

... and doing it the right way

An initiative of The First Lady of the Republic of Kenya

Sheila Shefo Mbiru Mama Doing Good

Head - First Lady's Mazingira Awards (FLAMA),

Leveraging Education for Climate Action

Outline

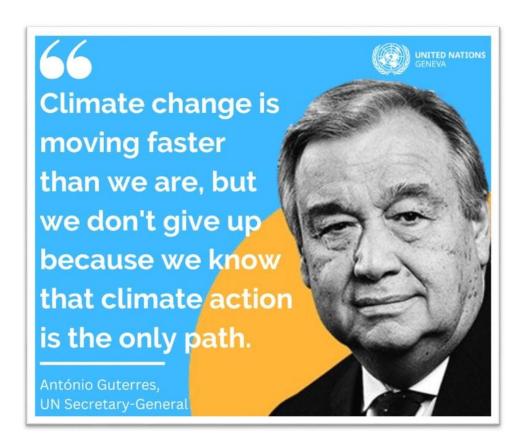
- Introduction
- What is Climate Action?
- Education for Climate Action
- Case study The First Lady's Mazingira Awards (FLAMA)
- Q&A





"The impacts of climate change have significant effects on the health, nutrition, education and the future of young people, meanwhile the youth stand to be the most impacted by the decisions we take at the climate process. Thus, they should be considered a natural ally and partner in driving climate action"

COP27 President H.E. Sameh Shoukry







What is Climate Action?

- Climate action refers to the actions and **steps** taken to address **climate change** including efforts to reduce greenhouse gas emissions, adapt to the impacts of climate change and promote sustainability practices.
- In the context of education, climate action encompasses a range of strategies, initiatives, and practices aimed at integrating;

 - climate change awareness, sustainability principles, environmental stewardship
- In both structured educational settings (formal education) and unstructured learning environments education).

Education for Climate Action

- **Education** both formal and informal is essential in helping young learners understand climate change, change their attitude & behavior and take informed action.
- When children are aware about climate change and its impacts, they can contribute to environmental conservation and climate action
- Research shows that if only **16% of high school students** in high- and middle-income countries were to receive climate change education, we could see a nearly 19 gigaton reduction of carbon dioxide by 2050.







The UN Framework Convention on Climate Change understands the vital role education both formal and informal plays through its **Action for Climate Empowerment (ACE)**

The over-arching goal of ACE is to empower **all members of society to engage in climate action**, through the **six ACE elements** - climate change education and public awareness, training, public participation, public access to information, and international cooperation

100

 Incorporating climate change across all aspects of formal and informal education is the starting point for effective climate action



 Training refers to vocational training in key climate-related sectors to develop practical and technical skills for securing a just transition to a low-carbon, climate resilient future that leaves no one behind.



 Public awareness aims to reach people of all ages and from all walks of life Raising awareness about climate change impacts and solutions



• information on the climate crisis should be readily accessible and freely available to the public, so they are equipped with the tools to play an active, meaningful role in climate policy and action



 Providing the public with an opportunity to share their views and perspectives in climate change decision-making processes



• International cooperation can enhance support to national efforts, allow for aggregation and joint efforts and create opportunities for knowledge exchange to foster greater climate action.

13 CLIMAT ACTION

TARGET 13.3

BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

6

ACE

Globally



Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.



ACE in Kenya



Kenya Gazette Supplement No. 68 (Acts No. 11)



REPUBLIC OF KENYA

KENYA GAZETTE SUPPLEMENT

ACTS, 2016

NAIROBI, 13th May, 2016

CONTENT

Act-

PAGE

The Climate Change Act, 2016.....

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REPORT OF THE PRESIDENTIAL WORKING PARTY ON EDUCATION REFORM

TRANSFORMING EDUCATION, TRAINING AND RESEARCH FOR SUSTAINABLE DEVELOPMENT IN KENYA

Chairman, Presidential Working Party on Education Reform

Prof. Raphael M. Munavu, PhD, EBS

Presented to

His Excellency, Hon. Dr. William Samoei Ruto, PhD, C.G.H.

President of the Republic of Kenya and Commander-in-Chief of the Defence Forces

June, 2023



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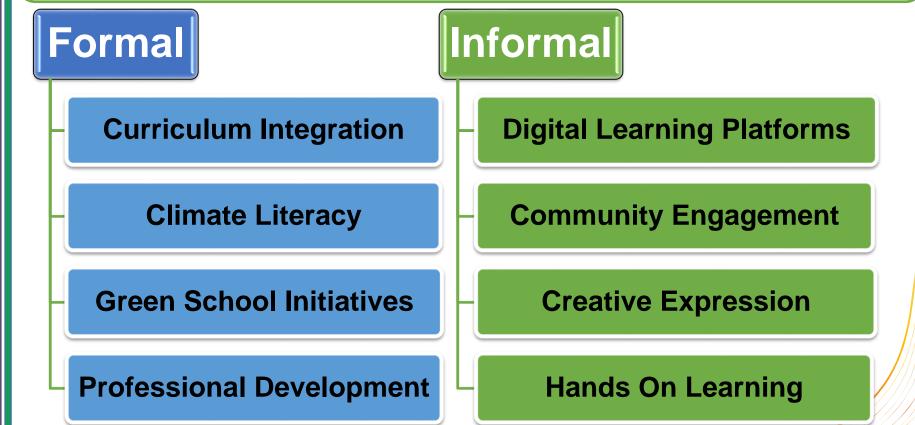
- Develop and implement a comprehensive capacity-building programmes for all curriculum implementers and education management teams in an effort to mitigate the effect of climate change on the environment;
- (ii) Institutionalise and implement an environmental and climate change action at all levels of Education including a Tree-growing Programme targeting 15 Million trees annually.
- (iii) Ensure the schools gradually shift from the use of firewood to renewable sources of energy;
- (iv) Infuse climate change in the curriculum and instructional materials at all

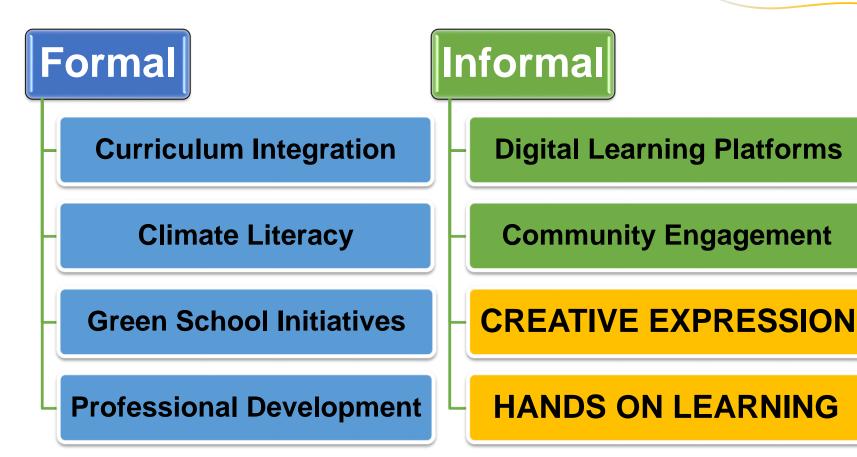
- Institutionalise environmental conservation and climate change action in all learning institutions.
- Introduce a mandatory three (3) months community service programme for graduates of Senior School before joining Tertiary institutions and a further





Education - Formal & informal are vital for climate action, equipping individuals with knowledge and skills to address environmental challenges, promote sustainability, and inspire collective climate action for a greener future.





I. LEARNING BY CREATIVE EXPRESSION First Lady's Mazingira Awards (FLAMA)



- Using creative expression for informal learning in the context of environmental conservation and climate action can be a powerful and effective way to engage young people, raise awareness, and inspire action towards sustainability.
- Creative activities such as art, music, storytelling, and multimedia projects can serve as valuable tools for educating, engaging and empowering learners to become advocates for a sustainable and resilient future



What is FLAMA?

- FLAMA is a learner-centered national annual environment & climate change competition rolled out in collaboration with Ministry of Education, Ministry of Environment, Climate Change and Forestry, The National Treasury and a diverse range of stakeholders including; UN bodies and the private sector
- **FLAMA** targets **18 million learners** creating a platform for learners to creatively express their understanding and solutions for environmental and climate challenges through **art, creative writing** and **spoken word**



What is FLAMA?

• FLAMA inspires and empowers learners with **knowledge** and **skills** to **shift** attitudes and **change behavior** to become environmental stewards, climate action champions and restoration ambassadors.

FLAMA offers learners a chance to contribute to Kenya's environment and



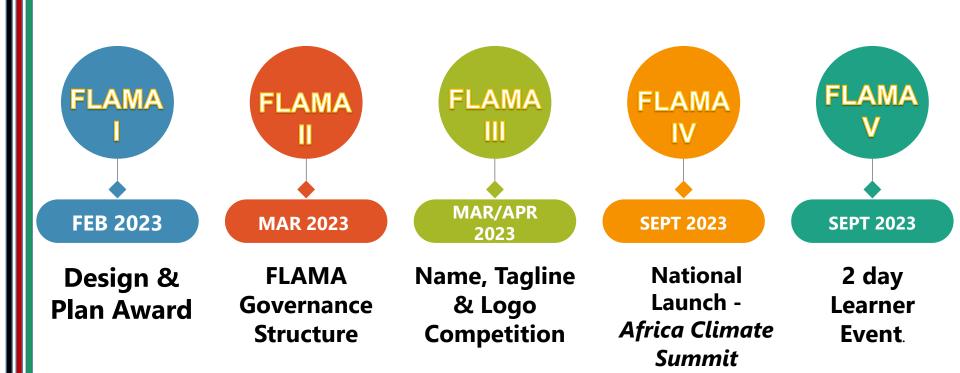
18 million young learners including Special Need Learners

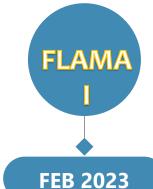
89,000 Public &
Private Primary and
Secondary Schools
across all 47
counties

2,900 Special Need Learners schools



FLAMA Journey - 2023





Designing & Planning the Award

- ✓ The success and lessons learnt through the Inaugural Kenya Climate Change Art & Essay Competition 2018: Nairobi County were incorporated
- ✓ Considered best practice from other national and global environmental awards such as **Green Innovation Awards**
- ✓ FLAMA scope will be Nationwide... leaving no learner behind.
- ✓ Learners in ALL **47 counties across the country** will have an opportunity to participate.....





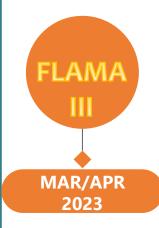
FLAMA Technical Working Group (TWG)

FLAMA TWG is made up of **technical experts** from the relevant organisations and Ministries, Departments and Agencies (MDAs) to design, develop and deliver the Competition.

MAR 2023

The TWG incorporates relevant experts as and when the need arises and has had several Technical Working Sessions and consultative meetings.





Name, Tagline & Logo Competition

- Learner led competition to select name, tagline and logo for the Awards
- Run through March April 2023
- Robust assessment criteria developed
- Assessment including Educators, Artists, Climate
 Scientists and The First Lady
- Winners announced at Africa Climate Summit,
 September 2023 and winning name, tagline and logo unveiled
- Outstanding entries, learners and schools recognized

Name, Tagline & Logo Competition Letter and Posters



MINISTRY OF EDUCATION

Office of the Principal Secretary, State Department for **Basic Education**

Telegrams: "EDUCATION", Nairobi Telephone: Nairobi 3318581 Fax No.: 254-2-214287 E-mail: ps@education.go.ke When replying please quote

PRINCIPAL SECRETARY JOGOO HOUSE "B" HARAMREE AVENUE P. O. BOX 30040 NAIROBI

Ref. No: MOE.HQS/3/6/85 Vol. 11(46)

Date: 3rd March, 2023

To: All County Directors of Education

RE: INVITATION TO A NAME, TAGLINE AND LOGO DESIGN COMPETITION FOR THE FIRST LADY ENVIRONMENT AND CLIMATE CHANGE AWARDS FOR SCHOOLS.

Climate change is a global challenge and young people constitute a generation that will be required to deal with its future impacts. These young learners can be agents of change if enlightened and empowered to become Environmental Stewards and Climate Change Ambassadors.

To this end. The Office of the First Lady in collaboration with The Ministry of Education and The a National Environment and Climate Change Award Scheme for Primary and Secondary Schools from May to September 2023.

The goal of this Award Scheme is to raise environmentally responsible citizens by nurturing the creative skills of learners through expressing their perceptions and actions towards addressing climate change and environmental challenges. The objectives are to:

- · Nurture and empower learners as agents of change for environmental conservation and
- · Promote an environment centered entrepreneurship culture among learners.
- · Positively contribute to the national goal to plant 15 Billion trees in the next 10 years.

The purpose of this circular is to invite participation of learners in a competition to develop: (1) name, (2) tagline and (3) design a logo for the Award Scheme. The submissions should be creative and speak to the Award goal and objectives. The name of the Award Scheme should be short. catchy and relevant. The tagline should not exceed six words and should be in English or Kiswahili. The submissions should be in either digital or hard copy format. There will be an award for each of the three categories.

For the name and tagline entries, each participating school should compile their submission using the Name and Tagline template attached. For the logo entries, the submissions should be in ipeg





NAME, TAGLINE AND LOGO DESIGN COMPETITION FOR SCHOOLS



ELIGIBILITY

All learners from public & private Primary and Secondary Schools

GOAL

To raise environmentally responsible citizens by nurturing the creative skills of learners through expressing their perceptions and actions towards addressing climate change.

OBJECTIVES







ENTRIES

- There will be an award for each of the three categories.
- The submissions should be creative and speak to the Award goal and objectives. Submissions should be in either digital or hard copy format. Physical submissions should be sent to the County Director of Education.
- All digital entries should be emailed to gwards@mama.or.ke





@Mamadoinggood @ f w



OFFICE OF THE FIRST LADY

Name, Tagline and Logo Design **Competition for Schools**

Exciting prizes to be WON



ELIGIBILITY

All learners from Public and Private Primary and Secondary Schools.

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To raise environmentally responsible citizens by nurturing the creative skills of learners through expressing their perceptions and actions towards addressing climate change.

......

Nurture & empower learners as agents of change for environmental conservation and climate action.

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Positively contribute to the national goal to plant 15 billion trees in the next 10 years.

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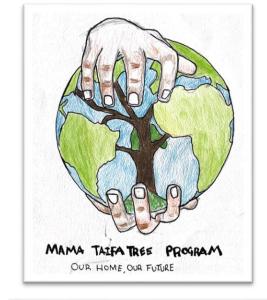
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· Physical submissions should be sent to the County Director of Education. · All digital entries should be emailed to awards@mama.or.ke.





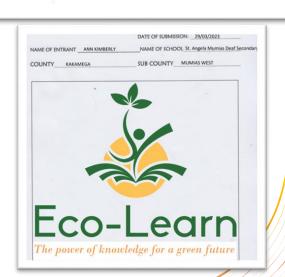


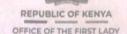












Samples Name and Tagline entries



REPUBLIC OF KENYA

OFL ENVIRONMENTAL AWARDS NAME AND TAGLINE TEMPLATE

DATE OF SUBMISSION: 30 03 2023

NAME OF SCHOOL MAIROBI ROAD SECONDARY SCHOOL

COUNTY NAMORO SUB COUNTY NAMORO EAST

	NAME OF ENTRANT	GRADE	NAME - AWARD SCHEME	TAGUNE
	ELIZABETH	k ned	MAZINGIRA	CUT THE
2.	KIKTANJUI		AWARDS	GREED, NO
3.				THE GREE
4.				



REPUBLIC OF KENYA
OFFICE OF THE FIRST LADY

OFL ENVIRONMENTAL AWARDS NAME AND TAGLINE TEMPLATE

DATE OF SUBMISSION: _29/03/2023.

NAME OF SCHOOL ST. ANGELA MUMIAS SECONDARY VOCATIONAL SCHOOL FOR DEAF GIRLS

COUNTY KAKAMEGA SUB COUNTY MUMIAS WEST

	NAME OF ENTRANT	GRADE	NAME - AWARD SCHEME	TAGLINE
1.	ANN KIMBERLY	F2A	ECO-LEARN	KNOWLEDGE FOR A GREEN FUTURE
2.	FAITH AKOTH	F3B	CLIMATE CRISIS	CLIMATE CRISIS A CHILDS RIGHT CRISIS
3.	MILLICENT AMONDI	F2B	THE GREEN MOVEMENT	KNOWLEDGE FOR A GREEN FUTURE
4.	BRENDA NANGILA	F3A	LOVE THE EARTH	SAVE THE TREES SAVE THE FUTURE
5.	MARITAH NANJALA	F2B	THE GREEN REVOLUTION	CLIMATE IS CHANGING ACT NOW!
		_		

OFL ENVIRONMENTAL AWARDS NAME AND TAGLINE TEMPLATE

DATE OF SUBMISSION: 29 MARCH 2023

NAME OF SCHOOL MAZERAS HIGH SCHOOL

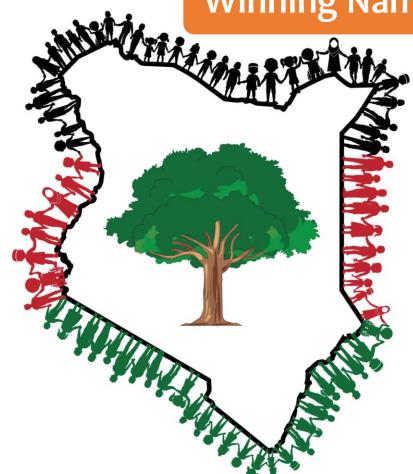
COUNTY KWALE SUB COUNTY SAMBURU

	NAME OF ENTRANT	GRADE	NAME - AWARD SCHEME	TAGLINE
1.	TRANKLINE CHUBASI	4	TUNZA MAZINGIRA	MAZINGIRA YETU FAHARI TETU
2.	ATUB MOHAMMED	1	LINDA MAZINGIRA	FRE ELEC
3.	SAID TAHYA	1	ENVIRONMENT FOR	PATA AFTA BORA
4.	XPRAHAM CHARD	1	FSD SUSTAINABLE DYNT	Beduce Re- OSE, Retycle
5.	ALI MAHAMDUD	1	TOO GOOD LIFE	MAZURI MA ISHA MAZUKI
6.	ISMAIL ABDIKADIR		GOOD ENVIRONMENT	PORA AFYA NJEMA
7.	SAMUEL HAMISI	1	THE KENTA WILD WORLD	THE PLENT WILD
8.	NASSORD JUMA	4	-	TIME SURVIVAL
9.	GIDEDN NZOLE	2	WILDLIFE CLUB	PEDUCE RE
10.		3	ENVIRDINMENT FOR SUSTAINABLE DEVELOPMENT	WIT OCHUE
11.	and the second s	1	- ALIO CAIMS	OUR ENVIRONMENT OUR LIFE
12.	TOLERANCE OPAKA	1	RONMENT AND ENVI-	MALS AND SAVE THEN
13.	I V CC I V II V I			
14.				
15.				
16	•			
17.				
18.				

REPUBLIC OF KENYA | OFFICE OF THE FIRST LADY

MAZERAS HIGH SCHOOL P. O. BOX 4 - 80114, MAZERAS 29(3)2013 Samusian

Winning Name, Tagline & Logo



FIRST LADY'S * MAZINGIRA AWARDS

MAZINGIRA YETU, JUKUMU LETU

(*Mazingira is a Swahili word meaning Environment)

(**Mazingira Yetu, Jukumu Letu
Our Environment, Our Responsibility)



NAME, TAGLINE & LOGO WINNERS UNVEILED AND AWARDED

- Winning Name, Tagline and Logo unveiled and the top 3 in each category awarded at the Africa Climate Summit, Nairobi, Kenya
- Other winners included; **5 special need learners** and **6 schools** for their exemplary performance and **special mentions** first entrant and youngest entry (5 years old).
- Teachers were given Certificates of Appreciation.





IV FLAMA Launch | 7th Sept 2023 | Africa Climate Week

The First Lady, Her Excellency Mama Rachel Ruto launched the **First Lady's Mazingra Awards (FLAMA)** on the sidelines of the Africa Climate Summit at a colorful ceremony attended by over 300 people.

This included the Cabinet Secretary Education, Principal Secretary (P.S.) Basic Education & Higher Education, P.S. Environment&Climate Change, P.S. Gender, Partners, Vice Chancellor's from various universities, Diplomats, Educators and Learners.





Learners Program – First Lady Pavilion, Sept 2023

- 2 day learner centered eco program 7th to 8th September 2023
- Learner dedicated space 200 learners and 50 teachers from across Kenya
- Activities included eco edutainment, a children's panel, eco storytelling, climate change games, eco Virtual Reality, learners showcasing their eco initiatives and tree planting session where over 200 trees were planted at State House with The First Lady













Learners Activities – First Lady's Pavilion

















Learners Activities – Tree Growing at State House





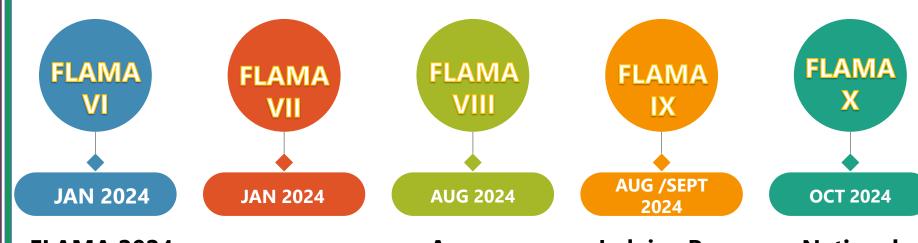








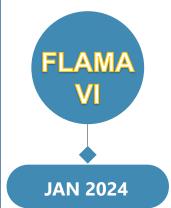
FLAMA Journey - 2024



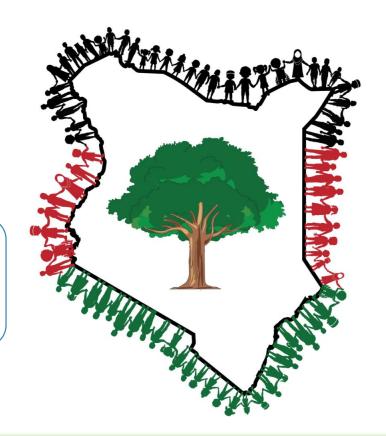
FLAMA 2024 Rollout – Primary & Junior Schools

FLAMA Portal Assessors (Teachers & SMEs) Training Judging Process
-School to
National Level

National Awards Ceremony – *Mazingira Day*



FLAMA 2024 Rollout – Primary & Junior Schools



FIRST LADY'S MAZINGIRA AWARDS MAZINGIRA YETU, JUKUMU LETU

2024 FLAMA COMPETITION



LEARNER LEVELS

- Lower Primary (Grade 1-3)
- Upper Primary (Grade 4-6)
- Junior Secondary (Grade 7-9)
- Special Needs Education



CATEGORIES

- Drawing
- Painting
- Essay Writing English
- Essay Writing Swahili
- Spoken Word

2024 FLAMA THEME*

"Restore our Land, Secure our Future"

"Turejeshe Ardhi Yetu; Tuhakikishe Mustakabali Wetu"

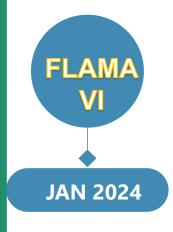
(*Based on - World Environment Day theme)

Highlights the importance of;

- ✓ Land restoration
- ✓ Desertification
- ✓ Building drought resilience in Kenya in securing a sustainable future.

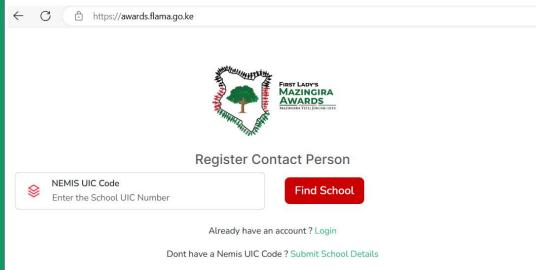






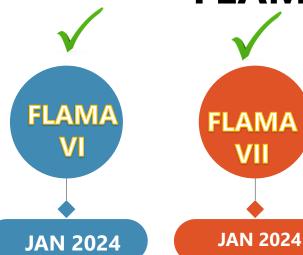
FLAMA Portal

- www.flama.go.ke
- The 2023 Name, Tagline and Logo assessment and selection of winners was done through FLAMA portal
- 2024 School Registrations and submission of learners entries done online through the portal
- Guidelines and Rules available





FLAMA Journey 2024



FLAMA 2024 Rollout -**Primary & Junior Schools**

FLAMA Portal

FLAMA VIII **AUG 2024**

Assessors (Teachers & **SMEs) Training**

Registration & submissions closed - 31st July



Judging Process -School to **National Level**

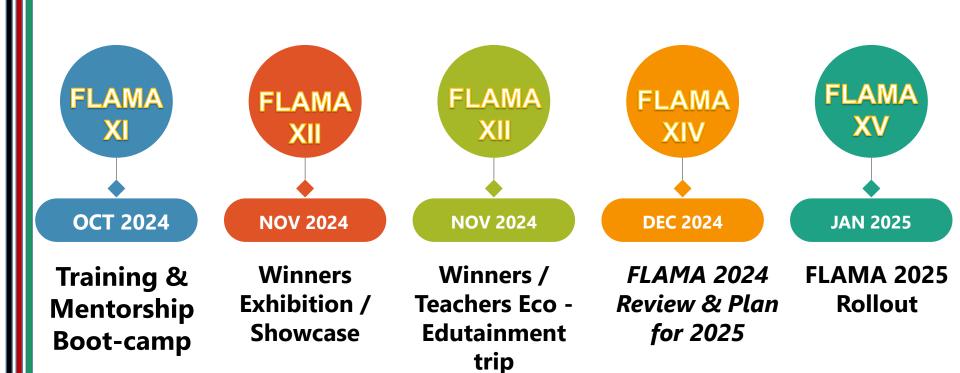
National Awards Ceremony – Mazingira Day

FLAMA

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OCT 2024

FLAMA Journey - 2024

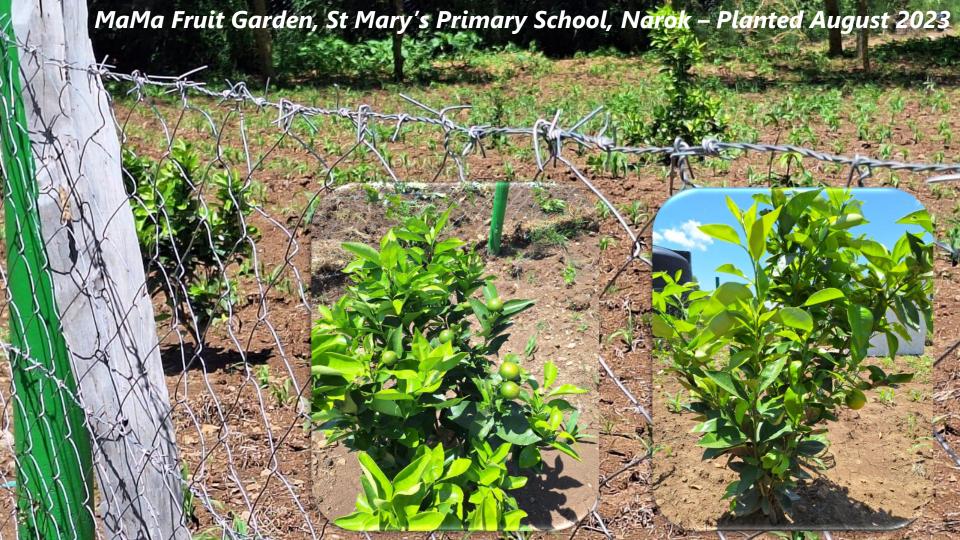


II. HANDS ON - *LEARNING BY DOING*TREE GROWING IN SCHOOLS



- Working with schools and learners through existing structures including 4K, Environment Clubs, Scouts & Girl Guides
- •Establishment of **tree nurseries** in collaboration with partners including universities to provide seeds, potting bags, tree nursery net houses and nursery establishment training
- Establishment of MaMa Fruit Gardens in schools for conservation, restoration, food security and income generation
- Supporting national target to grow 15 billion trees by 2023 and Office of The First Lady target of growing 500 million trees





SUSTAINABILITY

- Entrench FLAMA within the annual co curricular school calendar
- Work with existing structures within schools such as; Environment Clubs, Scouts and Girl Guides
- Develop avenues to monetize learners' creative art works for motivation, encourage entrepreneurship and future streams of income such as annual art auctions and publishing
- Design robust data collection system to inform and improve future activities
- Ensure monitoring, evaluation, accountability and learning throughout implementation
- Awards should transition from being hosted by The Office of The First Lady to being domiciled in the relevant Ministry with a dedicated budget
- Ensure Strategic Partnerships and engagement and support of relevant stakeholders

PARTNERS



Ministry of Education



MINISTRY OF ENVIRONMENT, **CLIMATE CHANGE & FORESTRY**



The National Treasury & Planning

The National Treasury























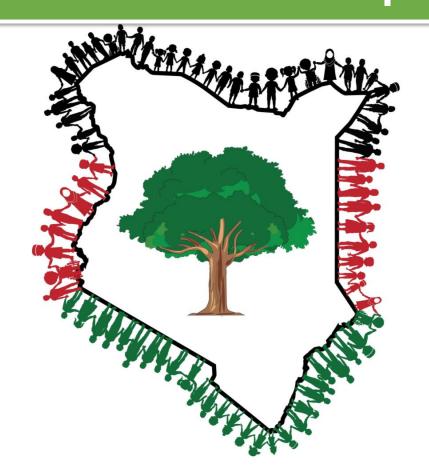








THANK YOU | ASANTENI SANA



FIRST LADY'S MAZINGIRA AWARDS

MAZINGIRA YETU, JUKUMU LETU

Sheila Shefo Mbiru

Tel: +254 721 527 994

Email: sheila.mbiru@mama.or.ke

www.flama.go.ke



TELL ME and I'll forget

TEACH ME

and)'ll remember

INVOLVE ME

and I'll learn