GBP'S GREEN HEART PLAN To preserve

Mau and Mount Kenya Forest







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GBP´S GREEN HEART PLAN

Our main Objective

"We must encourage the younger generation and future generations to think differently regarding their relationship to the environment in order to foster a respectful relationship with the Earth, which will allow humanity to develop a new civilization that is noble, that believes that development of our planet's resources are based on universal principles, that are both harmonious and sustainable".



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Iveta Seidlova President and Founder GBP

CONTRACTOR DOILD

GBP'S GREEN HEART PLAN PRESENTATION

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Biodiversity Provection

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Who we are







Biodiversity Protection

<u>GBP'S GREEN HEART PLAN</u> To preserve Who we are



Global Biodiversity Protection is a not-for-profit organization (founded in 2009 under the legal frame of the «Loi du 1901 -ID: 783001386») located in Paris, France with an established office in Washington, DC. USA since 2013 and whose goal is to protect wildlife and wilderness regions located mainly in Africa.

The establishment of GBP was greatly influenced (and inspired by) the recommendations of the Kyoto Summit on the Environment (effective from 2005) and the earlier Copenhagen World Summit (from 7 to 18 December 2009). GBP intends to work on protecting wildlife and their ecosystems mainly in Africa, focusing on the protection of endangered species, the fight against deforestation and support national development while preserving natural resources.



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GBP'S GREEN HEART PLAN to preserve Mau and Mount Kenya Forest



GBP's overall strategy to achieve its objectives is based on the following activities which serve as the foundation of GBP's work:





GBP'S GREEN HEART PLAN

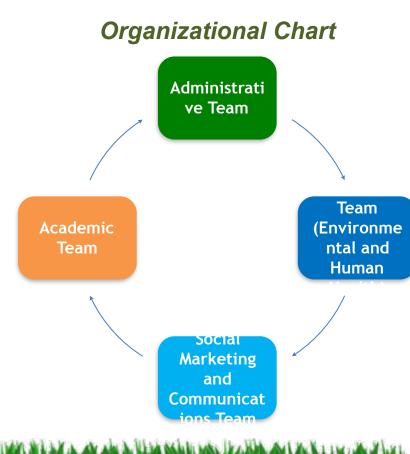
OUR TEAM





GBP was established by individuals representing a diverse range of professional fields and who are alarmed by current global environmental trends that will result in irreversible damage to biodiversity unless appropriate actions are taken immediately.

However, the only hope of reversing these devastating threats to biodiversity will not be possible without mobilizing the citizens of the world, and local communities.

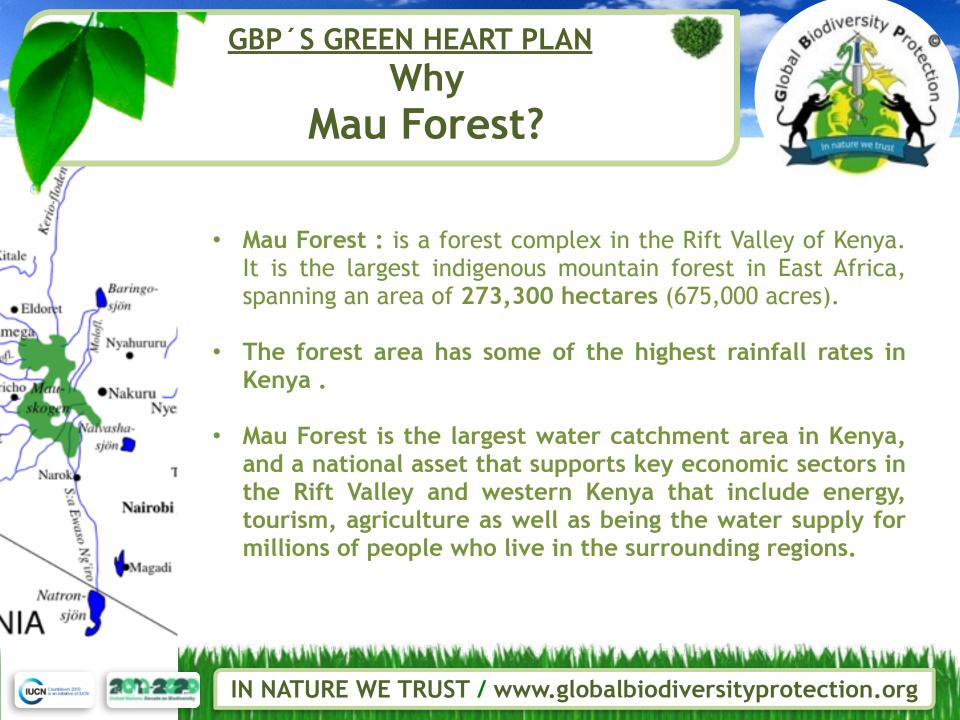




Why is important to protect and preserve Mau and Mount Kenya Forest?

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GBP'S GREEN HEART PLAN Why Mau Forest?



Principal Problems:

- The Mau Forest has been a victim of destruction for many years.
- More than 45 bird species and other animals are endangered.
- Furthermore, logging and charcoal burning, have put to risk an asset base worth more than \$300 million (more than \$h20 billion).
- The forest has been traditionally inhabited by Ogiek people, whose hunter-gatherer lifestyle is highly sustainable as well as greatly threatened. Immigration by other ethnic groups, has led to other areas of the forest being cleared for settlement.
- In 2008, the introduction of the Sondu-Miriu hydro-power plant was postponed due to low water levels, which is said to be resulting from the destruction of Mau Forest.

IUCN Countstown 2010







- Mount Kenya is the highest mountain in Kenya and the secondhighest in Africa, after Kilimanjaro.
- Mount Kenya is the source of the name of the Republic of Kenya. It has 11 small glaciers and their forested slopes are an important source of water for much of Kenya. There are eight vegetation bands from the base to the summit. The lower slopes are covered by different types of forest. Many species are endemic to Mount Kenya such as the medicinal herb lobelia, and a rare herbivorous mammal known as the rock Hyrax.
- An area of 715 square kilometers (276 sq mi) around the center of the mountain was designated a National Park and listed as a UNESCO World Heritage Site in 1997. The park receives over 15,000 visitors per year.

IN NATURE WE TRUST / www.globalbiodiversityprotection.org





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Principal Problems:

- Mount Kenya has lost about 30% of its forest cover through illegal timber harvesting, shamba systems and coal mining. All of these activities threaten wildlife that live in the forest.
- Decreases in water volume: forests act as water catchment areas to many rivers that, in recent years have seen decreased water volume due to the loss of vital forest cover. This, in turn, has led to conflict over water among different communities.
- Poverty and Food Insecurity: Most communities living in the area are now struggling to produce sufficient food because of unsustainable methods of farming that are causing





Our Motivation

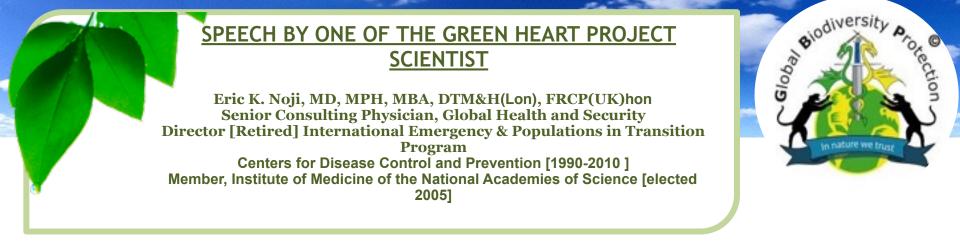






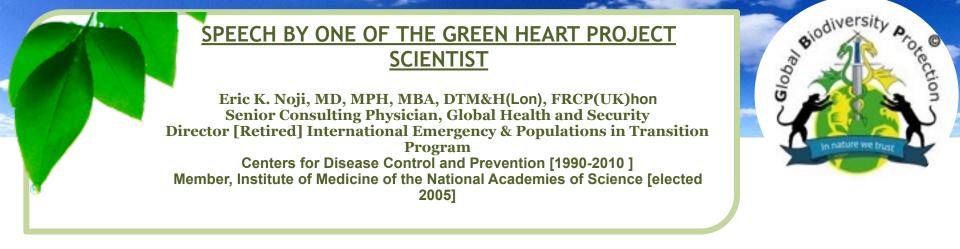
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The global actions proposed by **Global Biodiversity Protection** will prove to be a brilliant investment. Not only will the proposed activities conserve and enhance regional biodiversity and benefit the area's ecosystems resources, they will help local families break the cycle of poverty in which they may have been trapped for generations helping poor people afford consistent nutrition and healthcare, and keeping children in school"....

Because Biodiversity's relevance to human health is becoming an international political issue, as scientific evidence builds on the global health implications of biodiversity loss. This issue is closely linked with the issue of climate change, as many of the anticipated health risks of climate change are associated with changes in biodiversity; Even though that Kenya has experienced strong economic growth over the last decade, 38 percent of Kenyans live in poverty, defined as living on less than \$1.25 a day. Many live in rural areas, but there is a growing problem of hunger in urban slums because jobs are scarce and all food has to be bought. At least one million Kenyans have been on some form of food assistance for the last 13 years, sometimes as many as four million people.



The decrease of the rain forest coverage in the **Mau and Mount Kenya Forests** and associated severe droughts the past decade have already exacerbated food shortages in Kenya, resulting in widespread malnutrition throughout the country and regionally.

Furthermore, the growing demand for and lack of drinkable water in many parts of Kenya present an additional challenge to the future of human health in all parts of the country. Partly, the problem is the failure of the groups promoting preservation of water resources in areas such as the **Mau and Mount Kenya Forests**. Some of the other health and medical issues in Kenya that have been adversely influenced by threats to biodiversity include dietary health and nutrition security, infectious disease, medical science and medicinal resources, social and psychological health.

Eric K. NOJI, M.D.



Humankind has had a massive impact on our global biodiversity and if we do not do something to protect our biodiversity then the impact of this loss will be felt at a global level, not just at the local" ...

- **Global Biodiversity Protection** is not about enforcing actions on local people and organizations but it is about working closely with them, to develop a holistic plan than benefits both the local and global community, through the protection of our biodiversity.
- Our "Biodiversity Action Plans" can cover very small localities or entire countries and they are a vital aspect to protecting our biodiversity. However it is important to know what actions to take based on scientific evidence, not just to make a best guess at what actions are need.
- That is why the **Mount Kenya and Mau Forests Biodiversity Action Plan** will carry out an audit of the current local situation regarding habitats and species, allowing suitable action to be drawn up that will target the areas most in need of protection and also identifying the best areas for habitat creation. Once these areas have been identified then the impact of the positive actions undertaken will be monitored to so the benefits gained.

SPEECH BY ONE OF THE GREEN HEART PROJECT SCIENTIST

Graeme Wilson Enviromental Biosciencentist and Conservation Expert



The biodiversity provides a wealth of ecosystem services in four categories:

- Primary Services; including nutrient cycling and seed dispersal.
- Provisioning Services; including food, water, minerals, energy and pharmaceuticals.
- Regulating Services; including carbon sequestration, waste treatment, water and air purification, plant pollination, pest control and disease control.
- Cultural Services; including inspiration for the arts, recreation, eco-tourism, exercise and scientific studies.
- The **Mount Kenya and Mau Forests** have been impacted on by humankind for generations and now is the time to take action to protect these areas and reverse the negative impacts through initiatives such as tree planting and community involvement as well as bringing economic benefits to the area through for example eco-tourism.
- By involving the local community in the actions we hope to help them gain a greater understanding of their local biodiversity and also to make for more sustainable projects. And as someone that has worked on Biodiversity Action Planning at both a local and national level, along with national work in Scotland on ecosystem services I am both honored and excited to be involved in this Global Biodiversity Project.

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Our proposal to preserve Mau and Mount Kenya Forest





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GBP'S GREEN HEART PLAN To preserve Mau and Mount Kenya Forest





GBP'S Green Heart Plan 2014 to preserve the **Mau and Kenya Mount forests** represents a key component of our overall biodiversity protection strategy that includes, inter alia :

- THE DEVELOPMENT OF METHODS TO IDENTIFY AND INVESTIGATE
 ENVIROMENTAL AND SOCIAL COMPONENTS OF ECOSYSTEMS
- DEVELOPMENT OF ECOTOURISM PROJECTS THAT WILL SUPPORT
- **2** ASSOCIATED ECOLOGICAL AND EDUCATIONAL PROGRAMS

DEVELOPMENT OF COMMUNICATION MATERIAL FOR PROMOTION OF GBP AN THE MAU AND MT KENYA FOREST PRESERVATION PROJECT TO POTENTIALSPONSORS (IN THIS CASE, FILMING A DOCUMENTARY ABOUT MAU AND MOUNT KENYA FORESTS)

GBP´S GREEN HEART PLAN

First Steps: Principal Objectives - Exploratory Visit



The first activity proposed in **GBP**'S **Green Heart Plan of 2014** will be a two week exploratory visit to **the Mau and Mount Kenya forests**. We will be accompanied by several of our experts in **Global Health, Ecology, Conservation and Social Sciences**. The objectives for this visit is based on our Organization's vision and experience, and includes the following specific activities:

•To finalize the environmental and social science research strategies and methods for a follow-up scientific study

•To identify methods to preserve the forests and its plant and animal life through direct on-site observation and work with the local community that would provide potential opportunities for future **Eco-Tourist Projects and Programs in the Mau and Mount Kenya Forests** as well as the design and implementation of such programs

* To design and develop a specific plan for establishing such **Eco-Tourist Projects**, with the collaboration of the local community, government and non-government organizations NGOs. Such an action plan will include detailed analysis of local markets and scenarios that are supportive of the needs of indigenous and local communities

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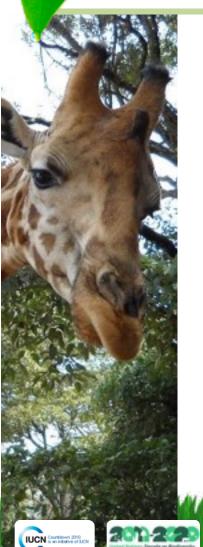
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GBP'S GREEN HEART PLAN

First Steps: Principal Objectives - Exploratory Visit





Filming a 26 minutes documentary video about the precarious environmental situation of Mau and Mount Kenya Forest and ecosystems. The film obtained during this visit will be edited and serve as the basis of a pilot "Documentary Teaser" describing currents threats to the survival of this unique and precious ecosystem, the current status of environmental reforestation efforts and future priorities and action steps such as the previously proposed Program of Eco-Tourism.

TV5MONDE	<u>www.tv5.org</u>	One of the most important Global Television Network with presence in: France, Belgium, Switzertland, Canada and more than 22 countries by Cable and Satellite Signal in: Europe, Africa, America and Asia.
	<u>www.bdmtv.eu</u>	Local Channel in Paris - France with more than 150.000 spectators per day.
AFRICABLE www.africabletelevision.com		Important African Cable Channel with availability in 22 african countries and More than 1'000.000 spectators per day

GBP'S GREEN HEART PLAN

First Steps: International Press Lounge







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IUCN Countstown 2010





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GBP´S GREEN HEART PLAN

First Steps: Principal Objectives - Exploratory Visit



KEY CONNECTIONS

Global promotion of our Ecotourism Projects will be achieved through the following marketing and branding strategies:

•Sharing of common experiences with other environmental protection organizations, governments, NGOs and international organizations such as the United Nations

•Establishment of strategic alliances with large media organizations that already possess a global reach, major tourism companies in France and in other countries, Multilateral Tourism Commissions and most importantly, the local businesses who will actually implement and manage the programs in destinations where future ecotourism programs will be created

•Meet with key governmental, inter-governmental and non-govermental organizations critical in protecting biodiversity globally. These will include, inter alia: IUCN, UNESCO, the Organization to Protect Endangered Tropical Plant-life of Medicinal Importance, and the Jane Goodall Chimpanzee Protection Sanctuary in Tanzania.

*Development of effective techniques, methods, communications strategies and business models to support other Environmental and Educational Initiatives and Forest Restoration Pilot Projects.



ADDED VALUES

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- Current Supporters of Global Biodiversity Protection
- Added Value of Programs such as the Green Heart Plan and pilot projects to preserve the Mau and Kenya Mount forests



PEECH BY ONE OF THE GREEN HEART PROJECT EXPERT

Paulino Mugendi Damiano SMFFEG Coordinator Global Biodiversity Protection /Save Mount Kenya Group and Trees for the Future





Benefits of eco-tourism

The great benefits in the development of "GBP's Green Hart Eco-tourism plan" will not only extend to the conservation of the natural heritage; by helping to develop the reforestation, sensitize the community's living near to participate in the reforestation and eco-guarding, by making improvements in livelihood; like horticultural farming, supporting growing of fruit trees among community, and involve schools where eco-tourism projects are taking place with syllabus, which supports reforestation and environmental conservation awareness programs, as well as health improvements.

But also to the local population. who will benefit from tourism and travel; either by being employed or, running the tourist infrastructure or by benefiting the local developments; such as transport links, sanitation, water and health provision. "The GBP green hart Eco-tourism project" will also provide market products made locally which include; arts and hand crafts also empower as well as grow the talents in art, design and in athletics.

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PEECH BY ONE OF THE GREEN HEART PROJECT EXPERT

Paulino Mugendi Damiano SMFFEG Coordinator Global Biodiversity Protection /Save Mount Kenya Group and Trees for the Future



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The Objectivs and goals of the "GBP green hart Eco-tourism programs".

- Will at first be focused on a short term goal and get the profit in.....<u>Organization of training</u> and conservation awareness, the Identification of the sites for creating the tree nurseries and the establishment of the tree nurseries, to raise both exotics and indigenous trees.
- And quickly we turn in to the Medium term goal that will get the profit of<u>The Identifying and preparation</u> of the planting; setting up the nursery's in identified sites, the planting of the trees, a further progress in training and workshops on conservation, the starting of the school programs to incorporate them in the eco-tourism projects, as well as the livelihoods projects; like growing of Moringa oleifera among communities and Identifying the most endangered trees like prunus Africana, usambarenses (camphor).
- This all will get us the long term goal wish gives the profit to the future..... In a substansible continuation of the reforestation programs, by the communitys sensitizations; on conservation and protection of the biodiversity, by schools environmental education programs and the exchanges of programs between local schools and the children's in international schools, as well as improvements in livelihood; as horticulture farming's and food processing techniques and savings, especially for seasonal foods. like fruits e.g. Mangoes which can be used for long term purposes, as a way of food security....



GBP'S GREEN HEART PLAN Our Allied To preserve Mau and Mount Kenya Forest





Global Biodiversity Protection has already established partnerships with several local organizations committed to preserve the **Mau And Mount Kenya Forests**.

Our key collaborator is the "Save Mount Kenya Forest From Extinction" group, a local Kenyan group formed in 2005 and registered in 2007 with the Ministry of Gender, Sports, Culture and Social Services. "Save Mount Kenya Forest From Extinction" was established to achieve the following overall strategic goals:

• To prevent further environmental degradation and supporting efforts to fight the devastating poverty affecting most people living in the districts of Meru South and Embu.

To protect and preserve the ecosystem.

GBP 'S GREEN HEART PLAN

Current Activities of "Save Mount Kenya Forest From Extinction"





• To promote tree planting, protection of water catchment areas and promoting sustainable farming practices in order to reduce ecological pressures on natural forests in Mount Kenya National Park.

• To train local people in new farming techniques, such as agro-forestry that will reduce soil erosion, increase soil fertility and crop yields, and promote food security and environmental restoration

• To reduce pressure on remaining forests by meeting the growing demand for firewood/charcoal that has led to massive deforestation. This will be accomplished through implementation of an ambitious tree planting effort that will potentially provide alternatives to harvesting indigenous forests. It draws on the strengths and contributions of science, civil society and business.



GBP'S GREEN HEART PLAN

Supporting Good Initiatives





"Development of Associated Educational Programs" is one of GBP's major strategic goals as an organization committed to protecting the environmental and promoting biodiversity. Consistent with this fundamental tenet of our Organization, we will provide support to the "Forest Restoration Pilot and Educational Projects" in Kenya by soliciting financial support from sponsors to:

• Purchase seeds from certified seeds merchants in the Kenya Forest among others.

• Support the creation of a "Seeds Centre"

• Establish specialized nurseries to grow "Moringa Oleifera" seedlings which in turn will be planted in schools and other public venues as well as given to school children to plant on their families' farms. As a start, "Moringa Oleifera" seedlings will be re-planted in 10 or more schools in two districts

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Join Us to preserve Mau and Mount Kenya Forest





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<u>GBP´S GREEN HEART PLAN</u>

Join Us to preserve Mau and Mount Kenya Forest





Where are we at?

As a new not-for-profit organization, Global Biodiversity Protection will initially accomplish its goals of supporting and developing projects that preserve ecosystems and preserve the natural balance ("web of life") by establishing "implementing partnerships" with other public and private sector organizations like "Save Mount Kenya Forest From Extinction" that will actually do the "on the ground" work.



Why donate money for global biodiversity protection

Financial donations and in-kind support through goods and services will allow us to address current challenges and to plan, and implement increasingly effective interventions such as:
Allow us to operationalize, that is implement action plans developed by our strategic planning group
Allow the rapid deployment of resources where needs are most urgent.

SOME EXAMPLES OF SUCH SITUATIONS.

- Monitoring and evaluation of projects
- Trainings on agroforestry and environmental conservation awareness.
- Management of the projects activities
- Transportation of seedlings to planting sites
- Education awareness among schools.

•Allow us to purchase goods and services locally, thus injecting much needed resources and capital investment into the local economy. Provide business opportunities in a low-income area.

•Your company can help to strengthen the "enabling environment" needed to help the re-forestation of the raining forests around the world

•Allow us to support GBP assessment and scientific teams and implementing partners who are working "on the ground"

* Allow GBP to do a better job with long-term planning which in turn will increased the probability of the sustainability of our interventions in he countries we work in

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<u>GBP'S GREEN HEART PLAN</u> Join Us to preserve Mau and Mount Kenya Forest



What will be your benefits?



•Your company can demonstrate best practices, in engaging strategically, especially in countries with "emerging market" economies

•Your support to GBP may provide your company with business opportunities in low-income areas us to purchase goods and services locally, thus injecting much needed resources and capital investment into the local economy.

•Manufacturers can find new suppliers and train them to increase their capacity.

* Wholesalers and retailers can find new markets. NOTE: It is obvious that such economic activity cannot be based on the exploitation of others. It must be rooted in moral values.

<u>GBP'S GREEN HEART PLAN</u> Join Us to preserve Mau and Mount Kenya Forest



What is there for us?



In addition to your involvement in charity, it may be that you want to engage business solutions that integrate the expertise of your company. For example:

•The media can play an invaluable role in attracting the world's attention on the situation.

•Engineers can build bridges or roads that facilitate trade and trade routes.

•Law firms can create a stronger legal infrastructure to ensure economic reform.

•Financiers and bankers may establish microcredit programs.



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<u>GBP'S GREEN HEART PLAN</u> Join Us to preserve Mau and Mount Kenya Forest

Why is it important for you to support causes such global biodiversity protection?

Biodiversity

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• Potential employees look for innovative companies, those companies that invest in corporate social responsibility or sustainable development.

• Job applicants are oftentimes attracted to companies that give greater meaning to their work, in developing strategic programs to approach global problems.

• Brand Value. If your brand is associated with a serious commitment to global problems, more people will be motivated to join you, and your current partners will be more happy to work for your company.

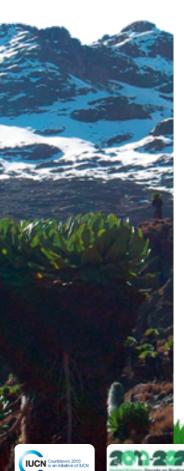
• Business opportunity. As mentioned earlier, there are real business opportunities in these environments where biodiversity is threatened.

<u>GBP´S GREEN HEART PLAN</u>

Join Us to preserve Mau and Mount Kenya Forest



RETURN ON INVESTMENT (ROI)



WHAT IS THE "BOTTOM-LINE" FOR YOU?

• Financial support of Global Biodiversity Protection will demonstrate the tangible commitment of a company (not just words) to directly supporting responsible practices vis-a-vis environmentally clean business practices.

• Such support can become a key component of your corporate marketing strategies. With its global media connections, GBP can assist you with such marketing and branding efforts.

- Manufacturers can find new suppliers and train them to increase their productive and cooperative capacity.
- All GBP's activities are based on indicators that guarantee the tracking of actions that respects the Sustainable Development Principles and the equilibrium among : environmental protection, social, cultural and economic development.

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<u>GBP´S GREEN HEART PLAN</u>

Join Us to preserve Mau and Mount Kenya Forest





How do we make financial contributions to Global Biodiversity Protection?

If you would like to make a unique gift of money, please visit our website <u>www.globalbiodiversetyprotection.org</u> and follow the instructions.

If you would prefer to provide funding via another means of money transfer or provide other forms of support via in-kind contributions, please contact us via email at: <u>donate@globalbiodiversityprotection.org</u> or call us directly at the following "Green Mobile Lines": Your Country Exit Code + 33 + 174134057 or +33 + 687004057

If you would be interested in direct collaboration with GBP, either in general or on a specific project or program in the future, please obtain the "GBP Sponsor or Partners" form by contacting us at the above communications coordinates. The form also has a section for outlining your partnership proposal and another section for any other comments of suggestions that you may have. IN NATURE WE TRUST / www.globalbiodiversityprotection.org







Mau and Mount Kenya Forest Preservation Project

Welcome you as a partner or sponsor! We look forward to contributing to your Corporate Social Responsibility Programs and working closely with you to create a Corporate Sponsorship Plan that is consistent with your organization's Vision, Mission, Goals and Objects and the Strategic Lines of Action of Global Biodiversity Protection

Global Biodiversity

Protection Team

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