



### Atandi Anyona (Kenya)

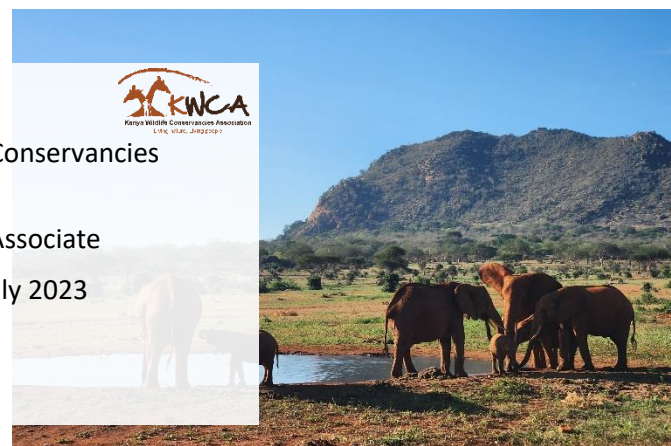
**Host organization:** Kenya Wildlife Conservancies Association (KWCA)

**Fellow position:** Communications Associate

**Fellowship duration:** July 2022 – July 2023

**Degree:** Bsc Environmental Science

**Professional experience:** 7 years



#### Summary

My role focused on supporting in the production and dissemination of digital and print media content in addition to reviewing and implementing KWCA’s communication strategy. The objective is to create more awareness about conservancies and increase organization brand visibility.

#### The problem KWCA aims to tackle

KWCA is founded on the premise that for wildlife and people to co-exist and flourish, there must be strong benefits and favorable policies. KWCA aims to create an environment where communities living with wildlife are empowered, their livelihoods improved and wildlife populations stabilize.

#### The solution KWCA provides...

KWCA advocates for favorable policies and incentives that support community-led conservation. It also facilitates strong regional associations that support conservancy growth. KWCA helps catalyze the conservancy movement by connecting, informing, convening and representing other key stakeholders in a shared effort to make wildlife conservancies thrive in Kenya.

#### ... contributing to the SDGs:



#### Opportunity for a Fellow

- Creating digital content to support communication strategic goals.
- Exposure to different community-led conservation models.
- Provide communications support to programmatic work and projects.
- Leading digital campaigns.
- Acquisition of skills such as storytelling, filmmaking and photography.
- Developing communication strategies for host and partner organizations.

#### “My experience as a Fellow...

*My experience at KWCA has been remarkable. I did not expect to find myself fully immersed in a host organization that aligns perfectly with my passion: community led conservation. I can testify to the unique structure of the LGT Impact Fellowship that not only connects you with like-minded, impact-driven people from diverse backgrounds, but also grounds you in a setting that thoroughly sharpens your skills and enriches your career trajectory.”*

- Atandi Anyona



**Atandi’s achievements...**

- Design and printing of branding for major national events i.e KWCA’s AGM, Magical Kenya Tourism Expo, International Women’s Day, World Rangers Day, National Women’s Forum and Southern Landscapes block.
- 2022 Impact Filmmaking Fellow with a short team film output on Kuruwitu, a Marine Protected Area in Kenya (watch [here](#)).
- 13% growth of the organization’s digital footprint i.e followers, reach and engagement.
- Review of KWCA’s communication strategy and support in development of KWCA Youth Engagement Strategy.
- Published online newspaper article on what you should keep in mind when planning to visit a conservancy ([read article here](#)). Co-edited press release for the LGT VP-KWCA partnership, KWCA’s African Conservation Awards win and fires in the Aberdare forest.
- Training nascent conservancies on communication and branding.

**... contributing to KWCA**

- 7 Nascent conservancies trained on importance and modes of communication and branding
- Review of communication strategy completed (2023 – 2025)
- Creation of repository for organizational digital content (photographs, videos, presentations)

**Atandi’s next challenge**

Atandi will continue his work at KWCA under the new role of Digital Communications Officer where he will be creating new-age digital content to increase the organisations brand visibility.