

Jaya Karbon Kounsel

Company Profile



Vision: To build a future where sustainable solutions are the foundation of thriving, self-reliant communities.

Mission: To drive practical climate action that empowers communities to earn income, reduce costs, and build resilient livelihoods.

Work : Social Impact

Jaya Karbon Kounsel

Climate action and sustainability for community impact.

Education : Part 2

Msc in Economics
UCD, Dublin, Ireland

Majored in Climate Change, Sustainability and ESG

Work : International Development

Data Analytics Consultant:
UN DESA, World Bank



Shel Kariuki

Education : Part 1

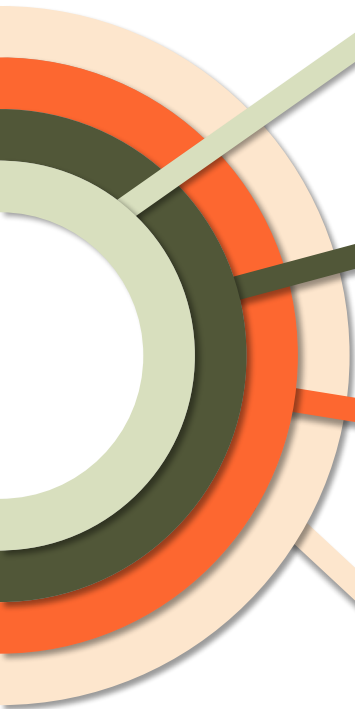
Bsc Actuarial Science
Msc Applied Statistics
JKUAT

Work : Academia

As a lecturer in various universities in Kenya, teaching Statistics, Risk Management, Programming, Economics, Finance

Work : Corporate

Data Scientist in a Behavioral Economics firm



P1

Community Climate Resilience

P2

Public Sector & Policy Integration

P3

Academia & Research Collaboration

P4

Corporate ESG Advisory & Implementation

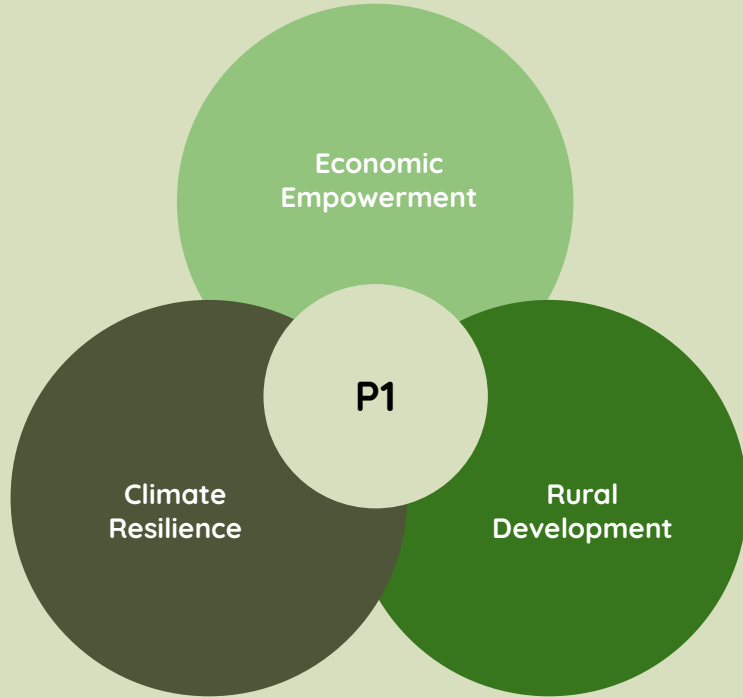


P1

Community Climate Resilience

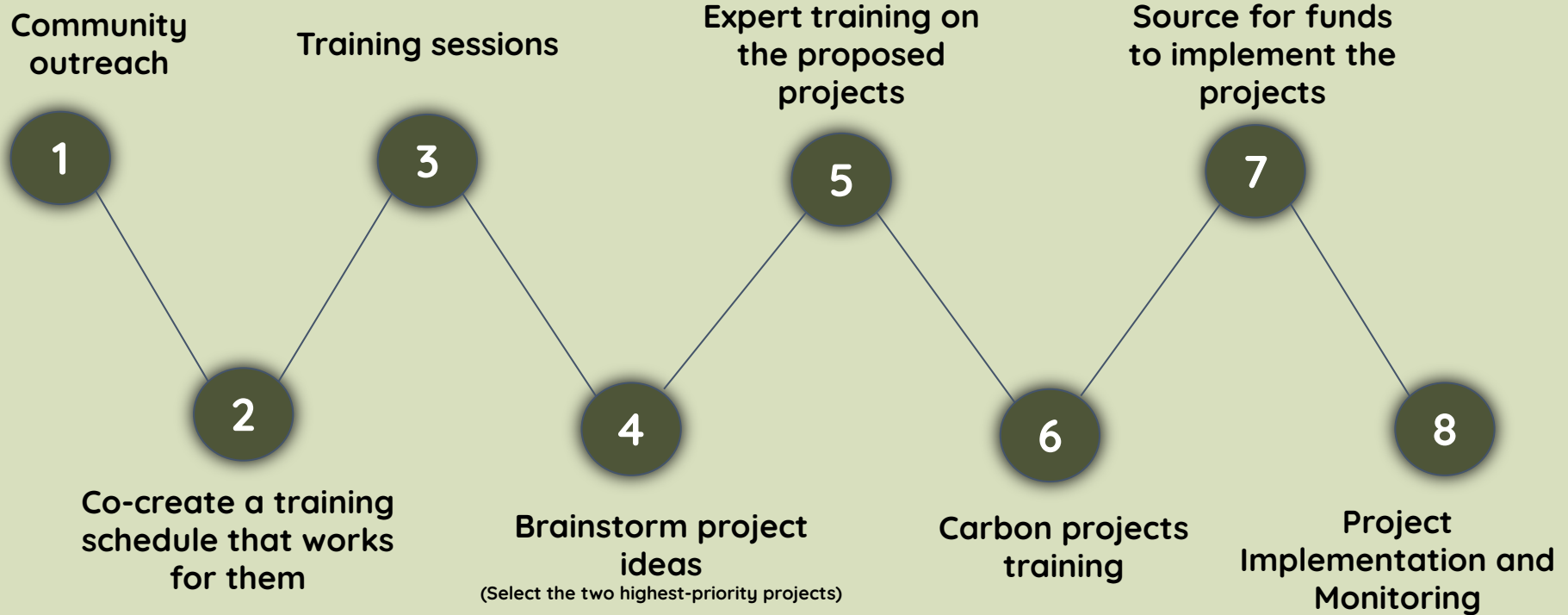


- Communities are at the frontlines of climate change impacts.
- Local knowledge and lived experience are critical for effective climate solutions.
- Climate interventions are most successful when they are community-led and inclusive.
- There is a need to build the capacity of communities to effectively respond to, and actively shape, climate action.



Our work with communities operates at the intersection of climate resilience, rural development, and economic empowerment, through capacity building, community-led projects, and the adoption of climate-smart technologies.

We engage communities as follows:



The topics to be covered include:

1. Basics of climate change
2. Impacts of climate change
3. International climate agreements (UNFCCC, KYOTO PROTOCOL, PARIS AGREEMENT)
4. How to cope with the effects of climate change (CLIMATE ADAPTATION)
5. How to mitigate climate change (CLIMATE MITIGATION)
6. Understanding the carbon market ecosystem:
 - a. Basics of carbon markets
 - b. Types of carbon projects
 - c. Community Development Agreements (CDAs) and fair benefit-sharing mechanisms
 - d. Carbon regulations and standards
 - e. How communities can organize themselves to engage carbon developers:
 - i. Ensuring free, prior, and informed consent (FPIC)
 - ii. Negotiating fair contracts and benefit-sharing terms
 - iii. Strengthening local leadership and representation

Project Areas

Waste Management

Reducing waste and environmental pollution through solutions such as biochar production for soil restoration, biodigesters for renewable energy, vermicomposting to reduce food waste, and recycling plastic to recover valuable materials.

Water Conservation

Empowering communities to adopt water-saving practices, including rainwater harvesting and efficient irrigation, to protect local water sources and ensure long-term sustainability.

Renewable Energy

Promoting the adoption of renewable energy solutions such as solar power and biogas to reduce emissions and expand energy access across communities.

Energy Efficiency

Promoting energy-efficient solutions such as improved cookstoves, efficient lighting, and fuel-saving technologies to reduce energy consumption and lower emissions.

Agroforestry

Encouraging the incorporation of trees and shrubs into agricultural systems to rehabilitate degraded land, boost biodiversity, and strengthen soil health while increasing farm productivity.

Afforestation & Reforestation

Working with communities to plant and nurture trees, restoring landscapes while creating sustainable environmental and economic benefits.

What happens when we don't speak the local language of the community?

Training of Trainers (ToT) Workshops

We train a group of individuals (form-four leavers and university students) in English ...



... who then go into rural communities and train the locals in their local language.



P2

Public Sector & Policy Integration

Jaya partners with national and county governments to translate climate policy into practical, community-led action on the ground.



1

Aligning with County Climate Priorities

- Helping counties deliver what they have already planned in their County Integrated Development Plans (CIDPs) and County Climate Change Action Plans (CCCAPs).
- Prioritising agriculture, water, environment, and energy projects.

2

Capacity Development for County Teams

- Training county officers on climate change, carbon markets, and project design
- Supporting climate data literacy and reporting systems

3

Support Community Engagement Structures

- Helping counties strengthen grassroots participation in climate action through Ward climate committees, Community-based organizations (CBOs), farmer groups and cooperatives

4

Policy and Strategy Support

- Supporting integration of climate action into sector plans

5

Carbon Market Readiness at Country and County Level

- Training on carbon markets and regulations
- Develop guidelines for carbon projects at county level
- Supporting county frameworks for carbon project approval
- Ensuring benefit-sharing mechanisms are clear for communities

6

Data, Monitoring & Reporting Systems

- Simple monitoring tools for county projects
- Reporting systems for climate finance and donor alignment



P3

Academia & Research Collaboration



Jaya collaborates with academics and researchers to advance climate knowledge and support the practical application of research in communities and policy.

1

Training-of-Trainers (ToT) workshops ...

For university students, for them to train communities in their local languages, under Pillar 1

2

Empowering CBE teachers...

with the skills to integrate climate change and other real-world issues into classroom learning.

3

Summer schools and bootcamps

Training university students and staff climate change concepts and co-designing practical projects with them.

4

Climate change e-learning course ...

to build awareness, strengthen practical knowledge, and equip learners with the skills to take meaningful climate action in their communities and workplaces.

5

Applied climate projects in learning institutions

Engaging institutions of learning to implement climate projects that build technical skills and deliver real environmental impact.

6

Supporting PhD researchers

to ensure their climate research is practical and addresses real-world societal challenges.



P4

Corporate ESG Advisory & Implementation



Jaya supports companies to develop and put in place practical ESG and sustainability actions that deliver measurable impact.

1

ESG Capacity Building for Companies

- Training staff on ESG and sustainability
- Supporting board-level ESG awareness
- Building internal ESG measurement and reporting capacity

2

ESG Strategy Development

- Helping companies design or strengthen ESG strategies
- Aligning with global frameworks (GRI, IFRS)
- Integrating climate, nature, and social impact into business plans

3

Nature & Climate Projects

- Corporate-supported reforestation and agroforestry projects
- Water stewardship initiatives
- Waste reduction and circular economy projects

4

ESG Risk & Compliance Advisory

- Climate risk assessments (physical and transition risks)
- Environmental and social risk management
- Regulatory compliance support in emerging markets

5

ESG Reporting & Disclosure

- Supporting ESG reporting and sustainability disclosures
- Data collection systems for environmental and social indicators
- Carbon footprint measurement and reporting

6

Community Impact & Social License to Operate

- Designing ESG projects that directly benefit local communities
- Strengthening community engagement and consent processes



Px

Other Engagements

1

Data Analytics and Research

- Climate data capacity development
- Climate data analytics & visualization
- Climate research & insights generation
- Data systems & tools development

2

Capacity Development for Carbon Developers

- Building a strong understanding of how carbon markets work
- Designing high-quality carbon projects aligned with approved standards
- Designing high-quality carbon projects aligned with approved standards
- Community Engagement

3

Climate Tech Product Management

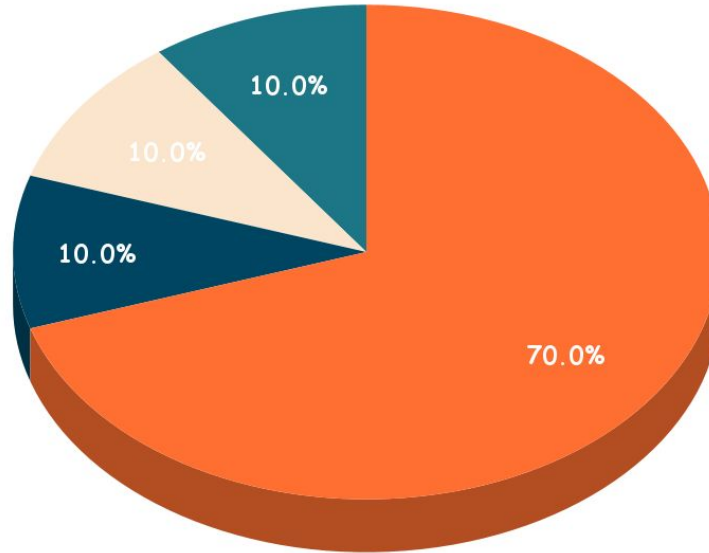
- Building tools such as dashboards, monitoring systems, and climate data platforms
- Testing solutions with communities, developers, and institutions to ensure usability and relevance

We are looking for partners to help us fulfill our mission



How will the funding be utilized?

- Training & Project Implementation
- Company Operating Expenses
- Facilitator Fees
- Co-benefit Project



The Jaya Karbon Kounsel Team



Shel Kariuki
Founder



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Community Climate
Resilience



P2
Public Sector & Policy
Integration



P3
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P4
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Thank you !



Jaya Karbon Kounsel



SCAN TO VIEW

Shel Kariuki
Founder

 shel@jayakarbonkounsel.org

 +254 140 169 053

 www.jayakarbonkounsel.org