



INTERNATIONAL WOMEN'S DAY 2022

*#WeAreHere*

Celebrating African Women in  
Climate-focused Spaces

## AN AWARENESS CAMPAIGN CHAMPIONING AFRICAN WOMEN IN CLIMATE-FOCUSED SPACE

Esther Githinji in collaboration with African CSOs Biodiversity Alliance( ACBA) have designed a campaign titled #WeAreHere which aims to highlight and normalize successful African women in climate-focused industries, to overcome the negative bias associated with women in male-dominated spaces, to foster gender positivity and empower younger women to take up space in climate-focused industries. Inform and to educate the general public on the important role African women have played and continue to play in conservation and fighting climate change across industries.

Esther Githinji is a graduating International Business student and Conservation Scholar from the African Leadership University who carried out novel research on female-founded East African startups within climate-focused industries.

Despite women being disproportionately affected by climate change, they play a crucial role in climate change adaptation and mitigation. Women have the knowledge and understanding of what is needed to adapt to changing environmental conditions and to come up with practical solutions. But they are still a largely untapped resource. Restricted land rights, lack of access to financial resources, training and technology, and limited access to political decision-making spheres often prevent them from playing a full role in tackling climate change and other environmental challenges.

The campaign kicked off from December 2021 and will run until international Women's Day in March 2022. The campaign involved nominating African women from different climate focused spaces who are above the age of 18 and have a proven record and a history of being in a climate-focused space.