

FIRST LADY'S  
**MAZINGIRA  
AWARDS**  
MAZINGIRA YETU, JUKUMU LETU

# FIRST LADY'S MAZINGIRA AWARDS 2025 GUIDELINES

# FIRST LADY'S MAZINGIRA AWARDS (FLAMA)

## 2025 GUIDELINES

### 1. INTRODUCTION

The First Lady's Mazingira Awards (FLAMA) is a learner-centered national annual environment & climate change award, implemented in collaboration with the Ministry of Education, Ministry of Environment, Climate Change and Forestry and other stakeholders. FLAMA was launched on 7th September 2023 at the sidelines of the Africa Climate Summit by Her Excellency the First Lady of the Republic of Kenya, Mama Rachel Ruto.

FLAMA provides a platform and the opportunity for learners to creatively express their understanding, perceptions and solutions for climate change, pollution and biodiversity loss, thus helping them become environmentally conscious and climate ready citizens.

FLAMA seeks to help learners nurture their potential and promote realization of the Competency Based Education (CBE) seven core competencies: Communication and Collaboration, Critical Thinking and Problem Solving, Imagination and Creativity, Citizenship, Digital Literacy, Learning to Learn & Self-Efficacy. FLAMA will also provide an avenue for identifying learners' ability to pursue the Arts and Sports Science Pathway.

The Awards complement the attainment of learning outcomes for learning areas such as Creative Arts, Environmental Activities, Language Skills, Science and Technology and Integrated Science. The Awards also help enlighten and empower learners to become environmental stewards and climate change ambassadors by putting classroom lessons into practice in creative and practical ways.

These guidelines provide the theme and participation criteria for the 2025 FLAMA challenge that is open to Public and Private Primary, Junior and Secondary Schools. This includes schools for learners and trainees with disabilities.

### 2. THEME

Every year the FLAMA theme will align, make reference to and focus on global, regional and national environmental challenges, allowing learners to creatively express their understanding of the issues and provide national contextualized solutions.

The FLAMA 2025 Edition theme is **"End Pollution - Conserve the Environment - Komesha Uchafuzi - Hifadhi Mazingira"** aligned with the 2025 World Environment Day theme ". Learners are encouraged to explore innovative solutions for environmental conservation and climate action; focusing on ending pollution, managing waste and promoting responsible and sustainable environmental practices.

Learners are called upon to interpret the theme and creatively present their original and innovative entries. These submissions will be carefully assessed and evaluated, with emphasis on selecting winners that offer practical and innovative ideas and solutions that inspire impactful actions towards a cleaner and more sustainable future.

### 3. SUBMISSION CATEGORIES AND ARTISTIC CLASSIFICATION

#### 3.1 SUBMISSION CATEGORIES

**Category 1:** Lower Primary (Grade 1-3)

**Category 2:** Upper Primary (Grade 4-6)

**Category 3:** Junior School (Grade 7-9)

**Category 4:** Secondary School (Form 2-4)

**Category 5 A:** Special Needs Education – Age based

5.1 Lower Primary (Grade 1-3)

5.2 Upper Primary (Grade 4-6)

5.3 Junior School (Grade 7-9)

5.4 Secondary School

**Category 5 B:** Special Needs Education – Stage based

5.5 Foundation

5.6 Intermediate

5.7 Pre vocational

N.B Level 5 Learners must either be in a special school, special unit or an inclusive school.

#### 3.2 ARTISTIC CLASSIFICATION

There will be 2 entry levels – Individual and group levels as tabulated below;

ENTRY LEVEL	ARTISTIC CLASSIFICATION	REGULAR	SPECIAL NEEDS EDUCATION
Individual	Essay writing	English	Essay writing
			Braille Essay (English)-VI
		Swahili	Essay (Swahili)
			Braille Essay (Swahili)-VI
	Art	Painting	Painting
		Drawing	Drawing
	Poetry	English/Swahili (Solo)	SNE Poetry - Audio/visual SNE Poetry-Signed Video- HI
	Kenya Sign Language (KSL)		KSL Poetry Video - HI
			KSL Signed Word-Video (spoken) for HI
KSL Signed Essay			
Group Work	Poetry	English / Swahili (Choral & Spoken Word) Not more than 10 learners	SNE Poetry - Audio/visual SNE Poetry-Signed Video- HI
	Special Schools Stage based learners	Poetry (English and Swahili)	Poetry-Video KSL-HI Poetry- Audio/Visual

## 4. REGISTRATION AND SUBMISSION DATES

ACTIVITY	DATE
FLAMA Launch	5 <sup>th</sup> June 2025
FLAMA Schools Registration	5 <sup>th</sup> June – 29 <sup>th</sup> August 2025
Submission of learner's entries	30 <sup>th</sup> June – 29 <sup>th</sup> August 2025
Training of Judges and Assessment of Entries	September 2025
Communication of winners	September 2025
Awards Ceremony	10 <sup>th</sup> October 2025 - Mazingira Day

## 5. PARTICIPATION CRITERIA

All learners and schools participating in FLAMA 2025 should meet the following criteria;

### 5.1 ELIGIBILITY

- Learners from regular and special/integrated/inclusive schools at public and Primary, Junior and Secondary Schools are eligible to participate.
- Schools are encouraged to have an internal selection process to identify their best entries.
- Each school will be allowed only **ONE** entry each per submission category and **ONE** entry each per artistic classification (See **Section 3.1 and 3.2**).
- Each learner is allowed to submit a maximum of **TWO** entries; **ONE** per artistic classification
- Group entries shall apply to;
  - Choral, spoken word and signed entries (up to a **maximum of 10 learners**)
  - Entries for SNE learners following the stage based curriculum pathway
- All schools interested in participating in FLAMA 2025 **MUST** be registered on the FLAMA online portal ([www.flama.go.ke](http://www.flama.go.ke)) using the school NEMIS code. Only registered schools will be able to submit learner entries.
- Learners cannot submit entries individually unless their school is registered on the FLAMA.
- All entries **MUST** be the original creation of the learner(s)
- Completed entries should adhere to the submission formats as indicated in **Section 5.3**.
  - Completed artwork and essay entries should be scanned and submitted on the FLAMA portal in PDF or high-resolution JPEG format.
  - Audiovisual clips must be in MP4 format
- If a school is unable to submit entries online, hard copy entries should be delivered to the respective Sub County Director of Education Office for online submission
- All original entries should be stored safely for verifiability

## 5.2 INELIGIBLE SUBMISSIONS

- Submissions that infringe on a third party's copyrights
- Entries created by a person other than a registered learner
- Plagiarised and AI generated content
- Submissions that have been previously submitted for a similar purpose

## 5.3 SUBMISSION FORMAT

### Artwork

- Medium:** Participants can choose between painting OR drawing
- Size:** A4
- Format:** Artwork should be in PDF format
- Originality:** The artwork must be original and created specifically for this challenge.
- Labelling:** The student's full name, school name and category of entry should be filled in on the online form and not on the art work.
- Captions:** Each artwork should have a title (maximum 15 words). This should be filled in on the online registration form NOT on the artwork.

### Essay

- Language:** The essay can be in English, Swahili, Kenya Sign Language and Braille
- File type:** PDF format only allowed for essay submission except for Braille essays as guided in the table below.
- Format:** All essays should be on A4 size paper and should be handwritten/ Braille/ Signed and guided by the number of words as shown in the table below;

LEVEL	ENGLISH /KSL/ BRAILLE	SWAHILI/BRAILLE
Lower Primary, Grade 1 - 3	100 - 150 words	80 - 100
Upper Primary, Grade 4 - 6	150 - 300 words	100 - 250
Upper Primary, Grade 4 - 6	300 - 600 words	250 - 500
Secondary School	600 - 1000 words	500 - 800

- Content:** The essay should express the learner's thoughts, perceptions, ideas, personal experiences and solutions that align to the 2025 FLAMA theme
- Originality:** Essays must be original, written by the learners themselves, and not copied from any external sources or AI generated.

## Poetry (video)

The solo, choral and spoken word entries;

**Length:** Not more than 3 minutes long

**Language:** In either English, Swahili or Kenya Sign Language

**Format:** High resolution video in MP4

**Number of learners:** For Choral and Spoken Word entries NOT more than 10 learners

All recitals should be memorized (reading / sign reading will not be allowed )

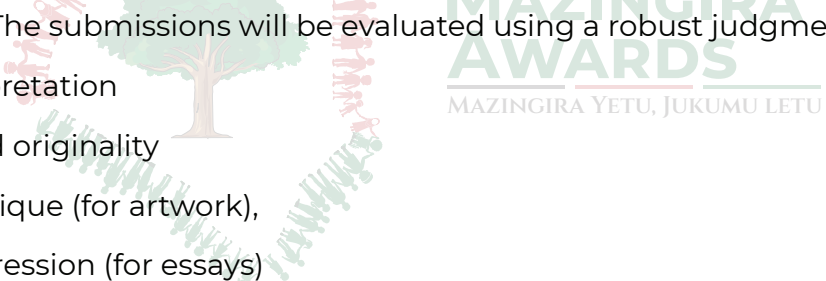
### Braille Essay.

Brailled entries from learners with visual impairment will be submitted through the nearest Sub County Director of Education for onward sub mission to the FLAMA Secretariat

### Special Needs Category

Entries for braille essay, signed essay, signed (spoken) word and signed poetry shall be assessed by Special Need Education (SNE) Judges.

## 6. SELECTION OF WINNERS

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- i. **Judging Criteria:** The submissions will be evaluated using a robust judgment criterion based on;
- Theme interpretation
  - Creativity and originality
  - Artistic technique (for artwork),
  - Clarity of expression (for essays)
  - Clarity of expression and presentation (for spoken / signed word).

ii. **Judging Process:** The submissions will be judged by a panel of experienced professionals including; teachers of art & language, artists, writers, environmental and climate change experts, and experts in special needs education.

iii. **Fairness:** The judging process will be fair and impartial, with judges evaluating the submissions independently using the established criteria.

The decision of the judging panel will be final.

## 7. RECOGNITION AND PRIZES

**Notification:** Winners will be notified through their respective schools through the OFFICIAL FLAMA email and telephone.

**Prizes:** There will be exciting prizes for the winning learners, teachers and schools.

**Exhibition:** An exhibition will be held during the award ceremony to showcase and recognize the learner's creativity and imagination

## 8. CELEBRATION AND AWARENESS

**Award Ceremony:** A National Award Ceremony will be held to celebrate the winners, teachers and schools and recognize their efforts. The date and location will be communicated.

All winning learners will be need to be accompanied by minders in accordance with the Ministry of Education's guidelines. FLAMA will not bear any liability for any loss, damage, or injury (including reputational, emotional, or physical harm) incurred by learners or schools arising from participation in the competition, exhibitions, or related publicity events.

**Awareness Campaign:** FLAMA will use the challenge to raise awareness about environmental conservation and sustainable waste management among schools, the community and the wider public through social media, school and community engagements and local media outlets.

## 9. COPYRIGHT

- By entering the First Lady's Mazingira Awards (FLAMA), you retain the property rights of the submitted entries and will remain the owner of the same.
- You grant the Office of the First Lady the right to publish, display and use the submitted entries to create awareness about the environment and climate change in Kenya, in which case the Office of the First Lady will acknowledge the applicants at all times.
- The submitted entries will not be returned and will remain in the possession of the Office of the First Lady of the Republic of Kenya to create awareness on climate change, biodiversity and pollution control and may be displayed at relevant locations.
- The Office of the First Lady of the Republic of Kenya shall not be responsible for any damage to the submitted entries sustained during submission and handling, even as it shall exert best efforts in handling the submitted artworks.
- The use of any submitted entries by the Office of the First Lady or any other entity involved in this program shall not be for any commercial purpose.
- Submission of entries constitutes acceptance of these conditions.
- Participants must ensure that all relevant permissions, licenses, and consents are obtained for any third-party materials included in their submission.

### 9.1. RULES AND REGULATIONS

The 2025 rules and regulations shall be guided as follows;

#### i. Purpose

These rules and regulations outline the values, principles, and behavioral expectations for all participants, partners, judges, mentors, educators, and coordinators involved in the FLAMA initiative. Our shared goal is to create an inclusive, respectful, and impactful platform to inspire environmental and climate action through creativity and learning.

## ii. Core Values

**Integrity:** Uphold honesty, transparency, non-political and ethical behavior.

**Respect:** Treat others with dignity, kindness, and cultural sensitivity.

**Responsibility:** Promote environmental stewardship and accountability.

**Inclusivity:** Ensure equal participation, regardless of background, gender, ability, disability or socio-economic status.

**Creativity:** Encourage original thought and meaningful engagement with climate and environmental themes.

## iii. Expectations from Participants

Submit only original work. Plagiarism or misrepresentation is strictly prohibited and subject to disqualification.

Respect the views and contributions of fellow participants.

Refrain from using offensive, discriminatory, or harmful language or imagery.

Follow all submission deadlines and guidelines as outlined by FLAMA.

Uphold the spirit of fair competition and learning.

## iv. Expectations from Educators and Mentors

Provide guidance without altering or completing work on behalf of learners.

Foster a safe, encouraging, and respectful environment for inclusive learning and expression.

Promote equity by supporting learners from diverse backgrounds and those with special education needs to participate fully.

Educators should adhere to the code of conduct guiding the festival, as well as professionalism

## v. Expectations from Judges and Organizers

Evaluate submissions fairly, objectively, and without bias.

Maintain confidentiality around participant submissions until results are public.

Disclose any conflicts of interest and recuse themselves where impartiality is compromised.

## vi. Environmental Commitment

All activities should reflect FLAMA's commitment to sustainability.

Participants and institutions are encouraged to minimize waste and promote recycling, re-use and upcycling during project creation and submission.

### vii. Reporting Misconduct

Any concerns related to violations of these rules and regulations can be reported confidentially to the FLAMA Coordination Secretariat via [help@flama.or.ke](mailto:help@flama.or.ke). All reports will be handled with sensitivity and professionalism.

### viii. Data Protection Policy

The data collected in this process shall be used solely for the purpose of FLAMA and in accordance with applicable data protection laws of Kenya. The following personal details of all participating learners may be collected and stored for the purpose of implementing FLAMA

- Learner's full name
- Age and grade level
- Gender (optional)
- School name and NEMIS code
- Parent/guardian contact (for consent and notifications)
- Entry materials (essays, drawings, poems, videos)
- Images and videos from award ceremonies or publicity events
- Any disability or special needs details (only where necessary for reasonable accommodation).

By entering this program (FLAMA), you subscribe to the rules and regulations of the program and accept the privacy policy as outlined in the FLAMA Website (<https://flama.go.ke>)

All entries by participating learners who are minors MUST be accompanied by consent forms signed by the learner's parent/guardian. The consent forms can be accessed and downloaded on the FLAMA Website.

### ix. Child Protection and Safeguarding

• FLAMA is committed to creating a safe, respectful, and inclusive environment for all learners, particularly minors.

• Any adult involved in FLAMA who becomes aware of or suspects abuse, exploitation, or inappropriate behavior toward a learner must report it immediately to the FLAMA Child Protection Officer or the relevant authority as required under the Children Act, 2022.

• Photographs, videos, or other recordings featuring identifiable minors shall not be published without express written consent from the child's parent or legal guardian.

• Names, schools, and other personal information shall be limited or anonymized in publicity materials unless consent is expressly provided.

• All mentors, educators, judges, and staff must adhere to a professional and ethical code of conduct that prioritizes learner welfare and upholds dignity, respect, and non discrimination.

• Derogatory, discriminatory, or exploitative behavior or language will not be tolerated and may result in disqualification or removal from the program.

• All FLAMA-related events will be designed to be physically and emotionally safe for children, with appropriate supervision, gender sensitivity, and inclusivity measures in place.

## x. Disciplinary Action

Violation of these rules and regulations may result in disqualification from the awards, removal from participation, or other appropriate actions determined by the FLAMA Secretariat.

## xi. Acknowledgment

All participants and stakeholders and educators are required to read, understand, and agree to these terms and conditions as a requirement of their involvement with FLAMA.

## xii. FLAMA Grievance Redress Mechanism (GRM)

At FLAMA, we are committed to promoting integrity, transparency, fairness, and accountability in all our processes. The program embeds the quality assurance provisions of the Ministry of Education. We recognize that concerns may arise and believe in providing a respectful, inclusive, and efficient system for resolving them.

### • Purpose of the GRM

The **Grievance Redress Mechanism** enables learners and schools involved in the FLAMA to raise concerns or complaints related to the First Lady Mazingira Awards in a fair and timely manner.

### • Scope

This mechanism applies to:

- Applicants and participants of the FLAMA Awards
- Partner organizations and sponsors
- Members of the public with a legitimate interest in the Awards process

### • Types of Grievances

Grievances may include, but are not limited to:

- Unfair treatment or bias in the application or evaluation process
- Miscommunication or lack of information
- Breach of rules or ethical concerns
- Accessibility or participation barriers

### • How to Submit a Grievance

Grievances should be prefer submitted to the FLAMA Secretariat using the following channels:

**Email:** [help@flama.go.ke](mailto:help@flama.go.ke)

**Phone (Optional):** +254 798 644 221

All grievances must include:

- Full name and contact information of the complainant
- Description of the grievance (including relevant dates, events, and documents)
- Any supporting evidence

Anonymous submissions will be accepted but may limit ability to conduct a thorough investigation.

## Grievance Handling Procedure

**Acknowledgment:** Complaint will be acknowledged within 5 working days

**Assessment:** Complaint will be reviewed within 10 working days

**Investigation:** If necessary, an internal review committee will conduct an investigation

**Resolution:** Complainants will receive a response with findings and next steps within 21 working days

**Appeal:** If unsatisfied, the complainant may request a review by the FLAMA Advisory Panel

### Confidentiality

All grievances will be treated with the highest level of confidentiality and sensitivity. Personal data will be handled in accordance with data protection laws.

### Continuous Improvement

Feedback and grievances will enhance our processes and ensure a fair and empowering experience for all stakeholders.

## 10. INDEMNITY

All participating schools and parents/guardians agree to indemnify and hold harmless the FLAMA Secretariat, Office of the First Lady, and their agents or representatives against any claims, losses, damages, or legal proceedings arising out of:

- A breach of the rules or guidelines by the learner or school.
- Misuse or misrepresentation of submitted materials.
- Unauthorized use of third-party content included in learner submissions.

## 11. COMMUNICATION

For any inquiries and further information, you can reach the FLAMA Secretariat on;

**Email:** [info@flama.go.ke](mailto:info@flama.go.ke)

**Telephone:** +254 798 644 221

**Website:** [www.flama.go.ke](http://www.flama.go.ke)



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