



## Jonathan Bii

**Host organization:** Ahueni – One Mara Carbon Project (OMCP)

**Fellow position:** Communications Lead

**Fellowship duration:** Sept 2024 – Sep 2025

**Degree:** B.A. Language & Communication

**Professional experience:** 7 years



### Summary

As the Communications fellow, I developed and led OMCP's first communications strategy to engage stakeholders and raise awareness. This resulted in a clear brand identity and a radio and community campaign in the Greater Mara, thus laying the groundwork for OMCP to own its narrative.

#### The problem One Mara Carbon Project aims to tackle

- the threat of climate change, with a focus on soil and grasslands degradation
- the growing economic and environment pressures for communities who are reliant on the Mara ecosystem

#### The solution One Mara Carbon Project provides...

- a nature-based solution by helping conservancies and landowners generate income through carbon credits, while protecting wildlife habitats and promoting sustainable land management

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



#### Opportunity for a Fellow

- who is a self-starter and creative thinker. It is for those who want to get their hands dirty and help build something from the ground up
- Seeking to adapt and innovate alongside a lean, dedicated team
- who cares about climate change and wants to move from concern to action
- who wants to work directly with a community making impact

#### "My experience as a Fellow..."

*... came at a time when we are witnessing rollbacks on the progress made in the development sector. OMCP has reaffirmed that good work is still happening, and that now is the time to invest in community-led, community centred projects. As a communicator, my role is to ensure the stories of these communities are told, resourced and respected.*

*- Jonathan Bii*



## Jonathan's achievements...

- Developed a 1-year communications strategy to guide OMCP's outreach
- Created a brand guide and messaging templates; produced brand assets used on merchandise and mock-ups. Also included were templates for presentation slides and documents for the team
- Designed and launched a mass radio campaign reaching conservancies and landowners in the Mara, as well as new audiences, leading to increased brand trust and ownership
- Designed and published the OMCP project handbook
- Developed the OMCP website and designed a grievance and feedback mechanism platform (now under construction)
- Hosted two community event activations during market days in Aitong and Ngoswani
- Established one key media partnership and built a reliable network of suppliers, including designers, web developers, printers, and local influencers

## ... contributing to One Mara Carbon Project

540K

Listenership reached through the radio campaign via Geopoll data analysis

24

Conservancies reached within the Mara region

2

Hosted community event activations on market days in the Mara region

## Jonathan's next challenge

Build on my communications experience to influence how climate stories are told and funded.