

Where will the real opportunities be in the next few years from an indigenous business – how and where to invest

CASE STUDY: MAASAI BEEKEEPING IN KENYA





Njuguna Wangunyu

Founder & CEO of Happy
Community Organization;
Farmer, lawyer, beekeeper
- *Nairobi / Kimana, Kenya* -



Rahab Kenana

Founder Maasai Women
Environmental Conservation
Champions; Pastoralist, Community
Development Specialist, Legislator, Ex
Advisor Oxfam GB
- *Nairobi / Narok, Kenya* -



Monika Ruzicka

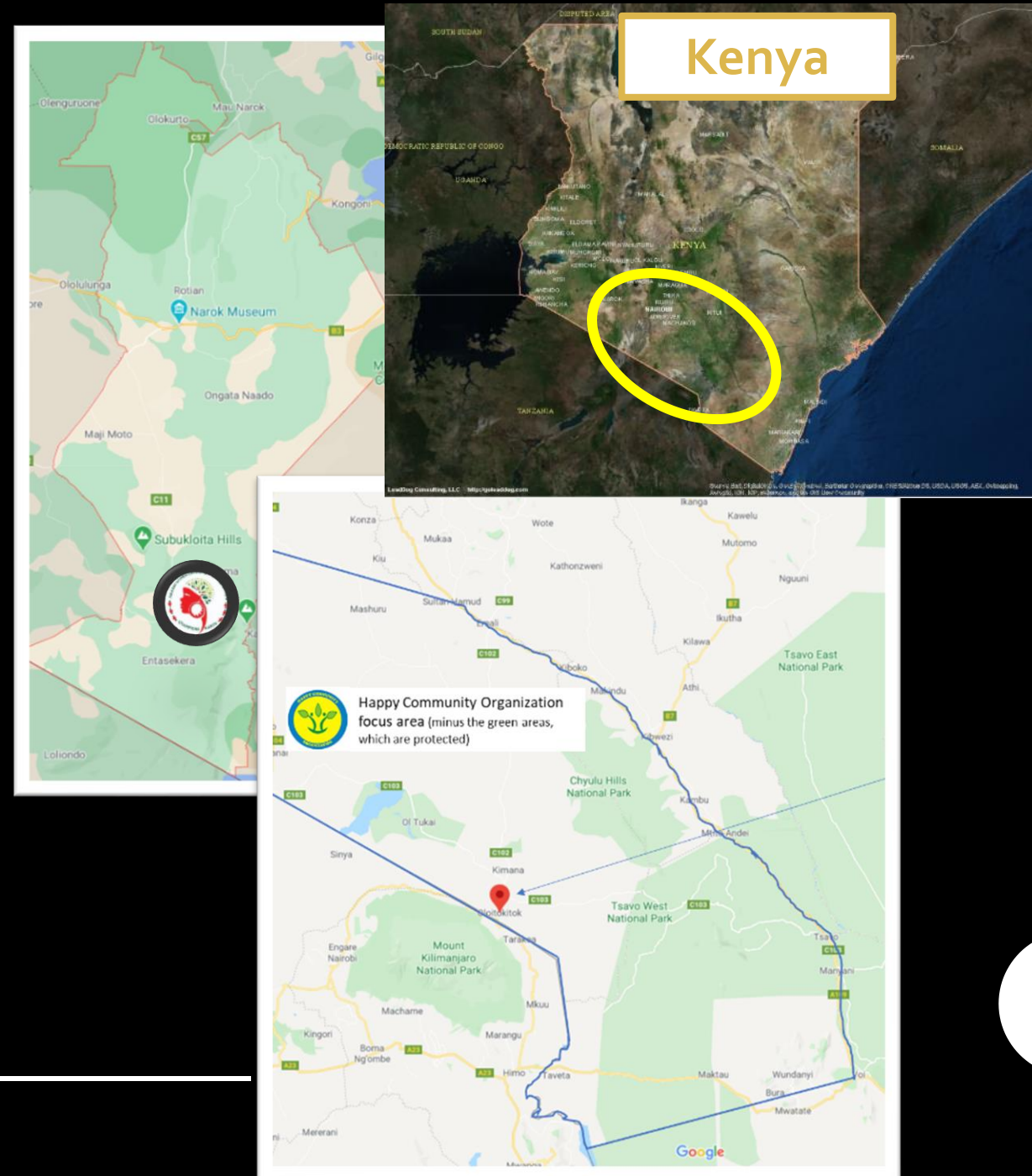
Global business developer;
Entrepreneur; Start-up Advisor; Social
Media Expert; Director of Partnerships
& Development at Happy Community
Organization
- *Kirkland, WA, USA* -



YOUR PRESENTING TEAM

Our project area

- Focus on neighboring Kajiado and Narok counties in Southern Kenya (on the border with Tanzania)
- Primarily arid and semi-arid lands (ASALs), savannah bushlands
- Home of the Maasai People
- Home to ~2.3 million people, close to 40% living below the poverty line
- Rich biodiversity, incl. giraffes, elephants: with Amboseli & Tsavo National Parks, and Maasai Mara National Reserve





Contents

1. **The problem** we're solving: Economic & environmental challenges of Maasai communities
2. **Critical success factors** for projects with indigenous communities
3. **Opportunities and potential** to work with Maasai communities in Kenya
4. **Case study:** Beekeeping, a nature- and community-based solution for lifting indigenous women and their communities out of poverty, while fighting biodiversity loss and climate change
5. **Summary and outcome actions:** invest for communities & nature

The problem we're solving

- Maasai communities have been historically marginalized
- Traditionally pastoralists, many of them are facing the impacts of climate change, poverty and loss of their community lands.
- Many communities depend on food aid.
- They see themselves forced to sell their community land to agricultural investors in order to buy food and cattle, which disrupts their way of life.
- Critical ecosystems, biodiversity and wildlife corridors with the fragile Amboseli-Tsavo ecosystem, are lost because of poverty and food insecurity.

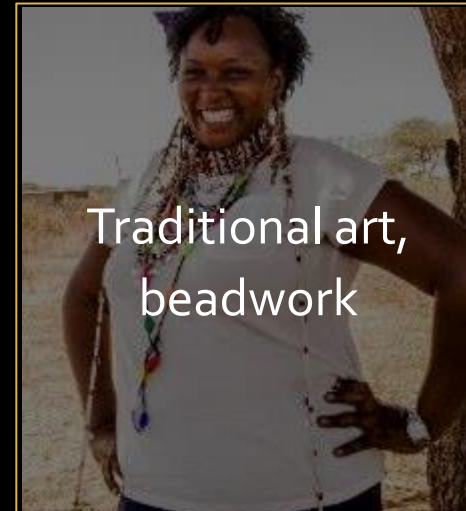
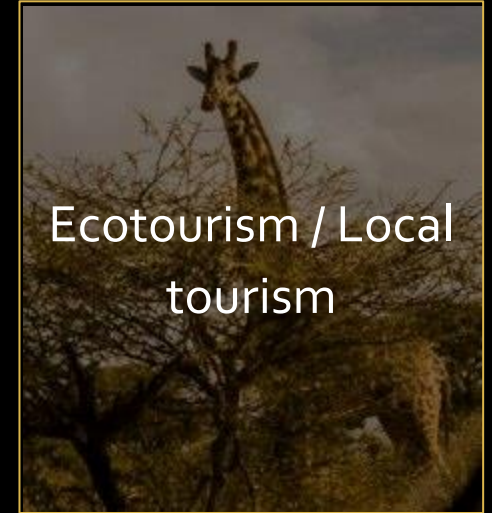


Critical success factors of working with indigenous communities

- **Local team** that truly understands the culture, language, challenges and needs of the people
- **Good relationships** with tribe leaders as well as with local government
- **Cooperation** with other community-based organizations within the local ecosystem
- Integration into the **international community** for extended reach and resources
- Hands-on approach and **capability to execute:** demonstrating real results and impacts quickly

Photos by Makena © Happy Community Organization

*Opportunities
and potential
to work with
Maasai
communities
in Kenya*





Case study: Beekeeping

A nature- and community-based solution for lifting indigenous women and their communities out of poverty, while fighting wildlife ecosystem degradation and climate change

- **Why beekeeping?** Beekeeping has a long tradition in Maasai culture, and there is a vast market potential in Kenya
- **Our project:** Adopt-a-beehive: Sponsors 'adopt' beehives, which we build and customize and place with our communities. The communities take care of the hives, harvest the honey and sell the it back to us for further processing and profit sharing on a 50/50. Communities maintain & plant trees.
- **The community impact:** Economic empowerment of women (and their communities); promotes gender equality; biodiversity protection; counter climate change
- **Why will it be successful:** 3 year pilot project has proven feasibility and results; we have the know-how; acceptance and growing demand in communities, interest of international donors



The financial data



Total addressable market:

- **Vast market potential for honey in Kenya.** Only 20% tapped to date. Total production potential is estimated at 100,000 metric tonnes ¹⁾
- Kenyan government is in process of creating a **policy framework** for a modern beekeeping industry
- The arid and semi-arid lands (ASAL) where HCO is located have a **high production potential** due to their abundance of bee flora ¹⁾
- The degradation of natural environments causes **wild bee colonies to look for alternative nesting places, which HCO provides.**

Our revenue generation:

- We aim to place **20,000 beehives in each county** (Kajiado & Narok) by 2030. (Our model is also scalable to other ASAL counties).
- With **40,000 hives** (each producing 40kg of honey / year), we will generate 1,600 metric tonnes of honey per year (**1.6% of total production potential**)
- 1 hive produces an est. \$200 in revenue per year, with a cost per hive at ~\$50. The profit is split between investors, HCO and the community.
- **We are expecting our first revenue in 2021**, and are planning to become self-sustainable, fully financed through our bee product revenues going forward.

1) Source: National Farmers Information Service
<http://www.nafis.go.ke/>

The impact we generate



We help impoverished, marginalized communities earn sustainable income, by developing nature-based solutions that are in line with their traditions, values and help protect their local ecosystem.

We measure:

₹ income generated for communities



We preserve and plant trees. The primary tree species in our project area are acacia trees. One acacia can capture 33kg CO₂ per year over its the life time*.

We measure:

- # of trees planted
- CO₂ captured



We work on halting biodiversity loss, protecting wildlife habitat and migration corridors, restore woodlands, demonstrate ecosystem value through beekeeping.

We measure:

Sq km of area protected / restored



Our projects focus primarily on women, and give them the opportunity to earn their own income.

We measure:

- Women's lives impacted
- Women earning an income

* Source: [Seedballs Kenya](#), ref to: Carbonneutral.com.au, adjusted down for Acacias



What we are working on



We are working on building up an entire beekeeping and bee product value chain and industry in our region:

- Further rollout of beehives to communities
- Local partnerships with CBOs & NGOs
- Sales (Retail & wholesale, local, national & international)
- Packaging & logistics
- Value-addition & bee products: honey blends, finished beeswax product, pollen, bee venom
- Research about beekeeping & ecosystems



Summary

- Nature-based solutions, built on the capacities of indigenous communities, are meaningful investments - from a financial & impact point of view
- Kenya's arid and semi-arid lands have vast potential for beekeeping and honey production, with a largely untapped local market
- Our pilot project has validated our concept, revenue potential and ability to execute ¹⁾
- Will you help us scale and succeed?



¹⁾ Pilot farm: 85 hives all colonized with an average annual production at 1,200 kg of honey sold at any average of 8 USD per kg.



Are you interested in investing in us?

1. Funding support (we have various options for impact & other investment, incl. rev. share) ¹⁾

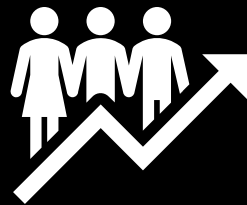
We are raising additional funds to scale our operations. Specifically, we are looking to raise:

- 1) \$144,000 to reach a scale of 2,000 deployed beehives by Aug 2021
- 2) \$25,000 to buy a 2nd hand off-road vehicle to reach remote communities



2. Partner with us

We are looking for partners who can help us develop local, national and international markets for honey and other bee products such as wax



3. Help us gain visibility

We look for partners, publications, businesses who are interested in sharing our message with their followers / audience / readers / listeners etc.



* All funding we have received so far has been from individual donors who adopt 1 or more beehives; plus a small grant from the Safaricom Foundation. Total money raised: ~ \$4,000. We are in consideration with on DAF – decision pending.

Contact information

We'd love a chance to talk to you!

Monika Ruzicka, Director of Development & Partnerships

- info@happycommunity.org
- <https://www.linkedin.com/in/monikaruzicka/>
- Cell: +14258297071 (also WhatsApp)
- HCO WhatsApp: +254 111418882

Website: www.happycommunity.org

Twitter: [@HappyCommunityK](https://twitter.com/HappyCommunityK)

Facebook:

<https://www.facebook.com/happycommunityorg/>

Instagram:

<https://www.instagram.com/happycommunityorg/>

LinkedIn: <https://www.linkedin.com/company/happy-community-organization>



On behalf of our communities:
Thank you! Asante sana! Ashe ! 🙏

