



The Green Belt Movement

Annual Report 2007

2007 Highlights

- Planted over 4.8 million trees in Kenya
- Mobilized over 5,000 community members through Civic and Environmental Education
- Launched a GIS mapping and measurement facility, enhancing program monitoring and evaluation activities
- GBM receives approval from Kenya Government for bio-carbon tree-planting project

Achievements in 2007

The Green Belt Movement's (GBM) strategy continues to focus on tree-planting in farms and public lands, as well as the rehabilitation of degraded forest areas on the five major mountains that serve as water catchments in Kenya. In addition, GBM engages with partners on climate mitigation and adaptation projects. Over the past century, gazetted forests in Kenya have diminished from 30% to less than 2%—far below the 10% recommended by UN to deliver essential ecosystem services. As forest cover continues to decrease water, catchment areas are under threat. To date, GBM has planted over 40 million trees in Kenya. In 2007 alone, GBM communities planted over 4.8 million trees. Other achievements in 2007 included:



- With support from our partners, GBM communities planted a record number of seedlings on Kenya's five water towers, which amounted to an 18% increase from the previous year. The water towers are natural water catchment areas that provide critical water supplies to most of Kenya's urban areas. Communities also benefited from the expansion of water harvesting and income generating activities for food security. Educational scholarships were awarded to bright girls from economically disadvantaged communities affiliated with the Green Belt Movement.



- GBM has extensive activities in the Aberdare forest ecosystem. The Aberdare mountains are the main water catchment area for several dams that supply water to Nairobi and adjoining populations of over 4 million people. In 2007, GBM mobilized a record number of military personnel from the Kenya Army to plant 44,000 trees in Kamae Forest.

- The Mau Forest complex is the largest and economically most significant forest ecosystem in Kenya. In 2007, GBM mobilized communities to plant over 400,000 trees here and to engage in forest management, organic farming, composting and water harvesting. Income generating activities such as bee-keeping were also introduced. Advocacy campaigns against illegal grazing and charcoal burning were launched.



Unfortunately, all GBM activities in this area were suspended due to post-election violence in late 2007 and early 2008.

■ In 2007, GBM's in-house mapping and measurement facility – the Geographic Information Systems (GIS) lab – became fully operational. This mapping tool uses satellite imagery and special analysis in planning and monitoring programs. It is a powerful educational and advocacy tool. Most GBM field extension officers received training on how to use mobile Geographic Positioning Systems (GPS) for accurate and timely data collection, including site mapping, baseline analysis, and ongoing project monitoring procedures. In 2007, GIS analysis supported project planning for several of GBM's major tree-planting initiatives and provided critical support for baseline data collection and monitoring of GBM's carbon projects.



Staff Spotlight: Peter Ndunda, GIS Analyst



Peter Ndunda grew up in Mitaboni in Eastern Kenya. His good grades earned him a place in secondary school and upon graduation he was accepted to join the geography program at Moi University. It was there that Ndunda became inspired by the study of Geographical Information Systems (GIS) as a powerful tool for project planning and implementation. He was later to see its application in solving environmental problems such as soil erosion, garbage dumping in public streets and flooding. These were all problems he was familiar with and he wanted to do something about them!

Ndunda pursued a Master's of Science in GIS at the University of Redlands in California, and was invited to participate in the annual global convention of the Environmental Systems Research Institute (ESRI). He also worked as a geoinformation consultant at the World Bank in Washington, DC.

It was while he was in the US that Ndunda discovered how his skills could be used in resolving environmental and development challenges around the world. In 2006, he returned to Kenya and joined the Green Belt Movement to establish a GIS lab for reforestation efforts in Kenya. Under his leadership and with the generous support of several partners, the GIS lab was successfully launched and equipped this year with state-of-the-art tools for mapping GBM's work nationwide. This achievement is already positively impacting the efficiency & expansion of GBM's grassroots work!

■ In 2006, GBM launched the Bio-Carbon Project, a tree-planting project to rehabilitate 2,000ha in the Aberdare and Mt. Kenya Forests in partnership with the World Bank. This is part of the Clean Development Mechanism (CDM). In 2007, the Bio-carbon project received approval from the National

Environment Management Authority (NEMA) and was granted Host Country Approval for all 7 project locations.

Another milestone in the Bio-Carbon Project this year included a mass tree-planting exercise conducted in Kamae Forest in close collaboration with the Kenya Forest Service, hundreds of community members, and the Kenya Army. GBM engages Kenyan armed forces in tree-planting activities in forests and barracks. The armed forces also play a significant role in providing logistical support during mass tree-planting efforts.

■ In 2007, GBM's "Mottainai" advocacy campaign continued to grow. Achievements included advocating for a City Council of Nairobi ban on the selling, importing, and production of polythene bags less than 30 micrometers thick, also known as 'flimsy plastics.' Many shops now carry biodegradable paper bags and other traditional carrier alternatives that are less damaging to the environment.

The program staff also trained 10,000 people—teachers, students, business leaders, shop managers, civil society leaders and international volunteer groups—on the importance of "Mottainai" and ways to adopt creative alternatives.

"Mottainai" is an ancient Japanese concept that urges people not to waste resources, and to use whatever they have with respect and gratitude. GBM promotes the "Mottainai" spirit through the 3 Rs—Reduce, Reuse, Recycle. The concept was introduced to Prof. Wangari Maathai by Mainichi newspapers and has since become a global campaign symbolizing the protection and care of the environment.

■ GBM and its sister organizations, the Green Belt Movement International—North America (GBMI-US) and the Green Belt Movement International—Europe (GBMI-Europe) worked together to mobilize resources for the program work in Kenya. In addition, they both supported the re-design of the GBM website, and launched GBM pages on Facebook and YouTube. This has resulted in better communication and higher visibility of our work. These offices have also worked closely together to promote global awareness and action on climate change, the protection of the Congo Basin Forest, "Mottainai" and the Billion Tree campaign.

Thank you

**to all of our generous supporters.
Major partners in 2007 include:**

AEON Foundation
African Union
Agency for French Development (AFD)
Atticus Capital LP
Auerbach, Grayson & Company
CitiGroup Foundation
Clinton Family Foundation
Comic Relief (UK)
DLA Piper
Embassy of Switzerland
Environmental Systems Research
Institute (ESRI)
Fardan, Linda D.A.Trust
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The Basque Government
The Nature Conservancy
The Oprah Winfrey Foundation
Tides Foundation
Toyota Corporation
Trimble Inc
Tyco International (US) Inc
UNDP
UNEP
Wallace Global Fund
Williams Serendipity Trust

About GBM

- Mission:** To mobilize community consciousness for self determination, justice, equity, reduction of poverty and environmental conservation using tree planting as an entry point.
- Vision:** To create a value-driven society of people who consciously work for the continued improvement of their livelihoods and a greener, cleaner environment. This vision is achieved through the protection and rehabilitation of the environment.
- Values:** Volunteerism for community benefit
Love for the environment
Action and self-improvement
Accountability and transparency
Self and community empowerment
- Programs:** Tree-Planting
Civic & Environmental Education (CEE)
Advocacy & Networking
Women for Change
Green Belt Safaris (GBS)
Society of Greens
Pan African Initiative
Watershed Management

The Green Belt Movement (GBM) Approach

GBM has an extensive grassroots network that facilitates the mobilization of communities around local development activities. The focus for GBM is environmental education, conservation activities, and livelihood creation.

GBM engages communities through its unique 10-step tree-planting procedure in a development model that mobilizes them to take action and improve their livelihoods. Through this process they learn to make linkages between the challenges they face and the degradation of their natural environments. This leads to community-led action and commitment to safe guard their community's resources.

To date, GBM has facilitated the formation and sustenance of over 4,000 community groups, of which 70% are women. These groups have created over 500 networks across Kenya. Today, GBM is leveraging this development model in other parts of Africa and across the world.

Board of Directors

Professor Wangari Maathai, Mrs. Rahab Mwatha, Mr. Njogu Kahare, Professor Vertistine Mbaya, Mrs. Lillian Njehu, and Mrs. Jane Ngugi

Contact Us

GBM Headquarters

Kilimani Lane off Elgeyo Marakwet Road
P.O. Box 67545-00200
Nairobi, Kenya
T: 254-(0)203871523 / 3873057

GBMI Europe Office

Development House
56-64 Leonard Street
London, United Kingdom
EC2A 4LT
T: (0)207-5490395
Europe Registered Charity No. 1112638,
England and Wales No. 5442006, a
company limited by guarantee

GBMI US Office

4245 N. Fairfax Drive Suite 860,
Arlington, VA 22203
T: (703) 807-2007
501(c)3 registered non-profit organization



www.greenbeltmovement.org

Financial Summary

Consolidated Income and Expenditure for 2007

	2007	2006
INCOME STATEMENT	\$	\$
Grants Received	2,557,046	992,096
Interest Income	11,146	3,244
Miscellaneous Income	5,315	10,120
	2,573,507	1,005,461
EXPENDITURE		
Tree-Planting	1,262,827	441,262
Civic & Environmental Education	117,997	100,642
Advocacy & Networking	176,453	66,259
Women For Change*	46,485	18,030
Program Management	418,711	263,682
TOTAL EXPENDITURE	2,022,473	889,875
Surplus For The Year Transferred To General Reserves	551,035	115,586

	2007	2006
BALANCE SHEET	\$	\$
Non-Current Assets		
Property and Equipment	683,656	535,104
Current Assets		
Receivables	136,371	186,747
Cash Balance	570,184	73,036
	706,555	259,783
TOTAL ASSETS	1,390,211	794,887
RESERVES AND LIABILITIES		
RESERVES		
General Reserves	1,303,287	698,520
CURRENT LIABILITIES		
Payables	86,924	96,367
	1,390,211	794,887

Notes:

1. Women for Change*: This includes funds spent on cross-cutting program activities shown as Gender Equity and Capacity-Building in the full GBM audited accounts.
2. For the year 2007, the surplus transferred to reserves of \$551,035 represents 100% restricted program funds carried over to be spent in the following year.
3. The above figures are a summarized version of the Green Belt Movement's financial statements for the year ended December 31, 2007. A full set of accounts can be obtained from the headquarters in Nairobi.
4. The Accounts of GBMI-Europe and GBMI-US are available upon request.
5. The figures have been valued at the exchange rate as at the end of each financial year, and are expressed in US dollars to assist appreciation of the overall funding position.

