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Nature-Based Solutions for Climate and People

Lake Naivasha, Kenya

The region around Lake Naivasha is a Ramsar Site of international importance and a biodiversity hotspot. The lake provides the basis for the livelihoods of many people who depend on fishing, agriculture, and tourism. More than 50,000 people are also employed in the flower export industry. However, deforestation around the lake has disrupted the ecological balance. Pollution, intensive and expanding agriculture, and overuse of water resources are threatening the livelihoods of the local population. WWF is therefore working together with the local community to conserve and reforest the area and improve water management, while promoting agroforestry as a sustainable and high-yield form of agriculture.



Reforestation
(new)

875 ha

1,150 ha

Reforestation
(advanced)

FOREST CONSERVATION & MANAGEMENT



Reforestation: 50-70k t CO₂e

CARBON SEQUESTRATION



Climate Change Adaptation +

Increased Income:

3,000 people

IMPROVED LIVING CONDITIONS



65k ha

PROTECTION AND IM-
PROVED ECOSYSTEM
FUNCTIONS

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Background

The Lake Naivasha Basin plays a central role in water supply and food security for this region of Kenya. It also provides important ecosystem services, including carbon sequestration, climate regulation, and habitat for a wide variety of species. However, the area is under severe threat: increasing land fragmentation, unregulated land use and intensive agriculture, deforestation, overexploitation of water resources, pollution, and climate change are taking a massive toll on natural resources. This jeopardizes not only the ecological integrity of the basin but also the livelihoods of the local population.

Project Concept

The WWF focuses on nature-based solutions to strengthen people and nature in the context of climate change: Together with local communities, new trees are planted on agricultural land, existing trees are tended, and agroforestry is promoted as a sustainable and climate-resilient form of agriculture. This also includes targeted water management and measures to increase livestock productivity. At the same time, the introduction of energy-efficient cooking stoves reduces the demand for firewood. In parallel, efforts are underway to improve the management of existing protected areas covering approximately 65,000 ha. The long-term goal is to protect and restore a healthy forest-lake ecosystem, which improves the livelihoods of the local population, increases their climate resilience, and also contributes to climate mitigation. The project follows a landscape approach (see box).

The Landscape Approach

A landscape refers to a large, contiguous geographic area in which ecological, social, and economic systems interact with one another. In such landscapes, diverse land uses coexist—such as agriculture, nature conservation, forestry, and settlements. When applying the landscape approach, competing land-use demands are balanced in a way that benefits both human well-being and the environment. It is a holistic and integrated method for managing natural resources based on local needs, with the goal of promoting sustainable development, climate resilience, and biodiversity. This approach takes land-use conflicts into account while simultaneously tapping into potential for synergies and shared solutions.

Project Objectives (Outcomes)

1. Climate:
 - Reforestation of 875 ha and maintenance of growing trees on 1,150 ha, which is estimated to sequester an additional 50–70k t CO₂e.
2. People: 3,000 people are better adapted to climate change and have an increased income.
3. Nature: Management is improved across approximately 65,000 ha of protected areas, leading to increased biodiversity.

Measures

For Goal 1:

- Establishment and operation of local tree nurseries; identification and planting of new areas; training and technical advice on the maintenance of newly planted trees
- Training of 1,700 farmers in water management and soil conservation; installation of 50 water tanks and 50 water reservoirs in 100 households

For Goal 2:

- Support for 600 farmers to increase their income through improved livestock management (e.g., more efficient forage production, breeds with higher milk yields)
- Reforestation with fruit trees on 80 ha to increase income
- 50 households will receive biogas systems; 20 public institutions will receive energy-efficient stoves

For Goal 3:

- Launching a multi-stakeholder platform for the Lake Naivasha Basin
- Contributing to more effective protection of a total of 65,000 ha by developing and supporting the implementation of management plans for the Lake Naivasha Ramsar Site and three protected community forest areas



«Apart from the ornamental value of trees and the pleasant ambience they create, agroforestry allows me to intercrop indigenous trees with vegetables for my household use.»

Margaret Wangare, small-scale farmer, Lake Naivasha. © WWF Schweiz

Project duration

2+5 years, from October 2025 to June 2032

Project Costs

Total costs: CHF 800,000 + CHF 2,000,000 (TBD)

Contact

WWF Switzerland

Patrik Kessler, Lead International Program Partnerships
Phone: 044 297 21 87, Email: patrik.kessler@wwf.ch
www.wwf.ch/collective