

A Vision Continued

Sometimes I ask myself: What if Wangari Maathai had a digital platform where she could connect and share her thoughts, struggles, and victories with a powerful network of environmental champions? Would Kenya be closer to the greener nation she envisioned? lush landscapes, cleaner air, swimmable rivers, healthier communities, and better livelihoods?

We may never fully know. But what we do know is this: it's not too late to continue what she started—and to go even further.

Introducing “Time For Green”

A platform that brings the environment back into our daily lives, connects like-minded individuals, and empowers communities to learn, act, and grow together.

Pitch Deck



"You cannot protect the environment unless you empower people, inform them, and help them understand that these resources are their own."

— Wangari Maathai

Time for Green

Social Media Innovation for
Conservation Awareness

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Problem Statement



Core Problem

Communities and youth lack accessible, structured, and engaging tools to participate in forest protection and environmental conservation.

Strategic Context

GBM: Highlights declining forest cover due to poor governance, resource management & community engagement.

WMF: Emphasizes local action & knowledge-sharing.

Both struggle with youth digital mobilization—the gap this solution addresses.

Challenges Identified

- ✓ Low public and youth involvement in conservation.
- ✓ Scattered, unverified, and unorganized environmental efforts.
- ✓ Limited digital platforms for community collaboration.
- ✓ Difficult to track impact (trees planted, events, actions).

Proposed Solution: Time for Green



A community-driven platform that uses social media, gamification, and real-time environmental data to mobilize conservation action.

- ✓ **Blends Features:** Community social tools + gamified action.
- ✓ **Incentivizes:** Turns conservation into a rewarding experience.
- ✓ **Transparent:** Supports verified community projects.

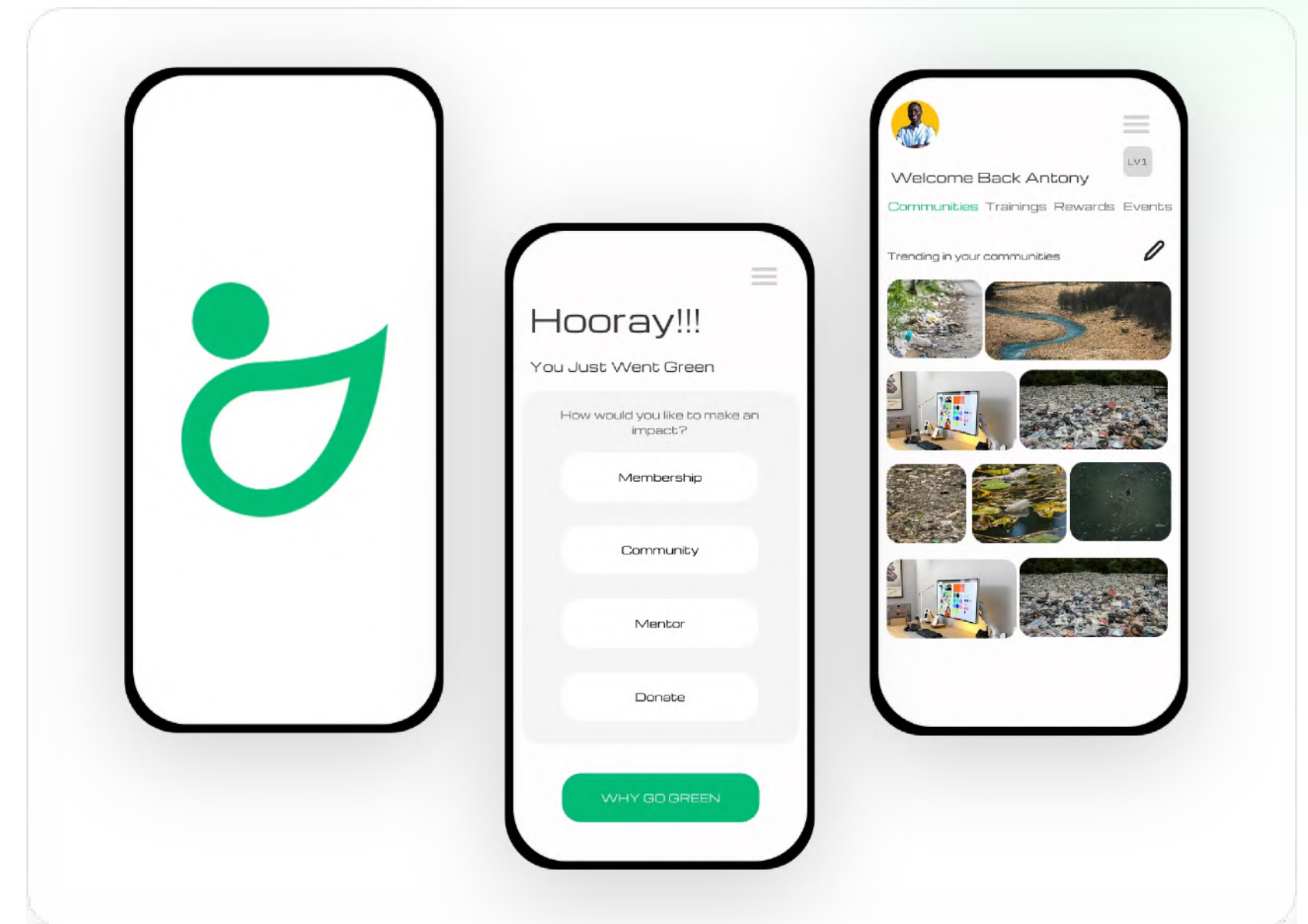
Key User Journeys

🌲 Track tree planting

👤 Join communities

🏆 Green points, badges & XP

📖 Education & Mentorship



Technical Approach & MVP



Architecture & Tools

Frontend: Angular 19 (PWA-ready)

Backend: Node.js / Express

DB/Auth: Supabase

Security: JWT-based



Core MVP Features

- User onboarding & roles
- Tree-planting tracker
- Events & Attendance
- Rewards & Achievements



Data Flow

User Interaction



Angular Frontend



Supabase API & Storage

Impact & Feasibility

Environmental Impact

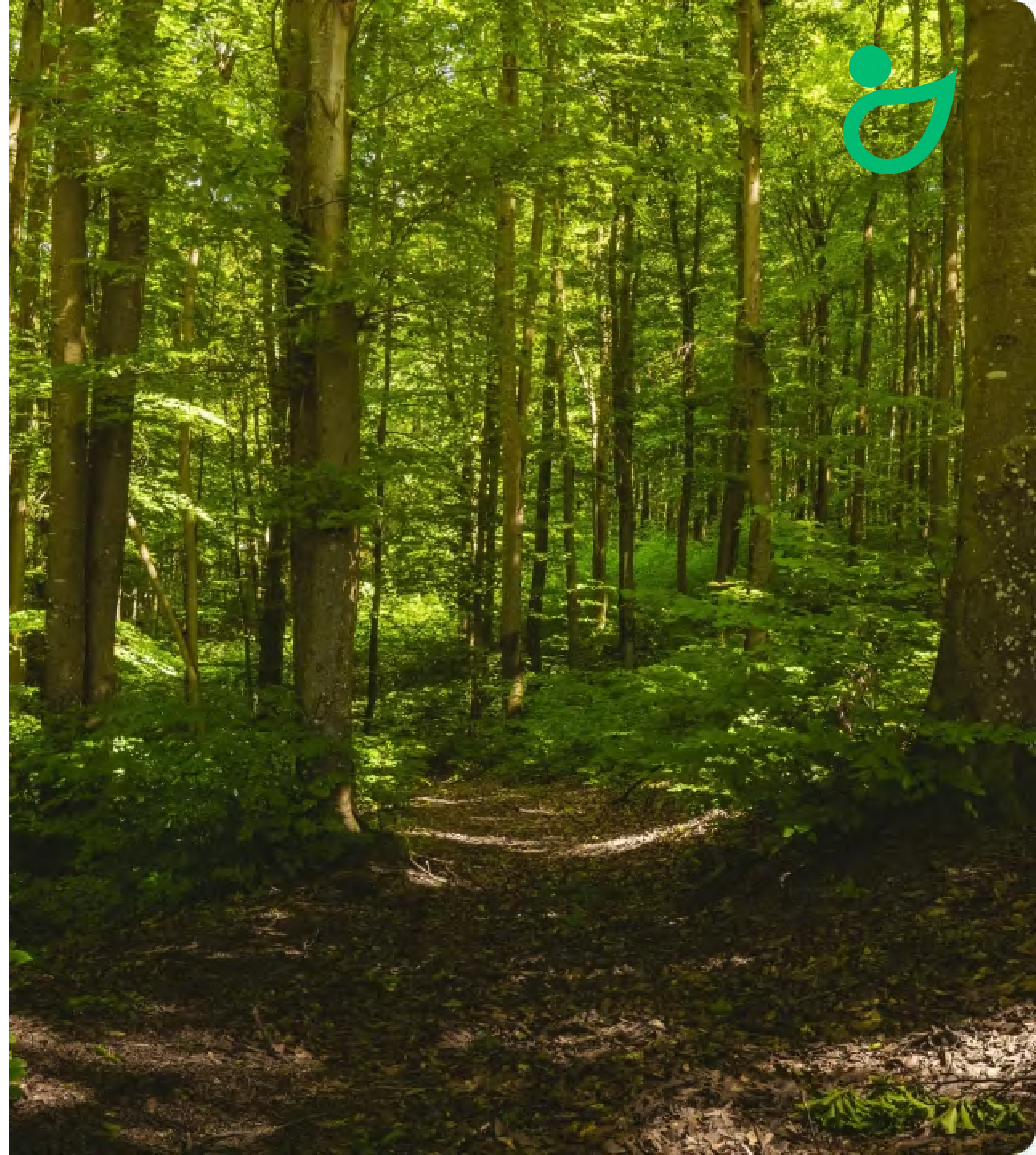
Increased tree planting through transparent tracking and better community coordination for forest restoration.

Community Impact

Stronger collaboration between villages and schools.
Verified fundraising for local needs and recognition for local heroes.

Feasibility

API-first architecture enables easy scaling. Suitable for both rural and urban communities (Offline-first potential).



Implementation Roadmap



Phase 2: Pilot

2-3 MONTHS

Implement in one GBM community.
Collect data & refine UX.
Add donation/project module.

Phase 1: MVP

4-6 WEEKS

Core features: communities,
events, posts.
Tree tracking & user profiles.
Rewards system beta.

Phase 3: Scaling

6-12 MONTHS

Deploy to WMF, counties, &
schools.
AI-driven recommendations.
Regional gamified challenges.



Time for Green

**Together, we can build Kenya's most powerful community-based
environmental movement.**

- ✓ Empowering communities.
- ✓ Growing forests.
- ✓ Transforming awareness into action.

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