

ECO-ELIMU

**Turning Learning Into Real
Environmental Impact.**

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TRACK 3



●●●The Problem

Many public schools in Kenya have inactive 4k clubs that are dying because of :

- No structured activities
- No teacher training
- No centered curriculum for teachers to teach
- No incentives for teachers
- No mentorship or continuity
- Environmental education remains theoretical
- No documentation or visibility

This has created thousands of dormant clubs with no motivation, no structure and no link to real conservation work



The Opportunity

- **Kenya has 15,000+ schools**
- **Millions of students ready to act**
- **Plastic, tree planting, wetland restoration = measurable ecosystem value**
- **Companies want verified impact for CSR**
- **Government wants 4K Clubs revived**

IF WE CONNECT
MOTIVATED TEACHERS
WITH FUNDERS WHO
WANT REAL IMPACT, WE
UNLOCK A NEW
NATIONAL
ENVIRONMENTAL
WORKFORCE



Our Solution

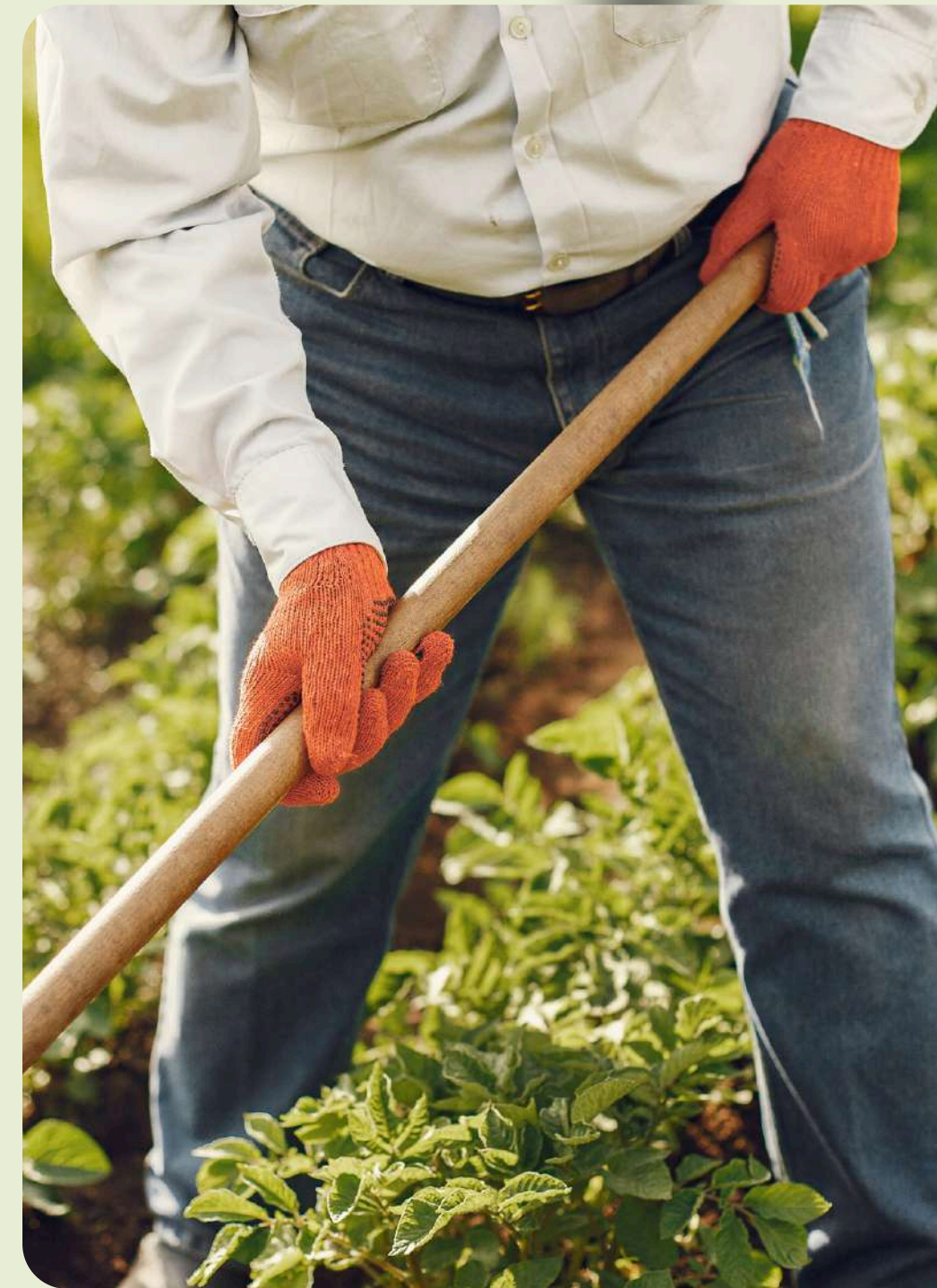
ECO-ELIMU

A platform that turns environmental education into measurable value.

Environmental lessons in schools rarely translate into real action because teachers lack support and communities lack engagement tools. Meanwhile, CSR companies want meaningful grassroots impact but struggle to find trusted, measurable projects. ECO-ELIMU bridges this gap by empowering teachers and students to take action while giving corporates verified impact they can support.

THE PLATFORM;

- Activates 4K Clubs
- Tracks environmental actions
- Verifies impact
- Rewards students & teachers
- Connects funders to real outcomes
- Works offline and in remote schools



Every action has value — and funders pay for the impact.”

What we built



This app is a CSR-to-Classroom platform that lets companies turn everyday environmental lessons taught in schools into verified CSR impact.

Teachers deliver short modules—like recycling, tree planting, climate education, water protection and 4K Club activities—and upload simple evidence that the system verifies and converts into measurable CSR metrics.

Corporates get real-time dashboards, ESG/SDG reporting, and high-visibility impact stories, while teachers earn micro-payments for each activity completed. The platform revives 4K Clubs, supports practical learning, and transforms classroom teaching into meaningful, measurable environmental action.

In effect, every school becomes a climate action hub with motivated teachers, engaged students, and a measurable impact pipeline that grows from childhood into adulthood.



HOW IT WORKS

Revenue Model

- CSR/PES Contracts – Companies pay for verified environmental actions (plastic collection, tree care, climate lessons taught).
- Content Sponsorships – Corporates fund targeted climate education modules for schools.
- Impact Dashboards – Premium access to real-time reporting for ESG compliance.
- Green School Certification – Sponsored recognition tiers for participating schools.

Teacher Payment Flow

- Corporates fund environmental actions.
- Teachers get trained and attend workshops to improve environmental knowledge
- Teachers upload proof (photos of lessons, plastics recycled, quizzes completed, modules taught).
- Verified actions trigger micro-payments to teachers via the platform.
- Platform retains a 12% service fee.

Operational Efficiency

- Centralized verification → reduces monitoring costs for CSR partners.
- Automated reporting → useful for ESG, annual reports, and brand storytelling.
- Built to scale countywide & nationally with minimal field teams.

Value for funders....

This model gives funders what they've always wanted — measurable, traceable impact

Funders Receive:

- Verifiable environmental impact
- Region-specific data
- Proof for ESG & CSR
- Real-time dashboards
- Student engagement at scale
- Zero greenwashing risk

They can sponsor :

- Plastic recovery
- Tree nurseries
- Climate content
- Club operations
- Teacher support



Value for Schools and Teachers...

✓ Schools get:

- Sponsored environmental activities
- Learning content
- Reward points
- Visibility in national leaderboard

This is the first model that actually supports teachers — the backbone of 4K Club.

✓ Teachers get:

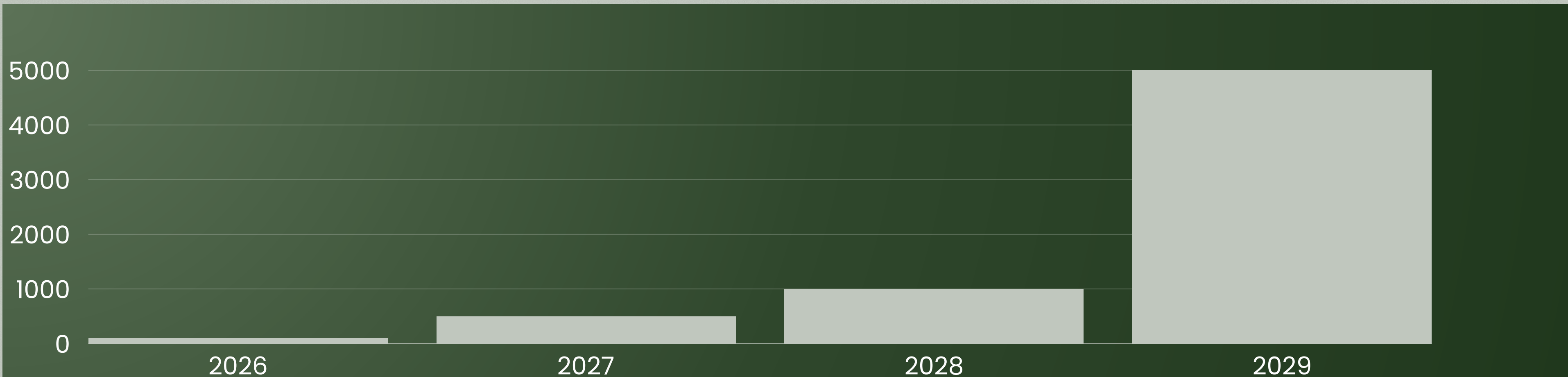
- Micro-payments for verified activities
- Ready-made lesson plans
- Community of practice
- Training
- Recognition & certification



PLANS & PROGRESS



We aim to onboard 10 pilot schools at launch, expand to 100 schools by 2026 as we refine the platform and establish CSR partnerships, and reach 500 schools by 2027 through county-level agreements and 4K Club integration. By 2028, our goal is to operate in 1000 primary schools across Kenya, enabling thousands of teachers to deliver environmental modules and turning classroom activities into verified CSR impact. This phased approach ensures we build a strong foundation, demonstrate measurable environmental outcomes, and scale sustainably with corporate partners.





Impact vision

- 1 million students activated
- 5,000 revived 4K Clubs
- 10 million kg plastic collected
- 20 million trees grown and monitored
- National database of youth-led climate action
- A whole generation growing up climate-aware





Beryl Makaya

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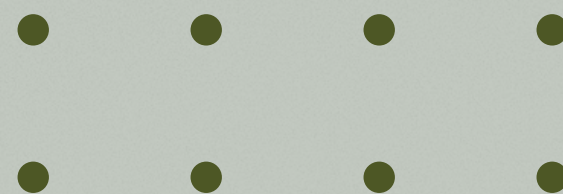


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The Team



THANK YOU

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