

Conservation for Sustainable Development: The Unexplored Potential of Kenyan Folklore

Peter Wasamba, Department of Literature, University of Nairobi

Abstract

This paper explores the role of folklore in the promotion of indigenous environmental conservation in Kenya. The paper illuminates the relationship between folklore, conservation of biodiversity and sustainable development. The paper concludes by recommending, among other things, that communities should be encouraged and facilitated to preserve and share traditional environmental knowledge, not only for the conservation of environment, but also for cross-fertilization of folklores, cultural tolerance, peaceful coexistence and parallel economic growth.

***Key words:** folklore, biodiversity, sustainable development, Kenya*