

# THE CoELIB PROJECT



CoELIB  
...nurturing life

NO PLANET B

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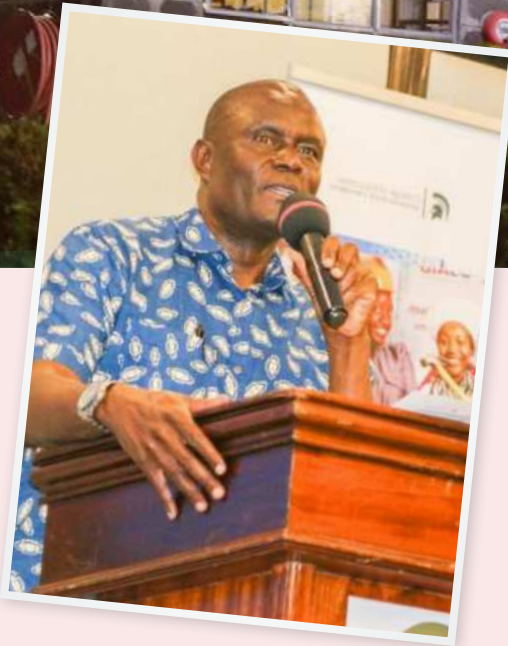
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## DIRECTOR'S NOTE



**A**s we face a climate crisis, Africa's youth play a crucial role in driving change. By 2030, over 450 million young people aged 15 to 35 will comprise 75% of the continent's population. This generation is acutely aware of the impacts of climate change, and they have the potential to lead the charge for a sustainable future.

Despite challenges like droughts and floods, young people are stepping up to make a difference. They advocate for better policies and develop innovative solutions to tackle environmental issues.

The CoELIB Project is dedicated to equipping them with the knowledge and skills needed to take action and promote climate justice.

In this edition of the CoELIB Project newsletter, you will find stories highlighting our efforts in environmental conservation, leadership, and entrepreneurship. Together, we can shift the narrative and make sustainability an integral part of youth culture.

Wishing you a Merry Christmas and a Happy New Year!



**CoELIB RADIO**

*Empowering the youth*

# EMPOWERING FOR A SUSTAINABLE FUTURE



**W**elcome to this edition of the Co-ELIB Project newsletter! In a world increasingly affected by climate change and social challenges, the role of youth is more vital than ever. This issue highlights inspiring stories of young people leading initiatives in environmental conservation, innovation, and community engagement. Their passion and resilience encourage us to re-think our approach to sustainability and inclusivity.

We also examine the CoELIB Project's ongoing efforts to empower these young leaders by providing them with the knowledge and tools necessary to advocate for meaningful change within their communities.

I thank the dedicated creatives who created this content through their research and storytelling. Your contributions are invaluable to our mission.

As you explore the pages ahead, I hope you find inspiration and motivation to join us on this critical journey. Together, let's champion the voices of our youth and work towards building a brighter, more sustainable future.

Wishing you a Merry Christmas and a Happy New Year! Enjoy your reading!

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# **TACKLING CLIMATE CHANGE THROUGH RESEARCH, INNOVATION, AND EDUCATION**

The 21st century presents humanity with the significant challenge of climate change. Rising temperatures, sea levels, and extreme weather events continue to impact communities worldwide. According to the [United Nations Framework Convention on Climate Change](#), temperature and rainfall variations have continued to be witnessed in most countries in recent years.

A working paper by Jackline Nyerere of Kenyatta University on [Kenya's climate change policy actions and the response of higher education](#) indicates that the annual average temperature has increased significantly at the rate of 0.34°C per decade over the last 30 years.

Research institutions, particularly universities, are at the forefront of the battle against climate change. They recognize the need to integrate climate change matters at all levels and contribute their expertise and resources to develop innovative solutions and shape policies to combat this global crisis. Across disciplines,

researchers are carrying out groundbreaking studies to deepen our understanding of the complexities of climate systems, model future scenarios, and develop cutting-edge technologies to reduce greenhouse gas emissions and transition towards sustainable energy resources.

Egerton University is taking proactive steps to tackle the crisis of deforestation, climate change, and biodiversity loss, which threaten the continent's natural beauty, ecological balance, and community livelihoods.

The university's holistic approach includes innovation, research, and community involvement to address environmental challenges and promote sustainable development effectively. This article features some platforms and innovations by Egerton University students, staff, and the community and their potential to strengthen climate resilience.



## ACADEMIC KNOWLEDGE TRANSFER

The university is at the forefront of addressing climate change through its comprehensive agricultural programs. By offering extensive training in crop farming, dryland agriculture, resource management, natural resources management, etc., the institution provides students with knowledge on optimal planting practices, post-harvest management, and managing scarce resources in arid landscapes. This education is pivotal in increasing crop yields and reducing losses, ensuring a more efficient and sustainable use of resources.

## UNIVERSITY-LED AGRICULTURAL RESEARCH FOR CLIMATE RESILIENCE

Egerton University contributes to agricultural research and knowledge dissemination through active partnerships and collaborations. By focusing on crops suited for growth in arid and semi-arid lands, Egerton University is opening up new economic opportunities for farmers and contributing to climate change mitigation efforts.

Among many other agriculture resilience innovations across different value chains, the university has [developed new sorghum](#) varieties for farmers in arid and semi-arid regions, which include EUS 130, EUS1, EU-SS-10, and 'EU-SS-11 finger millets (Snapping green), and chickpeas (Saina ka1) by the use of climate-smart production. The development of five new sorghum seed varieties by the university's Department of Crops, Horticulture, and Soil Sciences is designed to yield industrial raw materials for manufacturing alcoholic beverages, bakery products, animal feeds, and ethanol.





"Climate change has become a threat to food security worldwide. Its effects include unpredictable rains, decreasing yields, and increased production costs. Unless we help our farmers embrace climate-smart agriculture, production will continue to dwindle, leading to decreased incomes, job losses, and hunger," Prof. Kimurto, Egerton University's Director for Agro-Science Park.

## Platforms for Extension Extension on Climate Resilience

Egerton University continues to capitalize on nationwide platforms to transfer climate resilience knowledge to communities. At the [2023 Nakuru Agricultural Society of Kenya \(ASK\) National Show](#), the university promoted climate-smart agriculture by showcasing sustainable farming techniques and driving conversations around trade for sustainable economic growth. The university presented high-yielding, drought and disease-resistant crop varieties, including pigeon peas, cassava, beans, groundnuts, and sorghum, co-developed with partners like the International Crops Research Institute for the Semi-Arid Tropics and Kenya Agriculture and Livestock Research Organization, to enhance food security and farmer incomes.

## Knowledge to Impact

The University is currently involved in donor-funded research projects addressing climate change. One of these projects, titled "Assessment of Carbon Dioxide and Methane Effluxes from Mangrove Ecosystem in Lamu and Tana River Counties" under the Department of Natural Resources, aims to provide valuable insights into the interaction between mangrove ecosystems and atmospheric carbon levels. Mangroves are significant carbon sinks, but their contribution and potential vary, making focused research essential to harness their capacity for climate change mitigation fully.

Egerton University, in partnership with [Kenya Agricultural and Livestock Research Organization](#) - KALRO, [the Association of Irrigation Acceleration Platform](#) - AIAP and the [Centre of Agricultural Sciences - BOKU](#) carried out a project on

Enhancing Climate and Water Smart Agriculture Solutions in Kenya through Capacity Building in the use of the FAO-WaPOR Web-based Tool.

The capacity building helped to monitor and improve water and land productivity in agriculture, both rainfed and irrigated, responding to the challenges that are posed by the dwindling of freshwater resources and the need to sustain agricultural production to ensure food security in the face of a changing climate.

In collaboration with the Kenya Innovation Agency (KeNIA), the engineering department also developed Sustainable Alternatives to single-plastics by Using Water Hyacinth, a renewable resource unlike petroleum-based plastics.

This project has helped reduce Plastic Pollution and lower Carbon Footprint.

Read more: [On-going Research Projects at Egerton University](#)

## Growing the Climate Innovation Ecosystem

CoELIB is actively enhancing efforts, innovations, and interventions to promote sustainable agriculture for socio-economic development. Through the FORQLAB project, CoELIB convened seminars that brought together universities, farmers, cooperatives, subject matter experts, and partners to share the milestones and lessons learned since 2022 and to establish a common strategy for future actions to deal with pressing issues around food losses and climate change problems faced in agriculture.

Research institutions, particularly universities, play a crucial role in driving transformative change in the face of climate change. By leveraging their expertise, nurturing talent, and fostering collaboration, these institutions advance our understanding of the climate crisis, drive practical solutions, and shape policies to build a more sustainable and resilient future for future generations.



Cynthia Mutindi is a Communications and Media Intern at CoELIB. She focuses on creating digital content and engaging with social media audiences. Additionally, she co-hosts the CoELIB Drive show on CoELIB Radio.



# **Promoting Diversity and Belonging in Workplaces: A Guide by The CoELIB Project**





The significance of diversity, equity, and inclusion (DEI) in today's rapidly evolving and competitive work environment cannot be overstated. Organisations aiming for success prioritise these principles, creating environments where employees feel valued, respected, and empowered to contribute to their fullest potential.

Organisations must consider diverse diversity aspects to foster a truly inclusive workplace regarding gender, disability, race, ethnicity, sexual orientation, socioeconomic status, culture, and religion. They must also consider the needs of historically underrepresented groups who have often fallen prey to discrimination and social injustices.

Diversity brings about new perspectives and angles of reasoning. Inclusion may call for people to be themselves and embrace self-appreciation.

By employing the DEI, organisations enjoy benefits such as high employee retention, more innovations and improved business outcomes.

## DEI in Practice at CoELIB

At the CoELIB Project, inclusivity is deeply embedded in its mission, ensuring that individuals from all backgrounds feel welcomed and valued. The CoELIB Project strives to mainstream DEI through education and training programs that encompass knowledge that empowers employees and beneficiaries to be cognizant of forms of discrimination, including unconscious bias and microaggressions. The project offers equal opportunities to individuals across the gender spectrum. It also implements DEI-friendly policies to foster an environment of equitable representation and safeguarding. It also considers diverse voices, acknowledging that inclusivity and employee welfare are vital to success.

The structural layout of the workplace also plays a significant role in promoting diversity. Features such as accessible ramps for people with mobility impairments and a variety of seating options cater to the diverse needs of employees, enhancing comfort and facilitating social interaction and collaboration.

Regarding social inclusivity, the project conducts educational programs and utilises inclusive language. Flexible policies regarding parental leave, remote work options, and adjustable work schedules are instrumental in ensuring employees feel heard and included.

Adopting DEI as a core aspect of the organisational culture is crucial for organisations striving to create a thriving workplace.

This commitment fosters a more equitable environment, drives innovation, improves financial performance, and boosts employee satisfaction and retention. Implementing effective DEI strategies requires ongoing education, a willingness to address challenges, and a profound commitment to building a better future for all stakeholders involved.

The CoELIB Project illustrates the importance of embracing diversity and creating an inclusive environment. Organisations must prioritise inclusivity to ensure all workforce members feel valued and respected. It fosters innovation and excellence, laying a solid foundation for sustained success in today's dynamic business environment.

Joy Ombele is an intern at CoELIB Egerton and is a second-year university student at Moi University pursuing a Bachelor of Arts in Linguistics, Mass Media, and Communication.



# GOELIB RADIO HII BEAT NI PHAT!

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# CoELIB at the YALI Alumni Expo and Trade Show (YALI Expo), 2024





(Day One Panel Discussion at the YALI Alumni Expo and Trade Show )

The CoELIB project is proud to have played a crucial role in delivering the recently concluded YALI Expo - (November 11 to 14, 2024, in Cape Town, South Africa).

The first-ever event of its kind themed “Innovating, initiating, and Impacting,” convened close to 500 YALI alumni from across the continent and celebrated their incredible achievements as the program marked nearly a decade of impact in Africa.

The idea for the YALI Expo was born from the 2022 U.S. Africa Leaders’ Summit, with the White House announcing the expo as a unique opportunity to showcase the innovations of alumni and foster their connection with experts and officials from the private sector, civil society, government, and the diaspora community.

The event featured over **36 speakers, 40+ exhibitors, 11 partners**, and more than **200 organizations**.

It also coincided with the AfricaTech Festival, bringing together global tech leaders, entrepreneurs, and policymakers to accelerate digital transformation and innovation across Africa.

A key moment of the Expo was the signing of a Memorandum of Understanding (MoU) between HP and the United States government’s Young African Leaders Initiative (YALI) Regional Leadership Center (RLC) for East Africa. This MoU marks the next phase in the longstanding partnership between HP and YALI.

## A KEY MOMENT OF THE EXPO WAS THE SIGNING OF A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN HP AND THE UNITED STATES GOVERNMENT’S YOUNG AFRICAN LEADERS INITIATIVE (YALI) REGIONAL LEADERSHIP CENTER (RLC) FOR EAST AFRICA.



(Dr. George Kosimbei, Chief of Party at YALI RLC East Africa, Caleb Koyo from CoELIB Media, and Marcus from HP during an interview session at The Box.)

*“The gaming industry has experienced rapid growth and is projected to remain one of the fastest-expanding sectors in the coming years. This presents a unique opportunity to engage young leaders in this field, equipping them with valuable skills that can be shared and passed on within their communities.”*  
— Dr. George Kosimbei, Chief of Party, YALI RLC East Africa.

[Read more...](#)





**QUOTABLES**

**CLIMATE VOICES**



“

Twenty-five years ago, people could be excused for not knowing much, or doing much, about climate change. Today we have no excuse.

*Desmond Tutu, South African theologian and priest.*

”

“

The greatest threat to our planet is the belief that someone else will save it.”  
- Robert Swan, historian, explorer and activist.

”

“

Finland is officially the world's happiest country. It is also 75 percent forest. I believe these facts are related” – Matt Haig, author and journalist.

”

“

We must confront an undeniable truth: the scale of sustainability challenges far exceeds the effectiveness of our responses. With a few notable exceptions, our efforts are insufficient, insufficient in scope, and belated.” – Kofi A. Annan, Ghanaian diplomat.

”



# ENERGIZE YOUR DAY WITH OUR COFFEE

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# BREAKING THE STIGMA: ENCOURAGING MENTAL HEALTH SUPPORT FOR MEN





**C**onversations about men's mental health are common today. People are paying more attention, but changing how we talk and think about this issue is not easy. The World Health Organization report on [Transforming Mental Health](#) for All 2023 says that being healthy isn't just about not being sick; it's also about feeling good in your mind and community. More than

6 million men deal with depression every year. Depression in men manifests in ways like exhaustion, irritability, indifference, and insomnia. It can also be seen through alcoholism and drug abuse. Experts point out that men are more likely to abuse drugs, which may lead to hospitalization or overdosing.

## **MEN, ESPECIALLY THOSE IN THEIR 20S AND 30S, ARE FOUR TIMES MORE LIKELY TO DIE BY SUICIDE COMPARED TO WOMEN.**

**A**ccording to the [Centers for Disease Control \(CDC\)](#), even though more people are talking about mental health, only about 8% of men seek help or go to therapy ). This is majorly attributed to society's expectations for men as strong and capable of handling things independently. This often makes them feel embarrassed or weak for needing help. Other reasons might include not having enough time, therapy being too expensive, or being afraid to show vulnerability.

Shifting societal attitudes towards mental health and therapy is crucial to addressing these challenges. Educating people about mental health and highlighting positive role models of men who openly express their feelings can make a significant difference.

Specific societal attitudes that need to be shifted include:

- The stigma around seeking help for emotional and mental issues,
- The perception that expressing vulnerability is a sign of weakness, and the traditional view of masculinity, which discourages men from acknowledging their struggles.

Promoting open dialogue about mental health, highlighting stories of men who have sought help and benefited from it, and educating the public about the importance of mental well-being,

irrespective of gender, can contribute to a more supportive environment for men facing mental health challenges. Providing support in the workplace and within communities is essential for encouraging men to prioritize their mental well-being.

Options like talking to a therapist over the phone or computer make it easier for men to get help privately and conveniently. There are also efforts to make therapy more affordable for everyone, irrespective of the money they make. The effectiveness of these efforts varies by region and program. Still, it has generally shown positive trends through initiatives including sliding scale fees based on income, insurance reforms, and increased funding for mental health services. However, there's a need for continuous effort and policy adjustments to reach widespread affordability.

This journey toward better understanding and supporting men's mental health is important. It's about ensuring everyone knows it's okay to ask for help and that taking care of our minds is just as important as taking care of our bodies. This way, we're helping to create a world where being open about mental health and getting help is normal and encouraged for everyone.

Roksana Gichia is a Communications and Media Engagement Assistant at CoELIB-Egerton University and a Radio and TV Presenter at CoELIB Media. She is also a Digital Content Creator and Sales and Marketing Director.



# How CoELIB Media is Redefining the Landscape of Communication and Advocacy.





In pursuit of transforming society and pushing boundaries through powerful narratives, CoELIB Media stands at the forefront of the media industry, leveraging creativity and trust as tools for change.

For more than 7 years, this visionary enterprise has been at the heart of sustainable development by leveraging film, photography, and cutting-edge media strategies to inform, empower and inspire action globally. CoELIB goes beyond storytelling; we're about creating impactful media outputs with a loud echo for change.

CoELIB Media creates customised experiences to make a lasting impact on a global audience. It's not just about what we do but how we do it.

The content produced and the platforms built empower young voices and give them the stage to share their stories, innovations, and solutions with the world.

CoELIB Radio and CoELIB TV are platforms where young voices can be heard, sharing relatable content and solutions to their challenges. These outlets foster an environment that celebrates diversity, inclusivity, and creativity.

*"For African youth, mastering communication and media is essential—it is through these skills that leaders are born and futures are shaped," Sarowiwa Andanje, Communications and Media Manager.*

Our radio shows, CoELIB Breakfast and CoELIB Drive, are essential for discussing key issues affecting the youth today.

From the dynamics of education and mental health challenges to job market uncertainties and climate change, these shows offer a crucial platform for dialogue.

*"These shows are not just about highlighting issues; they are also about building a supportive community for young listeners, guiding them through modern challenges with valuable insights and motivation," Victor Otieno, Communications and Media Associate.*

Empowering the youth through practical skills and capacity building is at the core of CoELIB Media's mission.

So far, over 50 students from higher education institutions have joined CoELIB Media for their industrial attachments, diving deep into the realms of media, including audiovisual production and more.

Our commitment to pioneering media and communications extends to offering internship opportunities and welcoming aspiring professionals to our vibrant team.

These internships provide their growth flexibility, allowing interns to delve into the media landscape as they discover their areas of interest.



CoELIB Media collaborates with CoELIB E school to offer various media-related courses. This partnership combines theoretical knowledge with practical skills across multiple media production and management disciplines.

“CoELIB Media has unlocked my potential, enabling me to craft stories and images that drive change, especially in the field of Agricultural journalism,” says Mr Obed Mwaniki, affirming the transformative impact of CoELIB Media’s work.

CoELIB has a dedicated 24-hour call centre, a formidable tool for advocacy efforts that transcends traditional customer service, fosters crucial dialogues, and drives systemic change for the betterment of young Africans. Here, connections are made, voices are amplified, and vital issues such as education, employment, mental health, and entrepreneurship are brought to the forefront.

CoELIB Media believes in the transformative power of media and communication to impact lives and communities. By empowering the youth, CoELIB is investing in individual futures and igniting a beacon of hope for the entire African continent.



Caleb Baraka Koyo is the Digital Content and Alumni Engagement Assistant at CoELIB, Egerton University. He is also an award-winning broadcast journalist affiliated with CoELIB Radio and contributes to EFM 93.7 in Tanzania and Radio Yetu 89.2FM. Caleb shares his insights and writings on various topics through his platform, CalebKoyo.co.ke.



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Invest  
Incubate  
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**How can youths be empowered to take climate action in their communities?**



Send 500 words or fewer to [info@coelib.org](mailto:info@coelib.org) for a chance to be featured in the newsletter's opinion section



“

IT'S NOT JUST  
WHAT WE DO;  
IT'S HOW WE  
DO IT.”

COELIB MEDIA



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