



INTERNATIONAL WOMEN'S DAY 2022

WeAreHere

Campaign Press Release



Celebrating African Women in Climate-focused Spaces

Nairobi, 31 March 2022 – The African CSOs Biodiversity Alliance (ACBA) initiated the development of the “We Are Here Campaign” which was launched on International Women's Day in March 2022 under the theme of #BreakTheBias. The Campaign aimed to highlight and normalize successful African women in climate-focused industries, so they overcome the negative bias associated with women in male-dominated spaces. It also gave a platform to foster gender positivity and empower younger women to take up space in climate-focused industries. Lastly it informed and educate the general public on the important role African women have played and continue to play in conservation and fighting climate change across industries.

The campaign was inspired by Esther Githinji's novel research recommendations on highlighting more successful African women in male dominated, climate-related industries to reduce gender biases and improve outcomes regarding access to financial resources for such women. Esther Githinji is a graduating international business and trade (Hon) student and conservation scholar from the African Leadership University and was team leader for the campaign.

The open call for nominations ran between December 2021 and February 2022, and the campaign itself began from 07 March up until 18th March 2022. Featured women came from various walks of life, representing categories like, Governance and Leadership, Environmental and Climate Justice, Advocacy and Activism, IPLCs, Youth Action, Wildlife Conservation, Social Entrepreneurship, Sustainable Design, Education and Empowerment and STEM. This initiative was complemented by a social media campaign format made up of inspiring narrative videos, posters and quotes that showcase the amazing journeys of the women available across all of ACBA's social pages.

The profiled women were [Dr Gladys Kalema-Zikusoka](#), the CEO of Conservation Through Public Health, [Lucy Waruingi](#), the Executive Director of African Conservation Centre, [Winnie Sengwer](#), Advocacy Officer, Defenders Coalition - Kenya, [Elizabeth Gitari](#), the Managing Partner – Lead Natural Resources and Sustainability Law, OGO-LAW Advocates, [Monica Rodrigues](#), Co-founder-and-Policy-Advisor, Eco-Feminism Movement, [Miyoba Buumba](#), Africa Indigenous Landscape Officer, The Nature Conservancy, [Pauline Owiti](#), Youth Policy Advisory Council as African Representative, Sustainable Ocean Alliance, [Dr Moreangels Mbizah](#), Executive Director and Founder, Wildlife Conservation Action, [Agnes Mukami](#), Co-founder, Blue Economy Youth International, [Pricilla Achakpa](#), Founder and Global President, Women Environmental Program (WEP), [Maureen Some](#), CEO and Founder, Wild Now Foundation and [Elizabeth Tolu Babalola](#), the Director of Talent Acquisition ALU University.

This campaign was organized by an all-female team, comprised of Simangele Msweli, the Senior Manager of the Youth Leadership Program at AWF, Sharize Odongo, the Youth Program Assistant at AWF, Oliviah Tawarar, the Communications Lead at ACBA, Rerani Ramaano, the Communications Assistant at ACBA



Campaign Organizing Team with Dr.Gladys Kalema-Zikusoka



Campaign Organizing Team with Lucy Waruingi

and Esther Githinji. All these ladies, hope that while listening to stories of featured women, young girls will learn from those who walked before them and be inspired to lead.

The video is also available for the French speaking audiences [here](#). For more information about the campaign, visit our social media pages twitter [@CsosAfrican](#) Facebook [@African CSOs Biodiversity Alliance](#), Youtube [@African CSOs Biodiversity Alliance](#) the posts are also on Instagram [@csosafrica](#) and on linkedIn @ <https://www.linkedin.com/company/african-csos-biodiversity-alliance>