

Home-grown Communication, Education, Public Participation and Awareness (CEPA) wetland tools: A new dawn for CEPA activities in Kenya



By

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Proceedings of National workshop to launch CEPA tools, National Museums of Kenya, Nairobi



November 2013

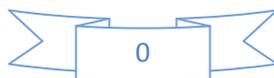


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National Workshop synopsis

This workshop report commences with acknowledgement followed by the purpose of the workshop which was to launch CEPA tools (a Video documentary, a poster and a brochure) at national level following similar workshops at Ramsar sites. These tools were developed through financial assistance from Ramsar Small Grant Fund “SGF/06/KE/02” to promote CEPA activities in Kenya. A part from the launch of CEPA tools, stakeholders at national level were educated on the content and intended uses of Ramsar tools. In addition, a scientific assessment of Ramsar sites stakeholders’ opinion on the CEPA tools was presented. The national workshop was attended by 100 participants representing over 17 government, NGOs, CBOs and local community members from Ramsar sites in Kenya. Captivating speeches evaluating Kenya’s success and challenges in implementing Ramsar convention is captured in this report. The capacity and strength of NMK in carrying out the government CEPA focal point mandate was also underscored in the presentations. The climax was reached with the keynote address entitled “Communication, Education, Participation and Awareness (CEPA): A pillar for conservation of wetlands world over” by the IUCN Eastern and Southern Africa Regional Director, Mr. Ali Kaka. In the report, the launching moments of CEPA tools are also captured and a special vote of thanks to Ramsar Small Grant Fund and all stakeholders who participated and supported the production of CEPA tools in Kenya. In the report, factual information is supported by making references to published work.

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Cover page photos (Terer T. & Mwangi E.) and design (Terer. T.): *Lake Nakuru (Background), CEPA tools and launch moments*

Important Note: *The opinions expressed in this workshop report are those of the authors based on notes taken during the workshop and not necessarily that of Ramsar Bureau, National Museums of Kenya and Kenya Wildlife Service.*

Acknowledgement

We wish to appreciate the valuable financial support from Ramsar Small Grant fund SGF/06/KE/02 and logistical support provided by the National Museums of Kenya which enabled the successful launch of the awareness tools. We wish to acknowledge all the wetland stakeholders, workshop participants and their respective institutions for supporting CEPA activities in the country including the national launch of CEPA wetland awareness tools.

The Chief guest, the IUCN Eastern and Southern Africa regional Director, Mr. Ali Kaka is highly appreciated for giving motivating speech and getting time off his busy schedule to officiate the workshop. Topical presentations about CEPA activities in the country and the importance of wetland awareness tools were well articulated by Ms. Jane Macharia, Dr. Geoffrey Mwachala and Dr. Taita Terer.

Special thanks to representatives of Ramsar Sites Committee members (RSMC) for embracing the CEPA tools and their commitment to be champions of wetland conservation advocacy at local level.

Director-General of National Museums of Kenya (CEPA government focal point), Director Research and Collections of NMK (Dr. Geoffrey Mwachala) and Director of Kenya Wildlife Service (Ramsar country Administrative Authority) were instrumental in the success of this national workshop.

Key individuals who have a longstanding contribution to wetland research and conservation in Kenya to list a few: Prof. Nathan Gichuki (University of Nairobi), Dr. Cecilia Gichuki (Kenyatta University) and Mr. Hadley Becha (CANCO) are highly acknowledged for being forefront in supporting us in this noble course.

1.0. Purpose of the national workshop

The purpose of the national workshop was to launch CEPA tools that were developed between 2006 and 2011 by National Museums of Kenya (Wetland and Marine Section), the Kenya government CEPA focal point. The CEPA tools were a poster, a brochure and a video documentary (Terer and Macharia, 2011) which highlights among other issues: the biodiversity, socio-economic importance, challenges and conservation efforts in 5 Ramsar sites of Kenya (i.e. Lakes Nakuru, Naivasha, Elmenteita, Bogoria and Baringo). This was successfully carried out in collaboration with Kenya Wildlife Service, Ramsar sites communities and other wetland stakeholders. The aforementioned CEPA tool outputs of Ramsar Small Grant funded project “SGF/06/KE/02: *Developing awareness and education materials on Ramsar sites in Kenya*” (Macharia, Gichuki & Terer, 2006) were brought to the attention of key wetland stakeholders and Kenyan populations at national level. Three similar workshops at Ramsar site level were done in September 2013 (Terer & Macharia, 2013) before this national workshop in November 2013.

The Ramsar Small Grant funded project “SGF/06/KE/02 accomplished its intended objective of developing homegrown education and awareness materials that could be readily used by stakeholders to advocate for sustainable use of wetland resources in Kenya. In addition, this project saw the birth and operationalization of Ramsar Site Management Committee (RSMC).

2.0. The National Workshop Wetland stakeholders participants

The National workshop to launch the Communication, Education and Public Participation and Awareness wetland tools (CEPA) was attended by 100 individuals from key wetland stakeholder's institutions (Appendix 1, Figure 1). The main institutions represented in the workshop were:

- ✚ National Museums of Kenya, the Kenya government CEPA focal point
- ✚ The East Africa Wildlife Society, the NGOs Kenya CEPA focal point
- ✚ The National Environment Management Authority (NEMA)
- ✚ The International Union for Conservation of Nature (IUCN)



Figure 1. Some participants in attendance of National CEPA tools launch held at National Museums of Kenya, Nairobi on 26th November 2013. In the front row from far left are: Mr. P. Muraguri (Laikipia County Government), Dr. C. Gichuki (Kenyatta University), Prof. N. Gichuki (University of Nairobi), Dr. T. Terer, Dr. G. Mwachala, J. Macharia (National Museums of Kenya), Mr. A. Kaka (IUCN and the Chief Guest of the launch), W. Wambugu and K. Matheka (National Museums of Kenya).

- ✚ Nature Kenya
- ✚ The Laikipia County Government
- ✚ University of Nairobi
- ✚ University of Eldoret
- ✚ KCA University
- ✚ Kenyatta University
- ✚ Kenya Wetland Forum
- ✚ Kenya Wetland Biodiversity Assessment Group (KENWEB)
- ✚ Community Action for Conservation of Nature (CANCO)
- ✚ Lake Bogoria Ramsar site Committee representatives
- ✚ Lake Elmenteita Ramsar site Committee representatives
- ✚ Lake Naivasha Ramsar site Committee representatives
- ✚ Lake Naivasha Water Resource Users Association (LANAWRUA)

3.0. Topical presentations

3.1. The state of Communication, Education, Participation and Awareness (CEPA) for conservation and sustainable use of wetlands in Kenya

By

Jane M. Macharia, CEPA Coordinator, Kenya

The Guest of Honour of the national launch of Ramsar sites awareness and education materials, Director Research and Collections, fellow colleagues, ladies and gentlemen;



Ms. Jane Macharia, the CEPA Coordinator, Kenya government focal point, making her introductory remarks

I wish to acknowledge your presence and support during this event to launch these important communication education and public awareness tools. CEPA is a programme entrenched in the Ramsar Convention and it is aimed at creating awareness on the need to conserve wetlands by promoting the wise use principle.

The vision of the Ramsar Convention's CEPA Programme is: **"People taking action for the wise use of wetlands"** (Ramsar Convention Bureau, 2009).

In Kenya the National Museums of Kenya is the government focal point (http://www.ramsar.org/AddressBook/CEPAFocalPoints_2111.pdf) for the implementation of the CEPA activities. It is envisaged that investing in CEPA will increase the number of **informed advocates, actors and networks** involved in wetlands issues and build an informed decision making public, I would want this audience to be part of that public that will promote wetlands conservation in their own way because they will have learnt one or two things from these tools today.

Furthermore I also believe that you will all be better prepared to appreciate the significance of wetlands to the Kenyan society as a whole after this day and also the power of being informed.

Usually, people celebrate after making significant achievements of set goals and objectives. Today as we celebrate the **final step** in the development of these tools which started in 2006 (*Macharia, Gichuki & Terer, 2006*). A question here is, do we have achievements to celebrate for about CEPA activities in Kenya today?

Our answer to that question is YES. In deed there are significant achievements that this nation has made to create awareness not just in her wetlands, but environment in general. Constitution dispensation 2010 is very clear on rights to clean environment (*Kenya constitution, 2010*). There are, however, areas where we need to improve.

One of the key objectives of the CEPA tools is to provide a forum for information exchange and sharing of experience. An off shoot of these tools we are about to launch today will be a newsletter which will keep the networks of these Ramsar sites active and grow from strength to strength.

Ladies and Gentlemen:

Since **1997**, Kenya has celebrated world wetlands day **WWD**, a forum that NMK has participated in collaboration with other partners. World Wetlands Day has been celebrated with appropriate **national and local events** and **promotions and resource materials** have been distributed, in order to raise awareness of wetland values and functions.

Collaboration with the **media** has helped to inform **decision-makers, key wetland users, and the broader society** about the values and benefits of wetlands.

Different sectors of government have also made significant progress towards protecting and conserving our wetland resources. Wetland programmes have been initiated in different parts of the country by several state agencies such as Kenya Wildlife Service, National Museums of Kenya, National Environmental Management Authority and by Non-Governmental Organizations (NGO) WWF, IUCN, Community Based Organizations' (CBOs) such as Friends of Ondiri swamp in Kikuyu and many other groups who are working hard to save our wetlands. Kenya Wetlands Forum is an all encompassing platform where wetlands issues are discussed and brought to the public domain for action. Our development partners like UNEP have provided valuable support too. International organizations like IUCN have also played a key role in wetlands conservation and indeed to mention IUCN's commission on education and communication in creating awareness.

I would also like to mention the efforts of the Ministry of Environment and Mineral Resources for having developed and produced Kenya wetlands Atlas, the master plan for the conservation and sustainable management of water catchment areas in Kenya (*MEMR, 2012*).

Currently, National Museums of Kenya is the Government CEPA coordinator and several Community Workshops on wetlands conservation have been held in various parts of the country to fulfill our role in wetland conservation awareness and CEPA coordination. These education and awareness tools are efforts towards creating more awareness. We have had success in our CEPA activities in both Ramsar wetlands and even smaller wetlands e.g. Ondiri swamp where now there exist a group "Friends of Ondiri" who are rehabilitating the swamp and even in Manguo swamp among others (*Macharia, Thenya & Ndiritu, 2010*). Our regional museums also have education department which we use as our outlets in our outreach programmes.

Ladies and Gentlemen:

After highlighting those national and sectoral achievements, let me now highlight a few areas where we do not seem to have made significant achievements. Those areas include:

- ◆ Development of a National CEPA strategic plan.
- ◆ CEPA processes incorporated into wetland management plans at basin and site level
- ◆ Establishment of more Education centres at Ramsar and other wetland sites to provide focal points for local and national CEPA activities.

Thank you.

3.2. The Kenya's CEPA tools: Its content, uses and stakeholders' views

By

Dr. Taita Terer, Research Scientist and CEPA officer, National Museums of Kenya

Summary

The power point presentation focused on the content, intended uses and stakeholders' views on the CEPA awareness tools (SLIDES No.1 & 2) that was developed between 2006 and 2011 with support from Ramsar Small Grant fund "SGF/06/ KE /02". The wetland stakeholders at National level were introduced to the Ramsar Convention (1971), Ramsar sites and criteria for nominating a wetland site as wetland of international importance / Ramsar site (SLIDES No. 3, 4, 5, 6 & 7).

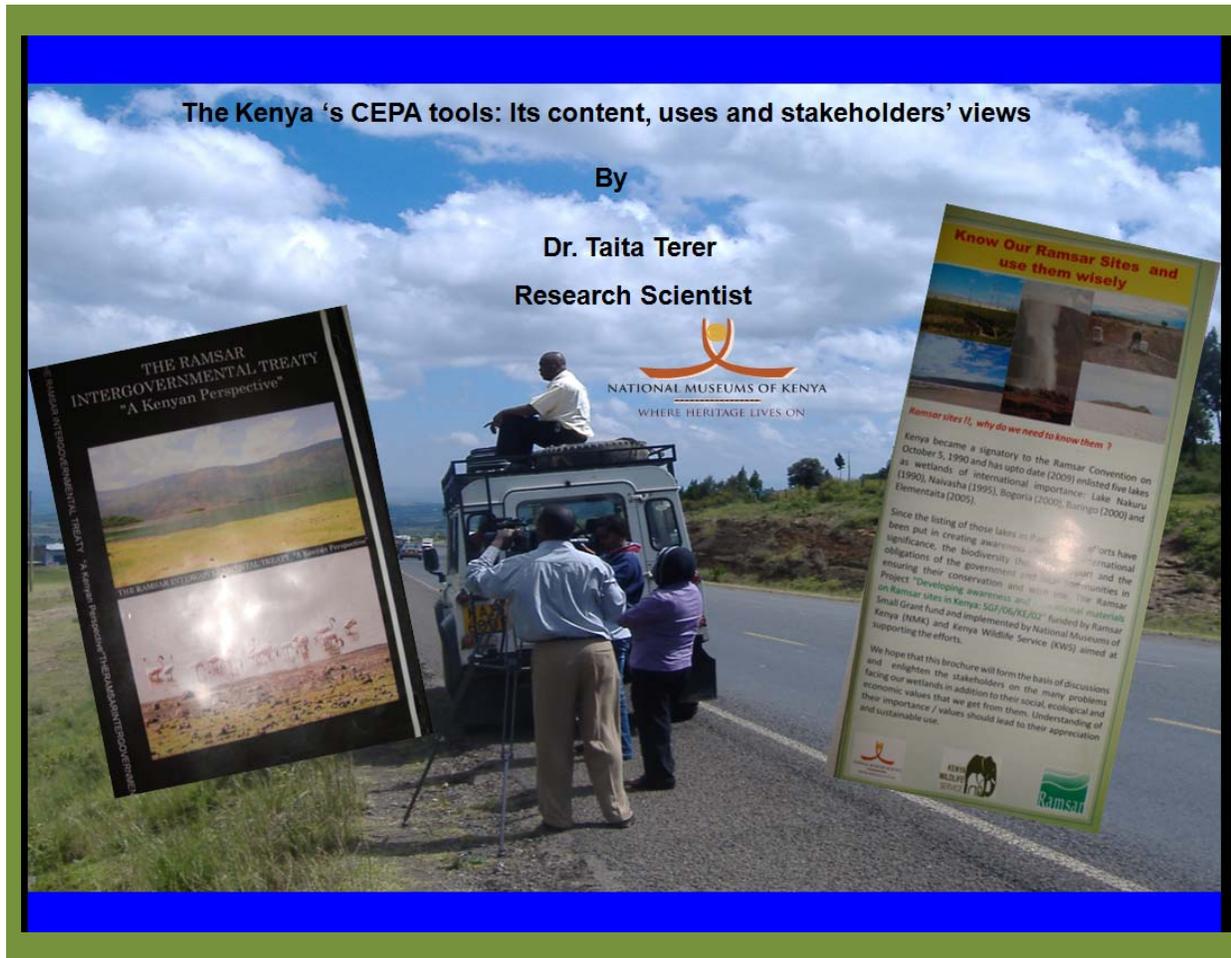


Dr. Taita Terer, a senior scientist, making his power point presentation to highlight the content of CEPA tools

The contents of CEPA resources i.e. a poster, a brochure and a video documentary (Terer, Matheri & Macharia, 2011) were also highlighted (SLIDES No. 8, 9 & 10). It was noted that all CEPA tools have similar information but only vary in their details and presentation aspects. CEPA tools provide information on: Ramsar convention, Kenya's entry into Ramsar intergovernmental treaty and milestones, socio-economic utilization, ecological and biodiversity importance, threats/challenges in relation to uses and conservation efforts for 5 Ramsar sites in Kenya (Gichuki, Oyieke & Terer, 2006). These wetland education and awareness tools were developed not only to promote conservation and sustainable use of wetlands in Kenya but also to be used to promote tourism, as teaching and reference materials for research and in learning institutions, to encourage twinning activities between wetland sites and for general public knowledge and enjoyment (SLIDE No. 11, Terer, Matheri & Macharia, 2011).

The results of an investigation on the uses and importance of these CEPA tools during 3 Ramsar site workshops held on 25, 26 and 27th September 2013 (SLIDE No.12, Terer & Macharia 2013) indicated that 12%, 50% and 38% of participants in Lakes Naivasha, Elmenteita and Bogoria Ramsar sites respectively had no idea about the term Ramsar site or did not know that the lake in their neighbourhood had been designated a wetland of international importance (SLIDE No. 13, Terer & Macharia 2013) prior to the workshops. The use of Ramsar site video documentary for intended purposes during development (e.g promoting wetland wise use, displaying Ramsar site threats, promoting tourism etc: SLIDE 11, Terer & Macharia 2013) were rated "important-very

important” by majority of the participants (SLIDES No. 14, 15 & 16). Some remarks were made which emphasized the role of media channels (both TV and Print) in using the CEPA tools to educate the public as part of cooperate affair responsibility. Ramsar Small Grant Fund, video documentary crew, participating wetland stakeholders were greatly acknowledged (SLIDE No.18).



□ Outline

2

- ❖ Ramsar convention
- ❖ Introduction of CEPA tools and contents
- ❖ Target audience of CEPA tools
- ❖ Ramsar site Stakeholders' opinion on CEPA tools

□ What is Ramsar Convention?

3

- ❖ It is also called Wetland convention
- ❖ Intergovernmental treaty signed in 1971 to conserve all wetlands
- ❖ Kenya signed the treaty in 5th October 1990
- ❖ From this date, committed herself to conserve all wetlands
- ❖ Treaty also requires Kenya to create awareness and educate her people on conservation of wetlands

❑ What is a Ramsar site?

4

- ❖ This is a wetland of international importance
- ❖ For a wetland to qualify as a Ramsar site, it should have one or more of the following
 - Unique plant or species that may not be found anywhere else



Greater kudu (Lake Bogoria)



Papyrus (Lake Naivasha)

- ❖ For a wetland to qualify as a Ramsar site, it should have one or more of the following⁵
 - Have threatened species that need protection



Flamingoes (Lake Nakuru)

- ❖ For a wetland to qualify as a Ramsar site, it should have one⁶ or more of the following
 - Have social-cultural and economic values to the people



Geysers (Lake Bogoria)



Salt extraction (Lake Elmenteita)

☐ List of Ramsar sites in Kenya 7

- ❖ Lake Nakuru (1990)
- ❖ Lake Naivasha (1995)
- ❖ Bogoria (2000)
- ❖ Baringo (2000)
- ❖ Elmenteita (2005)
- ❖ Tana Delta (2012)

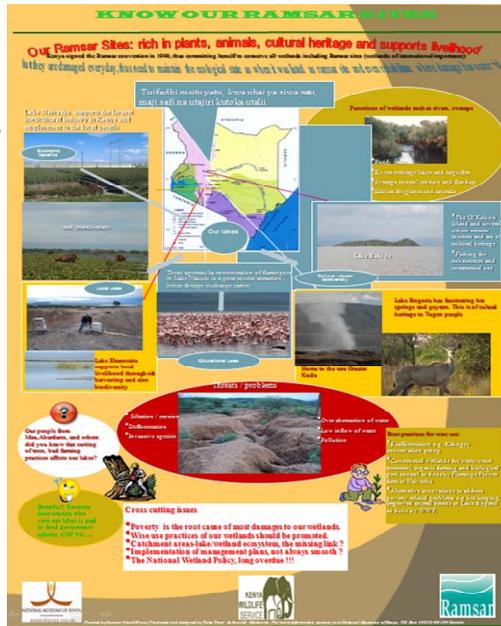
❑ Contents-Education and awareness tools

8

❖ Poster

➤ More pictorial

- Ramsar sites
- Functions of wetlands
- Key biodiversity
- Cultural uses
- Local benefits
- Economic uses
- Threats/ Challenges
- Cross cutting issues
- Best practices

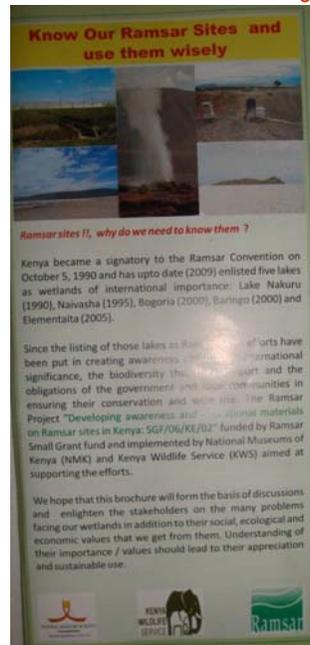


❑ Education and awareness resources

9

❖ Brochure

- Textual details
 - Introduction about Ramsar sites
- For each lake
 - Brief description
 - Key biodiversity
 - Values/importance
 - Threats/ Challenges
 - Conservation efforts



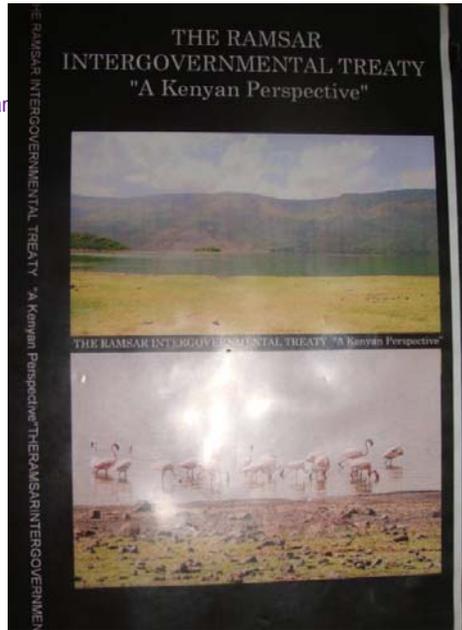
❑ Education and awareness resources

10

❖ Video documentary

➤ In detail: Audio-Visual

- Introduction about Ramsar
- Key biodiversity
- Cultural diversity
- Local benefits
- Economic gains
- Educational / scientific
- Threats/ Challenges
- Conservation efforts



❑ Usefulness/importance of the above CEPA tools

11

- ❖ Create awareness on importance, threats of Ramsar sites
- ❖ Used in teaching students in schools/colleges/university
- ❖ Used to assess and monitor the status of lakes in future
- ❖ Used to promote tourism
- ❖ Educate the general public about importance of wetlands
- ❖ For enjoyment and knowledge for the public
- ❖ In fundraising for wetland conservation
- ❖ to help in twinning activities between Ramsar sites

Recent assessment of CEPA tools

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- Workshop in Lakes Naivasha, Elmenteita and Bogoria (25-27 Sept. 2013).

Promotion of CEPA activities in Kenya through development of and use of homegrown educational-awareness materials in workshops at Ramsar sites



By

Taita Terer & Jane Macharia

Workshops Proceedings on Kenya's Ramsar Sites Awareness and Education Materials, Lakes Naivasha, Elmenteita and Bogoria

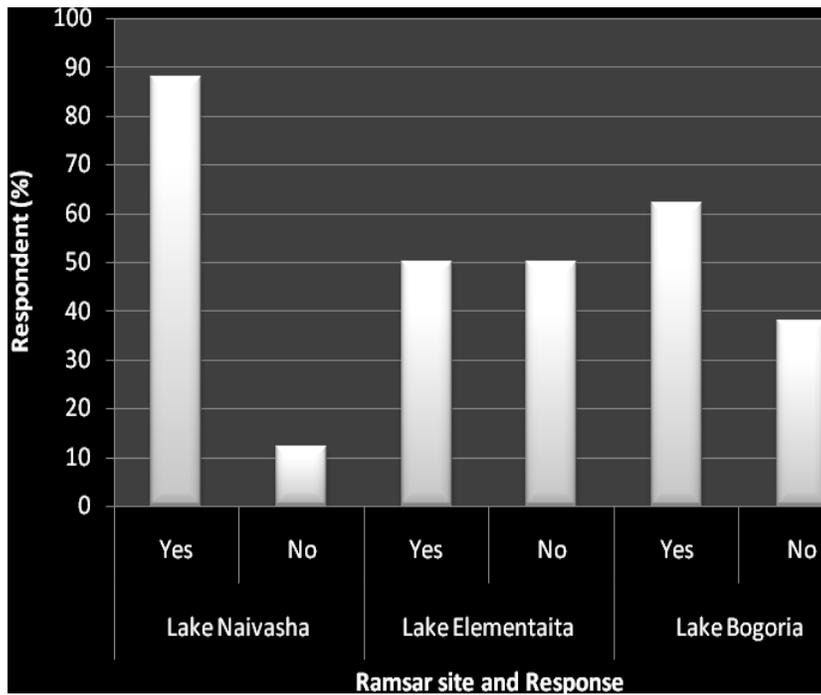
September 2013



Recent assessment of CEPA tools

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- Respondents' answer to the question on whether they have ever heard about Ramsar site/convention before the workshop

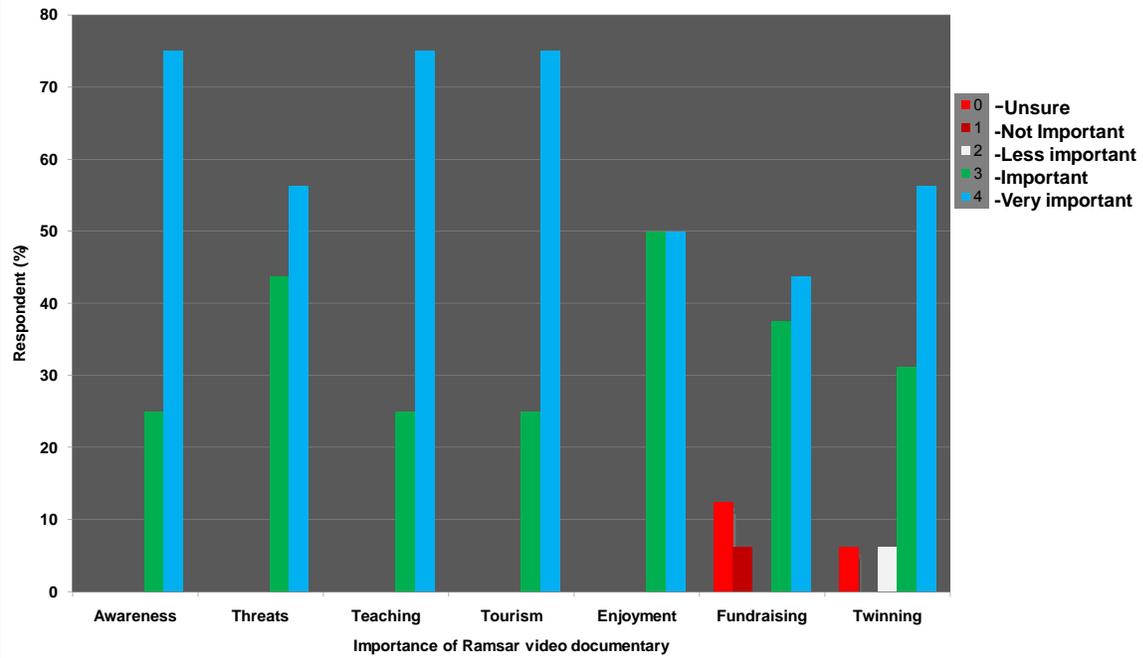


Recent assessment of CEPA tools

- Respondents' assessment on the use of video documentary

14

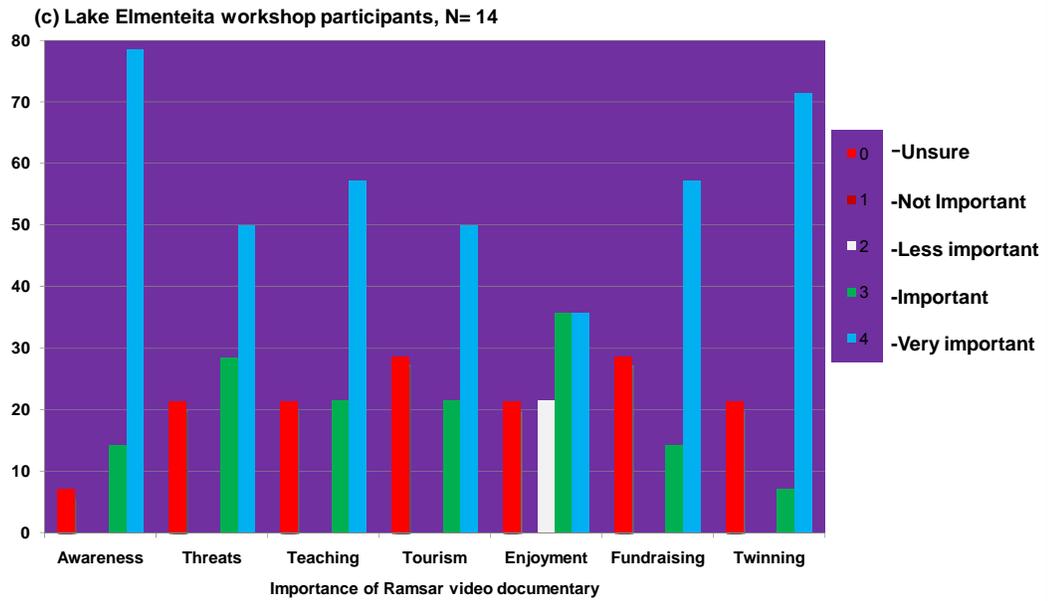
(a) Lake Naivasha workshop participants, N=16



Recent assessment of CEPA tools

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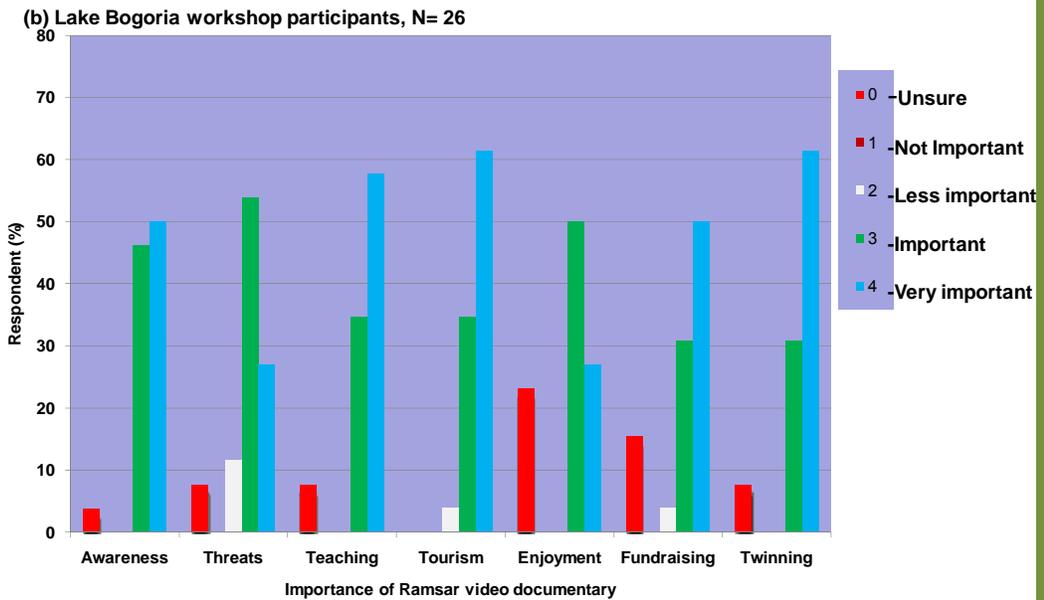
- Respondents' assessment on the use of video documentary



Recent assessment of CEPA tools

16

- Respondents' assessment on the use of video documentary



□ Some remarks

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- ❖ From the experience of using the developed CEPA tools, there is an urgent need to use them to create awareness on wise use of wetlands.
- ❖ The local communities while appreciating the CEPA tools recommended that it should be translated into languages that they can understand such as Kiswahili.
- ❖ Our local media and educational centers should play a key role in promoting CEPA activities in country.

□ Today's launch is a new dawn for CEPA activities in Kenya

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❖ Acknowledgments

- Ramsar Bureau Small Grant Fund (SGF/06/KE/02)
- The Video crew: D. Matheri, C. Wangui , J. Munga, E. Mwangi, Bernice and Wangari.
- Wetland stakeholders from Lakes Naivasha, Nakuru, Elmenteita, Bogoria and Baringo.
- Kenya Wildlife Service
- National Museums of Kenya

□ Thank you/Asante sana

3.3. Milestones in domestication of Ramsar convention for conservation of wetlands in Kenya

By

Dr. Geoffrey Mwachala, Director Research and Collections, National Museums of Kenya

The Chief Guest of honour of this important occasion, The Regional Director Eastern and Southern Africa, International Union for Conservation of Nature (IUCN), Mr. Ali Kaka, Director of CANCO, Mr. Hadley Becha, representative of NEMA, Media fraternity present, Ramsar Sites Committee representatives from Lake Naivasha, Lake Nakuru, Elmenteita, Lake Bogoria and Lake Baringo, my fellow Scientist of National Museums of Kenya, distinguished guests, ladies and gentlemen, may I warmly welcome you to National Museums of Kenya.



Dr. Geoffrey Mwachala, the Director Research and Collections, NMK, highlighting Kenya's milestones in domestication of Ramsar convention

First, let me thank the Chief Guest and all of you for accepting our invitation to come and attend this important national workshop purposed to launch **Communication, Education, Public Participation and Awareness (CEPA) tools**.

I sincerely take this earliest opportunity to thank Ramsar Bureau office in Switzerland on behalf of Kenya and NMK for providing funding through the **Ramsar Small Grant fund (SGF/06/KE/02)** that greatly enables the production of CEPA materials for Kenya.

We at the National Museums of Kenya have played a major role in promoting wetland conservation in Kenya through our **scientific research, public education, outreach programmes and exhibits** (<http://www.museums.or.ke>)

Our Wetland and Marine Section within the Center for Biodiversity Department has been undertaking wetland resource inventories, documenting and disseminating that information to government, communities and other users in Kenya (<http://www.museums.or.ke>). These activities have been based on the principle that **accurate** and **updated** information is vital for making sound management decisions, including identifying potential Ramsar sites.

I recognize National Museums of Kenya, **Wetlands and Marine section** led by Jane Macharia and Dr. Taita Terer and Audio Visual Section led by Mr. Julius Kiriga and David Matheri for the exemplary work done from the concept, implementation and production of these CEPA materials.

The production of these educational tools would not have been successful without the collaboration of Kenya Wildlife Services, the country's **Administrative Authority** (AA) for Ramsar Convention, and all our esteem wetland stakeholders.

Distinguished guest, ladies and gentlemen, the CEPA tools as mentioned by earlier speakers include a 36-minute **video documentary** (*Terer, Matheri & Macharia, 2011*), **posters** and **brochures**.

This quest to develop CEPA tools was necessitated by then lack of **homegrown** education tools (*Macharia, Gichuki & Terer, 2006*) and the need to **domesticate Ramsar Convention** by all the member states.

As you all know, Kenya is among 168 sovereign states that have ratified Ramsar convention, thus committing herself in the protection and conservation of wetlands within its boundaries.

Kenya ratified Ramsar convention on 5th October 1990. Since then, 6 wetlands covering surface area of 265,449 hectares have been enlisted as wetlands of international importance, namely Lakes Nakuru (1990), Naivasha (1995), Bogoria (2000), Baringo (2000), Elmenteita (2005) and the Tana delta wetland in 2012. Lakes Nakuru, Bogoria and Elmenteita are recognized as UNESCO World heritage sites as a chain lakes of Great Rift Valley system.

National Museums of Kenya have been spearheading Ramsar convention implementation through CEPA portfolio, where we are the government focal point.

NMK also play key role in other conventions such as UNESCO Convention on World Heritage sites, Convention of Biological Diversity (CBD), Convention on international trade on endangered species (CITES) among others.

Ladies and gentlemen, as a country we have made commendable progress in implementation of Ramsar conventions which basically deals with conservation and sustainable use of wetlands.

- ✓ First, our new constitution dispensation promulgated in 2010 is assertive in environmental matters including wetlands in Chapter 5, Part 2 (*Kenya constitution, 2010*).
- ✓ The Water Act 2002 address management issues on water resources in the country. For example the formation of water resources users associations (WRUA), advocate for equitable and sustainable use of water resources.

- ✓ World Wetlands Day celebrated on 2nd February every year in Kenya since 1997, has become a platform of creating awareness on sustainable use of water resources.
- ✓ More research work to obtain information relevant to sustainable use of wetland has been ongoing. This is an important component that informs proper management of wetland resources (e.g. *Terer, Triest & Muasya, 2012*).
- ✓ More support and participation of NGOs, CBOs in advocacy and promotion of integrated water resource management has been witnessed in the country.
- ✓ CEPA activities have been on the increase and today's launch of CEPA tools marks the climax of these achievements.
- ✓ This is in addition to the recent formation of Ramsar Sites Management Committees (RSMC) who will be reporting day-to-day activities at each of the Ramsar sites and surrounding wetlands to both CEPA and Administrative Authority focal points (*Terer & Macharia, 2013*).

Let me point out that the video documentary "***The Ramsar intergovernmental treaty: A Kenyan perspectives***" (*Terer, Matheri & Macharia, 2011*), is not only a milestone in supporting CEPA activities on wetland conservation in the country, but also it will be useful in other sectors especially in promotion of **tourism, research** and **education** in our learning institutions.

In the video which you will have an opportunity to watch before the end of the workshop, people living around our Ramsar wetlands highlight the benefits accrued from wetlands, good practices and problems facing wetlands. The video also show the rich biodiversity including threatened species in these wetlands and the beautiful sceneries of Great Rift Valley. These, for sure will be useful for the mentioned sectors, which are key drivers of our economy.

At NMK, we have been in forefront in carrying out research at both species and ecosystem level. Our collections spanning thousands to over 1 million specimens attests to our resolute commitment to collect, document, preserve, conserve Kenya's natural heritage consisting of flora and fauna in addition to seeking to understand human history and societal fabrics.

The valuable collections and a strong human capacity of over 50 personnel with PhDs makes our institution a centre of excellence where research outputs including publishing in renowned journals such as **Nature** (e.g. *Spoor et al., 2007*) is sought all over the world.

At NMK our research and collections have been streamlined to address issues affecting Kenyans and in line with the vision 2030 (*Kenya Vision, 2030*) through research, information dissemination and demonstration programmes. For example

- Studies on insects have renewed efforts to conserve their habitat because they play a key role in pollination which boost agricultural production thus enhancing food security and plant diversity (*Otieno et al., 2011, www.kainet.or.ke/kenya_pollination/national-team*).
- A Kipepeo project in the coastal region where a community keeps and hatch butterflies for export is supporting local people livelihoods (*Gordon & Ayiamba, 2003*).

- The paleontological and archeological discoveries are helping the world in understanding past climatic changes and predictions about the future (*Kibunjia, 1994; Cerling, Mbuu et al., 2011*).
- The biomedical research at our Institute of Primates Research (IPR) is providing medical directions on vector-based diseases such as malaria, *Schistosomiasis* (e.g. *Farah et al., 2000; Tung et al., 2009*).
- This is just to mention a few of the many NMK engagements in moving forward our beloved nation.
- Note that age comes with wisdom, NMK's over 100 years of existence has transformed itself beyond the classical museum known to many people.

I would like to make a passionate appeal, to the media fraternity to support conservation by capitalizing on the CEPA documentary to air regularly, so that this information can reach a wider audience including the public. You have always done it and continue to do it. We will provide you with this video documentary in a format suited for your media stations.

Thank you.

4.0. KEYNOTE ADDRESS

4.1. Communication, Education, Public Participation and Awareness (CEPA): A pillar for conservation of wetlands world over

By

Mr. Ali Kaka, Eastern and Southern Africa Regional Director, International Union for Conservation of Nature (IUCN), Nairobi

The Director Research and Collections National Museums of Kenya, Dr. Geoffrey Mwachala, renowned wetlands ecologists Professor Nathan Gichuki, representatives of Kenyan institutions (Universities, NEMA, CANCO), Scientist of National Museums of Kenya, Media fraternity present here, Ramsar Sites Committee representatives from Lake Naivasha, Lake Nakuru, Elmenteita, Lake Bogoria and Lake Baringo, invited guests, ladies and gentlemen, good morning.



Mr. Ali Kaka, the IUCN Eastern & Southern Africa Regional Director and the Chief Guest, giving his keynote address during the launch of the CEPA wetland awareness tools

First, let me start by thanking the Director NMK for inviting me to preside over this important occasion. It is an important event because what we are about to launch is unique to Kenya and significant in domestication of Ramsar Convention by the people of Kenya.

Ladies and gentlemen, as representative of IUCN, we are privileged to be part of this historic event by participating in launching **Communication, Education, Public Participation and Awareness (CEPA) tools** that were developed here at home by NMK in collaboration with other wetlands stakeholders.

I salute you the Director-General, and your scientist and Audio Visual experts for developing these important Education tools.

NMK is known for her excellence in many spheres of natural and cultural heritage including holding valuable collections, hominid and species discoveries, preservation, conservation, research, highly rated publications and community outreach programs. Indeed, this did not come as a surprise to me because you have always spearheaded this noble course of protecting the Mother Nature.

IUCN share your convictions in promoting sustainable use of wetland ecosystem through **Communication, Education, Public Participation and Awareness (CEPA)** activities in the country (e.g. *Terer & Macharia, 2013*). CEPA an outreach programme, is one of the key pillars in the implementation of Ramsar convention by each of the member states.

IUCN has a long history of engagement in water and wetlands conservation in the region (<http://www.iucn.org/about/union/secretariat/offices/esarol>). It was one of the earliest organizations to draw attention to the significance of wetland resources (*Dugan, 1990*) and has achieved some notable successes. Both our organization has vibrant wetland departments that are responsible for advancing conservation of wetland ecosystem.

River and Wetland ecosystems offer a unique habitat for biodiversity, and ecosystem goods and services that form a firm foundation for economic growth and sustainable development. For example:

- Rivers and Wetlands with peat bogs, swamps and riparian plants are important as natural filters of pollutants. Papyrus in Lake Naivasha is a good example that provides this important service (*Boar, Harper & Adams, 1999*).
- Rivers and wetlands both in themselves and through the aquatic biodiversity they support, including unique species found in wetlands such as the magnificent flamingoes in Lakes Nakuru, Bogoria and Elmenteita attracts tourist which is one of the biggest foreign exchange earner to Kenya (*Terer, Matheri & Macharia, 2011*).
- Rivers supports hydroelectric even more vital in the future power generation.
- Rivers and wetlands provide services and goods that support human wellbeing such as fish, vegetables, building products and drinking water (*Terer, Ndiritu & Gichuki, 2004*).
- Healthy and functioning catchments, rivers and wetlands are also the source of nearly all the water we need for drinking, washing and bathing as well as of course for many of our industrial processes and food and drink production. Rivers and wetlands are too often seen as USERS of water when in fact they are the one that provides this vital liquid to us. This misconception needs to be corrected. The CEPA material is one important tool for this.
- Finally wetlands such as mangroves and coral reef ecosystems mitigate the impacts of climate change by providing buffers and protection of shoreline development and coastal inhabitants (*Costanza et al., 1997*).

Despite the importance of these ecosystems, rivers and wetlands a vital part of the natural capital of our planet earth, are now under threat by human activities. Certain kinds or directions of economic development can result in the degradation of these vital systems whereas they can and should and indeed to be seen and recognized as, absolutely essential and integral to economic and human development if that is to be done sustainably.

World over and especially in Africa wetlands which include rivers, swamps, lakes, coastal deltas, only to mention a few types of wetlands, are critically threatened. These threats span from pollution, siltation, invasive species and conversion to other uses to over exploitation of its resources (*Gichuki, Oyieke & Terer, 2006*).

Ladies and gentlemen, it is important to educate our citizen about these threats and sustainable use of wetlands. I strongly believe that the CEPA education and awareness tools that were developed by National Museums of Kenya will help to achieve this objective of promoting wise use of wetlands.

Although, the focus is on Lakes Naivasha, Nakuru, Elmeteita, Bogoria and Baringo, which are now recognized as wetlands of international importance, commonly referred to as Ramsar sites, wetlands share the afore mentioned common threats /challenges.

I have had a chance to view the video documentary which you have titled “***The Ramsar intergovernmental treaty: A Kenyan perspective***” (*Terer, Matheri & Macharia, 2011*), including posters, and brochures and I can confirm that it captures in a unique way, the beautiful and magnificent sceneries of the Great Rift Valley, the people of Kenya interacting with wetlands, the threats, best practices and conservation efforts.

Evidently, highly technical expertise and research was done to come up with these excellent education tools, thanks to scientist, the audio visual experts and wetland stakeholders who were involved in all stages and processes.

My speech will be incomplete if I do not emphasize that these tools should be used to sensitize the public on the wise use of all wetlands irrespective of whether it is a Ramsar site or not. It is our business, all of us- the government, the NGOs, wananchi, human infrastructure developers, media fraternity, educators in our institutions of learning to be the guardian of wetland ecosystem including its resources for now and future generation.

I reiterate that the media, both print and television has a special role in taking CEPA tools a notch higher by providing a platform to air to the public. You can support this noble course of conserving wetlands, one of the world most precious ecosystem by constantly reminding the people of Kenya and the world about their values. The video documentary “***The Ramsar intergovernmental treaty: A Kenyan perspectives***” is highly suited for this purpose for many generation to come and will for sure become a favorite program to be watched in your media stations.

Lastly, in closing, Ladies and Gentlemen, it would be amiss for me not to reiterate the danger facing natural water bodies in the country and the vital need for more urgent and focused attention to safeguard them for the benefit of all future generations. We have the unfortunate habit of taking natural water bodies for granted and doing so at our peril.

Kenya was recently blessed with the discovery of a huge aquifer in Turkana. We must ensure we have clear, long term thinking on this vital, I emphasize, vital resource in that part of the country, perhaps more than oil!

Ladies and gentlemen, Thank you for your attention.

4.2. The climax: the official launch of CEPA tools at a glance and distribution to stakeholders

The climax of National workshop was reached with the Keynote address by Mr. Ali Kaka, the Eastern and Southern Africa Regional Director, which was proceeded by the official launch of the CEPA tools. This breath taking celebration is depicted by photos below taken by Mr. Ebrahim Mwangi, the Audio Visual Department photographer.



Photo1: *The participants pay attention to the CEPA tools launch. In front, far left is Mr. David Matheri, who endured the field challenges! to shoot all the video clips for the video documentary.*



Photo 2: *Mr. Ali Kaka, 3rd from the left hand side, joined by; from far right hand side Dr. G. Mwachala (Director Research & Collections, NMK), Handley Becha (Director CANCO), Prof. N. Gichuki (Professor at UoN and renowned wetland ecologist), Dr. C. Gichuki (Senior Lecturer at KU) and Mr. P. Muraguri (Wetland advocate, Laikipia County), in preparation for CEPA tools launch.*



Photo 3: *The Launchers! displayed CEPA tools.*



Photo 4: *Mr. Ali Kaka, The IUCN Eastern & Southern Africa regional Director unveils the CEPA tools while, the others watched with jubilations.*

Distributions of CEPA tools to Wetland stakeholders

Over 1000 video documentary, 1500 brochures and posters each have been distributed to wetland stakeholders including learning institutions, local people, community-based organizations, research institutions and media channels in the month of September and November 2013.



Photo 5: *Mr. A. Kaka, in final stages of launching CEPA tools: a poster, a brochure and a video documentary on 5 Ramsar sites in Kenya*

5.0. Vote of thanks

5.1. Vote of thanks to Wetland stakeholders in Kenya for supporting production of CEPA tools

By

Mr. William Wambugu, Head of Botanic Garden, National Museums of Kenya, Nairobi

Distinguished guests, Ladies and gentlemen, I wish to take this opportunity to thank the Chief Guest of honour of this important occasion, The Regional Director, International Union for Conservation of Nature (IUCN), Mr. Ali Kaka for accepting to grace this occasion. Thank you for your in-depth and inspiring speech which explicitly covered issues of wetlands.



Mr. William Wambugu, the head of Botanic Garden, National Museums of Kenya, giving a vote of thanks to all who contributed to successful production of CEPA tools

On behalf of the government CEPA focal point, NMK, I wish to thank the Ramsar Bureau, Small grant fund (“SGF/06/ KE /02”) for providing funding that enabled the production of these important materials.

Kenya Wildlife Service which is the country’s Ramsar Administrative Authority (AA) provided all the required support, thank you, we will continue to partner with you.

I also wish to thank the Director CANCO, Media fraternity present, Ramsar Sites Committee representatives from Lake Naivasha, Lake Nakuru, Elmenteita, Lake Bogoria and Lake Baringo, all participating institutions (e.g. NEMA, Universities-full list in workshop proceedings) and my colleagues at National Museums of Kenya for attending this important workshop.

The top management of the NMK, Director General Dr. Idle Farah, Director Research and Collections Dr. Geoffrey Mwachala, Head of Department Centre for Biodiversity Dr. Beatrice Khayota, for providing all the support required including equipments, logistics and staff.

Let me take this opportunity to thank the scientists behind this great concept of having locally developed CEPA tools, under the able leadership and scientific input from Ms. Jane Macharia, the CEPA coordinator and Dr. Taita Terer.

The technical expertise team of Audio Visual department led by Mr. Julius Kirigha, facilitated the production of high quality documentary. The officers who were key in the video production are Mr. David Matheri, Mr. John Munga, Mr. Ebrahim Mwangi, Ms. Bernice Macharia, Ms. Fiddy Waruinge and Ms. Catherine Wangui.

I can tell you that the video “***The Ramsar intergovernmental treaty: A Kenyan perspectives***” is one of the best video documentary that highlights issues on environment conservation.

To all our valued partners in wetlands conservation to name a few: Prof. Nathan Gichuki (University of Nairobi), Dr. Cecilia Gichuki (Kenyatta University), NGO CEPA focal point, CBOs, all stakeholders who participated in the development and subsequent production of CEPA tools, we say long live our collaboration.

Thank you.

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7.0. Appendices

7.1. Appendix 1. Workshop program to launch CEPA awareness and Education materials, National Museums of Kenya, Nairobi, Louis Leakey Auditorium, On 26th November, 2013		
Activity	By who?	Time
1. Registration of all participants	Secretariat	10.00-10.15 a.m
2. Introduction and acknowledgement of guests	Mr. W. Wambugu	10.15 -10.30
3. Purpose of the workshop	Ms. J. Macharia	10.30 -10.40
4. Contents of CEPA tools	Dr. T. Terer	10.40-10.50
4. Video documentary show	AV/Mr. Matheri	11.00-11.30
5. Welcome remarks by Director General NMK	Dr. I. Farah	11.30-11.45
6. Remarks by Director NEMA/representative	Prof. G. Wahungu	11.45-12.00
7. Remark by Director KWS/ representative	Mr. W. Kiprono	12.00-12.15
8. Keynote address Regional Director IUCN	Mr. A. Kaka	12.15-12.35
9. Launch of the CEPA materials by chief guest assisted by DG NMK.	Chief guest and DG-NMK.	12.35-12.50
10. Vote of Thanks by Head of Botanic Garden, NMK	Mr. W. Wambugu	
11. Distribution of CEPA materials and group photo	Secretariat/MC	12.50-1.00
Lunch and Refreshments /Departure		1.15 p.m

7.2. Appendix 2. List of participants to National workshop

Name of participant	Institution	Contacts Tel/Email
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