



WEMA WEALTH AFRICA

(Empowering Communities for Sustainable Prosperity)

REPORT TITLE:

"Mentorship and Sustainable Lifestyles Advocacy".

Date of Report: June 25, 2022

Project Date: June 4, 2022,

Location: Bahari Beach, Mombasa, Kenya

1.0. INTRODUCTION

In commemoration of World Environment Day 2022, WEMA WEALTH AFRICA led a targeted advocacy initiative focused on individual environmental responsibility and the reduction of single-use plastics. The project served as a high-level demonstration of the *"Holiday with a Purpose"* model, encouraging professional networks and youth leaders to integrate climate-conscious habits into their daily lives and leisure activities.

2. Objectives

- **Plastic Pollution Awareness:** To champion the #BeatPlasticPollution mandate by advocating for the cessation of single-use plastic consumption.
- **Mentorship in Sustainability:** To provide hands-on environmental leadership training to young professionals and Soroptimist members.
- **Behavioral Change:** To promote a culture of *"intentional environmentalism"* within the tourism and leisure sector.

3. Implementation & Substantive Role

WEMA WEALTH AFRICA acted as the primary mentor and coordinator for this initiative:

- **Youth Leadership Development:** Mentored young Soroptimists and environmental enthusiasts, providing them with the practical skills and framework to lead independent environmental actions.

- **Advocacy and Modeling:** Modeled sustainable behavior by integrating tree planting and waste-reduction advocacy into a public leisure space (Bahari Beach Hotel).
- **Resource Management:** Facilitated the direct action of tree planting as a symbolic and practical commitment to carbon sequestration, ensuring that participants understood the broader environmental impact of local actions.
- **Public Awareness:** Leveraged digital platforms to promote the "Holiday with a Purpose" campaign, encouraging followers to adopt recycling habits and plastic-free living, effectively scaling the reach of the initiative beyond the immediate participants.

4. Outcomes and Impact

- **Capacity Building:** Successfully mentored emerging environmental leaders, increasing the number of active advocates within the Soroptimist network.
- **Behavioral Shift:** Promoted the adoption of plastic-free practices among participants, shifting the narrative around leisure and tourism from passive consumption to active environmental stewardship.
- **Policy & Culture:** Demonstrated that professional organizations can and should integrate climate action into all aspects of their operations, including informal settings. This project reinforced the importance of individual contribution to global environmental goals.

5. Sustainability Plan

The "Holiday with a Purpose" model has since been promoted by WEMA WEALTH AFRICA as a standard for members, ensuring that environmental awareness remains a consistent feature of professional and personal gatherings, leading to long-term habits of litter management and waste reduction



Figure 1 With Young Soroptimist Tiffany & Sabrina Planting Coconut Trees to Mark WED 2022 at Bahari Beach Mombasa

8.0 CONCLUSION

Wema Wealth Africa remains committed to empowering communities and driving sustainable development through impactful programs and partnerships.

CONTACT INFORMATION

Wema Wealth Africa

P.O. Box [Insert] – Nairobi, Kenya

Email: info@wemawealthafrica.org

Phone: [Insert Phone]

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

Prepared by:

Kepha Ochoo

Program Officer

Approved by:

Mary Muia

Founder Director

Date: June 2022