# DILIDIE CREATIVE MARKETING | DESIGN | DEVELOPMENT

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OUR STORY

**B2** OUR SERVICES

**B** OUR CLIENTS

OUR PORTFOLIO - WEB DEVELOPMENT - DESIGN

# OUR STORY

We are an international team working between Europe, North America and Africa, with a collective expertise of 17+ years.

Pilipili Creative was established at the end of 2014 and has been providing high quality and innovative digital experiences ever since.

We design simple, compelling, and functional websites by combining strategic thinking, distinctive design and emerging technologies to deliver innovative solutions that consistently break new ground.

# **OUR SERVICES**

All of our services revolve around a simple goal – we help you achieve your business objectives using strategic online marketing.

# WEB/GRAPHIC DESIGN & DEVELOPMENT



# DIGITAL MARKETING STRATEGY



# DIGITAL Advertising



















# **OUR PORTFOLIO** WEB DESIGN & DEVELOPMENT





### OUR MISSION

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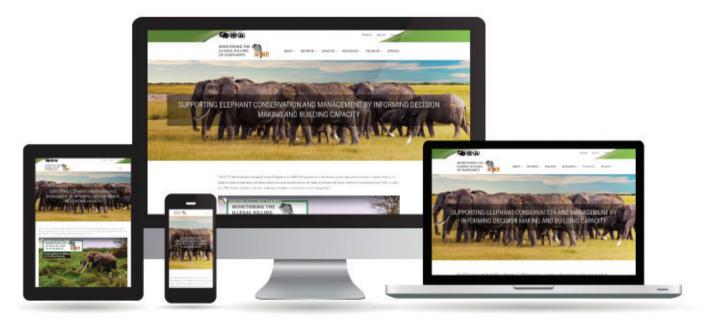
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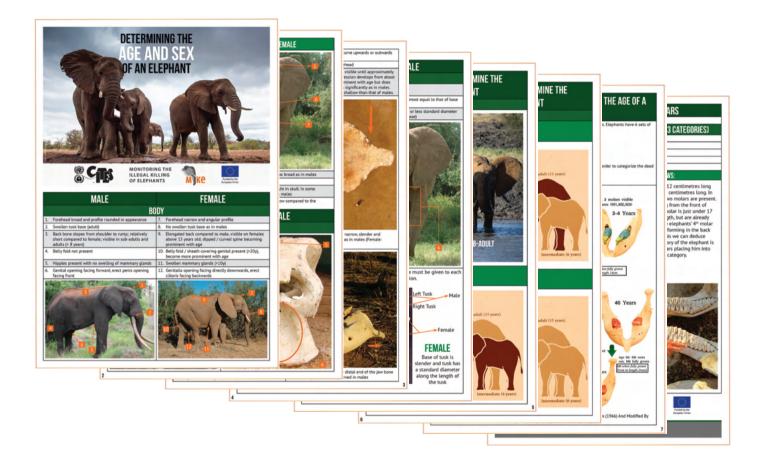


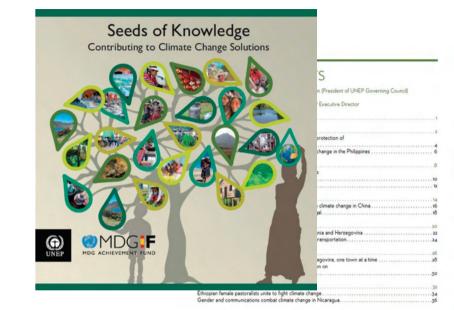


https://zuhura-africa.com/

# OUR PORTFOLIO Graphic design







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78

# nd Climate Change



### 



# Ecosystems Management

Ecosystems Management is an approach to natural resource management that focuses on sustaining ecosystems to meet both ecological and human needs in the future. It is adaptive to changing needs and new information and promotes the shared vision of a desired future by integrating social, environmental and economic perspectives to managing geographically delined natural ecological systems.

adaptation to climate change in China

### former waring a o demonstration field, Give

### The Problem

The Yolow River, or Huang He, is known as the ended of white and the Gala, As the second longer river in the country and the sixth longest in the workd, it runs over 5000 killemetters and care through river preventions. Its importance and size are matched by the growing peptidistic firing along its inverbalas. But peptidiston prevent and increases in agricultural production have accelerated degradation of the matter resources adays the triver. By 2000, about 26 peceer of the Yellow River basis had already been whatted, with groundwater extrained and the size of the Section Section 2000.

Climate change is impecting the already fragile water resource, changing the conditions for core growth, and a flexing core yield with the possibility of changing the distribution of core pectors. Currently, ingrited agriculture covers 10 pectent of the total area of the Yellow River basin but comannes 9% pectent of the water success. Increasingly, agriculture and downstream ecosystem are suffering from water abortages. Covering demand for identistial and when water abortages. Covering demand for identistian of the increased water polition from waterwater.

### The Solution

The UN Joint Programme of the MDG-F close to adhress the challenges in the Yellow Niver basin by introducing agricultural practices that are both environmentally used and resilient to climate change impacts. One of the most effective measures was using multi-disciplinary teams which were made up of not only experts in the field of agriculture, climate change, environment and economics. These teams developed selections for saturable and climate resilient agricultural enduction (C-RESAP) which were proposed to the Chinese Gevernment for implementation. The C-RESAP takes into consideration climate change threats and he attant of natural recogness so that agricultural yields are maximized, emissions and wastes are reduced, and the negative impacts practices.

The strategy used achieved the following:

- Improved coordination mechanisms between different institutions and levels of work;
   Research and analysis of the challenges that the
- agricultural sector faces in relation to climate change

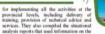
restructs to structure enough write prepared as each of the four pilot provinces with the participation of famers, field technicians, local authorities and researchers. These plans were also shared at the national level to serve as examples for other provinces.



Lastly, the inter-agency relationships which were established through the Programme have allowed for better communication and coordination of C-RESAP in the future.

### Lessons Learned

The main lesson learned is that in implementing climate resilient and environmentally sound agricultural production, it is necessary to have multi-disciplinary teams. The introduction of the C-RESAP approach was meant to help the formation of these teams, which would be responsible



analysis report has used monitories of the sement Yellow River basin and focused on the bio-physical, socioould be economic and technological aspects provided by different stakeholders.

One of the main challenges was that the Programme started in the middle of the year instead of in Junuary which was not in syne with the crop cycle and required a mg/or reorganization of the initiative. However, having a flexible approach to the project's activities, as well as committed participants, allowed the activities to be carried out successfully.

### Replication

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lizers.

Given the far-reaching impacts of climate change on different parts of society and the economy, a multi-disciplinary approach is recommended for replication purposes.

Specifically, with respect to the implementation of C-RESAP, advising, a ki important to carefully identify the grief sites, as there are many challenges associated with this, including the ability of the Programme to synchronize with core pcycles. Unknown factors, such as changing weather conditions, can lead to the delay of activities. Due to such uncertaintisis, for implementing C-RESAP activities the following is recommended:

- Identify farmers and technicians who have a very strong interest and are committed to both improving their agricalized practices and dedicating their time to the multiple trainings necessary.
- Use ansareness raising to ensure all participants are informed of the requirements and potential delays in implementing C-RESAP.
- Allow for flexibility in the project's activities and timing to allow for unplanned events such as bad weather.

### For more information

On the lesson learned, please see: http://wiki.mdgfund.net/ECC-EcosysMgnt-China

On Joint Programme China, please see: http://wiki.mdgfund.net/ECC-China

# PERU

the design of a Monitor System, and Geo-referen soil, water and health inc

In addition, steps were local participation and communities as well as t local authorities for prac of resources, such as measures

There was identification support action in the ma there was promotion, co Joint Programme to stren

### Outcomes

- Different levels of go capacity for sustainal resources and associ climate change adap frameworks.
- There is strengthened develop, access, and at sustainable mana associated services th to changing climatic
- Models of competit the sustainable mar harness local capacity increased income and



### School competition on Pochamama (Pachomoma is the Quechus word

### Challenges

- Government ownerst The inter-agency co
- were compounded Programme coordina Measurement of pror



The UNDAF is a pro the United Nations collective action and achievement of natio

PERU

An artificial water pond as a d

The Peruvian Andean

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MDG!

MDG ACHIEVEMENT FL

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Strategy

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Background





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A typical ullage in Senegal

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### Outcomes

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### Strategy

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Background In Senegal, the degr

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AFGH AFGHANISTAN

Afghanistan's environment and natural resource base is under great pressure. Decades of conflict, ongoing instability. lack of effective governance, socio-economic insecurity and overall poverty, susceptibility to droughts and other natural hazards, population increase and the influx of a displaced and returning population, have all exacted a heavy toll on the environment and the natural resources of the country.



Stages of seed multiplication for rangeland restanation in Herat, Char and Badghis,

practicing agricultural and related rural activities that rely heavily on the use of natural resources. Of Afghanistan's 655.000 square kilometres of total land area, only 12% (7.9 million hectares) is arable and 4% irrigated. An additional 45% is rangeland under permanent pastures, less than 1.5% is under forest cover, with the remaining 39% being mountainous. Large areas are considered 'barren land' or 'waste land', and are used for grazing, particularly in the winter season.



© DHSU / Sumermock care

Strengthened Approach for the Integration of Sustainable Environmental Management (SAISEM)

Two years and eight months (November 2008 - July 2012)

### Badghis, Herat and Ghor

Agricultural Organization (FAO), United Nations Environment Programme (UNEP)

Ministry of Agriculture, Irrigation and Livestock (MoAIL), Ministry of Rural Rehabilitation and Development (MRRD), National Environmental Protection Agency (NEPA)

### US\$5 million

As such, the Government of Afghanistan recognizes that the failure to address environmental degradation will negatively affect the long-term growth of the country and its ability to meet the Millennium Development Goals (MDGs). However, the Government's institutional and policy framework for environment protection is still very much in the process of formulation and development. Since the Afghanistan Compact 2006 - a political commitment by both Afghanistan and the international community to work towards a five-year high-level benchmark - was adopted. Today, the Afghan Government has embarked on a comprehensive programme of national planning and development through the implementation of the Afghanistan National Development







while protecting environment and 3. To ensure the effe of the country 1 stakeholders.

Kah-e Baba mountain range, Ce

Strategy (ANDS), whi

MDGs.

The project also com environment, as well a Assistance Framework capacity to manage th alleviation and to redu in the country.

MDG-F SAISEM is a UI

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MDG ACHIEVEMENT FUN





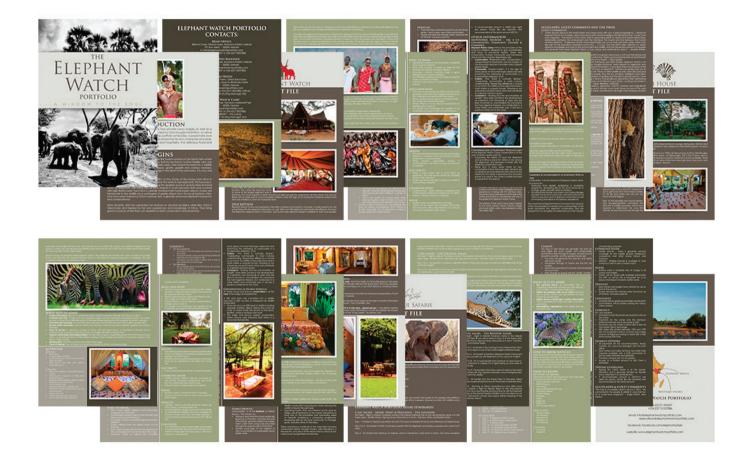




Over 80% of the Afghan population lives in rural areas,

**UN Partners** 

United Nations Development Programme (UNDP), Food and



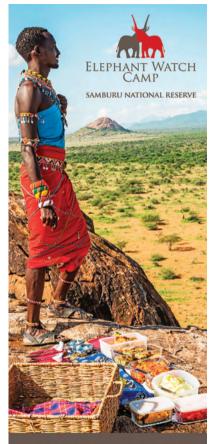




phantwatchportfolio.com/elephantwatchcamp



elephantwatchportfolio.com/elephantwatchcamp



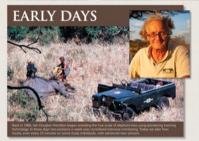
elephantwatchportfolio.com/elephantwatchcamp

# FOLLOWING GIANT LIVES

# PHANT CRISIS FUND

Before tracking technology, no-one knew the huge areas that elephants required to find society, sustenance, safety and mates.





## **RED ALERT!**



Rangers follow elephonts like shepherds with their flocks. Tracking displays in Operations Rooms show live elephant positions and guide ranger deplayment. Automated diets warn security managers of unusual movements or immobility that might indicate problems.

"The system is a critical asset for our security teams... thanks to the GPS collars we can follow the concentrations of elephants and focus our protection efforts there." Ion Corp. Founder, Northern Romgenands Truit (NRT)

### **INSPIRING CORRIDORS**



With Africa's human population set to double by 2050, elephant living space will be more constricted. For wild elephants to survive they need contridors to connect different parts of their landscape.



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KILLED



### LEPHANCENSKYDDY UNDER UNDER

To get the most urgent projects off the ground fast. Some the Elephants (STE) termed up with the Wildlife Conservation Network (WCN) to create the Elephant Crisis Fund. With a ungue no-overheads model, 100% of funds reach the project on the ground. As of May 2015 the Elephant Crisis Fund (ECH has supported 47 projects by 30 different partners ocross the world, from the biggest NGOs to small, deeply embedded coeration.

### ANTI-POACHING



Across Africa many elephant populations are in rapid decline. While the roots of the problem lie elsewhere it is imperative to slow the killing if elephants - and the ecosystems they support - are to endure.

Aircraft, rangers and vehicles are often in short supply. High tech tracking helps, as does building grass-roots community support.

# END DEMAND FOR IVORY

The price of row wory in China has tripled in the last four years, according to Vigne & Marsin's research funded by STE Without a domatic reduction in the demand for long the price will continue to rise, increasing incentives to poach elephants and traffic their vory. The Elephant Crisis Fund works with northers, it for takin to huid measures of the issue and support for hann across all levels of society.



Nick and Caga Chris Wafer Quinton Wall Charlotte Walk Sheila Wander In memory of Ward

Laikipia had mached crisis levels by 2014. Monitoring of the p elephant populations STE continues to Wildlife Service to en standards of the Me Killing of Elephants & rogramme. In Nor aikipia MIKE site, th Killed Elephants (PIK)

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In Kenva, the fall in the coincided with the co scale infrastructure 2030 development pl road, rail and oil link Sudan and Ethiopia to quarter the range elephant population, Working with the Nat Northern Rangelands elephants to help guide

take elephant movements into account.

# **ALETTER FROM OUR** FOUNDER

A year ago we delivered news of escalating for three times more than they had just four years before. Yet 2015 marked a turning point. In May the Chinese Government announced their intent to end their domestic trade in ivory, a pledge backed up by President Xi Jinping and President Obama for America in September. By November 2015 our consultants Vigne and Martin showed the price of ivory had almost halved, although currently at circa \$1,000 per kilo it still remains a strong driver of illegal killing.

In East Africa, the status of elephant populations has improved across much of Kenva, and in the Parks of Uganda and Northern Tanzania, However, industrial-scale elephant killing has continued in the important Southern Tanzania elephant populations and in adjoining Mozambique. With the Democratic Republic of Congo now largely emptied of elephants, Gabon is in the front line of the battle for forest elephants. Likewise Mali's rare desert elephants are in acute danger, from a surge in poaching and instability caused by a failed jihadist revolt. Many reports are coming in of small populations in danger of eradication. Apart from the few bright spots the overall killing of elephants across Africa has not slowed significantly since our landmark 2014 report.

Our Elephant Crisis Fund (ECF), run jointly with Wildlife Conservation Network, has provided fast, flexible funding for anti-poaching and anti-trafficking operations in the field. With strong, strategic leadership from Dr Chris Thouless the ECF has engaged key partners and helped unify efforts across borders and sectors, with transformative results. Cover page photo by Sean Dundas



Elephant tracking has long been our speciality, and this year we have moved to make our systems available to all. A crack team of software engineers from Vulcan, supported by Paul Allen, are busy transforming the architecture into an open-source platform, This has great promise for enhancing antipoaching and protected area planning across Africa. We are providing elephant movement data to government planners and stakeholders to preserve essential corridors.

We thank our donors for their continued support which allows us to face shifting challences and strive to secure a future for elephants.

In Douglos - Houlton Dr. lain Douglas-Hamilton D.Phil CBE Founder and CEO

2015 Annual Report + 02

09 . Save the Elephants

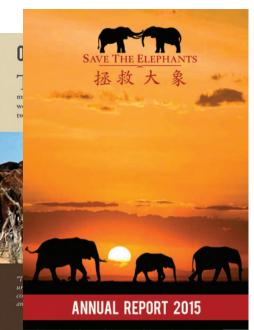
and found that the price had halved,

Oria's unwavering support, are the key drivers

YEAR

05 • Save the Elephana

al... 2002



and President Obama of the US, 25th September 2015





# OL PEJETATY GROWN-UPS GO FREE BUY 2 CHILD TICKETS AND GET AN ADULT TICKET FREE!!

# HAVE SOME WELL-DESERVED FREE TIME AND DISCOVER ONE OF KENYA'S MOST INCREDIBLE WILDLIFE CONSERVANCIES.

Cut out this voucher and hand it in at the Ol Pejeta gate (NOTE – only one free ticket per voucher. Offer valid until March 31<sup>st</sup>, 2015. Kenya citizens and East African residents only).

# LET THE FREE FUN BEGIN...





## CHIMPS AVAILABLE FOR ADOPTION POCO



### THE THREE GENERATIONS



### THE FOSTER MUMS



## THE ALPHA MALES



### THE BROMANCE





# CHIMPANZEE ADDPTION

You are the proud foster parent of:

# THE FIVE MUSKETEERS

By becoming a foster parent, you have helped to ensure that EDURRO, URNE, VICTORIR, ROHED and JULIER receive expert care and attention in a natural environment. Your support not only secures their future, but also the future of all the other orphans cared for at the Sweetwaters Chimpanzee Sanctuary.

Richard Vigne, CEO OI Pejeta Conservancy



# **RDOPT R CHIMPRNZEE**

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### WHAT YOU CAN DO TO HELP

The chimparcers at Sweetwaters can never be reintroduced to the wild and therefore need ongoing support. Adoptore of our chimparcers for a year to give it the life it deserves. The annual cost of training care of a chimparcer is 54,000. Your contribution will go towards the foeding, housing and day to day care of the chimparcers.

### **RDOPTION PRCKREES**

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For any visitor wanting to enjoy the unique opportunity of viewing-chimpances behind the scenes in semi-adid summotings, and far the protection and health of the chimpances please be aware of the following code of conduct:

- 1. Absolutely no physical contact will be allowed between chimpanores and visitors
- To minimize the possible transmission of human diseases, violans are asked to maintain a distance of 4 m from the chimpanzoes.
- If you are sick with a cold, flu or any other contagious illness, a visit behind the scenes at the Olimpanzee Sanchury will NOT be possible.
- All behind scenes wists will be accompanied by Sweetwaters Ohinpanzee Sanchuary staff member
   Maximum of 6 visitors per group

### Visiting times: 11:30 or 17:00 Duration: Approximately one hour

I confirm that I have read the Conservancy's toole of conduct" and that I shall able by it in order to be reasonably safe. I faily understand and accept the loss on damage to property and personal layer of other — reloses, assumption of rikk and number as collideed in the Ganesney's indemnity. Further to thit, I accept the risks artining from being in the presence of the primatics held in capitrity, or when primatics are in enclosure, or when any primates are used be enclosures.





SCIENTIFIC NAME: An troplodytes DLRSS: Mammalia DRDER: Humates FRMILY: Pongidae (Sneat Apes) DISTRIBUTION: East, West & Gentral Africa

CHIMPANZEE FACT FILE:

SIZE & STRENBTH: Males weigh between 34 to 70kg and females between 26 to 50kg. An adult male has 4 times the strength of a man the same age.

LIFE EXPECTRNCY: Chimpanaees live to approximately 50 years in the wild and 60 years in carefulty.

DIET: Chimpanzees eat a wide sange of foods, mostly fruits, flowers and seeds. They sometimes eat young leaves and in the wild are known to eat small mammals and invertebrates.

HRBITHT: Chimpanarees live in a wide variety of habitats ranging from humid evergreen forests through to deciduous forests and dry savannah woodlands.

SUCTRELLITY: Chimpanzees are extremely sociable animals, living in communities of between 15 to 100 individuals.

### NON-INDIGENOUS TO KENYR

Sweetwaters sanctuary is the only place in Kenya to see these remarkably intelligent animats. For more information, please contact +254 (0) 707 187 141 or info@olpejetaconservancy.org



OL PEJETA-Y



PURPOSES WHATSOEVER. I AGREE TO WAVE AND RELASE THE CONSERVANCY. THE C. IL FORC CONSERVANCY. UNITED AND ANY OF ITS EIMPLOTES, AGENTS, APRILIATES AND OFFICERS AND TO HOLD EXCHOFTENETHAMBLESS ROOMALANDANY NUMPULABULTICLABUL ACCODENT, LOSS OR DAMAGE OF ANY NATURE THAT HAY ARES ASA RESLAT OF HE UNTERY ONTO THE CONSERVANCY. INSULIDATES BUT NOT UNITED TO PERSIONAL, INJURY (KIAL, OR OTHERWISE) AND/OR THAT HAY BE CLUBED TO HY REPORTAL ROOMENTY.

THIS WAIVER IS ENTERED INTO ON MY BEHALF AND ON BEHALF OF ANY MINORS ACCOMPANYING HE, AND IS BINDING ON MY ASSIGNS, HEIRS AND LEGAL REPRESENTATIVES.

IF ANY PORTION OF THIS WANTER IS UNENFORCEASE, SUCH FORTION SHALL BE STRUCK OUT PROVIDED THAT THE REMAINING PORTION SHALL REMAIN IN FULL FORCE AND EFFECT. THIS WANTER SHALL BE GOVERNED BY KENTRAL LAWS.







SHREE CUTCHI GUJARATI HINDU UNION NAIROBI

# INAUGURATION OF THE New Shiv Temple PRAN PRATISHTHA MAHOTSAV 11<sup>TH</sup> - 18<sup>TH</sup> AUGUST, 2013

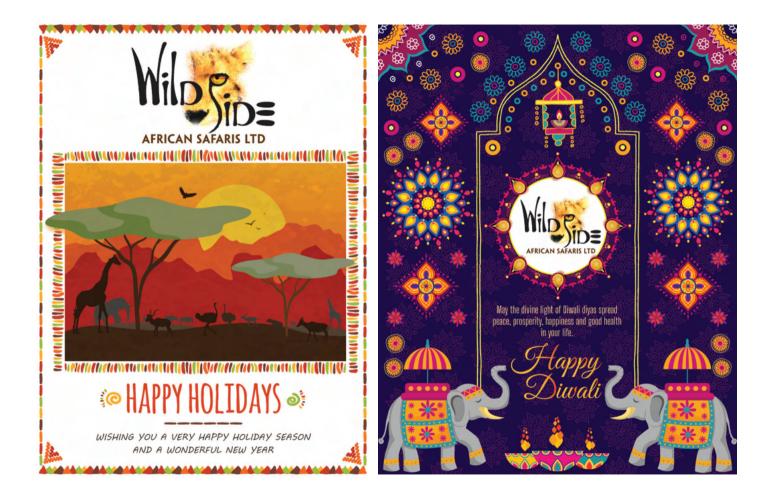
THIS SUPREMELY SACRED UTSAV WILL BE PRESIDED OVER BY THE MOST EMINENT, HIS HOLINESS SWAMI SHREE SATYAMITRANAND GIRIJI MAHARAJ OF BHARATMATA ASHRAM, HARIDWAR, INDIA

THE PRAN PRATISHTHA YAGNA WILL BE PERFORMED BY ACHARYA SHREE YASHWANTBHAI PANDIT OF SHIV MANDIR

> VENUE ELDAMA RAVINE ROAD WESTLANDS, NAIROBI

THE MAIN PARTICIPANTS (YAJMAAN) OF THE HOLY YAGNA WILL BE AS FOLLOWS: LATE SHREE NATHALAL BHOJA SHAH FAMILY LATE SHREE KANJI JETHA WADIA FAMILY SHREE CHUNILAL MAGANLAL MISTRY & FAMILY

FOR MORE INFORMATION, CONTACT: SHIV MANDIR - +254 20 2224189 CHAIRMAN: MEGHJIBHAI H. PATEL - +254 733 812249 \* SECRETARY: BHIMJIBHAI PATEL - +254 732 816560





andmade

FLY BAG

in Kenya

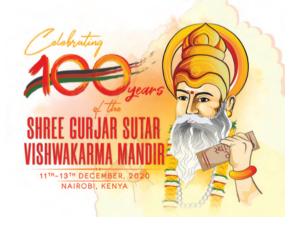




Specialists in: Agricultural and Construction Machinery Security and Structural Steelworks Ornamental Wrought Iron Works Miscellaneous Machinery and Equipments Mild Steel Bright Flat and Cup Washers

3 Solai Road ← P. O. Box 46367 - 00100 ← Nairobi Tel: 0735 758709 ← Mob: 0733 798436 / 0733 673612 ← Email: jagiwanhb@gmail.com



























# **WERE LEWA'S CONSERVATION & COMMUNITY DEVELOPMENT INVESTMENT**

# TOTAL INVESTMENT IN THE PAST FIVE YEARS

POPULATION OF THE

**ENDANGERED GREVY'S** 

ZEBRA

# **CORE WILDLIFE CONSERVATION**



70 OTHER SPECIES INCLUDING THE ELEPHANT, LION, CHEETAH, BUFFALO & GIRAFFÉ ALSO LIVE ON LEWA

## \$3,307,060 \$3,064,774 \$2,822,596 \$3,130,920 \$2,976,602



## EDUCATION

OF KENYA'S CRITICALLY

ENDANGERED BLACK

RHINO LIVE ON LEWA

WE CURRENTLY SUPPORTS OVER 7,000
CHILDREN FROM 21 SCHOOLS, 4 ADULT LEARNING CENTRES AND 376
CHILDREN FROM 21 SCHOOLS, 5 TUDENTS ARE DIRECT RECIPIENTS OF ED UCATION BURSARIES



# \$ 23,805,699

INVEST FUNDS INTO SPECIAL PROJECTS WHICH INCLUDE INTRODUCTION OF WILDLIFE POPULATIONS TO NEW AREAS, TREATMENT OF INJURED WILDLIFE, ANTI-POACHING EFFORTS & RESEARCH PROGRAMMES



RESEARCH PROGRAMMES 0 100,000 200,000 300,000 400,000 500,000 700,000 800,000

## **COMMUNITY PROGRAMMES**

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LEADING DEVELOPMENTS THROUGH SUPPORT TO 10 WATER PROJECTS, OVER 800 WOMEN IN THE MICRO-ENTERPRISE PROGRAMME, PROVISION OF EMPLOYMENT AND INTRODUCTION OF CONSERVATION AGRICULTURE

# **HEALTH CARE**



EMAIL: rpeshavaria@pilipilicreative.com

TEL: +254 722 289006

WEBSITE: https://www.pilipilicreative.com

THANK YOU ASANTE SANA

