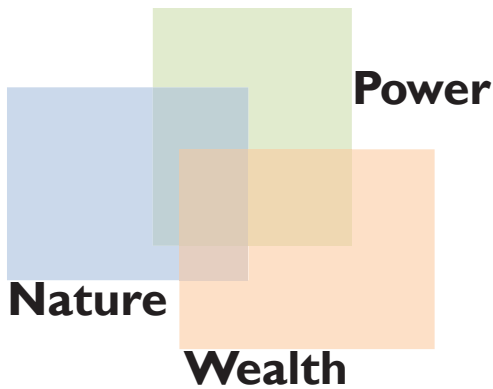




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# TRANSLINKS

*Promoting Transformations  
by Linking Nature, Wealth and Power*

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## Anne Kent Taylor Fund

[www.aktaylor.com/ak\\_fund](http://www.aktaylor.com/ak_fund)

*Assisting individuals, communities and corporations to conserve, protect and restore biodiversity in Kenya through sound economic activities that are ecologically sustainable.*

### ***Certified Wildlife Friendly™ Products***

The Anne Kent Taylor Fund (AKTF) products are beaded bracelets which are handmade and designed by Maasai women's groups. Other products include "snare art" which utilizes the confiscated animal snares with designs by world class Kenyan artists. The products are sold locally and regionally. There are limited sales in the USA.

### ***Conservation Challenge***

No hunting is legal in Kenya, even on a subsistence basis. However, poachers come in from other areas where their wildlife has already been extirpated. Before the AKTF project, many Maasai, not realizing the

long-term effect of this poaching on their future livelihoods and well-being, supported and protected these poachers in exchange for goods. Poachers kill tens of thousands of animals each year in the area, a level of hunting that is entirely unsustainable. Illegal hunting is indiscriminate and impacts all species including hippo, elephant, lion, leopards, giraffe, antelopes, wildebeest, zebra and baboons. Predators are often poisoned by the poachers to keep them from competing with their illegal harvest.

Wildlife predation on Maasai cattle and goats is on the increase. This creates resentment against wildlife and often leads to retaliatory killing of wildlife. Paradoxically, the Maasai's primary income is from tourists who come to view wildlife.



***Wildlife Friendly Enterprise Network:  
Anne Kent Taylor Fund***



## Context and Business Model

The Masai Mara forms the northern extension of the vast Serengeti - Mara ecosystem and is home to one of the last great wildlife migrations on earth. The Masai Mara reserve is Kenya's most visited protected area and is world famous for its high densities of wildlife. The landscape is covered by open rolling grasslands, riverine forests, acacia woodlands, swamps and non-deciduous thickets and boulder-strewn escarpments. These diverse habitats support over 95 species of mammals and over 480 bird species. Unlike the National Parks in Kenya, which are run by the government, the Masai Mara is a National Reserve, held in trust by the local district councils. Management of the Reserve relies on balancing the needs of semi-nomadic Maasai and wildlife. Revenue from tourism is an important source of income for the Maasai.

AKTF is a nonprofit entity that works in cooperation with the various stakeholders in the Masai Mara region including Government representatives, senior council members, wardens and rangers, tourist companies and operators, community elders and school committees, and other NGOs. The goal of the work of AKTF is to create economic opportunities for the Maasai around Kilgoris and link this to conservation of wildlife. AKTF loans the women's groups start-up funds to buy beads and supplies. The women produce items for the market, which Anne Kent sells in the U.S. and in local tourist markets.



## Impact and Monitoring

AKTF supports a range of conservation and development activities aimed at improving the lives of the Maasai while ensuring biodiversity conservation including community-based anti-poaching patrols, community education and support programs serving over 4,000 students, and household level predation avoidance, including improvements in "boma" structures to keep wildlife away from livestock.

The AKTF supported de-snaring/anti-poaching team is comprised of young Maasai men from the nearby communities (who used to be warriors). While they are not armed, they are always accompanied by local armed rangers from the Mara Conservancy or the local authorities of the areas in which AKTF works. These courageous men patrol on foot through thick forests and across the open plains removing wire snares which have been illegally set by poachers. The involvement of both women (as beaders) and the men (in the de-snaring/anti-poaching patrols) provides broad based financial incentives for Maasai communities to conserve wildlife, reinforcing community/government law enforcement efforts.

The Maasai beaders, with profits from the bracelets, have installed a grain mill that they run as a business. The fees charged for milling ensure them a steady income and with that income they have built a small shop for the sale of their beaded goods. As these communities gain financial stability and pride they exert influence on others to practice conservation behavior. AKTF has raised the awareness of conservation and attitudes about protecting wildlife are changing in the region.

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