



World Youth Channel
Environment Initiative
Concept note

Introduction

The Millennium Development Goal number 7 ensures environmental sustainability for the benefit of all. The root causes of environmental degeneration are those related to population and its over-exploitation of resources; and those related to irresponsible behaviour that result in discharge of pollutants into the environment. In order to address the root causes of environmental degradation, environmental sustainability should be addressed in light with the other Millennium Development Goals (MDGs) and targets.

Situational Analysis

Poverty is seen as the greatest threat to the environment; destitute people are a major threat to the environment, when their basic needs of adequate food, shelter, clothing and health services are not met. These people will endeavour to satisfy their needs by any available means without considering the consequences to fellow human beings. Efforts to obtain basic needs under such circumstances generally leads to environmental degradation – destruction of forests, loss of arable soil, fall in productivity through disease and malnutrition.

Achieving the health-related MDGs depends largely on increasing access to medicine and health facilities, improved sanitary living and working conditions, and education. However, the underlying environmental conditions, in many cases, greatly affect health conditions. This is especially clear for mortality due to waterborne diseases. Access to clean drinking water depends upon water quality in rivers and aquifers which in turn, depends on good watershed management, and pollution control. Conservation of biodiversity directly contributes to health care of the poor through herbal medicine. Overuse of wild natural resources such as medicinal plants and wildlife results in environmental degradation.

Rain water once reaching land surface is available for human; water, sanitation and agricultural production and plant use; transpiration by forests, grasslands and rain-fed crops. The balance percolates through the soil profile to recharge the ground water table. Development activities (Socio-economic) involve the production of waste and other disturbances that influence the functioning of the components of the environment. If these disturbances and waste manifested by over-abstraction and pollutants are not kept to a sustainable level, environmental productivity; timber, fuel wood, drugs, crops, etc and aquatic system productivity; fish, seafood, will be interfered with.

Lake Nakuru

Lake Nakuru's location in an enclosed catchment basin subjects it to myriad threats that increase stress on it. Most of the residents in the catchment have no long-term knowledge of the local environment, with many hailing from pastoralist backgrounds with no experience in sedentary farming. Some communities still rely on traditional methods of

survival, and are generally slow to adopt new practices, even when obviously beneficial. Previously, pastoral ethnic groups that now find themselves on small land parcels that cannot support large livestock herds despite the land restrictions and being slow to accept the need to trim herd sizes. The resultant environmental degradation seems to affect women mostly in the basin, with many spending significant time looking for water, fuel and food. Women play important roles in environmental conservation at the farm level, with gender training like managers and extension staff being needed to enable them to better understand and address gender realities, and empowering them to address some of the complex gender-related issues via participatory approaches. Thus under the World Youth Channel environment initiative, there is need to fully sensitize both youth women groups on the need for environmental rehabilitation.

Proposed Interventions

Interventions and their targets are organized around three key areas:

- Ø Environmental Youth Media Educational Campaign and sensitization,
- Ø Environmental rehabilitation of the environs surrounding Lake Nakuru,
- Ø Reforestation of water catchment zones; Aberdare's.

Thus activities will be generated from the above mentioned interventions, in addition to seeking how various youths (and youth groupings) can participate in activities related to sustaining their diverse environments.

A wide range of policy options and practical measures or interventions exist that can be undertaken to enhance poverty eradication, conservation and management of natural resources for social and economic development in Kenya, the key ones include:

- Ø Promoting environmental education, public awareness and participation in pursuit of sustainable development,
- Ø Developing a strategic and a long-term environmental strategy that spells out clearly what needs be done, and at what cost,
- Ø Putting in place an effective policy and legal framework for the conservation and management of the environment and natural resources.

Timelines

The programme is scheduled to begin on the 1st of October, and run for an initial one year, within the environs of Lake Nakuru and the Aberdare Forest. Before the official commence of the programme, TV and Radio Ads will run on the various media, so as to educate the Youth on the different roles they can play in rehabilitating their environment. Below is a table detailing the expected outcomes, targets, success indicators and overall budget of the entire process.

Expected Outputs	Key Activities/ Annual Output Targets	Success Indicators	Year 1	Implementing Partner	Total Indicative Budget 2007 (USD)
<p>Youth Engaged in Environmental Rehabilitation Initiatives</p>	<p>Sensitization Clean up campaigns, Tree planting activities, Documentaries on TV, Radio Spots, Promotional Brochures and fliers, disseminated environmental reports for youth,</p>	<p>Increased youth awareness on their role in environmental rehabilitation, among MDGs, Better informed Youth on Environmental Issues, Improved conditions, Increased number of Youth's involved in activities,</p>		<ul style="list-style-type: none"> • World Vision Kenya • Wangari Maathai Foundation • Events Africa • Private Philanthropists 	<p>42,000</p>

Way Forward

The essence of the programme is to create a more informed society residing next to Lake Nakuru, which will be able to formulate activities that will relate to the rehabilitation of the tourist site, thus creating more revenue for the town council and country at large.