



Indigenous Terra Madre Network - Kenya

Road map towards 2020

OUR GOAL

- Defend, Promote, and Empower Indigenous Peoples and their Food Heritage.

STRATEGIC OBJECTIVES

1. CONNECT
2. RAISE AWARENESS
3. ACT

Approach: "Think global, act local." With a shared holistic global vision based on indigenous people worldviews and values, we will further develop local grassroots activities rooted in our traditional cultures, which embody sustainable practices by looking 7 generations into the future.

Governance: Through local, regional, and global coordination of active members, we will translate our global vision into grassroots activities and vice versa.

Fundraising: Members should seek out and engage philanthropic individuals and organizations in favor of the grassroots activities and the global network.

CONNECT

How?

1

Strengthening the network (with new communities but also with SF and SFYN)

- Create 10 food communities of IPs by Terra Madre 2018, and 20 by the end of 2018.
- Establishment of a honey network by Ogiek community (short term)
- Establishment of a pastoralist network by the Maasai community (long term)
- Creating synergies with like-minded organizations

2

Youth engagement and stimulation

- Identify youth focal points and listening to them
- Organizing youth friendly physical and virtual platforms
- Organize specific trainings for youth



RAISE AWARENESS

How?

Organize policy and awareness raising campaigns (addressing land rights, unfavourable policies & resource management).

- Create an IPs section in the local trade fairs & participate (2019)
- Participate in available local festivals to showcase IPs products
- Every community of ITM should nominate 5 Ark of Taste products.



ACT

How?

1

Organize local training, events & exchanges

- Organize 10 local ITMs for Terra Madre Day (December 2018)
- Organize an ITM for Kenya (April 2019)
- Organize an ITM-Africa (Dec 2019)
- Organize an ITM global (date to be confirmed)
- Organize need-based trainings, from cultural biodiversity to social entrepreneurship
- Organize exchanges of good practices between ITM-Kenya members

2

Enhance livelihood by improving IPs products/food value chain

- Marketing and promotion of IPs products both inside and outside the network
- Promoting social entrepreneurship
- Involvement between producers and food outlets

