Jakaya Mrisho Kikwete
FOUNDATION

Transforming Lives

Blue Oceans, Green Communities

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.

Baharimania's Solution

Baharimania uses storytelling and youth-focused animation to **raise awareness, inspire behaviour change**, and **mobilize communities** to take action against plastic pollution.

Baharimania follows Anzi Makini, a young marine scientist from a fishing community, who fights to protect the ocean from plastic pollution.

Through an engaging storyline, the film helps young people understand the impact of plastic waste on marine life and encourages them to take action in their communities. Reinforcing community based environmental restoration programs.

Watch it here: Baharimania

National Reach and Proven Impact

School Engagement: 30 schools in Dar es Salaam, Pwani and Tabora engaging **3130 students** (1,787 girls and 1, 343 boys)

National Outreach: 100 regional buses, spreading awareness across Tanzania and reaching **59,500 people**.

Community Initiatives: Organized **15 beach cleanup events** with 886 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, COP 29 – Baku Azerbaijan, South Africa.

Key Messages

"Waste is wealth/employment and a catalyst for youth innovation in environmental conservation solutions."

"Marine life is essential; let's protect it."

"Plastic exists in many forms, and we ALL have the responsibility to remove it from our environment."

"Young people, the responsibility to protect the environment starts with you. Take action now and engage in proper waste management."

Partners

Tai Studios

Tai
Storytelling for Social Change

TakaNiAjira
FOUNDATION
"Light to waste, voice to waste pickers & workers"

HUDEFO
HUMAN DIGNITY AND ENVIROMENTAL CARE FOUNDATION

Nipe Fagio
Zero Waste TZ

ARENA RECYCLING
INDUSTRY

Zaidi
Recyclers

sana mare

AQUA-FARMS ORGANIZATION
AFO
Development and Food Security Through Blue Economy

PETpro
PET Recycle Company (T) Limited

Reach Out to Us & Partner

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