



March 22nd 2016: Launch of Oloisukut Conservancy - Enhancing the quality of life of community members through sustainable tourism and eco-enterprises.

A conservancy is an area set aside by either private landowner or community members for purposes of wildlife conservation and related eco-enterprises.

Oloisukut Conservancy is a wholly owned and managed 23,000 acre community conservancy in the Mara landscape in Trans Mara sub County Narok. The conservancy comprises individually owned and registered parcels of Land within the former Larger Kimintet Group Ranch. The Conservancy was formed in 2006 but started operations in 2010 upon registration as self-help conservation initiative by the Department of Social Services and later registered by the Registrar of Societies.

The main goal of the conservancy is to improve the livelihoods of the members through conservation based enterprise while safeguarding the integrity of the larger Mara Serengeti Ecosystem for current and future generations. The conservancy operations are in line with the four main pillars of conservation; Environmental integrity, wildlife conservation, people's rights and income generation and profits.

Oloisukut is an important rangeland for wildlife dispersal and more so the African elephant. It's the only community conservancy in the Transmara landscape and contains diverse wildlife habitats like forests, grasslands, woodlands and riparian lands.

The conservancy was officially launched today in partnership with World Wide Fund for Nature (WWF) in a colorful ceremony at Oloisukut Conservancy Headquarters. WWF assisted in the reactivation of the management committee as well as development of the management plan and business plan. The business plan will enable the conservancy identify and engage in profitable tourism activities and improved livestock husbandry. This will ensure the sustainability of the conservancy beyond WWF support.

A joint work plan has been developed and implementation started in January 2016.

Oloisukut Conservancy is offering high quality sustainable tourism experience Based on its rich bio-cultural heritage, scenery, and positioning within Maasai Mara ecosystem.

The conservancy is currently hosting three tourist facilities fully owned by the community; Elojata Camp, Balloon Camp and Mara Timbo. Oloisukut conservancy is the leading tourist destination in the Maasai Mara ecosystem where biodiversity conservation, livestock and agricultural production have achieved an equilibrium that optimizes livelihood benefits to the members and the local residents.

During the launch; Dr. Jared Bosire the WWF-Kenya Conservation Director noted that this partnership will go along way in securing land for wildlife whistle benefiting the local communities, 'There is an urgent need to ensure that rapid land fragmentation in the Mara doesn't not lead to loss of wildlife habitat and livelihoods of local communities. This can only controlled through regulated a moratorium on land sales until the county puts in place a spatial plan.'



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In agreement, Jackson Ole Mpario; the Executive Director of Oloisukut Conservancy noted that this is not the first time WWF has supported the conservancy and that WWF remains a committed partner in Oloisukut.

WWF handed over a vehicle and motorbikes that will support in conservancy operation and field support. This is in addition to the support of training of scouts and provision of uniforms. Over the next 3 years, intends to support construction of a conservancy office, improved and upgrade road network and enhance management capacity.

After the three years, WWF hopes that the conservancy will have improved as self-sustaining business enterprise benefiting people and nature.

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Editors Note

WWF is one of the world's largest independent conservation organizations, with more than five million supporters and a global network active in more than one hundred countries. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, creating solutions to the most serious environmental issues facing our planet, so that people and nature thrive together in harmony.

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