



Jakaya Mrisho Kikwete
FOUNDATION



BahariMania (OceanMania) Animation

About JMKF

The Jakaya Mrisho Kikwete Foundation (JMKF) is a charitable trust founded in 2017 by former President H.E Dr. Jakaya Mrisho Kikwete, to support sustainable development in Tanzania and Africa, with a focus on women and youth.

JMKF believes that empowering women and youth with skills and opportunities transforms economies and benefits society as a whole.

Vision



Transforming lives through innovative, effective, sustainable solutions.

Mission



Collaborating with governments and stakeholders to improve lives in Tanzania and Africa.

JMKF's unique role:

JMKF serves as a catalyst for positive change, leveraging its influence and convening power to foster collaboration among multi-stakeholders.



H.E Dr. Jakaya Mrisho Kikwete

Former President of Tanzania,
Chair and Settlor of the Board.

The Plastic Waste Crisis and BahariMania's Solution



Only **40%** of plastic waste in Tanzania is collected, with **4% recycled**, leading to severe environmental damage



In **2018**, Tanzania generated **315,000 tons of plastic waste**, with **29,000 tons leaking into water bodies**, threatening marine life and ecosystems.



BahariMania uses engaging storytelling to raise awareness about the impact of plastic pollution, following **Anzi Makini**, a marine scientist battling environmental destruction.



The animation encourages **behavioral change** and inspires communities, especially youth, to be environmentally cautious and take action in protecting Tanzania's oceans.



Supporting **BahariMania** helps amplify its message and drive real change for a cleaner, healthier marine environment.

Engagement So Far



School Engagement: 10 schools in Dar es Salaam, engaging **1,566 students** (882 girls and 684 boys)



National Outreach: 100 regional buses, spreading awareness across Tanzania and reaching **58,350 people**.



Community Initiatives: Organized **5 beach cleanup events** with 508 people demonstrating community-driven environmental stewardship.



Awards: BahariMania was screened at the prestigious Zanzibar International Film Festival (ZIFF), winning the **Best Short Film Award** in 2024.



Showcases: in Tanzania Mainland, Zanzibar, Germany, Azerbaijan



Beach Cleanup and School Dissemination's are the focus of the first phase of the program. Goal to establish plastic waste banks.





PARTNERS



Reach Out to Us & Partner

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