



Building a Restoration Movement in Kenya: Lessons and Insights

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What is a movement?

- **Social movement** - an organized effort by a large number of people aimed at causing or impeding change that can be social, political, economic, or cultural
- **Movement building** - the process of organizing and influencing people to work towards an important collective vision or cause



@fridays_ken



The need for movement building in Kenya

- The scale and impacts of landscape degradation in Kenya
- Political goodwill for restoration as demonstrated by commitments made
- The need to scale existing fragmented restoration efforts for the achievement of commitments

@Alan Channer

The process



National Land Restoration Scaling Conference in Kenya
3rd December 2020

27th January 2021
Youth Power in Restoration
Virtual Learning Experience

The Roots of FMNR Movement in Kenya
25th March 2021

23rd April 2021
Forest and Landscape Restoration
Monitoring

Private Sector Engagement in Kenya's
landscape restoration efforts
27th May 2021





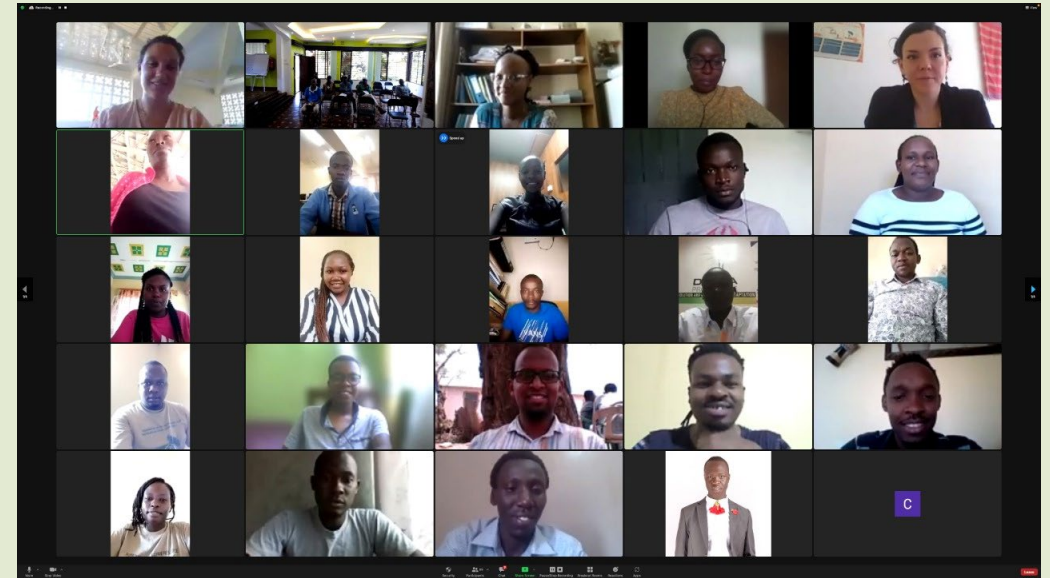
Launch of the Action groups:

- Youth and Women Inclusion in Restoration Action Group
- Agricultural Landscapes Restoration Action Group
- Kenya Rangelands Restoration and Conservation Action Group
- Kenya Working Group on Training and Capacity Building for Landscape Restoration
- Faith based Restoration Action Group
- Forest Landscape Restoration Action Group
- Kenya Landscape Restoration Monitoring TWG



Achievements....

- Formation of 7 action groups with an estimated 100 organizations represented that meet regularly (monthly)
- Capacity building events for youth, women and faith communities/faith-based organizations
- Showcased women leadership in restoration - Celebrating women in restoration webinar, networking and social media campaign
- A strategy for faith based greening in Kenya under development along with a call to action to mobilize faith communities around restoration
- Developed a National Landscape Restoration Monitoring Framework



Key lessons

- Engage in continuous mobilization of people into the movement using effective key messages articulating the objectives of the movement
- Identify and align with political opportunities
- Put in place structures for mobilization and organization such as existing social networks, social media (opportunity), groups/chapters, etc.
- Identify passionate leaders dedicated to the cause and can motivate others to participate in the movement
- Mobilize resources to sustain the movement





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