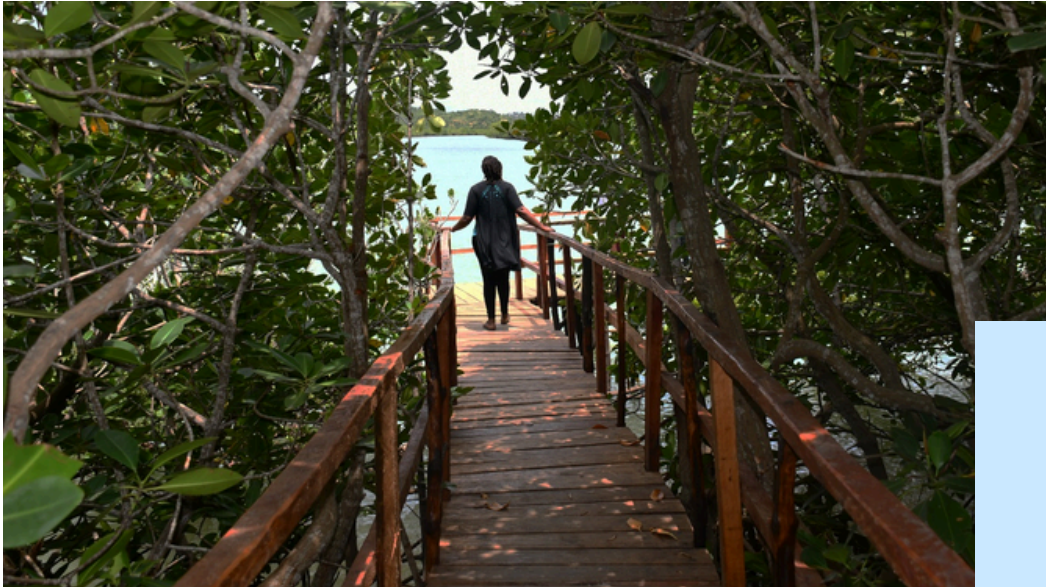


GO BLUE TOURISM AND CULTURAL HERITAGE COMPONENT NEWSLETTER

News from a component of the Go Blue Project Kenya



KWETU board walk within the mangrove forest in Mtwapa Creek

About Us

The TCH is a component of the Go Blue project, a partnership between the European Union and the government of Kenya to advance the blue economy agenda through coastal development.

Camões, I.P., the Portuguese Cooperation agency, is responsible for contributing to strengthening the value chains of these sectors in an inclusive and sustainable way in Kenya. More specifically, with the funding entrusted by the European Union, Camões IP, with his implementing partner Instituto Padre António Vieira (IPAV), is contributing to advancing inclusive employment in the TCH cross-sector in Jumuiya ya Kaunti za Pwani-Kenya's coastal counties economic bloc by:

- Increasing JKP's capacity to plan inclusive TCH through Integrated Governance, which should result in one Regional blueprint approved, implemented and monitored by relevant stakeholders.
- Generation of new employment and new dynamics in value chains cross-sector through innovative small projects and businesses in TCH, by awarding around 16 small grants to private, public and civil society entities, resulting in the creating new jobs, targeting specially youth and women. A total of 133 jobs have been already created through the grants.
- Support young job seekers to become social entrepreneurs through the flagship project Ubuntu Leaders Academy, where at least 100 are able to create their business or find jobs.

IN THIS ISSUE

Success Stories from Project Grantees and the Ubuntu Leaders Academy



Msambweni Beach Operators Boat Before Renovation Works

THE DEVELOPMENT OF A MIJIKENDA CULTURAL, LIBRARY, AND RESOURCE CENTRE

by Blue 22-077

In the heart of Kwale County lies a beacon of hope for youth and women seeking opportunities in the tourism and cultural heritage sector. Coordinated by the World Student Community for Sustainable Development, co-funded and managed by Camoes and funded by the European Union, the project "The Development of a Mijikenda Cultural and Heritage Resource Centre and Library that combines environment, fisheries, education, social action to create inter-sectorial economic value" has been making waves since its inception in November 2022.

The project aimed to harness the rich cultural heritage of the Mijikenda community and transform it into sustainable business ventures. Through the provision of sub-grants to local youth and women groups, the project envisaged to create formal employment opportunities and uplift livelihoods in the region.

One of the project's key achievements is the successful employment of youth and women in various tourism-related enterprises. From curio shops to mangrove safaris and cultural villages, these empowered individuals are not only earning a livelihood but also preserving and promoting their cultural heritage. Mwakamba Jitegemee Youth Group has seen youth and women join their ranks, guiding tourists through the mesmerizing mangrove safaris and boat rides along the mangrove forests of Kwale County.

In addition to direct employment opportunities, the project has also indirectly benefited the local community. By supporting the purchase of traditional costumes for cultural dancers at Kaya Teleza Colobus Monkey Conservation Group, the project has facilitated the employment of an additional individuals, further enriching the cultural tapestry of the region.

What sets this project apart is its holistic approach to tourism development. Not only does it create economic opportunities for the youth and women of Kwale County, but it also fosters community engagement, promotes cultural preservation, and attracts new tourists to the region. Looking ahead, the project aims to continue its journey of empowerment, with plans to expand its reach and impact in the coming months. With each success story, Kwale County moves one step closer to realizing its full potential as a vibrant hub of tourism and cultural heritage.

As we celebrate these achievements, let us remain committed to the vision of a future where every individual has the opportunity to thrive, and where the rich tapestry of our cultural heritage is celebrated and preserved for generations to come.

Facebook: @World Student Community for Sustainable Development

LinkedIn: @World Student Community for Sustainable Development

Website: <http://www.wscsd-kenya.org/>



Mwakamba Jitegemee Youth Group Boat under renovation through the support of GoBlue



Their First Exhibition

COMMERCIAL CRAFTS FOR INDUSTRIAL DEVELOPMENT

by Blue 22-061

Commercial crafts for industrial development project is implemented by Common Interest, a private business in Mombasa County. The project entails working with master artists/artisans to develop unique crafts inspired by the cultural heritage of the people of Mombasa and the coast region. It is expected to create employment and income for artisans, youth and women as well as preserving traditional crafts and craft skills.

The initiative aims to preserve traditional craft-making skills and transfer of knowledge to young generation and making craft production attractive through commercialization. The crafts are designed as tourism products that are unique curios that are only found in Mombasa County and represent the cultural heritage of local communities.



Inspiration and Motif from Giriama and Pokomo Community Art

To date, the project has created employment in terms of volunteers, short-term jobs, piece work and small contracts. A creative hub was established and equipped as a design studio and a pilot collection of 20 products (games, toys, textiles, small furniture and accessories) were designed. Starting with wooden toys and games as an entry point in market access, the project established business-to-business partnerships with 2 craft retailers, a shopping mall, 3 exhibition organizers, 2 schools and got permission from the government of Kenya to use the 'Made in Kenya' label. Product sales income increased, a beautiful journey from a hobby to a creative commercial project.

Facebook: @Toy Cars Kenya

TikTok: @toymaker254



Their Most Recent Exhibition in Kilifi showcasing Toy Cars with Unique Surface Decor



IMANI PROJECT

by Blue 22-058

Project IMANI, a beneficiary of Coastal Economic Development in Kenya, falls under output 1 of the Tourism and Cultural Heritage (TCH) Component. Its primary goal is to document and preserve cultural heritage, particularly focusing on the Mwanzele music faith systems to positively impact the local community.

Given the scarcity of online resources showcasing Mwanzele music, project IMANI has undertaken the task of creating high-quality cinematic content to document these faith systems. This initiative not only preserves tradition but also serves as an educational tool, allowing younger generations to learn about their cultural heritage from the elderly. One of the notable achievements of the project is the Hadithi Za Pwani Workshops. Conducted over 8 weeks, from September 25th to November 29th, 2024, these workshops trained 80 students in



audio and video production, as well as photography for cultural heritage documentation. Impressively, 8 students have already secured employment in Kilifi.

Additionally, the project conducted research resulting in a paper that explores the intersection of faith systems and Mwanzele music. Furthermore, it has produced 3 songs, 8 short documentaries, and a podcast centered around this theme.

Facebook: @Baruu Collective

Instagram: @baruucollective X: @baruucollective

LinkedIn: @ Baruu Collective

Website: <https://baruucollective.com/>

YouTube: @ <https://www.youtube.com/@baruucollective3642>



SUSTAINABLE RURAL ECONOMIC DEVELOPMENT THROUGH UTILIZATION OF TOURISM AND CULTURAL HERITAGE SECTOR

Blue 22-076

The African Pro-Poor Tourism Development Centre (APTDC) implemented a project titled "Sustainable Rural Economic Development Through Utilization of Tourism and Cultural Heritage Sector at the Kenyan Coastal Region of Kwale County. As a beneficiary of Lot 1 from the Go-Blue project, which is funded by the European Union and managed by Camoes I.P, the main goal of this project is to create employment opportunities and improve the livelihoods of local community members through tourism and cultural heritage initiatives in Kwale County. The project focused on three key interventions: capacity development of communities, tourism and cultural product development and enhancement, and market access enhancement through promotion and linkages.



Five Community-Based Tourism Enterprises (CBTEs) - Matuga Arts Troupe, SHIFOGA, Millennium Handcraft Society Ltd, Gazi Women Mangrove Forest Boardwalk and Kisite Community Boat Operators - were selected from a pool of 16 applicants. These CBTEs were sensitized on the project's goals, mission, and objectives. They developed business budgets and work plans, which were then funded and monitored to ensure progress in project implementation. Onsite capacity building sessions were conducted to address various management gaps.

The expected outputs of the project include the creation of direct and indirect employment opportunities for women and youths, as well as improved livelihoods for community members through income generation. Additionally, the project aims to support the 5 CBTEs, establish a marketing website, develop communication and visibility materials, construct 2 eco-gazebos and 1 eco-banda, and provide various capacity improvements for CBTE members, among other initiatives.

The project's impact is anticipated to include enhanced capacity to manage CBTEs, increased employment opportunities, and higher income from product sales. The project focused on capacity building for the CBTEs, improvements in tourism and cultural investment facilities, and market enhancement for products. These efforts are aimed at ensuring the sustainability of the businesses supported by the project, offering quality tourism and cultural products to visitors, and expanding market

access for CBTE groups in Kwale County.

Noteworthy successes achieved included the selection, sensitization, and funding of 5 CBTEs/CBOs in Kwale, on-site capacity building sessions covering various aspects of leadership and governance, business strategic plan development for the sub-grantees, and the creation of employment opportunities for youths and women within the supported CBTEs. Additionally, income improvements have been recorded from product sales, albeit at a slower rate for half of the CBTEs.

Throughout the implementation process, efforts have been made to ensure that the project aligns with its goals of promoting sustainable rural economic development and empowering local communities in Kwale County.

Facebook: @ African Pro-Poor Tourism Development Centre

Instagram: @africanpropoor

X: @AfricanPropoor

Website: <https://propoortourism-kenya.org/>



Visitor experiencing a dance Experience in a Giriama Village

KAARIBU LOCAL EXPERIENCES PROJECT

by Blue 22-022

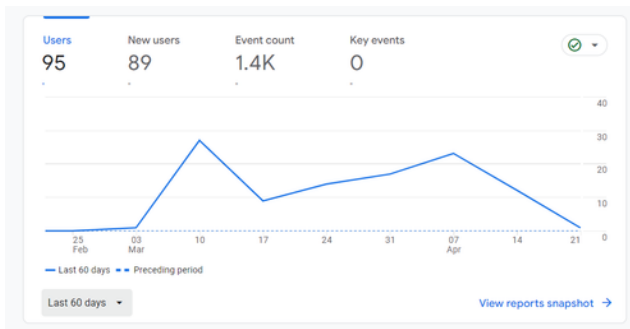
Kaaribu Local Experiences Project aims at leveraging technology to market local experiences in Kwale County and beyond. It has worked with local providers of tourism and cultural heritage products in Kwale to develop exciting and tour-ready experiences including local dances, village tours, culture immersion tours, water-based tours, nature and forest tours, and wellness tours.

Through websites and partners in marketplaces, it has managed to offer these experiences for booking. Some of the online marketplaces they are working with include, GetYourGuide,



Visitors swimming at our Wasini experience

Viator, look, etc. Their direct website: www.kaaribu.com, is growing as evidenced in this Google Analytics chart. The problem that needs solving is the lack of enough information about things to do in the Kwale destination. Whereas there are interesting things to do at the destination, they were not available for booking in the form the tourist would find easy and to consume. The project is filling this gap.



The Portuguese ambassador to Kenya Embaixadora Ana Filomena Rocha during her visit to the centre

The work revolves around training the locals to develop these experiences, generating high service level standards, and documentation translating them into bookable itineraries, and offering them for sale. The project pursued a partnership with the Kwale county government so that they can showcase these experiences in their channels.

It aimed to train more locals to provide these experiences and increase the tourism product in Kwale County. The theory behind this thinking is that if there are more things to do in the destination, the average spend by the visitors will go up as well as the nights in that destination increasing the destination appeal. The modern consumer is instant and wants to interact a portal and get all the information he needs.

Some of the milestones is that the project has managed to mobilize experiences booking of more than 3000 USD in value and hoping this to increase come high season. The team curated with a range of diverse experiences and made them ready for



Visitors experiencing a massage and wellness experience

tourist consumption. Additionally, effectively marketed and sold these experiences, generating revenue for local providers. Concurrently, the website is experiencing significant growth in both traction and traffic, solidifying presence in the tourism industry.

Facebook: @kaaribu.com

Instagram: @kaaribu_com

X: @kaaribu

YouTube: <https://www.youtube.com/@kaaribu>

Website: <http://www.kaaribu.com>



The handing over of the sub-grants to one of the beneficiaries

MOMBASA TOURISM INNOVATION LAB

by BLUE22-057

The Mombasa Tourism Innovation Lab Idea came as a result of government reports owning up to the fact that the tourism product in Mombasa the largest coastal destination was tired. The project aimed at the creation of a Tourism Innovation Lab that would coordinate the activities of incubating new and refining existing ideas and Tourism products. It involved looking for these new and existing businesses, assessing them and their potential for growth, and onboarding them to the incubation by training them about the strategic things to scale including formalizing, distributing, and developing niche products. This was geared to have each business employ more youths directly or indirectly in the hospitality and tourism industry.



People having a food experience by the African Food Trail

In March-April 2023, the Mombasa Tourism Innovation Lab sought proposals from local organizations in Tourism and Cultural Heritage. Emphasis was placed on grassroots ideas, innovative business models, inclusivity, diversification of tourism products, and increased sector investment. Applicants fell into two main categories: SMEs with scalable innovations and youth/women-led groups, fostering diversity and entrepreneurship in Mombasa's tourism sector.

The selection process for Mombasa Tourism Innovation Lab's Subgrantees involved rigorous criteria including SME status, operations in Mombasa County, job creation ability, digitization capacity, past performance, registration, time commitment, gender parity, office space provision, and legal compliance. Out of 109 initial applicants, 6 were chosen based on the strength of their innovative tourism ideas after site visits.

The Mombasa Tourism Innovation Lab, established through the visionary partnership between the Global Development Incubator and Swahilipot Hub Foundation, stands as a pivotal contributor to the sustainable evolution of Mombasa's tourism and cultural heritage. We have steadfastly pursued the growth of grassroots business ideas, forging a path for economic revitalization and job creation, particularly for the youth. Our strategic grants have bolstered a cadre of innovators.

Big Ship's commitment to eco-tourism has been amplified, enabling them to extend their educational tours and conservation activities. Umoja wa Pwani now bridges the past with the present more effectively, preserving the rich Swahili culture through improved digital outreach. The African Food



Mombasa Cultural village dancers

Trail has transformed Mombasa's culinary scene into an immersive journey, thanks to enhanced marketing efforts. Studio BelaBela's artistic sanctuary has become a vibrant nucleus of creativity, attracting new patrons and fostering cultural exchanges. Klenses is on a mission to document the city's overlooked treasures. Through captivating storytelling and photography, they spotlight local culture and artisans, driving tourism beyond traditional spots and empowering the community. Mombasa Cultural Dancers showcase Kenya's diverse cultures, fostering appreciation and understanding, spreading joy and cultural richness.

In collaboration with Muranga University, the Lab has been at the forefront of providing rigorous training programs, empowering local tourism innovators with skills in product development and business acumen. This educational venture is creating a new wave of entrepreneurs well-versed in the dynamics of a digitally-connected global tourism market.

The Lab's initiatives have culminated in a familiarization trip that effectively showcased the enhanced tourist experiences crafted by these innovators to travel buyers and county officials. This initiative has not only celebrated the success of the projects but has also set the stage for increased integration into travel itineraries, enhancing the overall allure of Mombasa as a premier destination.

In the grand tapestry of Mombasa's tourism industry, the Lab's influence is evident in the increased visitation and the economic ripple effect of our collaborative efforts. And remain dedicated to the narrative of Mombasa's growth—a narrative where tradition and innovation coalesce to craft enriching, sustainable travel experiences.

Facebook: @Global Development Incubator

Instagram: @globaldevinc

X: @GlobalDevInc

LinkedIn: @The Global Development Incubator

Website: <https://globaldevincubator.org/>



Kaya Kinondo team posing with visitors from Camoos

IMPROVING CULTURAL TOURISM IN KAYA KINONDO HERITAGE SITE FOR SUSTAINABLE HERITAGE PROTECTION AND FOR ENHANCED TOURIST EXPERIENCE

by Blue 22-020

The Kaya Kinondo Forest Conservation group in Kwale County has embarked on a transformative project titled "Improving Cultural Tourism in Kaya Kinondo Heritage Site for Sustainable Heritage Protection and Enhanced Tourist Experience." This initiative, supported by the Go Blue Project, aims to promote the sustainable protection of natural and cultural heritage through tourism, providing both economic and social benefits to the local community.

The primary goal of the Kaya Kinondo Go Blue project is to enhance the sustainable management and protection of the Kaya Kinondo heritage site, a culturally significant forest area revered by the local Digo community. By leveraging tourism, the project seeks to create three sustainable tourism jobs and develop three new income streams for local members. These income streams include local handicrafts production and cultural dance performances, offering visitors an authentic taste of Digo culture.

The project emphasizes inclusivity, aiming to involve a diverse group of local members, irrespective of gender and age, in managing the heritage site. By building the capacity of local members to manage tourism-related businesses, the project not only ensures sustainable heritage protection but also empowers the community economically and socially. The focus on inclusivity ensures that the benefits of tourism are widely distributed, enhancing the well-being of the entire community. Since the project's commencement, several significant milestones have been achieved. Both online and offline tourist information materials and platforms have been created and provided, improving access to information about the Kaya Kinondo Heritage site. Additionally, new tourist products have been developed and promoted, enriching the cultural experience for visitors and increasing the site's appeal.

Kaya Kinondo is dedicated to enhancing the tourist experience by providing comprehensive information about the heritage site and showcasing the rich cultural heritage of Kwale County. Tourists can now enjoy an immersive experience, learning about the history, traditions, and practices of the Digo community through various cultural products and performances.

Facebook: @Kaya Kinondo Project Official

Website: <https://kayakinondo.com/>



Kaya Kinondo team posing with visitors from Camoos

APPLICATION OF THE CONCEPT OF CULTURAL TOURISM IN COOPERATIVE SOCIETIES IN TANA RIVER COUNTY

by Blue 22-091

The TanAfrik Initiative, a community-based organization in Tana River County, is executing a project titled "Application of the Concept of Cultural Tourism in Cooperative Societies in Tana River." Funded by the Go Blue Tourism and Cultural Heritage Component, this project aims to merge cultural heritage tourism with cooperative societies to create employment opportunities, especially for women and youth, and provide additional income sources.

The project has 3 main objectives: integrating tourism and cultural heritage into cooperative societies, creating new jobs and income sources, and enhancing environmental conservation efforts within these societies.

TanAfrik Initiative identified cooperative societies for sub-grants through a rigorous selection process, namely: Madogo Huduma Sacco, Kipini Integrated Community Enterprise Cooperative Society Limited, and Wachole Entertainers Workers Cooperatives. These cooperatives were introduced to key county stakeholders during an onboarding event, which

featured the County Executive Committee Member of Trade, Tourism, and Industrialization as the chief guest.

Madogo Huduma Sacco: This cooperative, comprising youth and women focused on savings and credit, established a cultural artifacts and attires center in the Madogo shopping center with their sub-grant. They expanded their offerings to include cultural skin products and set up a tree nursery center, partnering with local institutions for tree planting initiatives. To sustain their efforts, they installed a water tank for community use and nursery maintenance, creating employment for eight individuals.

Kipini Integrated Community Enterprise Cooperative Society Limited: A marketing cooperative, this society established a Swahili Cultural Village and Centre to showcase Swahili culture and artifacts. Targeting schools, tourists, researchers, and locals, they also set up a tree nursery center. They created a Swahili shopping center in Kipini to display cultural attires and implemented marketing strategies using various platforms, including social media and radio programs.

Wachole Entertainers Workers Cooperative: A traditional dance troupe, this cooperative used their sub-grant to purchase traditional dance attires and established a cultural artifacts center. They perform at five-star hotels, public events, and social gatherings, selling traditional dance attires, fans, and trumpets.

Facebook: @TanAfrik Initiative

Instagram: @tanafrikinitiative

X: @tanafrik

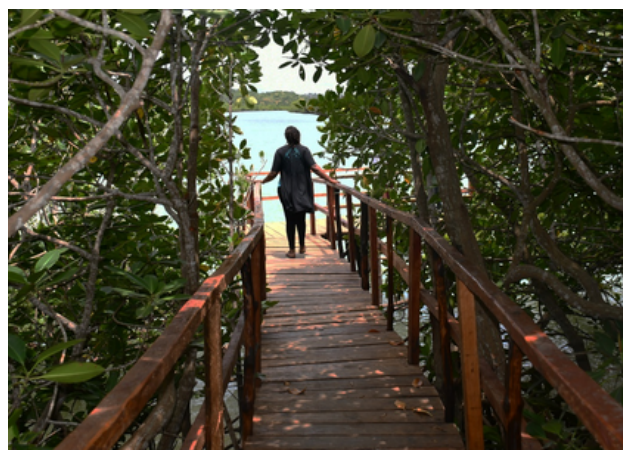
Website: <https://tanafrikinitiative.org/>

MTWAPA CREEK – AN INNOVATIVE ECO TOURISM DESTINATION

by Blue 22-013

In the heart of Kenya's coastal region lies Mtwapa Creek, a shared but underutilized gem of Kilifi and Mombasa County waiting to be explored. Thanks to the visionary efforts of KWETU Training Centre for Sustainable Development (KWETU), supported by Camões, I.P., the Portuguese Cooperation agency, under EU's blue economy investment agenda in Tourism and Cultural Heritage component, this once-underutilized area is budding into an innovative eco-tourism destination.

Both Counties face challenges such as underemployment, skills gap, and environmental degradation. The Kilifi County Integrated Development Plan 2023-2027 aims to make the County a tourist destination, but inadequacies in tourism



KWETU board walk within the mangrove forest in Mtwapa Creek

promotion, marketing, training, infrastructure, and product range hinder progress. Despite limited funding, the strategy identifies high potential for niche tourism, especially in underexploited areas, highlighting the need for investments towards the tourism value chain.

Under this premise, Mtwapa Creek-an Innovative Ecotourism Destination project was conceived by KWETU with 3 primary objectives in mind: to promote eco-tourism development, generate income through sustainable natural resource utilization, and to safeguard the mangrove ecosystem while enhancing biodiversity.

Through targeted training in entrepreneurship, herbal processing, life skills, group governance, tour guiding, financial and grants management, beneficiaries, including women and youth, were equipped with the necessary technical skills to become nature-based entrepreneurs in the eco-tourism niche. 3 community-based organizations (CBO), Green Marine SHG, COMESUM SHG, and Kidongo Beach Management



Local visitors utilizing eco-banda at Kwetu

Unit, were awarded subgrants to support the establishment of eco-tourism and culture heritage enterprises within Mtwapa Creek.

The grants led to the construction and renovation of mangrove boardwalks, eco-banda, eco-restaurants, tour boat, and mangrove apiary sites including communication and visibility support. The project also designed a locally networked modular eco-tour package, attracting eco-conscious tourists with glimpses of mangrove forests, creek excursions, Mijikenda cultural shrines, and local nature-based products. Need-based mentorship support was also curated and offered to the subgrantees to enhance their business model capabilities. So far, at least 108 CBO members stand to benefit from additional revenue stream in the first business cycle, indicating long-term economic potential.

KWETU, a beneficiary of the Tourism and Cultural Heritage grant, received business development training and mentorship and established its own tourism social enterprise. The business plan on eco-tourism, training and eco-conferencing was



Mangrove action at Mtwapa Creek



International visitors during boat excursion at Kidongo BMU

developed, attracting over many visitors within 12 months of implementation.

Beyond conventional tourism, sustainability in nature-based tourism relies upon responsible co-management of natural ecosystems and engagement of like-minded stakeholders. The project facilitated public awareness events and campaigns, planting mangrove seedlings. Consequently, KWETU has been selected to represent Civil Society Organizations and chair the Kilifi County Mangrove Management Committee. Strategic partnership engagement is ongoing towards tourism development under the National Mangrove Ecosystem Management Plan 2017-2027. This effort aims to accelerate carbon credit financing, enhance sustainable tourism value chain, and boost economic potential for mangrove ecosystem user communities.

At the heart of their endeavor is the rejuvenation of Mtwapa's tourism industry, while safeguarding its natural riches. Join KWETU in empowering communities and protecting nature simultaneously by supporting ecofriendly products.

Facebook: @Kwetu Centre for Sustainable Development

X: @KwetuKE

LinkedIn: @Kwetu Training Centre

Website: <https://kwetukenya.org/>



UBUNTU LEADERS ACADEMY SUCCESS STORIES

• Trina Jumwa Samuel

I am Trina Jumwa Samuel from Kilifi County. I am a nurse by profession, specializing in Sexual and Reproductive Health and Rights (SRHR) and Triple Threat Training of Trainers. I am also a member and Chairperson of the Maisha Youth Movement in Kilifi County.

Through the Ubuntu Leadership Academy, I have gained extensive knowledge and leadership skills that have enabled me to lead and serve my fellow youths effectively. Working closely with other organizations, we have created awareness about ending the triple threat of new HIV infections, teenage pregnancies, and sexual and gender-based violence. We have done this through community awareness campaigns, dialogues, social media advocacy, sanitary pad donations, condom distribution, and implementing programs on numeracy and literacy for community members.

I am grateful to the Ubuntu Leadership Academy for shaping me into a great leader. Forever Ubuntu.



Trina Jumwa Samuel

• Rogers Ngoo

"Ubuntu has grown me, I am where I am because someone was there to hold me, to listen to me, to speak to me and to push me to achieve my dreams."

Meet Rogers Ngoo, the founder of Dadima-oo6, an organization dedicated to addressing youthful leadership, climate change, healthy lifestyles, tourism, cultural heritage, and wildlife conservation.

Rogers was part of the inaugural Ubuntu Leaders Academy in



Rogers Ngoo

2021 under the Go Blue project. He returned to the community fully equipped with the Ubuntu Ethos and a commitment to making a difference. In 2021, he participated in the inaugural Tsavo Cleanup Activity, covering over 100KM of plastic cleanup along the Tsavo Conservation Area. He has also partnered with organizations in the Wildlife Conservation space, volunteering his expertise in improved Livelihoods projects powered by Stand Up Shout Out to enhance community dignity and increase wildlife protection and peaceful coexistence within the corridor.

Rogers has been trained in Wildlife Management, Career Development, and project management, Waste Management in Parks, Firefighting skills, Mobilization, and crowd control measures, and policy-making by both KWS and Amboseli Trust for Elephant.

Through his governance skills, Rogers has climbed the leadership ladder in political parties, serving as the secretary-general of the youth caucus and then as an interim secretary of the ruling party at the county level, making him one of the youngest individuals to hold such a position. He was also elected as the Deputy Speaker of the Kenya Young Members of County Assembly Coast region, where they discuss policies and matters of youth importance for submission to relevant county assembly committees for consideration and debate.

He has supported youths in getting part-time employment with NGOs like Stand-Up Shout Out, through their projects funded, such as the Tree Nursery, and he also runs a Chicken Farm powered by conservation, generating income to sustain local activities.

• Fuad Ali

"My name is Fuad Ali, and I am proud to be a part of the Ubuntu Alumni in the Go Blue Project-Kenya, from the vibrant community of Lamu in Kenya.

My journey with Ubuntu has been transformative, shaping my path towards becoming a catalyst for positive change in Lamu County. I have traveled extensively across Lamu County, reaching as far as the Somalia border, with a commitment to



Fuad Ali

fostering peace and harmony among our youth. Through innovative initiatives such as soccer matches, we have engaged the youth, using sports as a medium to instill values of teamwork, respect, and understanding.

I am grateful for the opportunities Ubuntu has afforded me. It has shaped my perspective and empowered me to be a beacon of hope, inspiration, and change in Lamu County. As a co-founder of the Lamu People Living with Disabilities, I have advocated tirelessly for the rights and well-being of this community. The Ubuntu Trainings have provided me with invaluable insights, enabling me to create real, meaningful change in the lives of the differently abled individuals in Lamu.

My journey continues, fueled by the spirit of Ubuntu, as I remain committed to building a future where every member of our community can thrive and prosper. Collaboration has been key to our success, and working closely with various organizations, we have been able to channel resources and support to where they are needed the most. Together, we have initiated projects that address pressing issues, uplift the community, and create lasting impact.

I am currently serving in the esteemed Office of the Governor, a role that allows me to continue my advocacy for positive change on a larger scale. Additionally, my appointment to the Lamu Youth Assembly as the Prime Cabinet Secretary is a testament to the faith placed in my abilities and dedication to the welfare of our youth."

- **Ramadhan Mwachili**

"The Ubuntu Leadership Academy in the Go Blue Project in Kenya has inspired me to catalyze my personal and community growth. The skills and knowledge I have gained from this program have effectively changed my mindset. The ULA program has transformed numerous aspects of my life, especially when it comes to designing and solving programs to produce sustainable solutions within my community.."



Ramadhan Mwachili

Due to this program, I have been selected as a Global County Peace Ambassador by the Global Peace Foundation. I have also been awarded as a Youth leader of the Year by Africapitol. I have been engaged by the Kwale Youth Assembly and appointed as Cabinet Secretary for Agriculture and Livestock for 2 years. I have been elected as a ward climate change member representing the youth position. I have been very active in politics to sensitize servant leadership.

I formed a community youth-led group named Bongwe Youth-Network. I have been trained as a Human Right Defender by the Defenders Coalition. I have been engaged with various organizations, both international and local, such as Human Rights Agenda, Human Rights Development Agenda, Global Trauma Project, Aga Khan Foundation, Samba Sports, and Global Peace Foundation, among others, to advocate for Peace and insecurity, Peace Building/Cohesion, Climate action, Servant Leadership, Tourism and Cultural Preservation, and Human Well-Being, among other huge Agendas.

The skills I gained have also helped me run some socio-economic businesses and digital campaigns, such as the Cisco-Tech Investment Cyber Cafe', where I have been able to employ young people from my community and now train some at-risk young ladies on Digital literacy from my area who want to search for digital opportunities across the world. In my tourism consultancy work, I work with both local business workers and formal companies to help tourists get the best services and experience a long-lasting life travel experience

Social Media: IPAV

Facebook: @IPAV - Instituto Padre António Vieira

Instagram: @ipavieira

LinkedIn: @IPAV

Website: <https://www.ipav.pt/>



GO KENYA COAST FEATURE DESTINATIONS

Mombasa – Port City & Leading Events Destination

Mombasa is known for its stunning beaches, diverse wildlife, and vibrant nightlife. The city is home to the historic Fort Jesus, an iconic heritage site that offers a glimpse into the region's rich history. Visitors can also enjoy sailing in traditional dhows or swimming with dolphins and turtles. The city is also a leading events destination, with a variety of festivals and cultural celebrations taking place throughout the year.

Kwale, Diani – Ultimate Destination for Families and Newlyweds

Diani is a popular destination for families and newlyweds, thanks to its beautiful beaches and active beach holidays. Visitors can enjoy kite surfing, snorkeling, and other water sports or relax and soak up the sun. The town is also known for its vibrant nightlife and cultural experiences.

Kilifi, Watamu – Leading Destination for Marine Ecology and Family Activities

Watamu is a popular destination for families and marine ecology enthusiasts. Visitors can explore the beautiful coral reefs, swim with dolphins and turtles, or take a biking tour of the region's unique landscapes. The town is also known for its traditional sailing experiences in dhows and stand-up paddleboarding.

Kilifi, Malindi – Fully Integrated Destination for Multigenerational Travelers

Malindi is a fully integrated destination that caters to multigenerational travelers. The town is home to the historic Vasco Da Gama Pillar, which offers insights into the region's colonial past. Visitors can also enjoy sailing in traditional dhows or experiencing the vibrant nightlife and cultural celebrations.

Tana River – Ideal Destination for Adventure Experience along the River Tana

Tana River is the perfect destination for adventure seekers. Visitors can enjoy river rafting, explore the unique Tana River Mangabey, or take a tour of the ancient swahili port city of Ungwana. The region's landscape is also dotted with majestic sand dunes and unique delta ecosystems.

Tana River, Hola – The Melting Pot of Tana River County Cultures

Hola is a unique destination that celebrates the diverse cultures of the Tana River County. Visitors can explore the historic Hola GK Prison or pay their respects at the Mau Mau Memorial, which honors the memory of those who fought against colonialism.

Tana River, Kipini – Historic Swahili Settlement and Burial Site of Fumo Liyongo

Kipini is a historic Swahili settlement that is home to the burial site of the legendary Fumo Liyongo. Visitors can also explore the ancient swahili port city of Ungwana or take a tour of the Tana River delta ecosystem.

Lamu – Prime Destination for Tourists Wanting to Slow Down and Experience Culture

Lamu is a prime destination for tourists who want to slow down and experience the region's unique culture and heritage. Visitors can explore the historic Minaret or take a traditional dhow sailing experience in the Indian Ocean. The town also offers yoga and kitesurfing experiences for those seeking wellness and adventure.

Taita Taveta - Tsavo - Destination for Wildlife and Nature enthusiasts Taita Taveta –

Tsavo is a prime location for unforgettable safari experiences that combine the best of both worlds: beach and bush. This iconic destination boasts breathtaking sunsets and a wide variety of wildlife, including cheetahs, buffaloes, red elephants, and the infamous "Man Eaters of Tsavo" lions. The area also has historical significance, as it was the site of battles during World War I and II. Additionally, visitors can immerse themselves in the rich culture of the Taita people through performances by traditional Taita drummers.



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