



## Sustainable use of natural resources around Kakamega Forest : Kenya

Enhancing biodiversity conservation by using natural indigenous herbal products

### Project description

This community-based initiative seeks to conserve the Kakamega forest through the promotion of alternative income-generating activities and awareness among the local, poor communities. It is a partnership between several institutions and uses traditional knowledge and modern science to develop products on the basis of wild indigenous medicinal plants.



### Business model

The core business of the initiative is the commercial cultivation of *Ocimum kilimandscharicum*, processing the plant materials into essential oil, manufacturing, and subsequently marketing, the finished Naturub® products.

The initiative is committed to meeting the growing global demand for environmentally-friendly natural products, offering added value in addition to contributing to biodiversity conservation. The initiative is the only enterprise in Kenya engaged in the commercial cultivation and processing of *Ocimum kilimandscharicum* and currently faces no competitors.

### Scaling up activities in 2011

- Product advertising, merchandising, advocacy and launch.
- Seeking adequate local and international marketing support for the enterprise to increase levels of production.
- Further develop new comparative advantages in biodiversity conservation technologies.
- Improve the expected profitability of our investments, especially in "carbon-demanding" sectors, by incorporating expectations about the likelihood of future government policies on conservation.

### Immediate needs

- Increasing financial viability through networking.
- Increasing capacity in production and processing.
- Improving production techniques and business management.
- Improving local and international marketing for higher levels of production and turnover.
- Further research into additional product lines from *O. kilimandscharicum* including mosquito repellents and insecticides.





# SEED Awards 2010

for entrepreneurship in sustainable development

# WINNER

## Partnership

- ❶ **ICIPE** provides backstopping in natural products chemistry, product development, production, quality control and entrepreneurship.
- ❷ **The University of Nairobi** provides research through products development.
- ❸ **ICRAF** promotes the application of best agricultural practices, and protection of the environment through agro-forestry.
- ❹ **KEFRI** provides information and technologies for sustainable development of natural resources.
- ❺ **KWS** works together with the enterprise to enhance conservation and management of the Kakamega forest.



## Social, environmental and economic impacts

**Social impact:** The project has a broad social impact by involving 360 households or approximately 2,500 community members. It empowers the local population - with a special focus on women - in decision-making, access to finance and markets, as well as information and training. Women are also elected to leadership positions in the group.

**Environmental impact:** By promoting the conservation of forest resources, the initiative helps to reduce the use of firewood, fodder and timber. It raises

awareness among other community members and thus aims to deter them from misuse of natural resources. The activities of the initiative will lead to increased agro-forestry.

**Economic impact:** The participating community members are able to cover basic needs for their families and improve their economic situation. The majority of the participants have used income from the initiative to start alternative businesses.

## Contact

**Mr James Ligare**

Email: [mulirufcg@gmail.com](mailto:mulirufcg@gmail.com)

Website: <http://mulirufcg.netne.net>

## SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



## About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

## SEED Secretariat

[info@seedinit.org](mailto:info@seedinit.org)