



AWF YOUTH ENGAGEMENT

"We must strive to engage our youth through ethical leadership, coaching and mentoring to enable them to take interest in preserving Africa's wildlife resources"- AWF President, Kaddu Sebunya.

Modern Africa is Young

65% Africans are under 35 years of age

1 BILLION Young people to call Africa home in 2050



African Youth See Themselves as...

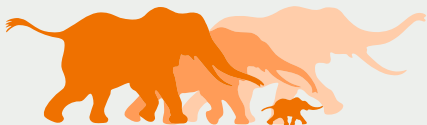


And They Are Entrepreneurial



50%

of East Africans want to start their own businesses.



AFRICAN WILDLIFE
FOUNDATION

AWF is engaging youth to deliver on a future for Africa.



Investing in Young Entrepreneurs

Sophie Mboyo is in her early thirties. With her husband often away in search of seasonal work, she cares for her eight children in Djolu town alone. Typically, Sophie rises just short of sunrise to collect water from a nearby well before heading to market, where she sells concentrated tomato paste, spices, sugar and other household items from a stand. Lately, there's a new product: a blue soap branded 'AWF-REFADD-CAFEC,' boldly. Sophie makes the soap herself, and the words in bold are a tribute to the organizations that helped her acquire the skills to do so. Before AWF-led interventions Sophie sold bush meat such as forest hog, porcupine and monkey. But bushmeat wasn't as profitable due to a decline in population of the species. REFADD training enables her to sell CF3, 000 (approximately \$3.20) of soap each day. Human development is essential for conservation as a win for people and wildlife. From transforming illegal hunters into trackers assisting in biological surveys and tourism guides, to training young locals as park rangers who educate their communities on the benefits of protecting biodiversity, these efforts transform people and the prospects for wildlife in modern Africa.



Educating African Youth

"People often ask why a conservation organization builds schools. For me, it's an easy answer. Education is one of the primary ways to develop consciousness about how our actions impact the environment— both locally and globally. It is one of the most important means of empowering youth, engaging communities, fostering concern for wildlife and promoting the sustainable use of natural resources" **Perrin Banks, Classroom Africa Manager.** Building schools demonstrates AWF's longterm commitment to a landscape and its people by providing access to quality education to communities agreeing to conserve land and protect wildlife in places like Zambia's Lupani community who set aside 20,000 hectares of land for conservation.



Mentoring Conservation Leadership

Monipher is a bright young mother with a passion for conservation. She has dedicated her life to making the world a better place for her daughter and is leading AWF's engagement in the Convention on Biological Diversity as part of her in-situ training programme as an AWF Conservation Management Associate. Modelled on management training programs in large consultancy firms, AWF's CMAs gain valuable insights and hands-on experience in NGO management through arranged rotations with AWF teams and structured mentoring from senior staff. To date over ten CMAs have graduated from the program. Recent CMAs have taken up roles in AWF as Conservation Planners and Programme Managers.



Empowering Young Africans with a Passion

"Conservation is "a lifestyle where all youth should take ownership to proactively participant in conservation initiatives on a daily basis," **The reflections of a participant in the youth forum convened at AWF Headquarters in Nairobi, Kenya** speak to the aspirations of a generation of Africans committed to making the world a better place. Young leaders from across the continent convened in Zimbabwe through the Africa Youth Commission General Assembly set a course for leadership on an environmental agenda that envisages wildlife at the heart of Africa's future economies. AWF's young professionals are engaged and leading the charge on creating a modern Africa that includes conservation enterprises, robust policies and governance frameworks, and recognition of rights to a safe environment for all.



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