

## Sustainable Peace Project – Masai Mara Kenya

### Background

The Masai Mara Kenya, City of Peace is named after the Maasai people, who have lived in this region for centuries, and the word "Mara," which means "spotted" in the Maasai language. This refers to the landscape, dotted with acacia trees, shrubs, and the occasional lone bush. The Maasai have a deep cultural and spiritual connection to the land, which has shaped the region's history.

It's also a region where traditionally dressed Maasai still herd their cattle and goats in a lifestyle that in some respects hasn't changed much since they first arrived here 350 years ago.

The Maasai are a proud, semi-nomadic community with a rich cultural heritage. Their deep connection to the land and its wildlife makes them not just residents but also guardians of the Mara. The Maasai have long existed with wildlife, and their traditional practice are rooted in sustainable living.

### The Project

The Project aims to cultivate the culture of peace, highlight the responsibility to provide the opportunity for prosperity, peace and partnership through the 2030 agenda for Sustainable Development; to talk about peace to bolster consensus building and social cohesion, and foster peacebuilding campaigns that counter dis-information and mis-information; and, to discuss and promote peace and tolerance in Masai Mara Kenya, and how it can be emulated in other areas.

### Mission

Cultivating a culture of peace.

### Goal

Promote mutual understanding, goodwill, and peace within communities.

### Focus

How travel, cultural exchange, and sustainable tourism practices can aid in resolving conflicts.

Activities for Raising Awareness for Peace; Setting up a community garden for peace, and clean-up days to keep the game park clean, green, and liveable!

## Possible Peace and Cohesion Issues to be Solved

1. **Conflict Resolution Strategies**: How can local communities develop effective conflict resolution mechanisms?
2. **Role of Youth in Peacebuilding**: How can youth be engaged in peacebuilding efforts?
3. **Inter-Community Dialogue**: What are the best practices for fostering inter-community dialogue?
4. **Gender and Peacebuilding**: How can women be more effectively included in peacebuilding processes?
5. **Historical Grievances**: How can historical grievances be addressed to prevent future conflicts?
6. **Economic Empowerment**: What role does economic empowerment play in peacebuilding?
7. **Education for Peace**: How can educational institutions contribute to peacebuilding?
8. **Traditional Conflict Resolution Mechanisms**: What traditional methods can be integrated into modern peacebuilding efforts?
9. **Media and Peacebuilding**: How can the media be utilized to promote peace?
10. **Role of Local Leadership**: How can local leaders be more effectively involved in peacebuilding efforts?

## Justification

Awareness is important, and being a tourist attraction, will have a peace impact.



PEACE GARDEN KENYA  
MASAI MARA



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MASAI MARA

## THE CHAMPIONS OF THE MARA!

The responsibility of cleaning up our public spaces lies with our county governments, but generally it's not happening.

Masai Mara Game Reserve in Kenya is a case in point and this is where the Masai Mara Kenya City of Peace, steps in every week to keep the Greater Mara area clean, green, and liveable!

This is a plea to residents and businesses: Please support The Champions of the Mara in keeping our park clean!

Without our weekly clean-ups the park could be laden with litter.

But Tilji John, the team leader, needs help. He has no job, nor do his team members - the majority of whom are women.

Donations from the public, will make it possible to continue to:

- ☑ Hire unemployed people.
- ☑ Source equipment and supplies.
- ☑ Dispose of litter responsibly.
- ☑ Help create a community all can be proud of.

We all value living in clean and vibrant Mara!

Please consider supporting The Champions as a regular sponsor, providing refreshments or making a donation - however small.

Masai Mara can be a place all are proud to call home! ❤️

## Budget

To make this happen, we need to raise \$66,000.

It is pretty big number, but it is going to make enamous difference on the safety, prosperity, and quality of life for Masai Mara citizens and travellers.

### **Here's where the money is going:**

DESIGNING: \$3,000 - architectural designing of the garden, buildings and grounds.

BUILDING: \$34,000 - constructing the garden headquarters.

TRANSPORTATION: \$6,000 - movement project supplies and building materials.

MARKETING: \$3,000 - marketing and fundraising for the project.

REWARDING: \$3,000 - rewards: sending letters, inscribing Masai Mara ICP and more.

TRAVELING: \$5,000 - the ICP volunteer team's travel to and from Kenya.

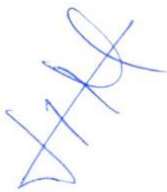
COORDINATING: \$2,500 - local agent coordinating the project.

LEGAL: \$1,000 - legal planning, counselling and certification.

OTHER DIRECT COSTS: \$6,000 - supplies for the nursery: fencing to keep out goats, chickens and wildlife, wheelbarrows, shovels, seedling pots, and a water catchment tank for our site where we can plant a better food forest and vegetable garden; metal poles, barbed wire, chain link, overall work done.

REPORTING: \$2,500 - reporting on project activities: phones, internet, record keeping, office stationery and supplies, and office security.

Sincerely with respect,



John Tilji Menjo,  
MASAI MARA RIFT VALLEY KENYA, CITY OF PEACE.



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