

Darwin Initiative Project Information

Scheme (Main or Extra)	Main
Project reference	29-027
Project title	Developing 'Lion Friendly Livestock' to reduce poverty and incentivise conservation
Country(ies)	Kenya
Lead Organisation	Loisaba Community Trust
Project partner(s)	Borana Conservancy; Lion Landscapes
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Project Leader name	Tom Silvester
Project website/blog/social media	www.lionlandscapes.org www.facebook.com/lionlandscapes www.instagram.com/lionlandscapes www.linkedin.com/company/lion-landscapes twitter.com/LionLandscapes
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1 Project Summary

Rangelands are critically important for both biodiversity and livelihoods. In Kenya, 75% of wildlife exists on rangelands shared with people. East African pastoralists have traditionally prioritised livestock quantity over quality, leading to overgrazing and rangeland degradation. This unsustainable approach outcompetes wildlife and heightens community vulnerability to drought and climate change. In Laikipia, traditional pastoralism coexists with commercially run conservancies that support sustainable, profitable livestock enterprises and exceptional biodiversity, including high densities of threatened species like rhino, wild dog, and lion. The contrast in land management often creates tensions over grazing access and fosters perceptions that conservancies harbour and benefit from wildlife that exacerbate pastoralist hardship—particularly large carnivores. These predators thrive in conservancies with predator-proof husbandry but often prey on livestock in adjacent pastoral lands, prompting retaliatory killings.

Pastoralist families, who hold wealth in livestock, face heightened economic insecurity due to theft, disease, predation, and drought, all worsened by climate change. Small stock are particularly damaging to rangelands, reducing their capacity to support both biodiversity and cattle, which hold higher traditional value. Yet, 74% of pastoralist livestock owners surveyed expressed willingness to use alternative financial tools for savings, credit, and petty cash if trusted, locally available options existed.

This project builds on many years of conservation livestock production by regional partners to address unsustainable grazing, biodiversity loss, poverty, and climate vulnerability—especially

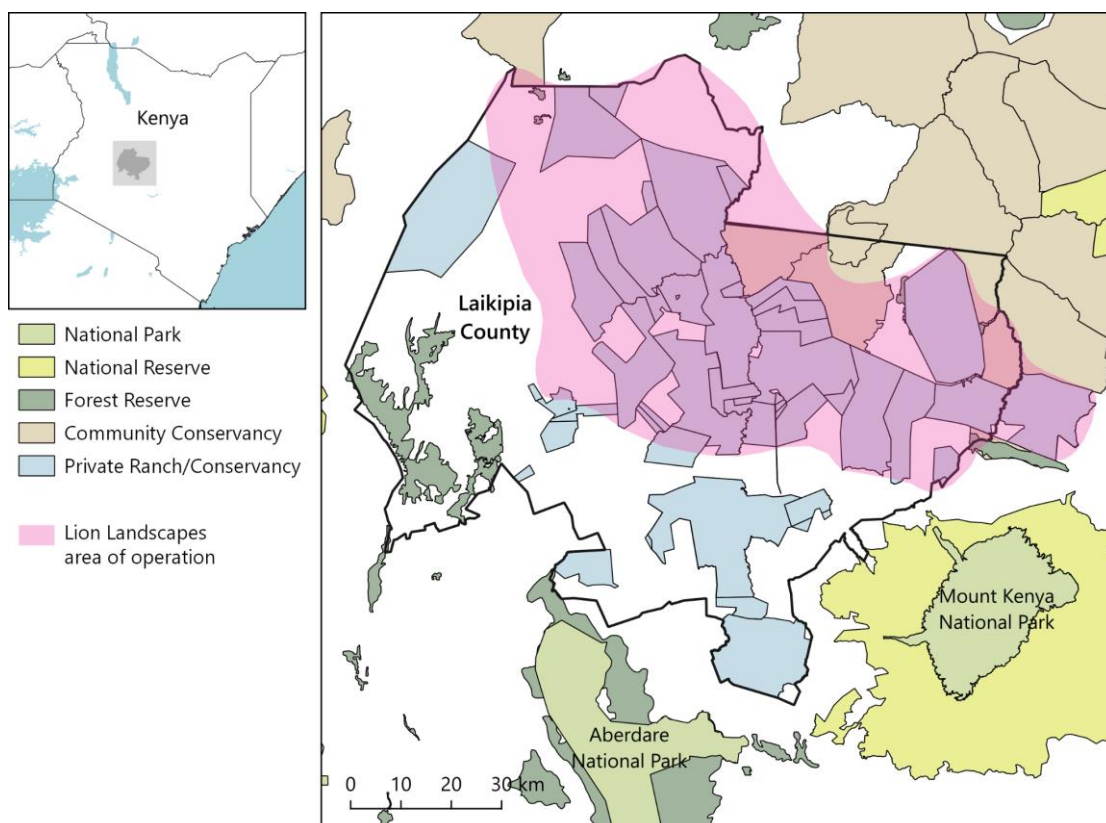
among women. It aims to: a) reduce inequity in access to resources—from predator-resistant livestock enclosures to savings and credit tools—and sustainable farming knowledge between commercial conservancies and traditional pastoralists; and b) create a Lion Friendly certification to add value to livestock products produced in ways that enhance biodiversity and rangeland health.

The Lion Friendly certification uses the African lion as a flagship for conservation standards across African rangelands. These standards promote ecosystem health—from soils and grasses to apex predators—and are supported through the development of brand recognition and market demand for livestock raised sustainably on predator-friendly rangelands. This provides direct value to wildlife presence and incentivises sustainable land use.

Benefits extend beyond certified conservancies through shared expertise, tools, and incentives. This includes film nights across pastoral communities, demonstration plots on traditional rangeland to showcase regeneration techniques, and a network of trained, community-based extension officers supporting the adoption of predator-friendly and regenerative practices. Conservation agreements further encourage these behaviours by providing tangible benefits in return for verified wildlife presence and sustainable actions.

The project also partners with pastoralist women's groups and local financial institutions to improve access to savings and credit products compatible with mobile platforms like MPESA. As a result, more women are diversifying risk, shifting wealth into savings accounts, and reducing reliance on small stock—improving resilience to drought, theft, and disease.

Ultimately, the project promotes scalable and equitable sharing of tools, knowledge, and benefits to support sustainable livestock production and biodiversity conservation across commercial and community conservancies in Laikipia. In the longer term, healthier rangelands will reduce community vulnerability to climate change and expand future income opportunities from tourism and ecosystem service payments.



1.

2 Project Partnerships

Lion Friendly Livestock is predominantly a partnership between Laikipia's commercial and traditional pastoral community conservancies (through the [Laikipia Conservancies Association](#)), and [Lion Landscapes](#), with the lead conservancy partners in this project being [Loisaba](#) and [Borana](#). Borana and Loisaba were both involved in the development of the Lion Friendly certification (led by Lion Landscapes) and served as the first conservancies to join the Lion Friendly programme. Additionally, Borana's community development manager, Ochen Maiyani, and their certified permaculture designer, Llewellyn Dyer, have played a key role in engaging Maiyanat and other partners in the development of the rangeland regeneration plots, providing guidance and training to the community members on what interventions are likely to be most successful in regenerating the plots, and how to implement those interventions. Also, Borana has led the way with regards to the development of equitable grazing schemes for traditional pastoralist livestock on commercial conservancy land, and access to good markets with their Livestock to Market programme.

These partners all have long-standing relationships but these were strengthened through this project. For example, during this project, Lion Landscapes has signed new MOUs with key project partners Borana and Loisaba (and 9 other conservancies in the Laikipia Conservancies Association) outlining how they work together to support local livelihoods, mitigate human-wildlife conflict and enable connected conservation across the region. Additionally, the first five Lion Friendly conservancies have signed an addendum to these MOUs outlining the Lion Friendly relationship specifically ([Annex 1](#)). Lion Landscapes are leading or closely involved with most of the activities related to this project, with the exception of the rangeland regeneration plots. Lion Landscapes is affiliated with Oxford University's [Wildlife Conservation Research Unit](#), making WildCRU another key partner in this project, providing technical and academic support.

Additionally, partnerships with the following partners/stakeholders were developed during the grant period:

Koiya & Mutaro, Lobarishoreki & Mutaro, Morijoh, Arjiju Maiyanat and Il Mamusi are the 5 traditional pastoral communities with whom conservation agreements were developed ([Annex 2](#)) linking wildlife presence, and eventually rangeland and biodiversity conservation action by community members, to meaningful benefits. While initially very simple - benefits received are based on wildlife presence from camera trap pictures - these agreements are designed to be reviewed every 6 months by communities and partners and developed over time to include other ways in which benefits can be earned. For example, as the rangeland regeneration knowhow improves, through other project activities, then agreed rangeland regeneration activities will be added as ways that communities can generate more benefits. Likewise other practices that move traditional pastoral livestock practices towards greater sustainability and improve biodiversity.

[Il Ngwesi/Maiyanat community conservancy](#) - Very critical stakeholders in the project because this community has committed to own the first rangeland regeneration demonstration plots, with community members undertaking a large amount of the rangeland regeneration work on the plots. They are involved in planning, decision making, and monitoring and evaluation.

[Lolldaiga conservancy/True Range](#) - As partner, Lolldaiga and True Range (Richard Van Aardt) has played a key role in the technical elements of developing and monitoring the rangeland regeneration plots, specifically, planning interventions, taking and analysing soil samples and monitoring grass growth etc. Additionally, Lolldaiga provides grazing for the Livestock to Market programme, which gives traditional pastoral livestock owners access to better grazing and markets.

[Laikipia Wildlife Forum \(LWF\)](#) - As a partner, they are involved in restoration activities on the rangeland regeneration plots through Ilmamusi Community Forest Association (CFA) with funding from Food Agriculture Organisation (FAO).

[Ilmamusi Mukogodo Forest Association \(CFA\)](#) - A critical stakeholder because the demonstration project's host community are members of the CFA. They have also been

involved in restoration activities within the forest area as well as in community lands/conservancies including Maiyanat community land where the demo plot is located. With funding from FAO, the CFA has piloted semi-circular bunds within the demo plot area with plans to scale up.

Food Agriculture Organization (FAO) - As a partner, they have been involved in funding restoration activities in the Mukogodo landscape through Ilmamusu CFA and Laikipia Wildlife Forum. They attended a partners meeting organised by the Maiyanat community land committee to introduce each partner and agree on the best way to collaborate on rangeland regeneration activities.

Kenya Forest Research Institute (KEFRI) - As a partner, and being funded by FAO, they are engaged in restoration and forest re-seeding activities within and around the Mukogodo forest area. They have dug contours in an area within the demo plot as part of interventions to regenerate the degraded land.

Laikipia Permaculture Centre - They are involved in development of a permaculture design in concert with one of Borana's certified permaculture designer; Llewellyn Dyer. This design will help define the necessary interventions for regenerating the highly degraded demonstration plots.

Natural State, **University of Oxford WildCRU**, and **Trans Kalahari Predator Project** - are new partners that started working with this project at the end of year 2. Note: A new and complementary project developed over the last year by the same core partners (Lion Landscapes and the Laikipia Conservancies Association) plus Natural State, the University of Oxford and Trans Kalahari Predator Project was started with the purpose of developing stacked carbon and biodiversity credits, with healthy lion populations as a key indicator. Lion Friendly Livestock practises will be a key interventions generating income from the credits being developed. This Paul G. Allen Family Foundation funded work therefore dovetails with the activities in this project. Key to both projects is the collecting of cutting edge data on ecosystem health and the density and distribution of wildlife.

San Diego Zoo Global, **ZSL Kenya Rangelands Wild Dog and Cheetah Project**, **Kenya Wildlife Service** and the **Wildlife Research and Training Institute** - are all additional collaborators on the regional camera trap surveys developed for large carnivores and their prey as part of this project.

3 Project Achievements

3.1 Outputs

- 2. Output 1. At least 30% of the Laikipia Conservancy Association commercially run conservancies and their grazing schemes for community livestock are Lion Friendly certified by project end**

Mostly achieved, with strong progress toward full achievement.

All four indicators for Output 1 were met, with some caveats. At project start, the baseline for **indicator 1.1 said that 4 commercially run conservancies would be Lion Friendly certified by the grant end**. The baseline was zero, as part of the project's goal was to develop certification standards from scratch. A severe regional drought in the first two years halted livestock production, pushing the development of a certification lower on conservancy priorities. As a result, early project efforts focused on drought mitigation (Outputs 3 and 4). Serious engagement with certification began only after the rains returned in year 2. By the grant's end, five of Laikipia's largest conservancies had joined the programme, covering nearly 30% of the commercial conservancy land area. MOUs outlining certification requirements are included in [Annex 1](#). Five additional conservancies have verbally committed but are awaiting survey permits (see below), without which agreements to carry out research related work can't be signed. Had research permits been in place, at least 10 conservancies would have joined, and are expected to do so as soon as permits are granted.

Properties can join the Lion Friendly Livestock programme at any point by committing to certification criteria. All five current members are on track to meet Lion Friendly standards within 12–18 months. However, changes to wildlife monitoring methods measuring one of the standards required a specific permit, delaying certification. Specifically, instead of individual property-level monitoring, Lion Landscapes now leads regional surveys using camera traps and SECR/distance sampling methods—better suited to monitoring population changes for wide-ranging species such as lions. Though this shift necessitated permit applications, which delayed the start of data collection, it will yield higher-quality biodiversity data and contribute to a related project, funded by the Paul G. Allen Family Foundation, developing stacked carbon and biodiversity credits. Lion Friendly practices will be a key *intervention* used to improve carbon sequestration and biodiversity conservation, including lion, and generate income from these new nature-based finance mechanisms being developed.

All other data required for certification (see [Annex 3](#)) was collected at the property level and is ready. A permit for carrying out camera-trap surveys over one-third of the region enabled a Feb–May survey; another permit is in process for the rest of the region, with the first year of data from the full surveys expected within six months, enabling high-level certification across participating properties to be finalised.

A core certification requirement is demonstrating positive impact beyond property boundaries, vital for lion conservation. Lions were chosen as a flagship species due to their ecological role and management difficulty. Landscape-scale actions to support lions benefit overall biodiversity conservation and rangeland health. **Indicator 1.2 was that 4 commercially run wildlife conservancies would have signed Conservation Agreements with their neighbouring communities that enable their grazing schemes for community cattle to be certified as Lion Friendly**, Baseline was zero at project start. On the Borana side, informal agreements were developed via the Oramat Lenaboisho Cooperative Society, tied to the Borana Livestock to Market programme ([Annex 2b](#)). Lolldaiga Conservancy supports this by providing grazing access for community livestock.

Originally, conservation agreements were envisioned to be developed on the wider landscape, exchanging grazing access and support on commercial conservancies for conservation action on community land. However, due to the drought, grazing was largely no longer available, prompting conservation agreements to be uncoupled from livestock grazing access: agreements formed instead rewarded wildlife presence and conservation action on community land with a range of benefits chosen by the communities concerned.

Thanks to additional philanthropic support, raised to cover the cost of the alternative benefits given in lieu of grazing, five agreements were signed with local communities ([Annex 2](#)), linking benefits—like healthcare, education, or veterinary care—to verified wildlife presence and sustainable rangeland practices. These benefits were co-agreed with each community and distributed quarterly at open meetings and posted publicly. Full details of how these agreements work are given in [Annex 17](#), and provides a model for channeling future Lion Friendly income to neighbouring communities for mutual conservation and livelihood benefits.

Another way Lion Friendly properties support communities is through shared grazing and market access. **Indicator 1.3 was for 800 community owned livestock to be included in Lion Friendly Livestock sales by the end of the project**. Baseline was zero at project start. Progress here was mainly led by the Livestock to Market programme but was hampered by drought and delayed by the development of a new livestock business model, “ShareStock.” Still under development by Borana, Lolldaiga, and partner communities (Il Ngwesi and Maiyanat), ShareStock moves beyond traditional grazing schemes. Instead of offering limited access to conservancy grazing, it proposes a joint, co-managed livestock enterprise where both parties share livestock ownership, and the two different land uses are managed as one sustainable unit. This removes boundaries between commercial and community livestock and grazing access while preserving land ownership. Communities gain access to resources, markets, and security; conservancies benefit from coordinated rangeland management and biodiversity gains across a broader area.

While promising, ShareStock was not in the original proposal for this grant and needs time and consensus to pilot and scale. It could exceed original grant outputs, advancing the project's impact, though it has no measurable indicators in this grant. Its development also led to a shift away from more traditional community grazing schemes, affecting measurable outcomes tied to this output. Despite the challenges, a total of 432 community livestock were fattened and sold during the grant period representing just over 50% of the targeted 800 sales (Evidenced by LFL livestock sales reports; [Annex 4](#)).

The challenges described above also impacted **indicator 1.4 At least 5% pastoral livestock sold through the Lion Friendly Livestock programme are owned by women by project end**. Baseline was zero at project start - no livestock in the community grazing schemes was owned by women prior to Lion Friendly livestock certification. This project worked with 6 pastoral women's groups to facilitate them to become members of the main community livestock cooperative (Oramat) linked to this project, own cattle, and fatten and sell that cattle through the community grazing schemes. During the grant period, the total number of cattle fattened and sold that were owned by women were 6, representing 1.4% of the total. While the initial cattle owned by women were low in number (only one per women's group), this represented a transformative change in social norms—pastoral women are traditionally not allowed to own or make decisions on the management and sale of livestock, particularly cattle—and will grow over time as women's cooperatives fatten and sell cattle and build their herds.

Conclusion:

Despite challenges, strong progress was made on Output 1, with most indicators achieved. Adjustments due to drought and the emergence of new innovations like ShareStock have strengthened long-term project potential. While women's participation remains limited due to cultural barriers only recently starting to be overcome—when the project started to work with women's groups rather than individual women—other elements are on track or likely to be exceeded soon. With improved environmental conditions and pending permits, the project is well-positioned to scale certification, deepen community engagement, and enhance sustainable livestock markets. These achievements lay the foundation for more inclusive and impactful Lion Friendly initiatives in future phases.

3. Output 2. At least 10% increase in the overall profit margin for community livestock owners selling livestock through the Lion Friendly Livestock programme, through the production of healthier, heavier livestock, reduced profit leakage to brokers by project end.

Not measurably achieved.

There were two main reasons why this output was challenging during the grant period. The drought situation in the region became critical at the very start of the project and continued until October 2023, when some rains fell, but heavy rains only returned in March-April 2024. As with Output 1, the drought lasted so long, and the impacts of the drought on livestock production in the region were so great, that outputs linked to livestock fattening and sales were not accurately measurable during the life of the grant. Any changes seen were almost certainly much more the effect of changes in climatic conditions than the project activities. This does not mean that this output should be abandoned by the project moving forward but it does mean that it was not achieved during the life of this grant. A second confounding factor was that key livestock partners who were leading on the community grazing programmes started working towards a new, and more ambitious model - 'ShareStock' - already introduced in this report. This meant that the third year of this grant represented a phasing-out of the original community grazing schemes while the new ShareStock model was being developed. The numbers of livestock available to measure this was therefore again very low.

Considering the above two points, the results of the indicator we used to measure progress towards this output, i.e. **2.1 Livestock sale price per animal for community owned livestock taking part in the Lion Friendly Livestock programme is increased by 7.5% per animal sold. Baseline taken to be sales prices to local brokers of non-Lion Friendly certified livestock in participating communities during the same time period**, cannot be

meaningfully measured. We will keep this as a project indicator, however, because it will be very important once the ShareStock model is underway.

4. Output 3: Increased capacity to reduce losses of livestock to predation on communities participating in the Lion Friendly Livestock programme by project end

Achieved, with substantial overachievement in capacity-building indicators.

Livestock predation severely impacts pastoralist livelihoods and large carnivores, which are often killed in retaliation (e.g., poisoning). During the drought, already-devastating livestock losses made communities even less tolerant of predation. Meanwhile, carnivores—especially lions—thrived early in the drought by feeding on weakened wildlife. However, as wild prey declined and rains returned, hunting wild prey became harder, and carnivores increasingly turned to livestock, exacerbating human-wildlife conflict. This made Output 3 vital for protecting pastoralist livelihoods, large carnivores, and other species impacted by retaliatory poisoning.

To achieve this, the project shared information widely on protecting livestock from predation. Studies by project partners ([Annex 20](#)) have shown that strong night enclosures are key to reducing predation. Traditionally built from thorn trees—now an unsustainable method—partners promoted an alternative design of enclosure shown to reduce predation by 80% (60-94%) elsewhere.

Indicator 3.4 for the project was that at least 1000 additional members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have seen a demonstration on how to build a sustainable predator proof livestock enclosure by project end. By project end, 4,687 pastoral people—31% women—had attended demonstrations on how to build a predator resistant enclosure (see [Annex 5](#)). Demonstrations were held at markets and community meetings, where displays remained up all day to enable in-depth conversations on predator-resistant practices.

Access to information is essential, but irrelevant without access to necessary materials.

Indicator 3.5 was, therefore, that all communities taking part in the Lion Friendly Livestock programme or neighbouring LFL certified properties are given easy access to materials to build predator-proof livestock enclosures at cost by project end. Initially, materials were only available in towns like Nanyuki, 2–3 hours away. The project negotiated with suppliers to stock affordable materials in community hardware stores, also providing pamphlets on construction ([Annex 6](#)). This cut access time to under 30 minutes and supported local community hardware stores with a new income stream.

However, the drought left pastoralists unable to afford materials, despite strong interest. Progress was also disrupted when another organisation distributed free materials without coordination, undermining the sustainability of cost-sharing and slowing sales. Though this free distribution ceased, its impact lingered. Even post-drought, recovery was slow, and transport to homesteads remained a challenge. In year 3, the project began delivering materials directly and offering construction support—an effective subsidy—requiring recipients to involve neighbours in the construction process in order to ensure wider engagement. Despite barriers to sales, interest remained strong. Ten predator-proof bomas were sold in Lobarishereki in the final nine months, indicating growing demand as financial conditions improve.

Sustained support beyond information and materials is essential. The project established a network of community-based Lion Extension Officers (LEOs) to assist with predator-friendly practices and respond to incidents, reducing further losses and retaliatory killings. **Indicator 3.1 - 12 Lion Extension Officers are employed and trained to deliver predator-proof livestock husbandry advice and support to their communities by project end. Baseline at project start is 3; Indicator 3.2 - at least 30% of the LEOs employed are women, and indicator 3.3 - LEOs carry out at least 360 peacetime visits to household bomas per year by project end to provide predator proof livestock husbandry support.** By project end, 15 new LEOs were added, exceeding the target with a total of 18 (five of whom were women—

28%). During the grant period, the LEOs made 9,238 household and herd visits (target: 1,080), offering husbandry advice and assistance ([Annex 8a](#)), and responded to 1,090 carnivore-related incidents, helping prevent escalation ([Annex 8b](#)). Records of LEO employment and training are in [Annex 7](#).

Conclusion:

Despite the drought, Output 3 exceeded targets. Community capacity was strengthened through trained LEOs, improved access to materials, and widespread knowledge-sharing. Although economic hardship and external free-material distribution hindered sales of predator resistant enclosure materials, recent sales signal an increase in uptake as conditions improve. This groundwork is essential for long-term coexistence between pastoralists and carnivores, safeguarding both biodiversity and livelihoods.

5. Output 4. Increased capacity for sustainable rangeland management on communities participating in the Lion Friendly Livestock programme by project end

Achieved, with demonstration projects and community engagement exceeding targets despite logistical challenges.

Rangeland degradation and poverty are concentrated in Laikipia's traditional pastoralist areas, where unsustainable livestock practices contrast with those on well-maintained commercial conservancies. These commercial areas support abundant grass and biodiversity, while larger pastoralist lands face erosion and low productivity. This output aimed to address this imbalance by promoting knowledge exchange between commercial and traditional pastoralists on rangeland regeneration and sustainable livestock practices. The prolonged drought further emphasised the urgency of regenerating community rangelands.

Degradation has persisted so long that many pastoralists no longer remember healthy rangelands. To build local capacity, the project and its partners worked with communities to create four demonstration plots (totaling 589 acres) using cost-effective regeneration methods ([Annex 9a](#)). These degraded, erosion-prone plots started their restoration process through community-led labour and expert guidance. Diverse techniques were applied to reverse desertification and enhance productivity, establishing the sites as effective hubs of rangeland regeneration activity. **Indicator 4.1 was to have 3 rangeland regeneration demonstration projects established within communities taking part in the Lion Friendly Livestock programme by the project end.** Three plots (1,2 & 3a) on Maiyanat land are now operational and open to visitors, and a fourth plot (3b) is being developed. Regeneration work continues, supported by grazing plans and related strategies. The transformation is evident through mapping, photographs, and Ecological Outcome Verification reports ([Annex 9b](#)). Additionally, landscape function baseline reports were done for the plots ([Annex 9c](#)) to allow change in ecosystem functions to be monitored to an even greater degree moving forwards. Additionally, women and youth groups have used the plots to harvest over 750 kg of grass seeds, retaining full ownership and selling them to the CLMC or other partners, generating local income. A potential fifth demonstration plot is under discussion at Loisaba, with funding expected beyond this grant, reflecting the perceived value of developing these.

In total, 196 local pastoralists have participated in establishing and maintaining these plots ([Annex 16](#)). However, a key part of achieving this output was to extend the lessons learned to other members of the community, and other communities across the Laikipia region. **Indicator 4.4 was that at least 1000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have attended one or more sustainable rangeland management days on a LFL certified conservancy or demonstration plot by project end, and at least 30% of the attendees were women.** Baseline was zero at project start. In fact 1,752 people participated in rangeland management days, 38% of them women ([Annex 10](#)).

The project also hosted community DVD nights in village centres throughout community rangelands, featuring local language films on rangeland regeneration, followed by discussion sessions led by trained Lion Extension Officers (LEOs). The indicator used for this part of the output, **4.6, was for at least 3000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property to have attended at least one sustainable rangeland management DVD night by project end, and for At least 30% of the DVD night attendees to be women.** By project end, 4,134 people (40% women/girls) attended these events ([Annex 11](#)). Films shown included “[Restoring Dry Land in Tanzania](#)” “[Story 2022](#)” by Justdiggit, and episodes from NRT’s Rangelands series ([episode 1](#), [episode 2](#), [episode 3](#)).

To ensure long-term support for community adopters, the same LEO network from Output 3 was trained in rangeland regeneration techniques, including regular refreshers. **Indicator 4.2 and 4.3 were resp.to have 12 Lion Extension Officers trained to deliver sustainable rangeland management advice and support to their communities by the project end, where the baseline at the start of the project was Zero, and for at least 30% of those LEOs trained to be women.** The project trained 18 LEOs (28% women) to provide rangeland management support. LEOs also accompanied community members on visits to the rangeland regeneration demonstration plots, demonstrating practical techniques to enhance learning ([Annex 12](#)). Regular assessments of rangeland health and function are also a key part of this output, which help demonstrate the success of the different interventions used and will feed into stacked carbon-biodiversity credits, under development with Paul G. Allen Family Foundation support

Conclusion:

Output 4 was successfully delivered, meeting or exceeding key targets despite logistical challenges. Three demonstration plots were established, with more underway, becoming focal points for hands-on training. Strong community engagement was achieved through demonstration site development, rangeland days, and DVD nights. The number of trained LEOs surpassed targets, creating a sustainable support network. This output has increased community knowhow with regards to regenerating degraded rangelands, and empowered women and youth through economic opportunities. It sets the stage for long-term monitoring and income generation through nature-based solutions that support both pastoralist livelihoods and conservation.

6. Output 5. Improved financial management knowhow and access to suitable savings, credit and current account mechanisms (alternate to owning livestock herds) for pastoral women in Lion Friendly Livestock communities.

Achieved. Significant progress made through financial literacy training, provider linkage, and measurable shifts in women’s wealth management behaviours.

Pastoral families in Laikipia traditionally hold wealth in livestock, increasingly smallstock like goats and sheep, which are more drought resilient and survive better on degraded rangelands. Smallstock are particularly important for women, who use them to meet essential family needs. However, this practice makes households vulnerable to drought and contributes to rangeland degradation. This output aimed to provide women with savings and credit alternatives and the information needed to make informed decisions. The project focused on: 1) Educating women about savings and credit products, 2) Collaborating with financial institutions to tailor products to pastoral women's needs, and 3) Connecting interested women to providers.

The long-term goal is for women to shift wealth from livestock to financial accounts. Related indicators of success for this work were that **(5.1b) at least 100 individuals in LFL communities have participated in financial literacy courses by project end including (5.1a) at least 25 women’s groups, and that (5.1c) at least 70% of the people completing the financial literacy course are pastoralist women.** A total of 430 people completed the

course, including 25 women's groups, with 99.3% of attendees being pastoral women ([Annex 13](#)).

To measure resulting change in behaviour we included **indicator (5.2) that all women's groups taking part in the financial literacy programme, who express a desire to join a SACCO/bank, have been connected to at least one SACCO/bank who can provide them with a savings and credit product that is suitable to their needs.** In indicator 5.3 we also said that **at least 20% of members of pastoralist women's groups taking part in the financial literacy building programme are members of a SACCO or another officially registered savings and credit scheme by project end;** and Indicator 5.4 **at least 20% of members of pastoralist women's groups taking part in the financial literacy building programme report an increased percentage of family wealth held in an account, and a decreased proportion of family wealth held in livestock, by project end.** By project end, 100% of attendees to the financial literacy training were connected to their providers of choice, and 50% of participants had opened accounts. Preference for holding wealth in savings increased from 9% to 67%, while preference for using livestock sales dropped from 87% to 33%. Evidence comes from pre- and post-training surveys ([Annex 13](#)). The training significantly influenced women's financial attitudes. While men still hold more control over livestock, interest from men in the course is growing, offering potential for broader change. The short grant period limited the ability to measure changes in livestock numbers, but landscape-wide camera trap surveys will monitor this over time.

Conclusion:

Output 5 successfully improved financial literacy and broadened access to alternative wealth management options, particularly for pastoral women. The program achieved behavioural shifts, laying groundwork for financial inclusion and reduced reliance on livestock. Continued community engagement, especially with men, is crucial to amplify these changes. While landscape-scale changes in smallstock numbers weren't yet measurable, the foundation for measuring this over time is in place. Combined with earlier outputs on holistic cattle management, this work supports long-term resilience, economic diversification, and rangeland restoration.

3.2 Outcome

7. Outcome: A scalable and equitable sharing of tools, knowhow and benefits that enable and incentivise sustainable livestock production and biodiversity conservation on commercial and community conservancies in Laikipia, Kenya.

The project made strong progress toward building a scalable and equitable model that promotes sustainable livestock production and biodiversity conservation across Laikipia's conservancies. Outputs established long-term mechanisms likely to outlast the grant period. However, a major challenge was the severe drought in Years 1 and 2, which delayed all livestock-related outputs and caused widespread losses. As a result, **indicator 0.1, which states that at least 50% of the additional profits generated from the sale of Lion Friendly certified livestock products are used to fund activities that enable and incentivise sustainable livestock practices on traditional pastoral land** could not be achieved, as no additional profits were generated and activities remained funded by grants. Still, the groundwork is in place for future gains. Despite this, **indicator 0.2 that at least 50% of the beneficiaries from Lion Friendly Livestock outputs are pastoral women** was reached, with 38% of beneficiaries being women ([Annex 18](#)).

Engagement in Lion Friendly activities continues to grow, with multiple conservancies ready to join once ecological survey permits are issued. This supports **indicator 0.3 Expansion plans for the Lion Friendly Livestock activities to >3 new conservancies by project end**—a realistic and likely underestimated target as there are 5 more conservancies who have verbally agreed to join the programme at project end.

Monitoring is central to Lion Friendly certification, tracking biodiversity improvement and changes in behaviour. **Indicator 0.4 states that systems should be in place for the long-term monitoring of wildlife and livestock abundance in Lion Friendly beneficiary areas with at least 1 year of data.** Monitoring systems using SMART and Earth Ranger are operational and teams are trained. While full landscape-scale camera trap surveys are pending permit approval, camera trap surveys covering one-third of Laikipia have already been completed, and all infrastructure and teams are in place for surveying the rest of the Laikipia landscape. Once final permits arrive, the data will exceed initial expectations and be strong enough to go beyond this grants goals, and support the development of biodiversity credits.

Long-term success also depends on neighbouring community engagement in conservation action. To enable and incentivise change, conservation agreements were established between project partners and traditional pastoral communities. Five agreements were signed with communities bordering Lion Friendly conservancies ([Annex 2](#)), exceeding **indicator 0.5 Conservation agreements signed with >3 community village clusters taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property. Baseline is zero at project start.** Though currently donor-funded, these agreements provide a mechanism to share benefits from Lion Friendly practices like grazing access and husbandry support, while encouraging communities to adopt similar practices and regenerate their own rangelands.

To assess perceived benefit of rangeland and wildlife conservation within the communities we are working with, **indicator 0.6 Perceived benefits of wildlife presence in participating traditional pastoral communities recorded as significantly more positive by project end was used.** The baseline for this was taken from attitudinal taken surveys at project start and compared to those taken during year 3. These attitudinal surveys show that 65% of respondents recognised benefits from wildlife by project end, up from 25% at baseline ([Annex 14](#)). These surveys extended beyond areas with conservation agreements and suggest growing appreciation that the presence of wildlife, including lions, and positive conservation actions can bring tangible rewards.

3.3 Monitoring of assumptions

The pathway to change outlined in the Lion Friendly Livestock programme has some elements that are not yet fully tested but remains valid. Participation offers verifiable conservation and quality standards, which—once the livestock industry recovers from drought—should add value to livestock produced in a way that helps regenerate rangelands and biodiversity, including lions.

The anticipated market benefits tied to these standards remain untested due to drought-related setbacks. However, the programme's value largely lies in building mechanisms for long-term knowledge sharing and landscape-wide support, which are highly valued by both community producers and commercial conservancies. Training, information exchange, and technical support, delivered by Lion Extension Officers and rangeland experts, promote sustainable rangeland practices and protect livestock from predation. At the same time, demonstration plots serve as proof of concept, offering visitors visible evidence that these practices result in more grass, improved land function, and better pastoral livelihoods.

The project also introduced accessible savings and credit products to pastoralist women, reducing dependence on small stock as a form of household liquidity. Adoption of these alternatives enhances household resilience.

Sustainable practices are further incentivised through conservation agreements that exchange measurable proof of wildlife presence and conservation action for community benefits such as healthcare, education, veterinary care, and infrastructure.

Ultimately, a more sustainable livestock economy will strengthen pastoralist resilience and support both biodiversity and potential nature-based income streams through ecosystem service payments.

1.

Project Summary	Important Assumptions	Update if it still hold true
Outcome: A scalable and equitable sharing of tools, knowhow and benefits that enable and incentivise sustainable livestock production and biodiversity conservation on commercial and community conservancies in Laikipia, Kenya.	Lion Friendly Livestock producers see value, and are able to channel this percentage of profits into biodiversity conservation and rangeland regeneration activities on community rangelands - Year 1 participants have already verbally agreed	We are yet to test this assumption to see if it holds true, as there has not been any increase in profits from livestock sales that can be directly attributed to being Lion Friendly by project end. Participating properties do see value in the additional data provided through the monitoring of Lion Friendly criteria, and potential for increased profits in the future, as evidenced by their agreement to sign up to the programme. Additionally, communities have seen benefits in taking part in the project activities, as evidenced by attitudinal surveys. Lion Friendly properties are all investing considerable funds into rangeland regeneration and biodiversity conservation even before there are increased profits that can be attributed directly to being Lion Friendly certified because they can see the value of doing this and believe in Lion Friendly practices as a necessary intervention to ensure their livelihoods in the long term.
	Funds disbursed to community entities can be tracked and expenditure verified to be spent on agreed activities. - Lion Extension Officer SMART data will help with this	This assumption has been fully tested through our community agreements, and found to hold true. The transparent and inclusive processes set in place are effective and ensure that benefits are equitably distributed.
	There are no major occurrences of insecurity, livestock incursions from other areas, and the current drought does not last beyond year 1 of the project – these factors are beyond the control of this project but would have a significant short-term negative impact on metrics listed here	This assumption did not hold true. The project activities remained relevant, but changes had to be made to the timetable and measures of success due to the prolonged drought. We effectively mitigated most impacts of the drought on project activities but not all. On a positive note, the drought demonstrated the clear imperative for adopting more sustainable practices better than any project activities could have done, and so likely contributed positively to the high levels of positive engagement in project activities we have had since the worst hardships from the drought passed.
Outputs:		
1. At least 30% of the Laikipia Conservancy Association commercially run conservancies and their grazing schemes for community livestock are Lion Friendly certified by project end	Lion Friendly criteria are sufficient to ensure persistence of lions and other large carnivores on the landscape	Holds true according to the data so far but testing this assumption should continue over a longer time scale.
	Conservancy livestock farmers agree that Lion Friendly is the conservation certification/brand that they want to get behind. Initial meetings with the Laikipia Conservancies Association indicate support for this idea	Holds true. Livestock producers clearly see benefit in having the Lion Friendly standards, given the number that have either signed agreements or verbally agreed to join the Lion Friendly programme by the grant end. In general, producers agree that the Lion Friendly standards represent practices that are the best for livestock production and conservation, and that they will include the Lion Friendly certification on their produce, even if they also include others.

	Communities wishing to join the Lion Friendly grazing schemes on the well-managed wildlife conservancies (where there is much better grazing) will be willing to undertake activities that improve the sustainable management of their own rangeland as part of the agreement	Holds true. The communities are willing to engage with and undertake activities that improve the sustainable management of their own rangelands as part of the conservation agreements. The drought increased the understanding that current norms need to change. The developing ShareStock model, in which members of the communities will become shareholders in a livestock scheme /business, which runs over both commercial conservancy and community land, will be based on sustainable management over both land use types.
	Women's groups will be empowered to join the Lion Friendly Livestock programme, despite cultural norms. Initial discussions with several women's groups indicates that this is possible although it will take time to change	Holds true. While there is still a strong cultural norm towards women not being able to own livestock as individuals, there is more leeway shown towards women's groups. Six women's groups neighbouring Borana conservancy have joined the Cooperative Society operating under Borana's community grazing scheme - Livestock to Markets. Community grazing schemes on commercial conservancies will hopefully be superseded by the ShareStock model but established women's groups can be included as shareholders in that too.
2. At least 10% increase in the overall profit margin for community livestock owners selling livestock through the Lion Friendly Livestock programme, through the production of healthier, heavier livestock, reduced profit leakage to brokers by project end Note that this output assumes the current drought will end, and commercial rangelands will have time to recover enough to fatten community livestock, within the project period.	The main meat packers and bigger butcheries will see CSR value in Lion Friendly branding as long as meat quality is maintained - note companies have already expressed interest in this	Not yet tested: Lion Friendly Livestock production was badly hindered by the drought, and the implementation of a Lion Friendly marketing has been delayed until post grant. However, initial discussions with meat packers indicate that this assumption will hold true.
	By working through the Laikipia Conservancies Association, with multiple conservancies joining the programme, and by including community livestock grazing schemes, Lion Friendly Livestock can directly fulfil supply requirements for larger meat packers and distributors, cutting out brokers	Not yet tested although this should hold true. The remaining members of the AgWild cooperative, recently set-up in Laikipia for the purpose of fulfilling supply requirements for larger meat packers and distributors, have verbally agreed to be Lion Friendly certified by grant end.
Output 3 Increased capacity to reduce losses of livestock to predation on communities participating in the Lion Friendly Livestock programme by project end	LEO support, knowhow sharing and access to materials will result in an uptake of predator-proof husbandry practices on community conservancies	Holds true. LEOs have consistently helped their communities to strengthen livestock enclosures, herding practices and find lost livestock. Being members of the communities themselves, and always present, LEOs are the best people to support their communities to effect change.

	This project will be able to attract women to Lion Extension Officer positions. The first 3 LEOs have already been employed, one of which is a woman and several applicants were women	Holds true: 28% of LEOs employed and trained were women, just short of 33%
Output 4. Increased capacity for sustainable rangeland management on communities participating in the Lion Friendly Livestock programme by project end	Demonstration projects showing the regeneration and/or the sustainable management of rangelands, and knowhow sharing, will result in increasing uptake of sustainable rangeland management practices among community members	We believe that this holds true: However, this was not measurable during the grant period—which focused on the development of the plots—and needs to be tested over a longer period of time. This assumption has been emphasised by communities and community leaders during community meetings, and having communities agree to set aside large areas of land for demonstration plots, the numbers of visitors to those plots, and requests for more plots, indicates a commitment to this.
Output 5. Improved financial management knowhow and access to suitable savings, credit and current account mechanisms (alternative to owning livestock herds) for pastoral women in Lion Friendly Livestock communities	Sensitisation efforts are able to build trust in the SACCO structure, and local pastoralist women do adopt savings and credit mechanisms as an alternative to livestock in Lion Friendly Livestock areas. SACCOs are a popular and widely trusted mechanism among other groups in Kenya. We believe that by providing a better understanding of how such financial services work, working with local SACCOs to provide a service that is suitable to pastoral women, and making sure these women have access to their choice of providers will mean that less 'wealth' is kept as physical livestock. Recent surveys carried out in these communities by Lion Landscapes show that 74% of those interviewed would prefer to keep their savings in a SACCO than in livestock, if one was available	Again this assumption is still assumed to hold true but will only be measurable beyond the grant period. The large scale surveys started during this grant will provide data showing changes in livestock densities over time. In the meantime, the high proportion of attendees to the financial awareness training that have opened accounts indicates a genuine desire to diversify how family wealth is held and managed.

3.4 Impact

The impact we stated on our application form was: **Sustainably managed conservancy and community rangelands capable of supporting livestock, people, wildlife (including the largest carnivores) and ecosystem services such as rangeland carbon projects.** The African lion, as a top predator and a major challenge for livestock producers, serves as a powerful flagship for promoting sustainable livestock practices in healthy rangelands. While community rangelands are currently degraded, the right interventions—like the Lion Friendly standards—can regenerate biodiversity-rich landscapes that support people, livestock, and wildlife.

This project promotes Lion Friendly practices through two key pathways: 1) Enabling adoption by sharing knowledge and materials. Evidence includes high participation in boma

demonstrations, DVD nights, rangeland open days, and LEO household and herd visits (Annex 15), and 2) Incentivising adoption through Lion Friendly certification, backed by robust data, which is expected to increase market access and product value. While the drought delayed income-linked results, early industry interest and international trends support this model. Meanwhile, community members are rewarded via conservation agreements that link wildlife presence and positive conservation actions to tangible benefits.

Ultimately, Lion Friendly livestock producers receive multiple rewards: Direct benefits for meeting standards (via conservation agreements); future income from certified product sales; rewards tied to wildlife presence and conservation actions, evidenced by conservation agreements ([Annex 2](#)); and long-term gains from healthier soils and grasses, already visible on commercial conservancies and demonstration plots where Lion Friendly practices are in place ([Annex 9b](#)).

This combined approach of enabling and incentivising Lion Friendly practices forms the ideal intervention underpinning a stacked rangeland carbon and biodiversity credit, now under development with support from the Paul G. Allen Family Foundation, which would represent the next big step towards achieving our impact.

4 Contribution to Darwin Initiative Programme Objectives

4.1 Project support to the Conventions, Treaties or Agreements

The Lion Friendly Livestock project significantly contributes to goals in (1) Kenya's Nationally Determined Contributions (NDC) plan and (2) AICHI targets.

(1). Kenya's NDC goals:

LFL activities will help achieve P3 Mainstream Climate Smart Agriculture (CSA) towards increased productivity through value chain approach to support the transformation of agriculture into an innovative, ...modern sector and P39 Strengthen access of women, youth, ...to enterprise funds, climate finance and credit lines. Our LF standards will result in ecologically appropriate herd management and appropriate responses to wildlife conflicts, contributing towards P4 Build resilience of the agriculture systems through sustainable management of land, soil, water and other natural resources...and safety nets. According to the FAO, many governmental and non-governmental groups are looking to meet rapidly rising demands for meat by increasing efficiency in the livestock industry. This approach promotes greater food security, while reducing exposure to disease, stemming land conversion to intensive agriculture, and increasing personal wealth, especially in rural areas. The diversity and scale of potential benefits have driven many groups to invest time, resources and funding into increasing the local production of livestock.

Productivity of traditional livestock systems in sub-Saharan Africa (SSA) remains generally poor. The main source of variability in output is livestock density and not individual animal productivity. For example, calf mortality in SSA is 22 percent and calving rates are low at about 60 percent. Our project increases efficiency and livestock productivity to address these directly and thereby meeting P3 and P4. Co-developing economic incentive approaches with women's cooperatives will help achieve P38 Develop social safety net structures for women, youth... and P40 Promote gender responsive technologies and innovations in the private sector, through financing capacity building and start-up services.

Creating a certified green label for meat will help achieve P42: Mobilise financial resources from capital markets and other financial instruments for green investments and implementation of the Green Business Agenda 11,12.

Certification will allow community owned livestock to be sold as Lion Friendly, contributing towards P43 Eco-label industrial products to promote green procurement especially by public procurement agencies.

(2) Biodiversity AICHI goals.

Creating a certified green label for meat will help achieve goal 3: ‘Enhance implementation of positive/new incentives. Conservation Agreements developed with commitments to enable better wildlife and rangeland conservation will contribute towards habitat restoration, e.g. in goal 15 ‘By 2020 at least 5% of degraded ecosystems are restored.’

4.2 Project support for multidimensional poverty reduction

The project supports poverty reduction in traditional pastoralist communities through multiple channels. Livelihoods here depend heavily on livestock, making rangeland degradation and drought the region’s primary poverty drivers. The project reached over 1,752 pastoralists with guidance on sustainable livestock production and rangeland regeneration—key to protecting their basic needs. It also supported over 9,238 households with visits from Lion Extension Officers offering advice and support on implementing predator-proofing practices, reducing losses and securing their main livelihood asset.

Economic benefits from Lion Friendly certified livestock—such as higher returns, healthier animals, and reduced broker fees—are expected as the market develops. Although the drought stalled progress, benefits are likely to emerge post-grant as the livestock industry recovers.

The drought also revealed the acute vulnerability of women and children, who were left without food or decision-making power when men left with cattle in search of pasture. Emergency aid for women was necessary at the drought’s peak. In response, project partners worked with six women’s groups to help women gain livestock control and join conservancy grazing schemes. Financial literacy training with 299 women addressed a critical gap—100% of their household wealth was livestock-based at project start. Now, 50% of participants have opened savings or credit accounts, showing a significant shift in mindset. Growing interest from men suggests potential for broader uptake.

Five of the poorest village clusters also received support via conservation agreements that linked tangible benefits with wildlife presence and conservation-positive actions. These agreements eased immediate hardship and promoted long-term resilience to climate shocks by incentivising rangeland health improvements.

4.3 Gender Equality and Social Inclusion (GESI)

GESI Scale	Description	Put X where you think your project is on the scale
Not yet sensitive	The GESI context may have been considered but the project isn’t quite meeting the requirements of a ‘sensitive’ approach	
Sensitive	The GESI context has been considered and project activities take this into account in their design and implementation. The project addresses basic needs and vulnerabilities of women and marginalised groups and the project will not contribute to or create further inequalities.	
Empowering	The project has all the characteristics of a ‘sensitive’ approach whilst also increasing equal access to assets, resources and capabilities for women and marginalised groups	
Transformative	The project has all the characteristics of an ‘empowering’ approach whilst also addressing unequal power relationships and seeking institutional and societal change	X

This project actively includes women in knowledge sharing and sustainable livestock planning through culturally sensitive methods. Recognising that women often don't speak publicly against men, their views are gathered via breakout groups and informal discussions. Lion Extension Officers (LEOs)—nearly one-third of whom are pastoralist women—ensure accessible, gender-appropriate support for traditional pastoral households and help amplify women's voices in shaping project activities.

Female LEOs are vital in running DVD nights and community meetings, ensuring women are represented and engaged. These LEOs also relay women's perspectives to project partners, strengthening gender-responsive design and delivery.

The project also empowers women with financial literacy and alternatives to livestock-based savings—challenging the norm of male-dominated wealth. Through women's groups participating in grazing cooperatives, women are starting to gain ownership of livestock for the first time, a significant cultural shift.

In total this project has benefitted over 4,171 women with direct training, technical support or tangible benefits. A key lesson learned is the enthusiasm and leadership potential among women to engage in traditionally male-dominated areas. There is clear momentum for deeper inclusion and change.

4.4 Transfer of knowledge

Knowledge sharing is central to this project. Laikipia is a landscape of contrasts—world-class, biodiverse conservancies practicing sustainable livestock management sit beside heavily degraded traditional pastoralist lands. This project builds mechanisms for effective, culturally sensitive knowledge exchange between these models.

Exchange has been multi-directional, with all partners gaining insight into one another's needs and practices. Methods have been described already and include: Husbandry demonstrations at local markets; Village-centre DVD nights; Informal training in community spaces; and daily interactions led by Lion Extension Officers (LEOs), who share knowledge both ways across community and partner networks.

LEOs work hands-on with communities—strengthening enclosures, regenerating rangelands, and co-developing demonstration plots with experts and local members. These plots serve as active learning sites, also attracting visits from community leaders and government officials from further afield seeking solutions for degraded lands.

The project has also generated new knowledge. It developed Lion Friendly standards for sustainable livestock production alongside apex predators—standards that are adaptable to other regions. It has also produced extensive data, from SMART-tracked LEO activities to ecological surveys, feeding into adaptive management, carbon and biodiversity credit models, and the new ShareStock model.

4.5 Capacity building

Capacity building in this project has focused on empowering local pastoralists to sustainably manage rangelands and protect livestock—key to long-term community and biodiversity resilience across Laikipia and East Africa. Over 11,191 pastoralists were reached through active knowledge exchange ([Annex 18](#)). Specific roles were created and filled by local individuals, including 18 Lion Extension Officers and 10 community camera trap officers.

Existing institutions—such as women's groups, livestock cooperatives, and grazing committees—were strengthened, with women starting to participate as livestock owners. New institutions, like committees managing conservation agreements, were co-created to ensure transparency and equity.

Crucially, the project embedded locally driven systems that support continued knowledge sharing and benefits from improved rangeland management, laying a foundation for ongoing capacity development in the region.

5 Monitoring and evaluation

This project collected and shared extensive monitoring and evaluation (M&E) data, primarily through SMART and the Earth Ranger platform (for spatial data), and Google Drive databases (for non-spatial data). The Monitoring and Evaluation Plan ([Annex 15](#)) guided data collection to track progress toward log frame indicators.

Over the next six months, the team will refine these metrics to assess not just operational outputs but also broader impacts. With notable attitude and behaviour changes driven by both the project and drought conditions, it's timely to revisit the Theory of Change and ensure all steps are aligned with meaningful, measurable indicators. A dedicated team member will lead this work.

Given new financial mechanisms being developed (e.g., impact-based investment and ecosystem service credits), an accurate, transparent data-sharing platform is also underway. This will support accountability to both investors and future donors.

The team also plans to incorporate new metrics—such as community perceptions of equity, inclusivity, and empowerment—absent from the current framework.

Some key changes could not be fully measured within the grant period due to drought-related or administrative delays (e.g., livestock recovery, pending research permits). Still, useful data was collected and will support future evaluations. A review now will ensure the M&E system remains robust and relevant going forward.

6 Lessons learnt

This project confirmed that large, complex challenges require adaptive solutions. The prolonged drought—unprecedented in 39 years—necessitated several adjustments in approach. A key lesson is that adaptability and flexibility are critical, and are best supported by strong communication between project partners and funders.

While partners responded innovatively, the absence of a dedicated project coordinator led to occasional lapses in internal communication. Fortunately, all partner-initiated actions were synergistic, too often this was more by luck than planning and a central coordination role would have strengthened implementation. Future projects of this scale should include such a role from the outset.

Ultimately, the project's challenges highlighted the value and urgency of its work. Despite the difficulties, the need for sustainable livestock management has only grown, increasing the relevance of project activities to both conservancies and communities.

7 Actions taken in response to Annual Report reviews

From review Year 2 report:

- The reviewer encourages the project to do a full logframe review and adapt indicators to reflect what is realistically feasible given the drought and timeline implications. This external factor is beyond the control of the project, and it has done well to pivot, but indicators should be reflected to detail what is possible and feasible. The project should seek to alter Outcome indicator 0.1.

Outcome indicator 0.1, which states that at least 50% of the additional profits generated from the sale of Lion Friendly certified livestock products are used to fund activities that enable and incentivise sustainable livestock practices on traditional pastoral land was not adjusted to reflect the fact that there were no *additional* profits from being Lion Friendly within the grant period due to drought related delays in livestock production related activities. This was an oversight. However, project partners raised considerable additional philanthropic funds to cover this gap, and Lion Friendly conservancy partners collectively invested profits from other activities in additional activities (beyond this grant's activities) that strengthen the outcome of this grant and work towards the Impact. For example the development of the ShareStock programme, building the conservation agreements despite a lack of additional profit, building two education centres where courses could be run on rangeland regeneration

for pastoral people and multiple community livestock support efforts on top of the activities in this grant. This demonstrates an understanding that supporting the regeneration of community rangelands is essential for the long-term success of commercial properties, and it is certain that commercial properties will continue to invest heavily in this for years to come as part of their own sustainability and legacy.

- While activities and Outputs contribute to the project's stated Impact, the report does not explicitly consider or quantify the extent to which the measured impact can be attributed to the project activities. Future reporting would benefit from this link. While activities and outputs contribute to the project's stated Impact, the report does not explicitly consider or quantify the extent to which the measured Impacts can be attributed to the project activities.

We hope this is now explained in sections 3.4 and 5.

- The project has not reviewed its exit strategy, and should do so in its next AR.

We hope this is now explained better in section 9 below.



8 Risk Management

No new risks have arisen during the last 12 months that were not previously accounted for by the project.

9 Sustainability and Legacy

This project addresses a shared, urgent priority: unsustainable livestock production threatens biodiversity, ecosystem function, and livelihoods across Laikipia's rangelands. To ensure rangeland health, two challenges must be met: making regenerative livestock practices mainstream, and creating value for that and resulting ecosystem services both locally and globally—the latter depending on the former.

The Lion Friendly Livestock programme provides locally owned solutions built on shared needs, with all partners engaged in co-developing activities. This ownership and alignment with a common goal—sustainably managed rangelands that support people, livestock, wildlife, and ecosystem services—ensures that work will continue beyond the grant.

High demand and strong partnerships with both traditional and commercial producers have laid the groundwork for post-grant expansion. The project also aligns with Kenyan government priorities in wildlife conservation, sustainable agriculture, and climate resilience, encouraging continued engagement from local authorities.

All activities are designed to be long-term and integrated into regional livestock production norms. While philanthropic support remains important—especially for community rangeland regeneration and women's inclusion—additional income from Lion Friendly-certified produce and donor interest in integrated solutions will support sustainability.

Crucially, Lion Friendly practices enhance soil carbon, water cycling, and other key ecosystem functions. These practices are central to new income streams such as carbon and biodiversity credits (already supported by a \$5M grant from the Paul G. Allen Family Foundation), and potential future financial instruments linked to clean water. These mechanisms will likely sustain and expand project activities, with conservation agreements potentially transitioning into broader, more scalable financial tools.

10 Darwin Initiative identity

Project activities have included wide engagement locally - described in detail in previous sections of this grant - and all outward facing materials include the Darwin Initiative logo. The initial goal of this project was also to build understanding of Lion Friendly products beyond the Laikipia area, specifically with local government, key UK government representatives, meat packers and butchers, and more generally through project partners' social media. Publicising Lion Friendly certified produce more widely was delayed due to the fact that the severe drought in the region during the first two years all but stopped livestock production. However, this will become an increasing priority over the 12 months following this grant. Other aspects of the project work have been publicised. Support from Darwin Initiative was acknowledged as follows:

Lion Landscapes' Newsletter

- April 2023 [article](#): Improving the Resilience of Pastoral Communities
- April 2024 [article](#): Grounds for Hope: Regenerative Agriculture's Role in Wildlife Conservation
- July 2024 [article](#): Supporting Communities through Financial Literacy Training
- October 2024 [article](#): Protecting Rangelands and Lions
- June 2025: [article](#): Monitoring Carnivores in Laikipia

Lion Landscapes' blog

A blog series on Lion Friendly Livestock, explaining why is not just good for lions and other wildlife, but also grasses, soils, and ultimately livestock and people too.

- [Why growing grass helps save lions, and vice versa \(part 1\)](#)
- [Why growing grass helps save lions, and vice versa \(part 2\)](#)

Lion Landscapes social media

Support from the Darwin Initiative was also acknowledged in a post in February 2023 on our social media channels ([Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#)). In this post, we highlighted a financial management workshop held with the Namunyak and Naserian women's groups in the Il Polei area of Laikipia. The workshop aimed to strengthen financial literacy by helping the women identify their financial needs, equipping them with the knowledge to make informed financial decisions, and supporting access to a range of Savings and Credit Cooperatives (SACCOs).

11 Safeguarding

12 Finance and administration

12.1 Project expenditure

Project spend (indicative) since last Annual Report	2024/25 Grant (£)	2024/25 Total actual Darwin Initiative Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs (see below)				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items (see below)				
Others (see below)				
Audit Cost				
TOTAL	£108,752.00	£108,752.00		

Staff employed (Name and position)	Cost (£)
Tom Silvester - Project Leader / CEO - Loisaba	

Paul Naiputari - Community Liaison Officer - Loisaba	
Tormond Macloed - Livestock Manager - Loisaba	
Daniel Yankere - Security Manager - Loisaba	
Hannah Campbell - CAO - Loisaba	
Francis Omondi - FM - Loisaba	
Ian Robertson- Workshop and Logistics Manager - Loisaba	
Gabriel Nyausi - Community Project Manager - Lion Landscapes	
Alayne Cotterill - Project Leader / Joint-CEO - Lion Landscapes	
Glen Behr - Manager Field Operations - Lion Landscapes	
Michelle Behr - Administration - Lion Landscapes	
Edwin Odino - Enterprise development - Lion Landscapes	
Jennifer Thigah - Administration - Lion Landscapes	
Ruth Njuguna - Manager Field Operations- Lion Landscapes	
Llewellyn Dyer - Project Leader / Conservation, Logistics and Sustainability Manager - Borana	
TOTAL	

Capital items – description	Capital items – cost (£)
Nebula Mini projector for DVD night - LL	
Order-GRV4347-53,000Ltrs Corrugated H2O Tank Borana	
Construction of Mayianat resource center Borana	
TOTAL	

Other items – description	Other items – cost (£)
011039088000031	
MIF27537	
MIF28180	
ANALYSIS-Other Costs-Milleage Jan 1456km	
ANALYSIS-Other Costs-Milleage Feb 1344km	
ANALYSIS-Other Costs-Milleage Mar 1512km	
Casual@500 -Taking a Cow from HQ to Olkinyei - Moses Sawag	
Pesapal Charges	
Gross Pay-Casuals-mAYIANAT-Jan 2025	
AHL-Casuals-Jan 2024-Mayianat	
Maiyanat Casual Net Pays Jan 2025	
12 days Wages @500 -Maiyanat Community -Night Guard -Nelson	
Pesapal Charges	

Maiyanat Community Land Night Guard Wages- Nelson Saigutu
Casuals-Mid April 2025-Katunga Land Restoration-N/Guard
Pmt-Arid Environments Ltd-Seeds and transport
Cost of Planting Seeds at OleKinyei Demo Site -Maiyanat Land Restoration Project on 21-23 March2025
Pesapal Charges
Local Milk -10Litres for Maiyanat Project handover - Mutrtutwa Kinyanga
Pesapal Charges
GRV4075-Swales Making-maiyanat-Rations
Refund to Musyoka being for Maiyanat Ration - Felix Musyoka
Pesapal Charges
Purchase Order
Purchase Order-8 Pcs Cabbages-Mayianat
Purchase Order-2Kgs Onions-Mayianat
Rations for maiyanat
GRV4292-Rations-Mayianat Demo Plot
Snacks for Maiyanat Cattle and Herders Meeting
Pesapal Charges
Kisborana Sacco Canteen GRV4428-Rations-Mayianat
Being for Maiyanat batteries - Justus Murithi
Purchase Order-10Pcs x Energizer Batteries
Patch No.2-Mayianat
Purchase Order-2Pcs x Single Swith Patress
Purchase Order-2Pcs x Single Sockets With Patress
Purchase Order-4Pcs x Double Sockets With Patress
Purchase Order-1Pcs x Gang Switch With Patress
Purchase Order-1Pcs x Gang Switch With Patress
Purchase Order-20Pcs x 1.5mm PVC Conduits
Purchase Order-5Pcs x 4Way Joint Boxes
Purchase Order-5Pcs x 3Way Joint Boxes
Purchase Order-10Pcs x 2Way Joint Boxes
Purchase Order-10Pcs x Couplers
Purchase Order-1 x Roll 1.5mm Single Core Black Cable
Purchase Order-1 x Roll 1.5mm Single Core Red Cable
Purchase Order-1 x Roll 2.5mm Single Core Red Cable
Purchase Order-1 x Roll 2.5mm Single Core Black Cable
Purchase Order-1 x Roll 2.5mm Single Core Yellow Stripped Cable
Purchase Order-10Pcs x Bulb Holders-Pin Type

Purchase Order-10Pcs x Bulb-Warm White-Pin Type	
Purchase Order-4Pcs x Single Socket	
Purchase Order-6Pcs x Single Patress	
Purchase Order-4Pcs x Double Patress	
Insulating Tapes-Mayianat	
Total	

1.1 Additional funds or in-kind contributions secured

Matched funding leveraged by the partners to deliver the project	Total (£)
Borana Conservancy	
Lion Recovery Fund	
Donald Slavik Family Foundation	
Paul G Allen Family Foundation	
Private Philanthropists	
Naples Zoo	
The Nature Conservancy	
IUCN SOS	
TOTAL	

Total additional finance mobilised for new activities occurring outside of the project, building on evidence, best practices and the project	Total (£)
Paul G Allen Family Foundation	
Borana Conservancy	
AgWild	
TOTAL	

1.2 Value for Money

All project activities were designed for high cost-efficiency. Long-standing partner presence in Laikipia meant this grant built on existing infrastructure, avoiding setup costs and benefiting from operational economies of scale. Partners' deep familiarity with local conditions also ensured cost-effective sourcing and streamlined delivery.

The project centres around a sustainable enterprise model. As Lion Friendly-certified producers begin to realise increased profits, they will invest in sustaining project activities, reducing reliance on philanthropic funding. Some components—like community engagement and women's inclusion—may continue to need support, but overall dependency will decline.

This grant has also initiated a positive feedback loop: by triggering behaviour change and conservation outcomes, it has laid the groundwork for future nature-based financing mechanisms (e.g., carbon-biodiversity credits). As these develop, Darwin's investment will have helped catalyse a self-sustaining conservation economy in Laikipia and established a replicable model for other regions.

13 Other comments on progress not covered elsewhere

This has all been covered in other parts of this report.

14 OPTIONAL: Outstanding achievements of your project (400 words maximum). This section may be used for publicity purposes.

I agree for the Biodiversity Challenge Funds to edit and use the following for various promotional purposes (please leave this line in to indicate your agreement to use any material you provide here).

Water from Two Directions: Arjijo's Story of Change

In the heart of the Maiyanat Community Conservancy, within Laikipia's striking landscape, lies Arjijo village — a community where access to water has long been a daily struggle. But life is changing, thanks to two powerful forces: conservation benefits through conservation agreements and rangeland regeneration.

A few months after Arjijo signed their first conservation agreement — a model that rewards communities for conserving wildlife and capturing images on camera traps placed on their land, the village received their first benefits: \$928 earned from their conservation efforts.

After internal consultations, the community decided to invest in water infrastructure. They used the first instalment to purchase 500 metres of piping and fittings, connecting their village to a nearby government-commissioned water project. A second instalment of \$815 was used to buy twenty-four 500-litre water tanks — one for each household. These investments reduced the average water-fetching distance from 15 km to under 1 km. For women and girls especially, this change has meant reclaiming time, improving health, and restoring dignity.

Meanwhile, a quieter transformation was taking place on the land. While visiting the rangeland regeneration demo site, an elder shared a memory of a spring that had existed when he was a boy but had long since disappeared. Now, he said, it was flowing again.

Curious, we returned with colleagues to investigate. While not a spring in the traditional sense, we found a hand-dug well in the riverbed, now holding water well into the dry season. The explanation was simple: the regenerated rangeland was absorbing and storing more moisture. Grass cover had improved, and livestock numbers were carefully managed, giving the land — and its water — time to recover.

Together, these two changes are helping Arjijo build resilience. With water closer to homes and available longer for livestock, the community is better prepared to face dry seasons.

For those who support community-led conservation, Arjijo's experience is a powerful reminder: when people are trusted to make decisions, and land is given the chance to heal, the benefits ripple outward — sometimes through pipes, sometimes from the ground — always bringing life.



Annex 1 Report of progress and achievements against logframe for the life of the project

Project summary	Progress and achievements
Impact Sustainably managed conservancy and community rangelands capable of supporting livestock, people, biodiversity (including the largest carnivores) and ecosystem services such as rangeland carbon projects	Progress towards the impact was made with effective and scalable mechanisms set up by this project that work in concert to enable and value rangeland and biodiversity conservation, up to and including the largest carnivores. Additionally, the activities developed in this grant have been identified as the key interventions needed for the development of a soil carbon-biodiversity stacked credit, or similar financial mechanism, and additional funding has been raised to do this, which would be another big step towards achieving this impact.
Outcome A scalable and equitable sharing of tools, knowhow and benefits that enable and incentivise sustainable livestock production and biodiversity conservation on commercial and community conservancies in Laikipia, Kenya.	Despite significant environmental challenges, notably the drought, the project made strong progress across most indicators, with several fully achieved and others well-positioned for post-grant success. Key systems, institutional partnerships, and community engagement structures are in place to ensure scalability, equity, and long-term impact. Evidence: Narrative and appendix links in section 3.2.
Outcome indicator 0.1 At least 50% of the additional profits generated from the sale of Lion Friendly certified livestock products are used to fund activities that enable and incentivise sustainable livestock practices on traditional pastoral land.	Not achieved within the grant period due to delays caused by a prolonged and severe drought, particularly during the first two years. This negatively affected livestock populations and production capacity. As a result, additional profits from certified livestock sales were not generated within the grant timeline. However, the project has laid the groundwork for future success by establishing key mechanisms for Lion Friendly certification and long-term sustainability. Also partners have demonstrated the willingness to invest by progressing additional related activities that contribute to the Impact in this grant from other profits and additional grants raised. Evidence: Narrative in Section 3.2 and 7 of the report.
Outcome indicator 0.2 At least 50% of the beneficiaries from Lion Friendly Livestock outputs are pastoral women	Mostly achieved. Gender-disaggregated data shows an average of 47% of recipients were women across activities. While just below the target, this still represents significant female inclusion. Evidence: Attendance records and gender breakdowns detailed in Annex 18.

<p>Outcome indicator 0.3</p> <p>Expansion plans for the Lion Friendly Livestock activities to >3 new conservancies by project end.</p>	<p>Achieved and ongoing. Five conservancies have formally signed agreements to join the Lion Friendly Livestock programme, and an additional five have verbally committed, pending final issuance of research permits required for the ecological surveys that underpin the updated Lion Friendly certification process.</p> <p>These delays are due to regulatory requirements that conservancies only engage in activities supported by permits, but the permits have been verbally approved and are expected imminently. The strong interest and momentum across conservancies suggest that expansion beyond the targeted three is not only likely but already underway.</p> <p>Evidence: See Section 3.2 of the report for narrative on expansion status and permit processes; signed MOU addendums referenced in Annex 4.</p>
<p>Outcome indicator 0.4</p> <p>Systems in place for the long-term monitoring of wildlife and livestock abundance in Lion Friendly beneficiary areas with at least 1 year of data.</p>	<p>Mostly achieved. Systems for data collection and monitoring using SMART and EarthRanger platforms are operational. Camera trap surveys covering one-third of Laikipia have been conducted, but surveys over the remaining landscape are pending permits. Infrastructure and capacity are fully in place (teams trained, equipment deployed, methodologies tested) to complete surveys once permits are received.</p> <p>Evidence: Details in Annex 4 (Lion Friendly Criteria and signed MOUs), and narrative in Section 3.2.</p>
<p>Outcome indicator 0.5</p> <p>Conservation agreements signed with >3 community village clusters taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property. Baseline is zero at project start.</p>	<p>Exceeded. Five conservation agreements signed with communities bordering Lion Friendly conservancies.</p> <p>Evidence: Agreements listed in Annex 2 (CCT+ agreements with Koiya & Mutaro, Lobarishoreki & Mutaro, Morijoh, Arjiju Maiyanat, and Il Mamusi).</p>
<p>Outcome indicator 0.6</p> <p>Perceived benefits of wildlife presence in participating traditional pastoral communities recorded as significantly more positive by project end. Baseline taken from attitudinal taken surveys at project start compared to those taken during year 3.</p>	<p>Achieved.</p> <p>Attitudinal surveys show a substantial increase from 25% (baseline) to 65% of respondents reporting benefits from wildlife presence by project end.</p> <p>Evidence: Survey results in Annex 14.</p>

Output 1. At least 30% of the Laikipia Conservancy Association commercially run conservancies and their grazing schemes for community livestock are Lion Friendly certified by project end	
Output indicator 1.1 Two (Yr 1) 3 (Yr 2) and 4 (Yr 3) commercially run wildlife conservancies become certified Lion Friendly. Baseline is zero at project start	<p>Achieved. By project end, five conservancies had formally signed up and begun the certification process and a further 5 had verbally committed pending permits. These represent at least 30% of the commercial conservancy land area, though full certification will follow once long-term wildlife data (pending permits) is completed.</p> <p>Evidence: MOU addendums in Annex 1; narrative in Section 3.2.</p>
Output indicator 1.2 Two (Yr 1) 3 (Yr 2) and 4 (Yr 3) commercially run wildlife conservancies have signed Conservation Agreements with their neighbouring communities that enable their grazing schemes for community cattle to be certified as Lion Friendly, Baseline is zero at project start	<p>Exceeded. Five Conservation Agreements signed with neighbouring communities. Agreements were adapted due to drought impacts and now link biodiversity conservation to tangible benefits selected by communities.</p> <p>Evidence: Agreements in Annex 2; model outlined in Annex 17; discussed in Section 3.2.</p>
Output indicator 1.3 0 (Yr 1) 300 (Yr 2) and 800 (Yr 3) community owned livestock are included in Lion Friendly Livestock sales. Baseline is zero at project start.	<p>Partially achieved. 432 community livestock sold (54% of target), primarily via the Livestock to Market programme. Sales were constrained by drought and shifts in grazing scheme models.</p> <p>A new joint venture, ShareStock, was initiated to promote sustainable, large-scale livestock co-management between communities and conservancies—promising but outside this grant's scope.</p> <p>Evidence: Sales records in Annex 4; background in Section 3.2.</p>
Output indicator 1.4 At least 5% pastoral livestock sold through the Lion Friendly Livestock programme are owned by women by project end. Baseline is zero at project start - no livestock in the community grazing schemes is owned by women prior to Lion Friendly livestock certification	<p>Partially achieved. Cultural norms preventing women from owning livestock were overcome by engaging with women's groups rather than individual women, This activity was significantly delayed due to the drought halting livestock production, so targets were not met. However 6 women's groups became members of the livestock cooperative, and owned, fattened and sold cattle in the final year of the grant, which marks a transformative step towards changing cultural norms. Women's groups will remain members and grow their cattle herds moving forwards, with more women's groups expected to join as members moving forwards.</p> <p>Evidence: Analysis in Section 3.2.</p>

Output 2. At least 10% increase in the overall profit margin for community livestock owners selling livestock through the Lion Friendly Livestock programme, through the production of healthier, heavier livestock, reduced profit leakage to brokers by project end Note that this output assumes the current drought will end, and commercial rangelands will have time to recover enough to fatten community livestock, within the project period.	
Output indicator 2.1. Livestock sale price per animal for community owned livestock taking part in the Lion Friendly Livestock programme is increased by 7.5% per animal sold. Baseline taken to be sales prices to local brokers of non-Lion Friendly certified livestock in participating communities during the same time period	Progress not measurable. Drought conditions and low sales volumes prevented meaningful comparison with baseline data. Indicator retained for future monitoring as ShareStock model is implemented. Evidence: Section 3.2.
Output indicator 2.2. Average sales weight of community owned livestock taking part in the Lion Friendly Livestock programme is increased by 10%. Baseline taken to be sales weights of comparative non Lion Friendly certified community livestock sold from participatory communities during the same period.	Progress not measurable. Livestock are not weighed at sale and so this data is not available. Indicator needs to be dropped moving forwards. Evidence: Section 3.2.
Output 3. Increased capacity to reduce losses of livestock to predation on communities participating in the Lion Friendly Livestock programme by project end	
Output indicator 3.1. Six (by end of YR1), 9 (by end of YR2) and 12 (by end of Yr3) Lion Extension Officers are employed and trained to deliver predator-proof livestock husbandry advice and support to their communities by project end. Baseline at project start is 3	Exceeded: 15 additional LEOs trained, bringing total to 18 from a baseline of 3. Evidence: Annex 7.
Output indicator 3.2. At least 30% of the LEOs employed are women	Almost achieved: 5 of 18 LEOs are women (28%). Evidence: Annex 7.
Output indicator 3.3. LEOs carry out at least 180 (by end of Yr. 1) 270 (by end of Yr. 2) and 360 (by end of project) peacetime visits to household bomas per year to provide predator proof livestock husbandry support	Exceeded: 9,238 household and herd visits conducted during the grant period. Evidence: Annex 8a.
Output indicator 3.4. At least 1000 additional members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have seen a demonstration on how to build a predator proof livestock enclosure by project end. Baseline calculated at project start	Exceeded: 4,687 participants reached; 31% were women. Evidence: Annex 5.
Output indicator 3.5. All communities taking part in the Lion Friendly Livestock programme or neighbouring LFL certified properties are given easy access to materials to build predator-proof livestock enclosures at cost by project end	Achieved with caveats: Local supply chains were established; materials made available at community hardware stores and delivered to remote homes. Drought-induced financial hardship and free distributions from a third-party NGO suppressed demand. 10 PPBs were purchased and built in Lobarishoreki in the final 9 months.

	Evidence: Access support documentation — Annex 6.
Output 4. Increased capacity for sustainable rangeland management on communities participating in the Lion Friendly Livestock programme by project end	
Output indicator 4.1. One (by end of Yr1), 2 (by end of Yr2) and 3 (by end of Yr3) rangeland regeneration demonstration projects established within communities taking part in the Lion Friendly Livestock programme. Baseline at project start is zero.	Achieved: Three large (589 acres total) plots fully operational; a fourth is almost operational and fifth planned post-grant. Evidence: Ecological Outcome Verification, photos, mapping — Annex 9a, 9b.
Output indicator 4.2. Six (by end of Yr1), 9 (by end of Yr2) and 12 (by the end of Yr3) Lion Extension Officers trained to deliver sustainable rangeland management advice and support to their communities. Baseline at the start of the project is Zero	Exceeded: 18 LEOs trained Evidence: LEO training records — Annex 12.
Output indicator 4.3. At least 30% of LEOs trained are women	Almost achieved: 28% of the 18 trained LEOs are women. Evidence: LEO training records — Annex 12.
Output indicator 4.4. At least 1000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have attended one or more sustainable rangeland management days on a LFL certified conservancy by project end. Baseline is zero at project start. Baseline is zero at project start.	Exceeded: 1,752 attendees at sustainable rangeland management days. Evidence: Annex 10.
Output indicator 4.5. At least 30% of the sustainable rangeland management day attendees are women	Exceeded: 38% of attendees were women. Evidence: Annex 10.
Output indicator 4.6. At least 3000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have attended at least one sustainable rangeland management DVD night by project end. Baseline is zero at project start.	Exceeded: 4,134 community members attended DVD nights. Evidence: Annex 11.
Output indicator 4.7. At least 30% of the DVD night attendees are women	Exceeded: 40% of attendees were women. Evidence: Annex 11.
Output 5. Improved financial management knowhow and access to suitable savings, credit and current account mechanisms (alternate to owning livestock herds) for pastoral women in Lion Friendly Livestock communities.	
Output indicator 5.1a. 25 women's groups in LFL communities have participated in financial literacy courses by project end	Achieved: 25 women's groups participated, meeting the target. Evidence: Annex 13.
Output indicator 5.1b. 100 pastoralist people have completed the financial literacy course by project end	Exceeded target with 430 participants completing the course Evidence: Annex 13.

Output indicator 5.1c. At least 70% of the people completing the financial literacy course are pastoralist women	Exceeded: 99.3% pastoralist women among attendees, far exceeding the target. Evidence: Annex 13.
Output indicator 5.2. All women's groups taking part in the financial literacy programme, who express a desire to join a SACCO/bank, have been connected to at least one SACCO/bank who can provide them with a savings and credit product that is suitable to their needs Baseline calculated at project start	Achieved 100% linkage of participating groups with their preferred SACCO/bank. Baseline was zero at project start. Evidence: Section 3.2.
Output indicator 5.3. At least 20% of members of pastoralist women's groups taking part in the financial literacy building programme are members of a SACCO or another officially registered savings and credit scheme by project end. Baseline calculated at project start	Exceeded: strong progress with 50% of participants having opened a formal savings or credit account by project end, significantly exceeding the 20% target.
Output indicator 5.4. At least 20% of members of pastoralist women's groups taking part in the financial literacy building programme report an increased percentage of family wealth held in an account, and a decreased proportion of family wealth held in livestock, by project end. Baseline calculated at project start	Achieved strong behavioural shifts: 50% opened accounts by project end 67% prefer to keep wealth in savings accounts (up from 9%) 33% prefer paying family needs by selling livestock (down from 87%) Reflects significant shift from livestock-based wealth management. Evidence: Section 3.2, Annex 13 (financial survey data).

8. **Annex 2: Project's full current logframe as presented in the application form (unless changes have been agreed)**

Project Summary	SMART Indicators	Means of Verification	Important Assumptions
Impact: Sustainably managed conservancy and community rangelands capable of supporting livestock, people, biodiversity (including the largest carnivores) and ecosystem services such as rangeland carbon projects (Max 30 words)			
Outcome: A scalable and equitable sharing of tools, knowhow and benefits that enable and incentivise sustainable livestock production and biodiversity conservation on commercial and community conservancies in Laikipia, Kenya. (Max 30 words)	0.1 At least 50% of the additional profits generated from the sale of Lion Friendly certified livestock products are used to fund activities that enable and incentivise sustainable livestock practices on traditional pastoral land. 0.2 At least 50% of the beneficiaries from Lion Friendly Livestock outputs are pastoral women 0.3 Expansion plans for the Lion Friendly Livestock activities to >3 new conservancies by project end. 0.4 systems in place for the long-term monitoring of wildlife and livestock abundance in Lion Friendly beneficiary areas with at least 1 year of data. 0.5 Conservation agreements signed with >3 community village clusters taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property. Baseline is zero at project start. 0.6 Perceived benefits of wildlife presence in participating traditional pastoral communities recorded as significantly more positive by	0.1 and 0.2 Lion Friendly Livestock accounts 0.3 Lion Friendly project work plans 0.4 Lion Landscapes monitoring databases 0.5 Conservation Agreements signed with communities 0.6 Household surveys	Lion Friendly Livestock producers see value, and are able to channel this percentage of profits into biodiversity conservation and rangeland regeneration activities on community rangelands - Year 1 participants have already verbally agreed Funds disbursed to community entities can be tracked and expenditure verified to be spent on agreed activities. - Lion Extension Officer SMART data will help with this There are no major occurrences of insecurity, livestock incursions from other areas, and the current drought does not last beyond year 1 of the project – these factors are beyond the control of this project but would have a significant short-term negative impact on metrics listed here

	project end. Baseline taken from attitudinal taken surveys at project start compared to those taken during year 3.		
Output 1. At least 30% of the Laikipia Conservancy Association commercially run conservancies and their grazing schemes for community livestock are Lion Friendly certified by project end	1.1 Two (Yr 1) 3 (Yr 2) and 4 (Yr 3) commercially run wildlife conservancies become certified Lion Friendly. Baseline is zero at project start 1.2. Two (Yr 1) 3 (Yr 2) and 4 (Yr 3) commercially run wildlife conservancies have signed Conservation Agreements with their neighbouring communities that enable their grazing schemes for community cattle to be certified as Lion Friendly, Baseline is zero at project start 1.3 0 (Yr 1) 300 (Yr 2) and 800 (Yr 3) community owned livestock are included in Lion Friendly Livestock sales. Baseline is zero at project start. 1.4 At least 5% pastoral livestock sold through the Lion Friendly Livestock programme are owned by women by project end. Baseline is zero at project start - no livestock in the community grazing schemes is owned by women prior to Lion Friendly livestock certification	1.1 Lion Friendly Livestock certification records 1.2 Conservation Contracts 1.3 and 1.4 Community grazing scheme records and 1.3 and 1.4 Lion Friendly Livestock sales records	Lion Friendly criteria are sufficient to ensure persistence of lions and other large carnivores on the landscape Conservancy livestock farmers agree that Lion Friendly is the conservation certification/brand that they want to get behind. Initial meetings with the Laikipia Conservancies Association indicate support for this idea Communities wishing to join the Lion Friendly grazing schemes on the well-managed wildlife conservancies (where there is much better grazing) will be willing to undertake activities that improve the sustainable management of their own rangeland as part of the agreement Women's groups will be empowered to join the Lion Friendly Livestock programme, despite cultural norms. Initial discussions with several women's groups indicates that this is possible although it will take time to change

<p>Output 2. At least 10% increase in the overall profit margin for community livestock owners selling livestock through the Lion Friendly Livestock programme, through the production of healthier, heavier livestock, reduced profit leakage to brokers by project end Note that this output assumes the current drought will end, and commercial rangelands will have time to recover enough to fatten community livestock, within the project period.</p>	<p>2.1 Livestock sale price per animal for community owned livestock taking part in the Lion Friendly Livestock programme is increased by 7.5% per animal sold. Baseline taken to be sales prices to local brokers of non-Lion Friendly certified livestock in participating communities during the same time period</p> <p>2.2 Average sales weight of community owned livestock taking part in the Lion Friendly Livestock programme is increased by 10%. Baseline taken to be sales weights of comparative non Lion Friendly certified community livestock sold from participatory communities during the same period.</p>	<p>2.1 livestock sales records for LFL certified and non LFL certified livestock</p> <p>2.2 records of entry and sales weight of community livestock grazing schemes</p>	<p>The main meat packers and bigger butcheries will see CSR value in Lion Friendly branding as long as meat quality is maintained - note companies have already expressed interest in this</p> <p>By working through the Laikipia Conservancies Association, with multiple conservancies joining the programme, and by including community livestock grazing schemes, Lion Friendly Livestock can directly fulfil supply requirements for larger meat packers and distributors, cutting out brokers</p>
<p>Output 3 Increased capacity to reduce losses of livestock to predation on communities participating in the Lion Friendly Livestock programme by project end</p>	<p>3.1 Six (by end of YR1), 9 (by end of YR2) and 12 (by end of Yr3) Lion Extension Officers are employed and trained to deliver predator-proof livestock husbandry advice and support to their communities by project end. Baseline at project start is 3</p> <p>3.2 At least 30% of the LEOs employed are women</p> <p>3.3 LEOs carry out at least 180 (by end of Yr. 1) 270 (by end of Yr. 2) and 360 (by end of project) peacetime visits to household bomas per year to provide predator proof livestock husbandry support</p>	<p>3.1 and 3.2 Lion Extension Officer employment, equipment and training records</p> <p>3.3 Lion Extension Officer monthly workplans and SMART data</p> <p>3.4 Demonstration boma records</p> <p>3.5 Boma material delivery records</p> <p>3.6 Household survey data</p>	<p>LEO support, knowhow sharing and access to materials will result in an uptake of predator-proof husbandry practices on community conservancies</p> <p>This project will be able to attract women to Lion Extension Officer positions. The first 3 LEOs have already been employed, one of which is a woman and several applicants were women</p>

	<p>3.4 At least 1000 additional members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have seen a demonstration on how to build a predator proof livestock enclosure by project end. Baseline calculated at project start</p> <p>3.5 All communities taking part in the Lion Friendly Livestock programme or neighbouring LFL certified properties are given easy access to materials to build predator-proof livestock enclosures at cost by project end</p>	3.7 receipt of good for hardware shops	
<p>Output 4. Increased capacity for sustainable rangeland management on communities participating in the Lion Friendly Livestock programme by project end</p>	<p>4.1 One (by end of Yr1), 2 (by end of Yr2) and 3 (by end of Yr3) rangeland regeneration demonstration projects established within communities taking part in the Lion Friendly Livestock programme. Baseline at project start is zero.</p> <p>4.2 Six (by end of Yr1), 9 (by end of Yr2) and 12 (by the end of Yr3) Lion Extension Officers trained to deliver sustainable rangeland management advice and support to their communities. Baseline at the start of the project is Zero</p> <p>4.3 At least 30% of LEOs trained are women</p> <p>4.4 At least 1000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have attended one or more sustainable rangeland management days on a LFL certified conservancy by project end. Baseline is zero at project start. Baseline is zero at project start.</p>	<p>4.1 Rangeland regeneration demonstration projects quarterly survey data</p> <p>4.2 and 4.3 Lion Extension Officer training records</p> <p>4.4 and 4.5 Sustainable rangeland management programme records</p> <p>4.6 and 4.7 Sustainable Rangeland Management DVD night records</p>	Demonstration projects showing the regeneration and/or the sustainable management of rangelands, and knowhow sharing, will result in increasing uptake of sustainable rangeland management practices among community members

	<p>4.5 At least 30% of the sustainable rangeland management day attendees are women</p> <p>4.6 At least 3000 members of communities taking part in the Lion Friendly Livestock programme or neighbouring a LFL certified property have attended at least one sustainable rangeland management DVD night by project end. Baseline is zero at project start.</p> <p>4.7 At least 30% of the DVD night attendees are women</p>		
<p>Output 5. Improved financial management knowhow and access to suitable savings, credit and current account mechanisms (alternate to owning livestock herds) for pastoral women in Lion Friendly Livestock communities.</p>	<p>5.1a: 25 women's groups in LFL communities have participated in financial literacy courses by project end (edited wording)</p> <p>5.1b: 100 pastoralist people have completed the financial literacy course by project end (new metric)</p> <p>5.1c: At least 70% of the people completing the financial literacy course are pastoralist women (new metric).</p> <p>5.2 All women's groups taking part in the financial literacy programme, who express a desire to join a SACCO/bank, have been connected to at least one SACCO/bank who can provide them with a savings and credit product that is suitable to their needs Baseline calculated at project start</p> <p>5.3 At least 20% of members of pastoralist women's groups taking part in the financial literacy building programme are members of a SACCO or another officially registered savings and credit scheme by project end. Baseline calculated at project start</p>	<p>5.1 Records of women's groups in the project areas</p> <p>5.1 Minutes and workshop contents from financial awareness building workshops</p> <p>5.2 Minutes of meetings between women's groups and SACCOs</p> <p>5.3 Post and prior surveys</p>	<p>Sensitisation efforts are able to build trust in the SACCO structure, and local pastoralist women do adopt savings and credit mechanisms alternate to livestock in Lion Friendly Livestock areas. SACCOs are a popular and widely trusted mechanism among other groups in Kenya. We believe that by providing a better understanding of how such financial services work, working with local SACCOs to provide a service that is suitable to pastoral women, and making sure these women are included in all steps of the process will build trust in</p> <p>Access to a local trusted savings and credit cooperatives will mean that less 'wealth' is kept as physical livestock. Recent surveys carried out in these communities by Lion Landscapes show that 74% of those interviewed would prefer to keep their savings in a SACCO</p>

	5.4 At least 20% of members of pastoralist women's groups taking part in the financial literacy building programme report an increased percentage of family wealth held in an account, and a decreased proportion of family wealth held in livestock, by project end. Baseline calculated at project start		than in livestock, if one was available
<p>Activities (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>1.1 Development and registration of Lion Friendly certification criteria (Lion Landscapes lead)</p> <p>1.2 Certification of commercially run wildlife conservancies and their community grazing schemes (Lion Landscapes lead)</p> <p>1.3 Ongoing monitoring and verification that Lion Friendly standards are being met for all certified wildlife conservancies and their community grazing schemes (Lion Landscapes)</p> <p>1.4 Development and verification of Conservation Agreements with communities neighbouring Lion Friendly certified properties (all partners)</p> <p>1.5 Development of partnerships with women's groups in communities participating in the Lion Friendly Livestock programme or neighbouring Lion Friendly Livestock properties (all partners)</p> <p>2.1 Development of a Lion Friendly Livestock marketing and communication plan and materials (all partners and consultant)</p> <p>2.2 Development of agreements with meat packers and butchers, to directly supply Lion Friendly certified livestock (all partners)</p> <p>2.3 Quarterly analysis of local livestock market trends and assessment against data from Lion Friendly Livestock records (Lion Landscapes lead)</p> <p>3.1 Expansion of the Lion Extension Officer programme (Lion Landscapes lead)</p> <p>3.2 Household visits by Lion Extension Officers to discuss predator-proof livestock husbandry practices, and collect conflict data in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)</p> <p><i>3.2 Household livestock enclosure and herd visits by Lion Extension Officers to discuss predator-proof livestock husbandry practices, and collect conflict data in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)</i></p> <p>3.3 Provide demonstrations of how to build a predator proof boma at livestock markets (and other gatherings) serving the communities in the LFL area (Lion Landscapes lead).</p> <p><i>3.4 Work with local hardware stores that serve the communities in LFL areas to make sure they are connected to suppliers selling the materials needed for predator proof bomas at cost (Lion Landscapes lead).</i></p>			

- 4.1 Development of rangeland regeneration demonstration projects in communities participating in the Lion Friendly Livestock programme (Borana Conservancy lead)
- 4.2 Six monthly EOY assessments of rangeland regeneration demonstration projects (Borana Conservancy lead)
- 4.3 Design and delivery of Lion Extension Officer training on sustainable rangeland management (Borana Conservancy lead)
- 4.4 Household visits by Lion Extension Officers to discuss sustainable rangeland management practices in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)
- 4.5 Design and delivery of sustainable rangeland management days (held on Lion Friendly certified conservancies or at community Rangeland Regeneration demonstration projects) for communities participating in the Lion Friendly Livestock programme or neighbouring Lion Friendly Livestock properties (Loisaba and Borana Conservancies lead)
- 4.6 Design and delivery of sustainable rangeland management DVD/film nights for communities participating in the Lion Friendly Livestock programme or neighbouring Lion Friendly Livestock properties (Lion Landscapes lead)
- 5.1 Development of a financial literacy building workshop (Lion Landscapes and Department of Trade, Tourism and Cooperatives, Laikipia County lead)
- 5.2 Financial literacy building workshops held for pastoral women's groups in the communities participating in the Lion Friendly Livestock programme or neighbouring Lion Friendly Livestock properties (Department of Trade, Tourism and Cooperatives, Laikipia County lead)
- 5.3 Review local financial institutions and work with them to provide (or develop where necessary) to develop a SACCO product specifically supporting the needs of pastoral women in communities taking part in the Lion Friendly Livestock programme or neighbouring Lion Friendly Livestock properties (Community Women's groups, local SACCOs and banks – facilitated by Lion Landscapes)
- 5.4 Prior and post surveys on the use of savings accounts Vs. livestock to store family wealth (Lion Landscapes lead)
- Activities spanning all outputs:**
- Prior and post household surveys in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)
- Collection, management and analysis of wildlife sightings data in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)
- Collection, management and analysis of livestock sightings data in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)
- Collection, management and analysis of human-wildlife conflict data in communities participating in the Lion Friendly Livestock programme (Lion Landscapes lead)

Table 1 Project Standard Indicators

Please see the Standard Indicator Guidance for more information on how to report in this section, including appropriate disaggregation. N.B. The annual total is not cumulative. For each year, only include the results achieved in that year. The total achieved should be the sum of the annual totals.

DI Indicator number	Name of indicator	If this links directly to a project indicator(s), please note the indicator number here	Units	Disaggregation	Year 1 Total	Year 2 Total	Year 3 Total	Total achieved	Total planned
DI-A01	Number of pastoralist people completing the financial literacy course	5.1b	Number	Gender	26 women	58 (3 men; 55 women)	346 (all women)	430 (3 men; 427 women)	100 (30 men; 70 women)
DI-A05	Number of LEOs trained and operating	3.1	People; Number trained	Gender	6 (4 men; 2 women)	9 (6 men; 3 women)	18 (13 men; 5 women)	18 (13 men; 5 women)	12 (8 men; 4 women)
DI-A06	Number of people within 5km of a hardware store stocking PPB materials/ Number of people served by a LEO/number of people with a savings account	3.5	People	Gender	Calculated at the end	Calculated at the end	>10,000	>10,000, approximately 50% of whom will be women.	10,000 (5,000 men; 5,000 women)
DI-B02	Number of lion management plans (LFL standards)		Number	NA	1	1	1	1	1
DI-B10	Number of people buying PPB boma materials		Number	NA	0	46	10	56	100
DI-C01	LFL monitoring plan/ PPB boma guide/		Number	NA	2	2	2	2	2
DI-C16	Number of LFL criteria monitored		Number	NA	17	17	12	12	12
DI-D01	Area of LFL certified properties		Area, hectares or km2	NA	16,000	30,000	30,000	30,000	50,000
DI-D11	Number of people attending a rangeland open days or DVD night	4.6	People	Gender	620 (303 men; 317 women)	1,666 (1,109 men; 557 women)	1,848 (1,068 men; 780 women)	4,134 (2,480 men; 1654 women)	4000 (2800 men; 1200 women)

Table 2 Publications

Title	Type (e.g. journals, manual, CDs)	Detail (authors, year)	Gender of Lead Author	Nationality of Lead Author	Publishers (name, city)	Available from (e.g. weblink or publisher if not available online)
Why growing grass helps save lions, and vice versa (part 1)	Blog post	Alayne Cotterill, 2023	F	UK	Lion Landscapes	https://www.lionlandscapes.org/post/why-growing-grass-helps-save-lions-and-vice-versa-part-1
Why growing grass helps save lions, and vice versa (part 2)	Blog post	Alayne Cotterill, 2023	F	UK	Lion Landscapes	https://www.lionlandscapes.org/post/why-growing-grass-helps-save-lions-and-vice-versa-part-2