**Taka Kazi Africa Document**

**Tagline:** Clean. Conserve. Recycle. Empower.

**1. Who We Are**

Taka Kazi Africa is a transformative social enterprise and environmental movement dedicated to cleaning, conserving, and restoring our planet—while empowering communities, especially children and youth, to take action.

Founded by George Ofunja, an environmental conservation enthusiast, mentor, and youth advocate, Taka Kazi Africa stands at the intersection of environmental protection, youth empowerment, mental health advocacy, and sustainable livelihoods.

We believe waste is not just waste—it is opportunity. Our name “Taka Kazi” means Turn Trash into Work in Swahili, a philosophy that underpins our work in circular economy innovation, climate action, green job creation, and community-led sustainability projects.

**2. Vision**

A cleaner, greener, healthier, and more sustainable Africa—free from pollution and waste—where people and planet thrive together.

**3. Mission**

To catalyze environmental stewardship, climate resilience, and sustainable economic opportunities through education, innovation, and action—transforming waste into resources, challenges into solutions, and individuals into empowered change makers.

**4. Core Values**

**Environmental Stewardship** – Caring for our planet as a shared responsibility.

**Empowerment** – Building skills, capacity, and opportunity for youth and communities.

**Innovation** – Developing creative, sustainable solutions to environmental challenges.

**Integrity** – Acting with transparency, ethics, and accountability.

**Inclusion** – Engaging diverse voices and ensuring no one is left behind.

**Peace with Nature** – Recognizing environmental harmony as essential to human well-being.

**Sustainability** – Promoting practices that balance people, profit, and the planet.

**5. Strategic Focus Areas**

**Environmental Education & Awareness** – Schools, colleges, universities and community programs that inspire sustainable lifestyles.

**Climate Change & Conflict Mitigation** – Addressing how environmental stressors fuel social tensions and promoting climate peace solutions.

**Waste Management & Circular Economy** – Recycling, upcycling, and waste-to-wealth innovation.

**Youth Empowerment & Leadership** – Mentoring young people as green entrepreneurs and climate leaders.

**Nature & Mental Health** – Promoting eco-therapy, mindfulness in nature, and the mental well-being benefits of environmental action.

**Community Engagement & CSR** – Partnering with corporates to create shared impact and meet ESG goals.

**Advocacy & Policy Engagement** – Influencing environmental governance aligned with SDGs and Global Compact Principles.

**6. Flagship Initiatives**

**Green Bees Movement** – Mobilizing children and youth as “eco-pollinators” who spread awareness and take practical action on conservation.

**Rusinga Speaks** – Public speaking and leadership program nurturing articulate, environmentally conscious young citizens.

**People & Planet Initiative** – A multi-stakeholder platform advancing climate action, biodiversity conservation, and green innovation.

**Taka Speak Dialogues** – A podcast and dialogue forum bringing together thought leaders, innovators, and grassroots voices for sustainable solutions.

**7. Alignment with Global Agendas**

Taka Kazi Africa’s work is deeply intertwined with the United Nations Sustainable Development Goals (SDGs). Our initiatives directly and indirectly contribute to all 17 goals, creating a holistic approach that connects environmental stewardship, community empowerment, economic opportunity, and peacebuilding.

**SDG 1 – No Poverty:** Creating green jobs, supporting eco-entrepreneurship, and empowering communities with income-generating opportunities from waste-to-wealth projects.

**SDG 2 – Zero Hunger:** Promoting climate-smart agriculture, food security, and reducing food waste through sustainable farming and innovative supply chains.

**SDG 3 –** Good Health and Well-being: Advancing mental health through nature engagement, eco-therapy, and cleaner living environments.

**SDG 4 –** Quality Education: Providing environmental education, leadership training, and green skills development in schools and communities.

**SDG 5 –** Gender Equality: Ensuring equal participation of women and girls in all programs and green economy initiatives.

**SDG 6 –** Clean Water and Sanitation: Advocating for clean water conservation, watershed protection, and pollution reduction.

**SDG 7 –** Affordable and Clean Energy: Promoting clean energy solutions and energy efficiency in community projects.

**SDG 8 –** Decent Work and Economic Growth: Creating sustainable livelihoods through waste management, recycling, and eco-enterprises.

**SDG 9 –** Industry, Innovation, and Infrastructure: Supporting green innovation, recycling technologies, and sustainable infrastructure solutions.

**SDG 10 –** Reduced Inequalities: Providing opportunities for marginalized and vulnerable groups to participate in environmental action and benefit from the green economy.

**SDG 11 –** Sustainable Cities and Communities: Advancing urban clean-up campaigns, green spaces, and climate-resilient urban planning.

**SDG 12 –** Responsible Consumption and Production: Promoting circular economy models, waste reduction, and sustainable production practices.

**SDG 13 –** Climate Action: Leading tree planting, carbon reduction, and climate adaptation initiatives.

**SDG 14 –** Life Below Water: Engaging in clean-up drives to reduce ocean-bound plastics and protect marine biodiversity.

**SDG 15 –** Life on Land: Restoring forests, protecting biodiversity, and conserving ecosystems.

**SDG 16 –** Peace, Justice, and Strong Institutions: Advocating for environmental justice, inclusive governance, and conflict prevention through sustainable resource management.

**SDG 17 –** Partnerships for the Goals: Building strong partnerships across sectors—public, private, and civil society—for coordinated and scalable impact.

We also uphold the **UN Global Compact Principles** in human rights, labor, environment, and anti-corruption, and integrate **ESG (Environmental, Social, and Governance)** commitments into all our operations by reducing waste, supporting green livelihoods, promoting inclusion and ethical governance.

**8. Key Activities**

* **Monthly tree planting to support Kenya’s 15-billion tree target -** Mobilizing communities, schools, and youth groups to plant and nurture indigenous and fruit trees, directly contributing to national and global reforestation goals while restoring ecosystems and combating climate change.
* **Bi-monthly clean-up drives in urban and rural areas -** Coordinated clean-ups in markets, beaches, rivers, estates, and rural villages, aimed at waste reduction, pollution control, and creating a culture of environmental responsibility.
* **Monthly youth leadership workshops on climate action and entrepreneurship -** Capacity-building sessions equipping young people with skills to innovate, lead, and create sustainable businesses that address environmental and social challenges.
* **Taka Speak Dialogues—monthly podcast and live event -** A platform for thought leaders, activists, innovators, and community voices to engage in solution-driven conversations on environmental stewardship, sustainability, and green economy opportunities.
* **Seasonal art, music, and eco-culture festivals -** Celebrating creativity as a driver of change through festivals that blend entertainment with environmental advocacy, promoting cultural pride, unity, and sustainable living.
* **School environmental clubs mentoring and competitions -** Mentoring student-led clubs to champion eco-initiatives, while fostering healthy competition that rewards creativity, innovation, and measurable environmental impact.
* **Eco-therapy retreats promoting mental health in nature -** Guided experiences in natural settings to improve mental well-being, reduce stress, and strengthen the human–nature connection as part of holistic environmental education.
* **Workshops, seminars, conferences -** Hosting thematic learning and networking events that bring together diverse stakeholders to share knowledge, inspire innovation, and drive collaborative climate and conservation action.
* **Educational programs and eco-tourism activities -** Designing and delivering paid experiential learning activities—such as guided nature tours, eco-retreats, and conservation workshops—that blend education, adventure, and environmental advocacy.
* **CSR initiatives in communities -** Partnering with corporates to co-design and implement impactful CSR projects—such as tree planting, clean-ups, and school greening—that align with both environmental sustainability and corporate values.

**9. Expected Outcomes**

* Increased environmental literacy among children and youth.
* Creation of green jobs and waste-based enterprises.
* Reduced plastic pollution and improved waste management practices.
* Stronger mental health outcomes linked to nature engagement.
* Enhanced collaboration between communities, corporates, and policymakers.

**10. Partnerships & Collaboration**

We work with governments, NGOs, academic institutions, corporates, SMEs, and community groups to create shared value. Our programs are designed to integrate into partners’ CSR, ESG, and sustainability strategies, providing visibility, impact metrics, and storytelling opportunities.

1. ****Volunteer with us****  
   Inviting individuals and groups to contribute their time, skills, and resources to our projects, gaining hands-on experience in environmental conservation while expanding our collective impact.
2. **Sale of branded environmental merchandise**  
   Offering eco-conscious, high-quality products—such as reusable bottles, tote bags, T-shirts, and stationery—designed with powerful environmental messages to inspire action while generating revenue to sustain our initiatives.
3. **Event sponsorship packages and partnerships**  
   Collaborating with businesses, institutions, and philanthropists through tiered sponsorship models, giving partners branding visibility, engagement opportunities, and measurable social impact at our events and programs.

**14. Call to Action**

We invite you to join Taka Kazi Africa in building a movement of action and hope—where cleaning the environment, conserving resources, recycling waste, and empowering people are part of everyday life.