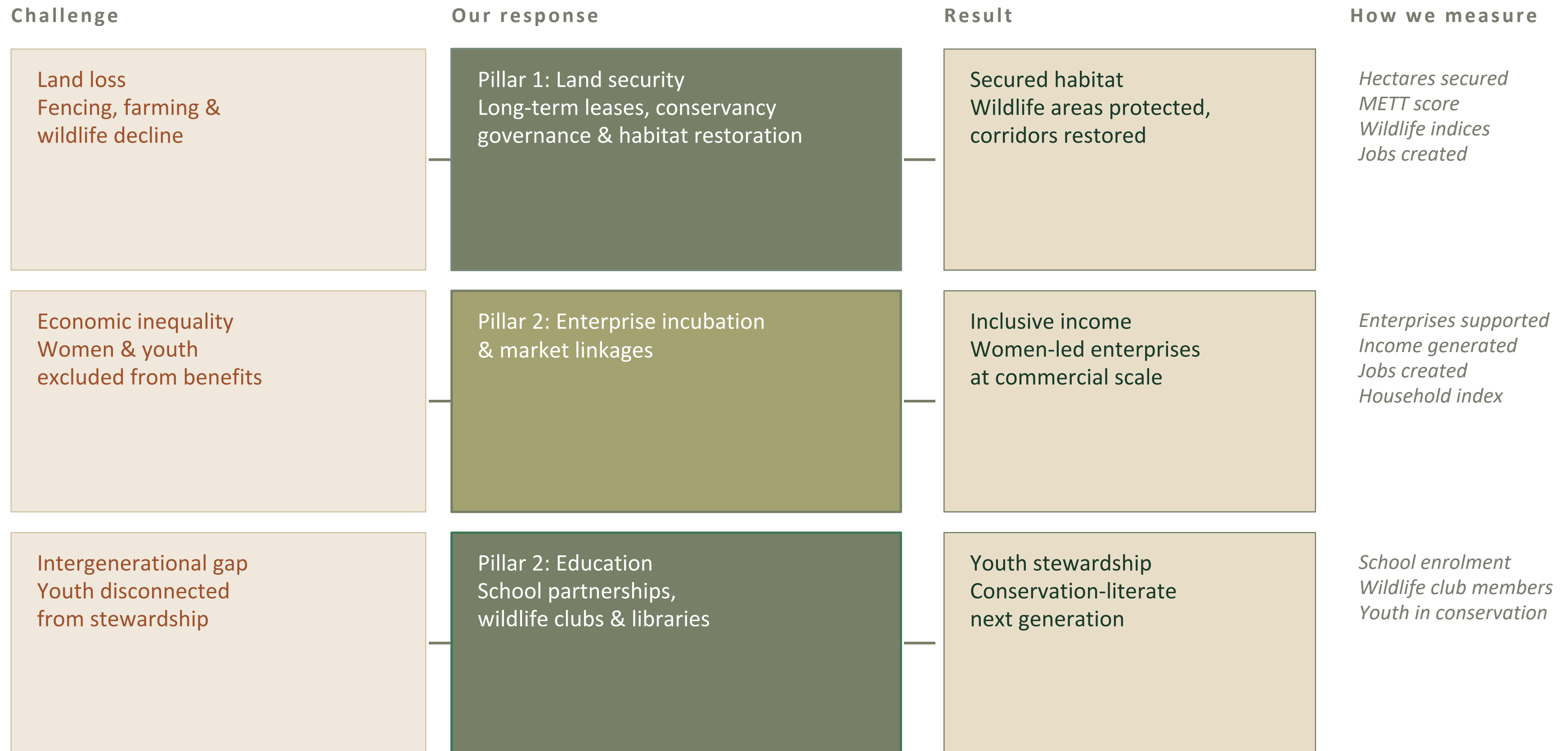
2. Community Development

Position conservation as a driver of inclusive, community-led economic opportunity—empowering women and youth to participate and invest in long-term stewardship of the land.

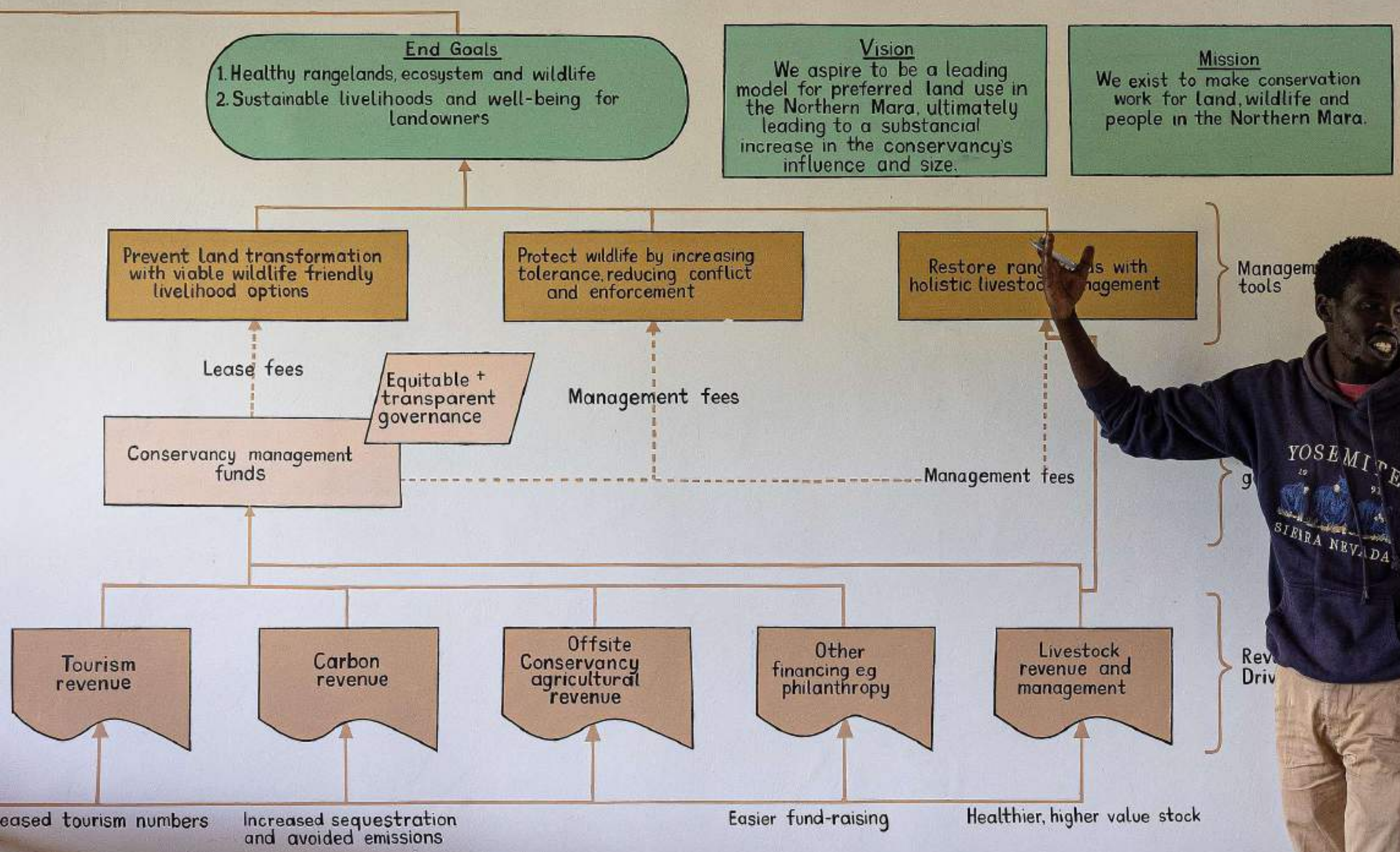
- Nature Positive Enterprise incubation
- Conservancy-led future for women & youth
- Financial literacy & enterprise training
- School access & retention partnerships
- Wildlife clubs & conservation libraries



THEORY OF CHANGE



A connected conservation landscape where wildlife thrives and communities prosper.





THERE IS ONLY ONE MAASAI MARA ECOSYSTEM

On the edges, can wildlife and conservation be the most valuable use of land per acre — and what are the right incentives?

The challenges on our boundary

The most fertile land is most at risk

Flat, fertile land with good rainfall is exactly what farmers want to lease. Without strong conservation incentives, this land — the best wildlife habitat — converts first.

Charcoal clearing: a one-way door

Clearing land for subsistence farming or leasing yields one-off charcoal income — tempting but irreversible. Once trees are gone and soil is turned, restoring habitats takes time.

Leasing to farmers is still a threat

No input costs and a guaranteed lease makes farming attractive. But the fertile acres leased to farmers are precisely the ones wildlife most depends on.

Wildlife corridors collapse

The Mara's migration routes depend on continuous open land. Patches of cultivation can block wildlife migratory routes — fragmenting the whole ecosystem. Human - wildlife conflict increases.

The incentives that make conservation the best choice

Lease payments must be competitive

Landowners will only choose conservation if it pays well.

Count every acre — cliffs included

Including hills and rocky terrain that farmers would never lease is a decisive advantage. Conservation pays for land no other use would.

Stack benefits: livestock, health, community

A share of conservancy herd revenue, improved genetics, drought resilience, health insurance, bursaries and employment transform a land deal into a life deal.

Build long-term commitment

25-year leases with annual increments give landowners financial security. Short-term deals invite defection when extractive alternatives look attractive.

When conservation is designed as a working landscape — rooted in people, livelihoods, and economics — it can outperform extractive land uses while restoring ecosystems.



IF WE DON'T CONSERVE THIS AREA, THERE WILL BE NOWHERE FOR THE WILDLIFE TO GO.





THE REAL CHALLENGES

Across the greater Mara ecosystem, conservation is being tested in real time. Human–wildlife conflict persists, but the rise in snaring and poisoning is an escalating and deeply concerning threat—indiscriminate and far-reaching. The decline in vultures and other birds of prey is a clear signal of a system under strain.

One of the most tragic incidents this year was the poisoning of 17 hyenas in Enonkishu. Poisoning events can devastate entire food chains, but collaborative support by rangers, alongside Kenya Wildlife Service (KWS), the Mara Elephant Project, and the Mara Predator Project, prevented further loss—no lions were affected. Even so, the scale of what was lost is sobering.

Along the conservancy edges, pressure is increasing. Snaring incidents have risen, and elephant conflict—particularly fence-breaking and crop raiding—remains a significant challenge. Livestock losses from East Coast Fever during the April–June period further highlight the fragility of this shared landscape.

These are the truths of conservation here—complex, challenging, and constantly evolving. Ranger teams remain the critical line of defence, and through collaboration, conservation-led livelihoods, and meaningful incentives to protect wildlife, there is a path forward.

CONSERVATION

The Northern Mara Conservancies

Spanning over 45,000 acres across Enonkishu, Mbokishi, Lemek, and Ol Chorro, the conservancies we work alongside continue to protect some of the Mara's most important wildlife corridors. Through regenerative grazing and predator-proof bomas, a more balanced coexistence between livestock and wildlife is being restored.

There are signs of real recovery. In 2025, Mbokishi recorded Grant's gazelles for the first time in decades—a remarkable return. Enonkishu saw strong lion numbers, with leopards raising cubs, while camera traps revealed elusive species including aardvarks, caracal, striped hyena, and porcupines.

At the same time, collaboration remains critical. A joint patrol framework with the Mara Elephant Project helps keep elephants safe while enabling swift, coordinated responses to human-wildlife conflict.

Big Cats

Lion
Leopard
Cheetah

Other Predators

Caracal
Serval
African wild cat
Striped hyena
Spotted hyena
Aardwolf
Black-backed jackal
Side-striped jackal
Bat-eared fox
Honey badger
African civet
Large-spotted genet
Small-spotted genet

Other Nocturnal / Small

Mammals

Aardvark
Porcupine
Spring hare
White-tailed mongoose
Banded mongoose
Dwarf mongoose
Bush babies (galagos)

Mega Herbivores

African elephant
Giraffe
African buffalo

Riverine

Hippopotamus
Nile crocodile

350+ recorded bird species

Plains Game / Grazers &

Browsers

Plains zebra
Wildebeest (seasonal)
Eland
Topi
Impala
Thomson's gazelle
Grant's gazelle
Waterbuck
Bushbuck
Warthog

Primates

Olive baboon
Vervet monkey
Sykes' monkey
African blue monkey
Colobus

Wildlife Returns - recovery & restoration

- *Once degraded land is now alive again.*
- *Wildlife populations now comparable to — and in some cases exceeding — nearby protected areas*
- *Species diversity and ecosystem balance steadily increasing*
- *100% of landowners in Enonkishu support wildlife presence*



COMMUNITY & LIVELIHOODS

145+

Landowner Families in Mbokishi & Enonkishu

~725 direct beneficiaries
(av 5 per family)

150

Full time Employees at CITW

75% from the local area

42

**Conservancy
Employees**

18 rangers · 10 technical
14 livestock





LAND REGENERATION

Sustainable Rangeland Management

At Enonkishu, we are applying a holistic, regenerative grazing approach—carefully managing livestock to restore the land while supporting both wildlife and livelihoods. The conservancy is divided into grazing blocks, with carrying capacity continuously assessed and adapted based on rainfall, grass growth, wildlife density, and access to water.

Livestock are tracked using GPS collars and moved in tightly managed, high-density herds for short grazing periods, with predator-proof bomas rotated every 3–7 days. Grazed areas are then rested—often for up to six months—allowing grasses to recover and return stronger.

Decisions are made collaboratively on the ground by rangers and herders, guided by ongoing data collection and supported by AGRIWEBB to monitor herd health, movement, and productivity. Herders are regularly trained and incentivised, while ranger teams carry out quarterly biomonitoring to track vegetation and soil health.

Together, this integrated system is proving that, with the right management, livestock and wildlife can coexist—restoring productivity, improving resilience, and building a scalable model for the region.

Training Reach 2025

700+ pastoralists visited Enonkishu, from West Pokot, Kajiado, Kilgoris, Narok, Loita, Amboseli, Elengata Enterit and Mara Siana through the Mara Training Centre.

Mbokishi: A Landscape Being Reborn

- 8,272 acres under protection
- Has been severely degraded: with deforestation, charcoal, overgrazing and cultivation
- Restoration underway: fence removal, sensitisation, grazing rotation, destocking
- Grant's Gazelles returned in 2025 — first sighting in decades
- Lions, elephants, buffaloes, eland, giraffe, leopards now regularly observed



Predator - Proof Mobile Bomas

Predator-proof bomas are mobile night enclosures that keep livestock safe from predators, reducing losses and preventing human-wildlife conflict. They have solar powered flashing lights that also deter predators.

Moved regularly across the landscape, they concentrate manure and hoof impact in one place, enriching the soil and stimulating new grass growth; after the rains, these former boma sites produce some of the best grazing, naturally attracting wildlife back in.



HERDS FOR GROWTH

Herds for Growth is a community-owned livestock model where landowners come together to collectively manage a shared herd—shifting from many small herds to one stronger, more valuable asset.

For the Maasai, livestock is not just economic—it is culture, identity, and a way of life. This model builds on that foundation, strengthening it for a changing landscape.

It focuses on:

- **Collective ownership** to reduce risk and increase value
- **Improved breeding** through better genetics
- Stronger **husbandry & welfare** for healthier herds
- **Regenerative grazing** to restore land and grasslands
- Mobile **predator-proof bomas** to protect livestock and enrich soils
- **Market access** through scale and quality

The result is a system where livestock remain central to Maasai life, while becoming a shared engine of growth—improving incomes, restoring land, and supporting conservation together.

450 cattle by end of 2025

1500 cows supported during the drought

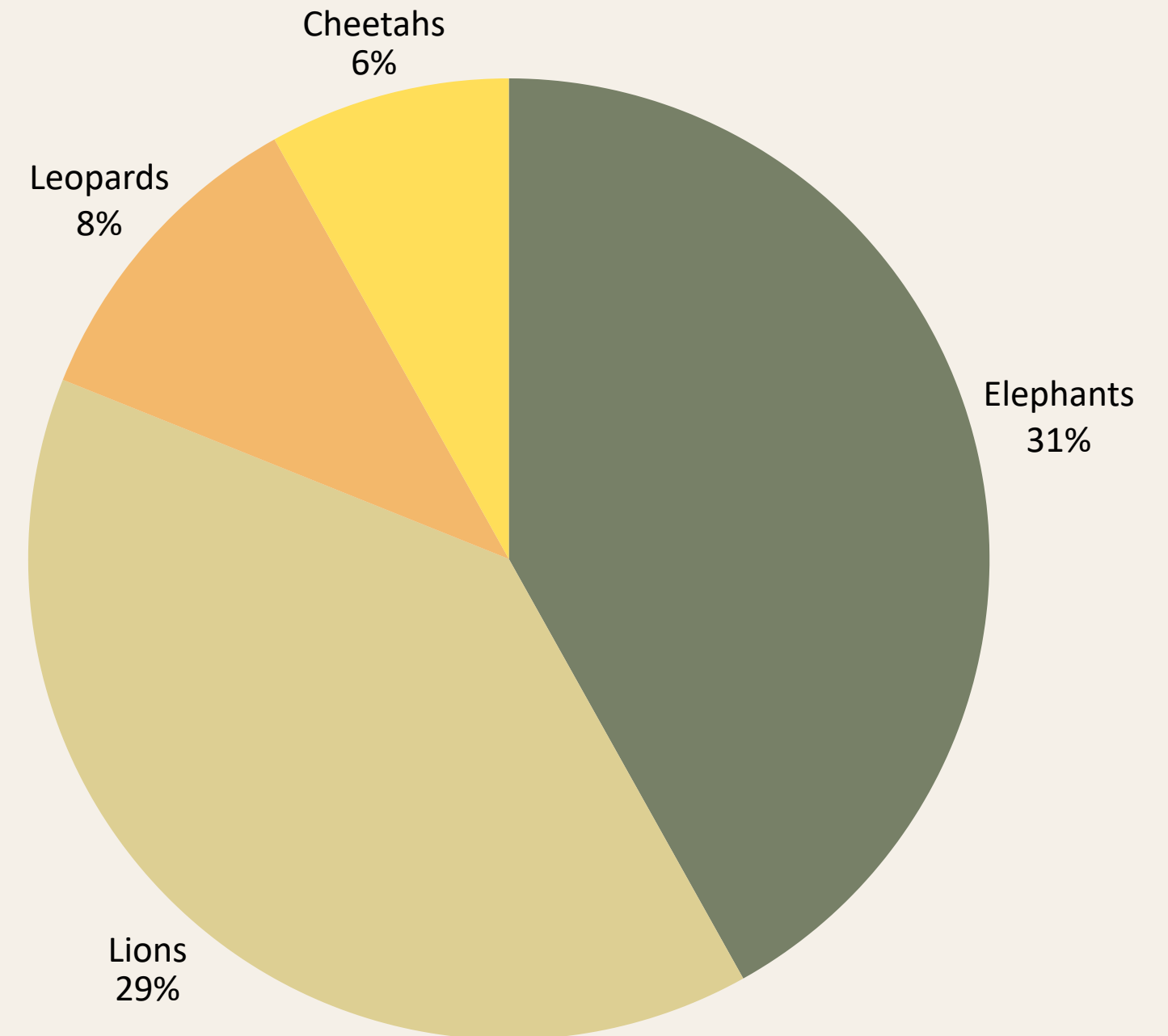
WILDLIFE SIGHTINGS — WHAT GUESTS ACTUALLY EXPERIENCED

Through our guides game drive monitoring, on average:

- *Elephants and lions were seen on nearly 1 in every 3 game drives*
- *Predators were recorded on over 40% of all drives*
- *Leopards and cheetahs—more elusive by nature—were seen regularly, with rare sightings on roughly 1 in every 7 drives*

Over a typical 3-night stay, almost every guest saw lions and elephants, with occasional rarer sightings adding to the experience.

Species / Category	% of Drives	What This Means
Elephants	31%	Seen on ~1 in 3 drives
Lions	29%	Seen on ~1 in 3 drives
Leopards	8%	Rare, high-value sightings
Cheetahs	6%	Rare and special encounters





NARETOI

Naretoi is a 1,000-acre former farm that has transitioned into restored rangeland. It is now a wildlife sanctuary with a number of homes—carefully built and tucked into the landscape, with the land around them protected, open, and thriving. As the land recovered, grasslands returned and biodiversity followed. Naretoi supports conservation through homeowner fees and fee generated through visitors. Homeowners have invested to be part of this rewilding journey—supporting a model that safeguards wildlife, strengthens communities, and restores ecosystems for the long term, in line with the wider Mara Conservancies vision. Naretoi raised Kes 26M in homeowners fees and Kes 6 M in visitors conservation fees outside of Collection in the Wild.

What Naretoi also demonstrates is resilience. When tourism fell away almost entirely during the pandemic, homeowner fees continued to flow. Conservation lease payments were met, rangers stayed employed, and the land kept being protected. In a conservation system vulnerable to the wobbles of global travel, that kind of non-tourism revenue is not a footnote — it is a foundation. Naretoi holds steady precisely when everything else doesn't.





TREES & ENVIRONMENT



Tree Planting Breakdown — 2025

Schools (8 schools) **4,000+**

Mara River Restoration **200**

Mara Training Centre (with guests) **150+**

Village farms & households **3,600+**

Spring / degraded areas (World Forest Day) **300**

TOTAL TREES PLANTED 8,000+

Agroforestry & Land Restoration

Demonstration agroforestry gardens were established at Emarti, Enkipai, and Oloonkolin schools, engaging 1,000+ students from seed preparation through to harvest. More than 100 women received 1,000 fruit tree seedlings — avocado, papaya, mango, lemon, tree tomato — for future household income. Riverbank restoration along the Mara River has reduced erosion and begun improving local water quality. Regular indigenous seed collection trips strengthens the tree nursery and ecological knowledge base.



"You cannot protect the environment unless you empower the people." — Wangari Maathai

EDUCATION

2,000+

Students Reached

8

Schools Engaged

2

Conservation Libraries Donated
(total now 10)

400

Students at Career Day

Conservation Libraries

Bringing the total to 10 libraries built so far, in 2025 we donated 2 fully-equipped container libraries to Emaro School (Mbokishi) and Elangata Enterit School — each with 1,000 books, solar Wi-Fi, and outdoor lighting. Worth KES 2.3M total.

Art & Career Programme

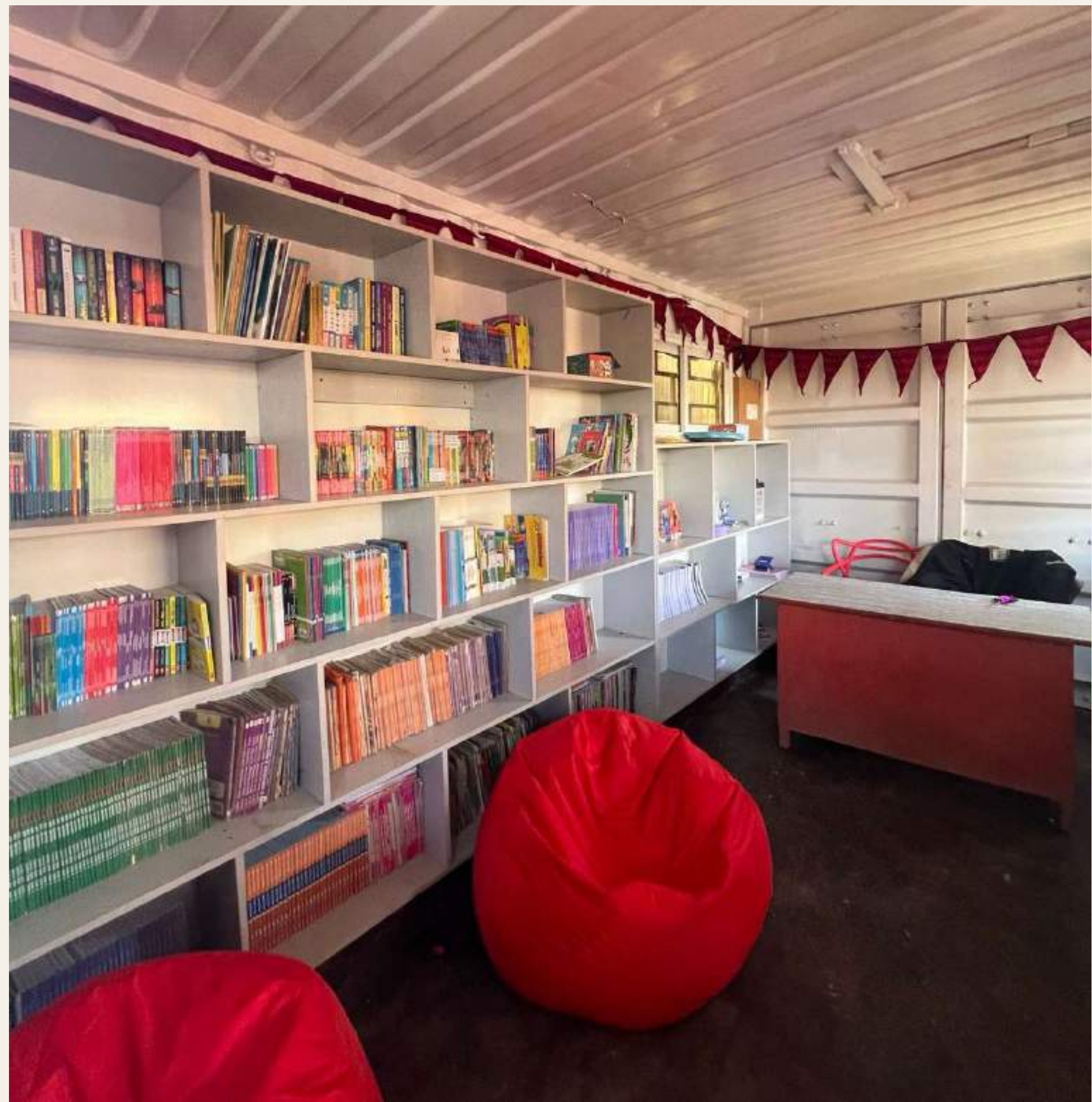
160 students engaged through art workshops. Visiting UK artist Mart Aveling led a 3-day creative camp. 400 students received career mentoring from Maa Trust, MEP and county experts.

Wildlife Clubs

Active environmental and wildlife clubs in 8 schools. Students participated in eco-days including World Forest Day, World Giraffe Day, Mazingira Day, and World Habitat Day.

Girls' Mentorship

3-day mentorship at Olmeoshi for 100 girls + 30 parents. Focused on puberty, confidence, FGM prevention, and menstrual hygiene. Girl-friendly washrooms built at 2 schools. Eco - Sanitary pads donated.



ART FOR CONSERVATION

We have been working with wildlife artist, Martin Aveling to provide access to creative opportunities for children of the Mara community. Mart is an ambassador for the UK's largest pencil producer, Derwent, and he helped to secure a donation of 50 premium pencil boxes to stock 12 schools and our conservation libraries. Mart also fundraised to provide further art materials and experiences for local children. An art hub has been established at the Mara Training Centre, where Mart hosted a series of workshops for school students in October last year, and he took a group out on their first ever safari.





SUSTAINABILITY IN PRACTICE



Water

- All drinking water filtered on-site (Topia system), served still and sparkling in reusable glass bottles, no plastic water bottles brought in

Food & Sourcing

- 70% of our salads and vegetable produce is from our Wild Shamba and "Farm to Feed" (a Kenya-based, women-led AgriTech startup that reduces food loss and boosts farmer incomes by purchasing "imperfect" or surplus produce that would otherwise go to waste)
- Dairy from Rachel's Dairy, honey from our family hives and community hives
- Beeswax used for candles; soaps made on site with Women in the Wild

Energy & Land

- 95% solar-powered
- Organic gardens nourished through compost and natural fertilisers

People & Community

- 75% of our team are from the local area
- Ongoing kitchen and hospitality training programmes

Our Commitment

- Members of The Long Run, working towards best practice across conservation, community, culture, and commerce



WOMEN IN THE WILD

Women in the Wild is a Community Based Organisation and it works to drive environmental and economic transformation. 45+ women were engaged in soap-making, candle-making, tree planting, beading and leather craftsmanship through two major training programmes with Collection in the Wild, Kenya Originals Gin and Sandstorm Kenya.

The programme offers a sustainable revenue source while building lasting skills, confidence, and income.



REAL STORIES OF TRANSFORMATION ON THE EDGE OF THE MARA



Noonkuta Kimiriny

Age 42 · Women in the Wild Program

Once the sole provider for her family, Noonkuta relied on brewing local alcohol to make ends meet—a difficult and uncertain path. Her journey began to shift when she joined Women in the Wild, where she found not just new skills, but a new sense of possibility. Through beading, candle-making, soap-making, and nurturing seedlings in the tree nursery, she has built a steady livelihood rooted in purpose and dignity.

Today, Noonkuta stands as a quiet leader within her community—an inspiration to other women walking a similar path. Her work supports her family, and she now proudly has two children at university. Her story reflects what is possible when opportunity, resilience, and community come together—transforming not just livelihoods, but futures.



REAL STORIES OF TRANSFORMATION ON THE EDGE OF THE MARA



Noonkokwa Kaapei

Age 32 · Women in the Wild Program

After losing her livestock to drought, and with few options left, Noonkokwa turned to cutting trees for charcoal along the forests on the edge of Mbokishi—an act of survival, but one that came at a cost to the land. In 2022, she joined Women in the Wild, and her path began to shift.

Today, she earns a steady income through collecting and nurturing seedlings, alongside beadwork and soap-making. She is able to pay her children's school fees and support her family with dignity. At the same time, she is actively planting indigenous trees—restoring the very landscapes she once relied on for charcoal. Her story is one of resilience and renewal, where livelihood and conservation now move forward together.

From cutting trees for charcoal to planting them back into the earth—her hands now help the land recover.

RECOGNITION

Environmental Activist of the Year

Independent Kenya Women Awards · 2025

Our programme coordinator was recognised by Jamhuri Kenya — a prestigious, people-centred research platform that celebrates excellence, innovation, and transformative service across East Africa — for outstanding commitment to environmental conservation and community-led sustainability.

Jane Nashipae: Program Leader, Futures in the Wild



From school bursar to environmental champion — Jane's journey from accountant to tree nursery founder, community leader and inspiration to hundreds of women across the Mara, is one of the most powerful stories of this programme.

RECOGNITION

Jamhuri Awards 2025

Enonkishu & Mbokishi Conservancy

The 2025 Jamhuri Awards, centered on "Tourism, Wildlife & M.I.C.E.," honored key conservation efforts in Kenya, including the Enonkishu Conservancy for holistic management and climate action.

These awards spotlighted community-led initiatives, biodiversity protection, and sustainable rangeland management, particularly within the Mara ecosystem.

- Leshan Nampaso: Restoration Champion of the Year Award
- Enonkishu Conservancy: Conservancy of the Year - Peoples Choice Award
- Enonkishu Conservancy: Wildlife / Livestock Integration Award
- Enonkishu Conservancy: Conservation Governance & Accountability Award
- Mbokishi Conservancy: Outstanding Habitat Conservation Award



Leshan Nampaso, named Restoration Champion of the Year at the Jamhuri Day Awards, has risen quickly as a leader in rangeland restoration.

LESHAN NAMPASO: SCIENCE, DATA & PURPOSE

From growing up on the land to helping restore it — with science, data, and purpose, Leshan grew up in Enonkishu, a landowner's son with a deep connection to cattle and rangelands. After studying accounting, exposure to Enonkishu's work and study programmes shifted his path towards land management and restoration.

He trained in holistic planned grazing and is now an accredited practitioner, working at the intersection of traditional knowledge and rangeland science. Leshan leads ecological biomonitoring across the conservancy, tracking vegetation, soil health, and grazing impact, while managing cattle movement through EarthRanger and GPS tracking systems. His work supports high-density grazing approaches designed to improve grassland condition and ecosystem function over time.

He also contributes to grant writing and academic programmes, trains community members in Sustainable Rangeland Management, and consults with the Maasai Mara Wildlife Conservancies Association.

In 2026, he will travel to Colorado with the Savory Institute for a placement at their Bijou Ranch.



ONE MARA CARBON PROJECT

ENONKISHU'S ROLE

Launched in 2021, the One Mara Carbon Project is a large-scale, community-led initiative restoring rangeland across the Greater Maasai Mara.

It focuses on better grazing management—resting land, improving grass, and rebuilding soil health—so that landscapes become more productive, resilient, and able to naturally store carbon.

Enonkishu is a pioneering conservancy within the project, among the first to implement these grazing systems and helping demonstrate how the model works in practice—balancing livestock, wildlife, and land restoration.

Today, 6 conservancies are part of the project, working together to restore ecosystems, support livelihoods, and keep the Mara's landscapes open and connected.



145,052

VCUs Issued

Verified Carbon Units

54%

Biomass Increase

Enonkishu wet season 2019–2025

Pioneer conservancy & the project's data benchmark — leading the way for all six.

58,562 ha

Project Area

across 6 Mara conservancies

Gold Level Certified | **VCS & CCB**
Verified by SCS Global Services

150 women trained
through Women's Forums

Maasai Giraffe (EN) &
Topi (VU) habitat secured

Community-owned &
Maasai-led governance

LOOKING AHEAD TO 2026

Scale Rangeland Training

Expand ultra-high density grazing across all Northern Mara conservancies. Deliver SRM training to 1,000+ more pastoralists.

Education Expansion

Digital literacy and career day programs to 2 more schools. Institutionalise girls' mentorship termly. Distribute washable pads to 6+ schools. Build 2 more conservation libraries.

Women's Enterprise Growth

Supply locally-made soaps and candles to more lodges. Expand leather beading market reach through Collection in the Wild, Sandstorm Kenya and Kenya Originals.

40,000 Trees Target

Grow the nursery capacity and expand agroforestry gardens. Continue Mara River restoration programme with community landowners.

Mbokishi Restoration

Continue destocking, remove remaining fences, and complete baseline ecological surveys. Build on the extraordinary wildlife return already underway.

Carbon & Biodiversity Credits

Deepen early conversations on carbon sequestration and biodiversity credit frameworks to create long-term financial resilience for the conservancy.





Bridging the conservation and development trade-off?

A working landscape critique of a conservancy in the Maasai Mara

This paper examines how Enonkishu Conservancy in the Maasai Mara has attempted to bridge the long-standing tension between conservation and development using a “working landscape” model—where wildlife conservation, livestock production, and community livelihoods coexist.

It challenges the traditional conservation model that excludes people, arguing instead that sustainable conservation must integrate indigenous land use, culture, and economic realities. Enonkishu is presented as a rare, real-world example of this approach in practice—one that has evolved through trial, failure, and adaptation rather than a fixed blueprint.

The study finds that Enonkishu has achieved meaningful ecological and social outcomes simultaneously. It has reversed land degradation, halted agricultural expansion, restored wildlife populations, and improved rangeland health—all while generating diversified income streams for landowners (tourism, livestock, residential, philanthropy).

Importantly, governance has evolved toward more inclusive, transparent systems, though challenges remain around decision-making power (especially for women) and long-term equity.

The paper emphasises that success comes not from a perfect model, but from adaptive learning, strong institutions, and diversified revenue streams that make conservation economically viable for communities.



HOW WE MEASURE IMPACT

Indicators, data sources & reporting cadence across each programme pillar

PROGRAMME	KEY METRICS	HOW WE MEASURE	FREQUENCY
Conservation & Land Security	Hectares secured · METT score · Wildlife indices · Corridor integrity · % landowners supporting conservation	Annual ecological surveys · METT assessments · Camera trap data · EarthRanger tracking · Landowner surveys	Annual / Quarterly
Rangeland & Holistic Grazing	Plant density & diversity (grazed vs control) · Biomass % change · Soil organic matter · Boma rotation cycles	Biomonitoring transects · Comparative control-site sampling · GPS livestock logs · Savory Institute accreditation records	Quarterly
Herds for Growth (Livestock)	Herd size & growth · Cattle value (KES) · Livestock losses (%) · Genetic improvement markers · Drought survival rate	Veterinary records · Market valuations · AGRIWEBB digital herd management (trackers on the cows) · Drought mortality logs	Monthly / Annual
Wildlife Recovery	Species count & diversity · Big cat sightings / drive · Bird species recorded · Elusive species detections	Guide game drive monitoring sheets · Camera trap networks · Ranger patrol reports · eBird / iNaturalist	Per drive / Quarterly
Community & Livelihoods	# landowner families · # direct beneficiaries · # jobs created · % local employment · Medical insurance coverage	HR & payroll records · Conservancy membership registers · Household income surveys · Insurance policy data	Annual
Women in the Wild	# women engaged · Products made & sold (units) · Revenue generated (KES) · # skills training sessions	Programme attendance registers · Sales records · Income tracking per participant · Partner invoices	Per programme cycle
Trees & Agroforestry	# trees planted · Survival rate (%) · # schools / households with gardens · Riverbank erosion reduction	Nursery planting logs · 6-month & 12-month survival counts · School garden visits · River bank photo monitoring	Quarterly
Education	# students reached · # schools engaged · Wildlife club membership · # libraries donated · Career day attendance	School attendance records · Programme delivery logs · Wildlife club registers · Library donation records	Per term / Annual
One Mara Carbon (OMCP)	VCUs issued · Biomass % increase · Project area (ha) · # conservancies participating · Women trained	SCS Global Services verification · VCS registry · Annual monitoring reports · Women's Forum attendance	Annual / Per verification cycle

SWOT ANALYSIS

Strategic assessment of major opportunities and threats across programme components

S STRENGTHS

- Proven working landscape model — wildlife, livestock & livelihoods coexisting
- 15,094 acres restored and secured in Enonkishu / Mbokishi; 100% landowner support in Enonkishu
- Ecological socioeconomic data collection & monitoring systems in place
- Gold-certified carbon project (VCS & CCB) — 145,052 VCUs issued
- Strong community ownership & Maasai-led governance, strong relationships with Ol Chorro & Lemek
- Recognition: 4 Jamhuri Awards + Jane Nashipae Environmental Activist of Year
- Integrated model: tourism → fees → conservation → livelihoods
- 95% solar, zero plastic water — credible sustainability credentials
- Diversified revenue: tourism, livestock, carbon, philanthropy, Naretoi

O OPPORTUNITIES

- Formalisation of Futures in the Wild Trust — structured platform for growth
- Carbon & biodiversity credits as major future revenue streams
- Scaling Herds for Growth — ultra-high density grazing to new conservancies
- Growing international demand for verifiable, community-led conservation
- Partnership pipeline: Women in the Wild enterprise growth (soap / candles / beadwork/ agroforestry)
- International learning / exchanges — builds international profile & skills
- 2026 target: 30,000 trees, 1,000+ pastoralists trained, 2 more libraries
- Secure conservation through stonger tourism, fee collection

W WEAKNESSES

- Mbokishi still in early recovery — conservation outcomes not yet fully demonstrated
- High infrastructure costs (roads) especially post-rain seasons
- Dependence on tourism revenue - geopolitical vulnerability
- Lemek & Ol Chorro internal challenges disrupting landscape coherence
- Limited formal M&E framework — data collection inconsistent across conservancies
- Small team capacity constraining programme delivery and scaling
- Carbon & biodiversity credit revenues still early-stage, not yet generating income

T THREATS

- Fence construction on land leased for conservation - Illegal/opportunistic fencing fragments wildlife corridors, blocks migration routes and undermines conservation lease model
- Divergent ownership & governance across conservancies (Lemek, Ol Chorro) creates inconsistent management, conflict & disruption
- Subdivision pressure — fertile flatland most at risk of agricultural conversion
- Snaring & poisoning escalation
- East Coast Fever & drought: livestock mortality threatens landowner income & trust
- Human-wildlife conflict (elephant fence-breaking, crop raiding) along boundaries
- Charcoal clearing: irreversible land conversion where conservation incentives are weak
- Climate variability: erratic rains affecting both rangeland recovery and road infrastructure
- Short-term extractive alternatives remain attractive where lease payments are uncompetitive

THANK YOU

Futures in the Wild has never operated in isolation. The progress across Enonkishu, Mbokishi, and the wider Northern Mara has been made possible through long-standing partnerships — with landowners, community leaders, fellow Tourism Partners, investors, and philanthropic supporters who have brought both belief and expertise, providing catalytic funding, technical support, and resilience through challenging periods.

As we look to the future, we are formalising the Futures in the Wild Trust — a more structured platform for long-term collaboration and impact. We are especially grateful to:

Platcorp Foundation · early support in Mbokishi and insurance for our landowners
The Stoddart Family · backing Herds for Growth and sustainable livestock development
Nicholsons Nurseries · supporting Trees in the Wild and Women in the Wild
Sustain · governance, monitoring & evaluation, and project management
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