

Lake Naivasha Payments for Watershed Services — Flower Farms Fund Upstream Conservation (Kenya)

PES & Nature-Based Solutions · Good practice · Kenya

Quality score: 40/100

Evidence strength: Moderate

Summary

WWF and CARE brokered payments from Lake Naivasha's flower-export farms to c.785 upstream smallholders (of 5,000) who terrace and reforest the Aberdare hills; farmers report near-tripled potato yields, though lake-level water-quality gains are unconfirmed.

Key dimensions

Dimension	Score
Carbon — sequestration / storage, evidenced	1/3
Biodiversity — conservation / improvement, evidenced	1/3
Water & soil — retention, infiltration, erosion control	2/3
Fire resilience — risk reduction, evidenced	0/3
Governance, certification & transferability	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-07-04

WWF-Kenya / CARE International / Flower Business Park Management Ltd. — accessed 2026-07-04

Ecosystem Marketplace — Kenyan Flower-Growers Use Watershed Payments To Save Their Lake And Their Livelihoods — accessed 2026-07-04

Ecosystem Marketplace — Kenyan Farmers Boost Yields With Payments For Watershed Services — accessed 2026-07-04

Ecological Processes (Springer) — Estimating farmers' stated willingness to accept pay for ecosystem services: Lake Naivasha PES scheme — accessed 2026-07-04

WWF Kenya — GOALAN Project, Lake Naivasha Basin — accessed 2026-07-04

Cite this — Evidoria. *Lake Naivasha Payments for Watershed Services — Flower Farms Fund Upstream Conservation (Kenya)*. Persistent ID: e3cfed36-e079-41e4-8a7e-085b06111a4e.