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GAZETTE NOTICE NO. 2645

THE WILDLIFE CONSERVATION AND MANAGEMENT ACT

(No. 47 of 2013)

GREATER MAASAI MARA ECOSYSTEM MANAGEMENT PLAN, 2023-2032

IN EXERCISE of the powers conferred by section 44(3) of the Wildlife Conservation and Management Act, 2013, the Cabinet Secretary for Tourism, Wildlife and Heritage gazettes the Plan in the Schedule hereto:

SCHEDULE

The Greater Maasai Mara Ecosystem Management Plan 2023-2032 (hereinafter referred to as "the Plan") defines the goals, objectives, and actions that stakeholders aim to achieve in the Greater Maasai Mara Ecosystem (hereinafter referred to as "the Ecosystem") in the next 10 years.

The Ecosystem is a subsystem of the much larger Serengeti-Maasai Mara Ecosystem and is globally renowned because of the high concentrations of wildlife and a great wildlife spectacle—the annual migration of over one million wildebeest. The Ecosystem can be divided into three broad conservation categories, as follows: the protected area (Masai Mara National Reserve), the semi-protected area (Mara Conservancies and Loita Forest), and the nonprotected area (Mixed farming area).

The Plan emphasises that all activities within the ecosystem shall be in accordance with the Plan, the Maasai Mara National Reserve Management Plan 2023-2032, the Narok County Spatial Plan 2023-2032, and the Wildlife Conservation and Management Act, 2013.

The Plan is a dynamic document that shall be subject to periodic reviews, depending on emerging issues and new knowledge.

The Plan addresses threats to the Ecosystem's values through the following major management intervention measures:

- (a) Implementing the zoning scheme outlined in the Plan; and
- (b) Implementing management actions under the five management programmes.

The Plan's zoning scheme and management programmes are outlined in the following sections:

1. Zoning Scheme

To achieve the Ecosystem's conservation, tourism, and community livelihoods management objectives, a land use zoning plan consisting

of six (6) zones has been developed. The land use zones are: Conservation and Tourism Zone; Conservation, Tourism and livestock Zone; Livestock Grazing Zone; Agricultural Zone; Urban Centres; and Influence Zone.

2. Management Programmes

The Plan has five management programmes that address the major management issues in the ecosystem. These programmes are summarised in the following sections.

2.1 Natural Resource Conservation and Management Programme

The Natural Resource Conservation and Management Programme's overall goal is to sustainably manage the Ecosystem's natural resources for provision of ecosystem services and other benefits of nature to the local community, the country, and the world in general. To achieve this goal, the programme addresses issues related to habitat loss and degradation, and wildlife population decline through sustainably managing rangeland, forest, water and wildlife resources. The priority actions under this programme focus on: identifying, mapping and securing critical wildlife corridors and dispersal areas; surveying and marking forest boundaries; working with Water Resource Users Associations in protecting and rehabilitating riparian areas; promoting rainwater harvesting for domestic use, livestock and irrigation; controlling wildlife poaching and Human-wildlife Conflict related wildlife killing; controlling and managing wildlife diseases; and developing, implementing and revising management and recovery plans for declining wildlife species, including the restoration of recently lost migration corridors.

2.2 Tourism Development and Management Programme

The Tourism Development and Management Programme aims to reaffirm and consolidate Mara as Kenya's flagship destination by upgrading services and standards to ensure tourism continues to be a pillar for biodiversity conservation in the ecosystem. This will be achieved through implementation of objectives focusing on: diversifying the tourism product and enhancing customer experience; diversifying and improving visitor facilities; developing and maintaining infrastructure network; and modernizing marketing strategies and improving image. The priority actions under this programme aim to: develop minimum tourism standards; enhance and identify new and unique niche tourism products for tourist attraction; develop minimum space prescription for tourism investments; mobilize tourism stakeholders to support the land leasing and conservation easements to secure critical dispersal areas that sustain the Mara tourism brand; regulate commercial development through spatial planning compatible to conservation; upgrade existing and

increase visitor amenities; and develop a distinct brand image for the Mara destination.

2.3 Community Livelihoods Programme

The overall goal of the Community Livelihoods Programme is to improve community livelihood through enhanced stakeholder participation in sustainable natural resources management. This will be achieved through enhancing community benefits from conservation; enhancing conservation education and awareness; reducing Human-Wildlife Conflict; promoting holistic livestock and grasslands management; and promoting Climate Smart Agriculture in agropastoralism areas. The priority actions under this programme include: establishing new conservancies and strengthening existing ones; supporting social development projects; promoting non-tourism based income generating activities; negotiating long-term leases to cushion conservancies from unpredictable downturns in the tourism industry; developing carbon credit projects; promoting creation of wildlife conservation easements; promoting predator proof Bomas; promoting climate resilient livestock feeding strategies; and promoting adoption of improved and adapted livestock breeds.

2.4 Institutional Collaboration and Governance Programme

The goal of the Institutional Collaboration and Governance Programme is to strengthen capacity, representativeness and collaboration among locally led institutions to deliver targeted conservation and development actions. To achieve this goal, stakeholders will aim at strengthening institutional capacity for ecosystem management; and establishing and strengthening sustainable governance arrangements in the Ecosystem's nonprotected areas. The key management actions that will be implemented under this programme focus on: establishing and gazettement a Plan Implementation Committee; establishing a wildlife security coordination hub; establishing an Ecosystem Land Trust as a mechanism to keep land within the community; advocating for national and county government support to wildlife conservancies; and establishing a network of community conserved areas on the Loita-Mosiro Ecoregion.

2.5 Research and Knowledge Management Programme

The Research and Knowledge Management Programme's overall goal is to conduct and coordinate research in the Ecosystem to enable provision of accurate data and information to support decision making. This will be achieved through: enhancing coordination and compliance with wildlife research protocol; generating scientific data and information to support planning and decision making; enhancing collaborations and partnerships in wildlife research; and strengthening the Maasai Mara Research Station's capacity to conduct and coordinate wildlife research. The priority management actions that will be implemented under this programme focus on: developing an integrated wildlife data and information system for the Ecosystem; Coordinating wildlife research conducted by local and international researchers; organizing annual Ecosystem's research conferences; designing and implementing a long-term ecological monitoring programme; working with "One Mara Research Hub" to improve research coordination and information sharing; conducting collaborative cross-border wildlife censuses; and strengthening the Maasai Mara Research Station's human resource and infrastructural capacity.

3. Plan Implementation, Monitoring and Evaluation

The plan will be implemented, monitored and evaluated by the Ecosystem's stakeholders through a Plan Implementation Committee comprising of representatives from the County Government of Narok, Maasai Mara Wildlife Conservancies Association, Kenya Wildlife Service, Wildlife Research and Training Institute, and coopted members from key stakeholder institutions.

The Plan is deposited at the offices of the County Government of Narok, Maasai Mara Wildlife Conservancies Association, Kenya Wildlife Service, and Wildlife Research and Training Institute, whose addresses are provided below:

*The Governor,
County Government of Narok,
P.O. Box 898-20500,
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Dated the 1st March, 2023.

*PENINAH MALONZA,
Cabinet Secretary,
Ministry of Tourism, Wildlife and Heritage.*

GAZETTE NOTICE NO. 2646

THE WILDLIFE CONSERVATION AND MANAGEMENT ACT

(No. 47 of 2013)

MAASAI MARA NATIONAL RESERVE MANAGEMENT PLAN 2023-32

IN EXERCISE of the powers conferred by section 44(3) of the Wildlife Conservation and Management Act, 2013, the Cabinet Secretary for Tourism, Wildlife and Heritage gazettes the Plan in the Schedule hereto:

SCHEDULE

Maasai Mara National Reserve Management Plan 2023-32 (hereinafter referred to as "the Plan") defines the guiding principles, management objectives and actions that stakeholders of Maasai Mara National Reserve have designed to address conservation, tourism management, community outreach and partnership, and operational issues in Maasai Mara National Reserve and its adjacent areas.

The Plan addresses threats to Maasai Mara National Reserve (MMNR) through the following major management intervention measures:

- (a) Implementing the MMNR Zonation and Visitor Use Scheme outlined in the Plan; and
- (b) Implementing management actions under the four management programmes.

The Plan's zoning scheme and management programmes are outlined in the following sections:

1. MMNR Zonation and Visitor Use Scheme

The primary function of the MMNR Zonation and Visitor Use Scheme is to manage and regulate visitor use and impacts in the different MMNR zones. Specifically, the zonation scheme establishes four categories of zone: High Use Zone; Low Use Zone; Mara River Ecological Zone; and MMNR Buffer Zone.

2. Management Programmes

The Plan has four management programmes that address the major management issues in the MMNR. These programmes are summarised in the following sections.

2.1 Ecological Management Programme

The purpose of the Ecological Management Programme is to ensure that the Maasai Mara National Reserve's ecological structure, functions and services are better understood and conserved through adaptive ecological management and improved research and monitoring. The programme aims to achieve this purpose through implementation of a set of objectives that focus on: strengthening Black rhino conservation and management; enhancing understanding

of the ecology and status of MMNR species conservation targets; improving protection and management of MMNR habitat mosaic; strengthening collaboration with relevant institutions in maintaining MMNR water catchments; and carrying out targeted ecological monitoring and management-orientated ecological research.

2.2 Tourism Management Programme

The purpose of the Tourism Management Programme is to ensure that the Maasai Mara National Reserve is providing a world-class tourism product that builds on and preserves the ecosystem's outstanding ecological features and wildlife, and that provides optimal economic benefits for Narok County communities and the nation. The programme aims to achieve this purpose through implementation of a set of objectives that focus on: enhancing visitor attractions, amenities and infrastructure; strengthening regulation and management of visitor activities; optimising quantity, quality and management of visitor accommodation; and improving the tourism administration system in collaboration with tourism industry partners.

2.3 Community Outreach and Partnership Programme

The purpose of the Tourism Management Programme is to ensure that communities living around the MMNR feel a positive sense of ownership for the Reserve and strongly support conservation efforts in the Greater Mara Ecosystem. The programme aims to achieve this purpose through the implementation of a set of objectives that focus on: establishing strong and constructive relationships between the Maasai Mara National Reserve and neighbouring communities; improving local community benefits from the Maasai Mara National Reserve; reducing incidence and severity of conflicts between people and wildlife around the Maasai Mara National Reserve; and promoting

and supporting conservation-compatible land use and development in neighbouring areas promoted and supported.

2.4 Protected Area Operations Programme

The purpose of the protected area operations programme is to ensure that MMNR management operations are fully supporting and enhancing the Reserve's standing as the world's premier wildlife destination. The programme aims to achieve this purpose through implementation of a set of objectives that focus on: integrating and strengthening MMNR management systems and collaboration; improving effectiveness and efficiency of MMNR security operations; improving MMNR human resource capacity; and developing MMNR and maintaining the road network to support optimal visitor use and security coverage.

The Plan including the background information on the Plan and facts upon which the Plan is based is deposited at the office of the Governor, County Government of Narok whose address is provided below:

*The Governor,
County Government of Narok,
P.O. Box 898–20500,
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Email: info@narok.go.ke*

Dated the 1st March, 2023.

*PENINAH MALONZA,
Cabinet Secretary,
Ministry of Tourism, Wildlife and Heritage.*