

the green belt movement

ANNUAL REPORT 2011



"In the course of history, there comes a time when humanity is called to shift to a new level of consciousness, to reach a higher moral ground, a time when we have to shed our fear and give hope to each other. That time is now.

Each of us can make a difference, and together accomplish what might seem impossible."

- WANGARI MAATHAI Founder, The Green Belt Movement Nobel Peace Laureate

table of contents

- 3 Letter from the GBM Board Chair
- 4 Our Story
- Wangari Maathai Institute for Peace and Environmental Studies

Key Achievements of 2011

- 6 Tree Planting
- 8 Advocacy & Climate Change
- **10** Community Empowerment & Education (CEE)
- 12 Financial Statement
- 14 Supporters and Partners
- 16 In Memoriam—A Tribute to Wangari Maathai

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letter from the GBM board chair



Dear Friends,

When Professor Wangari Maathai founded the Green Belt Movement (GBM) 35 years ago, her aim was to address the many challenges rural women were facing, challenges rooted in environmental degradation. The impact of climate change was little known. Since then, GBM has mobilised thousands of communities though environmental education, conservation activities and sustainable livelihood generation. To date, GBM's extensive grassroots network has planted over 51 million trees, which have transformed ecosystems across Kenya.

The Green Belt Movement has a strong international presence. With our Pan-African Network, organisations across Africa and around the world have been trained in community

mobilisation and conservation methods. We are tackling the threat and impact of climate change through pilot climate finance projects where we are testing methodologies in order to create credible projects that directly benefit communities and build resilience, and which will influence policy decisions. The Europe and USA Boards and staff of the Green Belt Movement International have further strengthened our international presence through their ongoing strategic and governance support, groundbreaking research and policy particularly on climate change and forests, communications, and fundraising and partnership development.

Under Professor Maathai's guidance and involvement, GBM initiated a strategic planning process early in 2011. As a result, we have adopted a new five-year strategic plan to ensure that GBM can effectively meet the growing demand for our programmes. Our three strategic priorities are:

- 1 Implementing GBM's Watershed-based Approach for community-led tree planting and livelihood improvement, forest restoration and conservation;
- 2 Leading on local and international advocacy campaigns with a focus on women, environment and climate change issues; and
- **3** Strengthening internal systems and structures for programme integrity and growth during this new phase of the organisation's development. This includes the vital governance issue of implementing the new Constitution of GBM, which Professor Wangari Maathai had worked tirelessly to achieve over the last three years.

We anticipate an exciting period of growth as we implement this strategy with vigour and determination, even as we deeply feel the loss of Professor Maathai. Despite our sadness, we are determined to create a lasting legacy for our founder.

Thank you all for your continued interest and support of our work in Kenya and internationally. I hope you enjoy the new look of our Annual Report 2011 and welcome you to read and share in our good work from this past year.

Sincerely,

Dr. Njeri Gakonyo, Chair The Green Belt Movement Board

our story

The Green Belt Movement (GBM) was founded in 1977 by Professor Wangari Maathai in response to the needs of rural Kenyan women who reported that their streams were drying up, their food sources were less secure, and because of this they had to walk further and further to collect water and get firewood for fuel and fencing.

Since then, our work has focussed on conserving the environment by empowering rural African women and their families to take action and create sustainable livelihoods for themselves.

In 2011, GBM focussed its programme work in three main areas: tree planting, advocacy and climate change, and community empowerment and education (CEE).



"Planting trees has made a great difference in my life. I used to walk very far looking for firewood. Now, I get firewood from the trees I have planted at my home."

– ESTHER NJOKI MWAURA GBM Member in Gatundu South Constituency

OUR VISION

A values-driven society of people who consciously work for continued improvement of their livelihoods and a greener, cleaner world.

OUR MISSION

We strive for better environmental management, community empowerment, and livelihood improvement using tree planting as an entry point.

RESULTS: BY THE NUMBERS

4,034 GBM supported community tree nursery groups

476 Green Volunteers (GBMs grassroots volunteers) who work directly with local communities

3,987,520 Trees reported planted in 2011

6,500 Tree planting sites in critical watersheds across Kenya

more than 51 million Trees planted to date

70% Average survival rate.



"We protect and conserve the environment to help our country. Most parts of our country are encroached by deserts because of our own doing. It is time we protect our land from further degradation."

– NDIRANGU MACHARIA GBM Member in Kipipiri Constituency

Wangari Maathai Institute for Peace and Environmental Studies

In 2009 the University of Nairobi in close collaboration with the Green Belt Movement (GBM) established the Wangari Maathai Institute for Peace & Environmental Studies (WMI). The mission of WMI is to cultivate positive

ethics, values and practices towards the environment by training stewards who foster peace, holistic sustainable development and link theory with practice.

It has become clear over the years that there are some critical gaps that challenge the ability of GBM to transform communities and lift them out of poverty. The main gap is the disconnection between knowledge holders, who are academics, students, professionals, decision makers and policy implementers, and communities who need that knowledge to improve their quality of life.

GBM is excited about WMI because the Institute will bridge the knowledge-practice gap by ensuring that knowledge holders gain the hands-on experience they need to be agents of change in their communities. To make this happen, experiential learning will be the signature of the Wangari Maathai Institute for Peace & Environmental Studies.



tree planting

With our grassroots network of over 4,000 community groups, GBM employs a watershed-based approach to conservation: planting the appropriate trees in the appropriate areas for the greatest ecological and social impact. In 2011, GBM communities reported 3,987,520 trees planted, making our total trees planted since 1977 more than 51 million.

Completed a Five-Year Rehabilitation Project in the Aberdares

GBM concluded a five-year project to rehabilitate the Sasumua, Ndakini and Gatanga catchment of the Aberdares water tower, which are critical catchments for water supply to the greater Nairobi area. The project resulted in the establishment of 593 tree nurseries and the planting of more than 3.8 million trees. Over two million of these trees were planted on 2,000 hectares (nearly 5,000 acres) of forestland and nearly 1.8 million trees were planted on 1,800 hectares (nearly 4,500 acres) of public lands: schools, churches, cemeteries, and road reserves. One of the notable benefits to the grassroots communities has been improved livelihoods from financial compensation received for tree seedlings



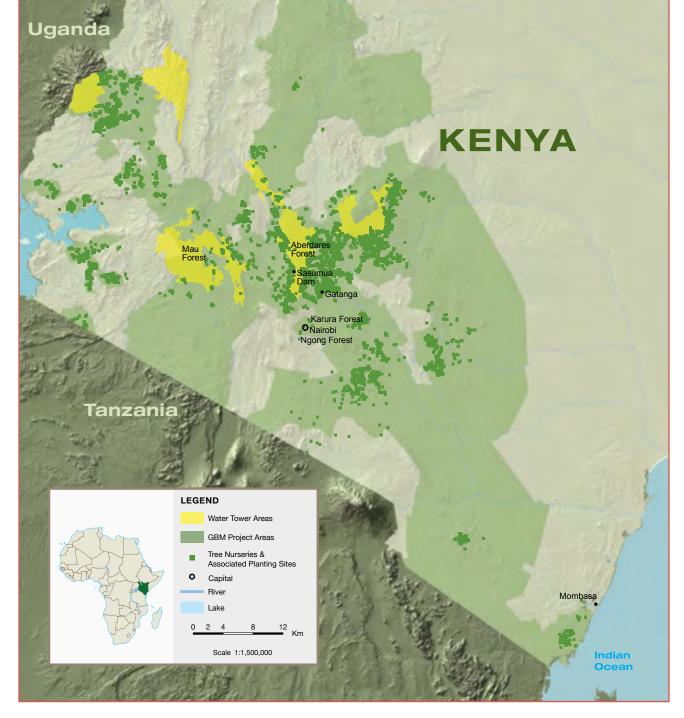
GBM's watershed-based approach ensures that our tree planting work is focused along critical watersheds such as the Mount Kenya watershed seen here with GBM staff. planted and surviving. Community groups use those funds to re-invest in livelihood improving activities, for example buying ovens to bake goods they can sell in the local markets. This project will also bring a number of future benefits including: conservation of biodiversity, restoration of ecological functions, access to fuel wood, and providing clean drinking water to local communities, the region and Nairobi.

Planted 212,000 Trees in the Mau Forest Ecosystem

The Mau is Kenya's largest closed-canopy forest ecosystem and an important water catchment area, providing essential ecological services to the country. Working with our partners at Save the Mau Trust, GBM planted more than 212,000 tree seedlings in degraded areas of the Mau Forest Ecosystem. The project has increased food security in the region by promoting indigenous food crops, and training farmers on soil and water conserving farming methods. Four mass tree planting events were hosted by GBM to ensure community participation and ownership of the project. The Green Belt Movement, Nation Media, Equity Bank, Kenya Wildlife Service and East Africa Breweries Ltd established the Save the Mau Trust in 2009 to champion private and public sector cooperation for a healthier Mau Forest ecosystem.

Engaged 13 Corporate Partners in Tree Planting Activities Around Nairobi

GBM partnered with 13 companies in the rehabilitation of Karura and Ngong Forests, urban forests located within the city of Nairobi. Corporate partners were also engaged in planting trees in schools across Nairobi as a part of their corporate social responsibility (CSR) activities. GBM raised awareness on the importance of indigenous trees for ecosystem integrity and protecting green spaces in urban areas through numerous public tree planting events around Nairobi. In 2011, the project planted 9,420 trees on 9.42 hectares (about 23 acres). We are thankful to all our corporate partners who make this project possible, including General Electric, Kenya, Mitsubishi Corporation, Random House Group Ltd., Standard Chartered Bank, and Trees for Cities.



GBM project areas span across the country from the waters of the Indian Ocean to Lake Victoria, focusing on the country's 5 critical watersheds, (lime green areas). Working with rural communities, particularly women, GBM helps them address their needs for essential basic services such as water, fertile soil, and a healthy ecosystem through planting trees on critical watersheds.

Selected the First Wangari Maathai Environmental Achievement Award Winner

The Wangari Maathai Environmental Achievement Award was created to recognise individuals and institutions that have done exemplary work on environmental protection and conservation. The Award was launched in July 2011, and recognised the achievements of the Kenya Armed Forces in environmental initiatives including collaborative tree planting. Since the project began, soldiers and GBM volunteers have planted 1.4 million trees in and around military barracks, as well as millions more on gazetted or surveyed forestland. "We thank Professor Maathai for coming into our lives when we needed her lessons most. Her work will continue to shine in us forever."

-OLIVER NJERI GBM Member in Kiharu Constituency

REY 2011 ACHIEVEMENTS advocacy and climate change

GBM advocates from the grassroots to international fora to enable climate resilient communities through: restoring and protecting forest watersheds, piloting climate finance models, advancing good governance and cultures of peace, and creating sustainable livelihoods.

Participated in the Collection of 1.2 Million Signatures to Stop Political Impunity

Following the Kenyan Parliament's overwhelming vote in 2010 to withdraw Kenya from the International Criminal Court (ICC), GBM partnered with 15 organisations for the "One Million Signatures" campaign to call on Kenyans to support justice for the survivors of the 2007 and 2008 post-election violence. Under the slogan "Yes to The Hague, No to Impunity", GBM mobilised grassroots members to help collect signatures. Together with our partners, the campaign collected 1.2 million signatures to stop political impunity, showing the overwhelming support of Kenyans to see justice for the survivors. The campaign was a great success in raising awareness and in January 2012 the ICC announced that four Kenyan leaders implicated in inciting the violence would face trial at The Hague.

"When we look at the climate we see how it has changed. After working with GBM, I now understand the importance of planting trees to restore our climate."

DORIS WANJIRU
GBM Member in Gatundu South

Published Climate Forest Finance Report at COP17

Eight GBM staff participated in the United Nation's annual international climate change conference, COP17, in Durban, South Africa. The COP17 talks were marked by a number of special memorials for Professor Wangari Maathai including at the Center for International Forestry Research (CIFOR)'s annual event "Forest Day 5", Avoided Deforestation Partner's annual Reduced Emissions from Deforestation and Forest Degradation (REDD) event, and the Professor Wangari Maathai Solidarity Night held at the "alternative COP" for civil society.

GBM staff presented in and moderated a number of panels at COP17, sharing the experience of GBM in community based forestry projects. With leadership from GBM Climate Change Expert and Director of the Europe office, Francesca de Gasparis, we launched our report titled "Community Forest Climate Initiatives" documenting our experiences working with community groups to restore degraded indigenous forests in Kenya using climate finance models. It provided insights from GBM's community-based mitigation and adaptation projects as well as shared challenges that rural communities and



At international climate change conferences, GBM calls for the protection of natural forests and community rights, which benefit women such as those pictured above.



Over the years GBM has become internationally known for our advocacy campaigns to preserve public land and forests.

"GBM taught us how to work together, gave us leadership skills, and trained us to live sustainably."

- PETERSON MREFU MAINA

GBM Member and Green Volunteer in Kangema Constituency

NGOs are facing in the implementation process for forest carbon projects. The report concluded that political will, community education and empowerment as well as safeguards for ensuring biodiversity and community livelihoods must be central for climate forest finance projects, including REDD, to succeed. The report was well received by over 200 climate change professionals and civil society leaders who attended the report's launch, as well as in a press conference and press interviews with Democracy Now and others.

Registered Two Forest Carbon Projects

Two of GBM's pilot Biocarbon Clean Development Mechanism (CDM) projects in the Aberdares and Mt. Kenya mountain regions were registered in 2011 and were the very first forestry carbon projects to be registered in Kenya by the United Nations Framework Convention on Climate Change (UNFCCC). These projects aim to provide revenue to communities from the reforestation activities and carbon credits, as well as grant exclusive forest user rights to the community for all non-wood forest products like medicinal plants, honey and grass. The projects passed a rigorous registration process that includes completion of biomass and socio-economic surveys, an environmental impact assessment, development of site management plans, signing of community benefit sharing and user rights agreements, and external validation.

Three additional pilot projects, of which two are Verified Carbon Standard (VCS) projects in the Mau Forest Complex and another is a CDM project in the Aberdares, will undergo the registration process in 2012. While international financiers are paid for carbon projects in advance, community groups must, unfortunately, wait many years to realise any payments for protecting their forests and planting trees. This and other systemic problems must be addressed for climate mitigation finance models to be equitable and workable for rural communities.

GBM says 'Enough is Enough' to Land Grabbing

GBM staff and volunteer leaders advocated against a landmark land grabbing case at Nairobi's City Market. Without precedence, the Kenyan government revoked the title deed of the owner of City Market, Market Plaza Limited, and left the property vulnerable to private developers. Hundreds of workers own and operate stalls inside City Market, and their livelihoods were threatened by this illegal act. GBM, City Market stall owners, and the public gathered in downtown Nairobi to say 'enough is enough'!

community empowerment and education

Community Empowerment and Education (CEE) educates communities about the linkages between human activity and the environment, which empowers communities to come together, take action, and stand up for their rights.



GBM staff and Green Volunteers lead community members in CEE activities that encourage leadership so they feel empowered to speak up when rights are being violated.

Seminars on the New Kenyan Constitution in 23 Counties

GBM's Gender programme promotes and enhances gender relations, and the involvement of women in decision-making processes. This project increased awareness of the gender provisions of the new Constitution, governance issues, and supported voter education. GBM facilitated Constitution education seminars for 1,200 women including group leaders, youth, and civic aspirants. The training provided information for women about leadership opportunities, including the newly created opportunities for women to assume leadership positions within the provisions of the new Constitution. The programme also trained 45 young women leaders from across Kenya as trainers, in order for them to train a further 4,500 community members in leadership, climate change and networking.

School Tree Nurseries Raised Scholarship Funds for Girls in Need

GBM's Gender programme also piloted training workshops for six secondary schools on the establishment of tree nurseries and kitchen gardens. During these workshops participants were taught how to propagate tree seedlings, fruit and vegetables for sale. The proceeds went to the schools' scholarship fund. Gititu Secondary School in Nyeri District is an example of how it works. The school set up a tree nursery and kitchen garden for which they receive proceeds from selling the vegetables and compensation from GBM for tree seedlings. The school now makes an average of \$1,000 per year. The money raised supplements the school's scholarship programme, which supported nine girls whose parents otherwise could not have afforded to send them to school.



CEE teaches children as well as rural men and women how they can protect natural resources through practical doable actions.

"The Green Belt Movement has taught us how to live in harmony with nature, to benefit from a sense of peace that comes from conserving our environment."

-EKRA WANJIKU GBM Member in Kigumo Constituency

The three major objectives of CEE are: to equip communities with the necessary tools and skills to mobilise their community to form active tree nursery groups to grow and plant tree seedlings; to instill awareness of what good governance and environmental protection look like at local, regional and national levels; and to mobilise community leadership for environmental protection, and public recognition of compliance with laws to prevent violations of human and environmental rights.

Launched the Environment, Health and Population Programme

Through a Training of Trainer's workshop led by our implementing partner FHI 360, GBM staff gained knowledge and techniques to teach the linkages between environment, health and population (EHP) to GBM's field-based Green Volunteers. Green Volunteers are grassroots volunteers who work directly with local communities. Equipped with information and communication materials, 26 Green Volunteers reached out to more than 800 households across four project areas, spreading the message that a healthy environment supports healthy communities, and healthy communities are likely to make choices for their families that ensure a high quality of life. Community participants report that they already feel better placed to make informed decisions about how to live healthy and sustainable lives. This project will continue in 2012.

Climate Change Training for Rural Community Members

GBM held workshops that reached over 4,000 community members on climate change and its impact, as well as activities to promote climate resilience. Training sessions included information on the UN's REDD programme to stop deforestation, as well as environmental governance and management. Participants were drawn from 76 constituencies, 618 grassroots communities, reaching 4,098 tree nursery group members. Community members identified a number of changes including increased temperature, loss of biodiversity, emergence of diseases and pests, erratic rains, low crop yield, and the dryingup of springs as symptoms of climate change in their localities. The training sessions helped to explain climate change resilience and enable communities to take charge of adaptation strategies. The trainees pledged activities to curb the effects of climate change, such as planting trees, planting of drought resistant crops, soil conservation and adopting simple local water-harvesting techniques.

financial statement

The Green Belt Movement for the year ended December 31, 2011, with comparative figures

at December 31, 2010.

Consolidated Income and Expenditure for 2011			See note 1
	2011	2010	
INCOME STATEMENT	USD	USD	See note 2
Grants Received	2,807,427	1,967,412	
Interest Income	18,089	18,591	
Miscellaneous Income	34,026	24,067	
	2,859,542	2,010,070	
EXPENDITURE			
Tree Planting	1,278,640	1,080,108	See note 3
Civic & Environmental Education	77,448	75,864	
Advocacy & Networking	115,187	103,404	See note 4
Capacity-Building	78,608	89,895	
Programme Management	387,636	310,325	See note 5
Professional Services	359,277	87,954	See note 6
Special Programmes	14,377	78,343	See note 7
Depreciation	44,102	126,753	
Technical Assistance	80,453	117,687	See note 8
Wangari Maathai Institute (WMI)	203,973	42,004	
TOTAL EXPENDITURE	2,639,701	2,112,336	
Surplus for the Year Transferred To General Reserves	219,841	(102,266)	
	2011	2010	
BALANCE SHEET	USD	USD	
Non-Current Assets			
Property and Equipment	604,681		
	001,001	706,944	
Current Assets		706,944	
Current Assets Cash Balance	991,569	706,944 910,105	
Cash Balance	991,569	910,105	
Cash Balance	991,569 564,292	910,105 358,917	
Cash Balance Receivables TOTAL ASSETS	991,569 564,292 1,555,861	910,105 358,917 1,269,022	
Cash Balance Receivables TOTAL ASSETS RESERVES AND LIABILITIES	991,569 564,292 1,555,861	910,105 358,917 1,269,022	
Cash Balance Receivables TOTAL ASSETS RESERVES AND LIABILITIES Reserves	991,569 <u>564,292</u> 1,555,861 2,160,542	910,105 358,917 1,269,022 1,975,966	Soo noto 0
Cash Balance Receivables TOTAL ASSETS RESERVES AND LIABILITIES Reserves General Reserves	991,569 564,292 1,555,861	910,105 358,917 1,269,022	See note 9
Cash Balance Receivables TOTAL ASSETS RESERVES AND LIABILITIES Reserves General Reserves Current Liabilities	991,569 <u>564,292</u> 1,555,861 2,160,542 1,516,006	910,105 358,917 1,269,022 1,975,966 1,524,400	See note 9
Cash Balance Receivables TOTAL ASSETS RESERVES AND LIABILITIES Reserves General Reserves	991,569 <u>564,292</u> 1,555,861 2,160,542	910,105 358,917 1,269,022 1,975,966	See note 9

"Even though Wangari has left us, she gave us the knowledge we need to continue this work."

- BEATRICE NJOKI GBM Member in Kiharu Constituency

NOTES TO FINANCIAL STATEMENT

- The above figures are a summarised version of the Green Belt Movement's financial statements for the year ended December 31, 2011. A full set of accounts can be obtained from the headquarters in Nairobi. Separate annual accounts for Green Belt Movement International–Europe and US offices can be requested from those offices respectively.
- The exchange rate value for Kenyan Shillings to US Dollars was calculated at the annual average of 88.87. The figures are expressed in US Dollars to assist appreciation of the overall funding position.
- The increase in tree planting expenditures was the result of aftercare of new trees by green rangers to improve their survival rates as well as increased compensation to women's tree nursery groups for tree seedlings.
- 4. GBM began a new advocacy and networking project on Environment, Health and Population funded by FHI 360, which increased our expenditure in this area.
- 5. Due to the expansion of GBM programmes during 2011, the indirect costs related to programme activities increased such as communication costs, local travel expenses, and internal monitoring and evaluation costs.
- Professional services increased due to final studies undertaken to conclude our 5 year rehabilitation project in the Aberdares that was funded by Agence Française de Développement (AFD).
- Special Programmes include activities that do not fall directly under GBM thematic areas. Expenditure reduced in 2011 as Professor Maathai, who was the patron of many of these programmes, was unable to participate due to ill health, and later in the year her untimely death.
- Spending increased for Wangari Maathai Institute as planning and development of the Institute takes place. Increased expenses included architectural consultants, project management and land surveyor consultancy fees.
- 9. The General Reserves reflect both restricted and unrestricted funding. 85% are restricted to programme funds and will be spent in the upcoming year and 15% are unrestricted funds. GBM aims to have 6 months of operating costs of unrestricted funding under its reserves policy.



supporters and partners

The Green Belt Movement gratefully acknowledges the outstanding contributions of our donors and stakeholders. Their support is helping to ensure that we succeed in providing better environmental management, community empowerment, and livelihood improvement using tree planting as an entry point.

\$10,000+

Agence Française de Développement (AFD) Alcatel Lucent Avery Dennison Ireland Clinton Climate Initiative Comic Relief Esri FHI 360 Fonroche Energie Fondation Ensemble Fondation Philanthropia General Electric, Kenya Gordon and Betty Moore Foundation Green Cross Sweden Hafslund Strom Jambo Tours Scandinavia Janine Boneparth Jostens, Inc. Mainichi Newspapers Co. Margaret C. Snyder Mitsubishi Corporation Premier Eye Care of Florida Richard and Rhoda Goldman Fund **Rockefeller Philanthropy Advisors** Save the Mau Trust Fund Shaklee Corporation



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"Like a seedling, with sun, good soil, and abundant rain, the roots of our future will bury themselves in the ground and a canopy of hope will reach into the sky."

— WANGARI MAATHAI

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The Fred Gellert Family Foundation

The James and Alvina Bartos Balog Foundation Trees for Cities Tudor Trust Union of Education Waterloo Foundation Yarrow Durbin

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Nina M. Dougar, CPA

The Green Belt Movement is grateful for the generous support from friends and supporters around the world. Although we don't have room to acknowledge all of our donors by name, the achievements we have accomplished this year would not have been possible without your continuous support. Thank you!

GBM board and staff

GBM Kenya Board

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The Green Belt Movement proudly acknowledges our remarkable staff and volunteers in Kenya and internationally who give generously of their time and talent so that we continue to honour Professor Wangari Maathai's legacy through our globally recognised projects.





Hummingbird

Realising Professor Maathai's vision of a healthier and more peaceful environment will require not just Kenyan or African action but global action. We are calling on all of her friends from across the world to join in the 'I am a Hummingbird' campaign and plant a tree in memory of Professor Maathai and all she stood for. We aim to plant ONE BILLION trees in her honour. In Professor Maathai's own words, "It's the little things citizens do. That's what will make the difference. My little thing is planting trees."

Wangari Muta Maathai 1940-2011

Nobel Peace Laureate; environmentalist; scientist; parliamentarian; founder of the Green Belt Movement; advocate for social justice, human rights, and democracy. She lived and worked in Nairobi, Kenya.

Professor Wangari Maathai, founder of the Green Belt Movement, passed away on September 25th 2011. Her untimely death came as a shock to all who knew and loved her. As a leader with a pioneering vision, her determination to make the world a greener, healthier and more peaceful place mobilised hundreds of thousands of women and their communities across Kenya to restore and protect their environment. She changed how Kenyans thought about the environment and democracy. Her tireless efforts brought her the support and admiration of friends around the globe, as her message continues to resonate for us all.

Born in Nyeri in Kenya on April 1st 1940, Professor Maathai studied in the USA, Germany, and Kenya, becoming the first woman in East and Central Africa to earn a Ph.D. She was also the first woman in East Africa to be given a Professorship. After her academic career, Professor Maathai became involved in the National Council of Women in Kenya, and under its auspices founded the Green Belt Movement (GBM) in 1977.

Under her leadership, GBM grew from a grassroots tree planting organisation to an organisation that held governments to account and called for greater democratic space and good governance. Alongside her work with GBM, Professor Maathai had an active political career within Kenya, as a Member of Parliament and Assistant Minister for Environment and Natural Resources (2003–2007). Her work with GBM, as well as her political career in Kenya, brought a great deal of international attention and acclaim through many awards and honorary degrees, including the Nobel Peace Prize in 2004.

This international recognition created new opportunities for Professor Maathai and GBM. Professor Maathai became involved in numerous initiatives, including the Nobel Women's Initiative in 2006, which she founded with her sister laureates, as well as the Wangari Maathai Institute for Peace and Environmental Studies (WMI), established in partnership with the University of Nairobi in 2010.



The Green Belt Movement

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