



MAASAI MARA UNIVERSITY
OFFICE OF THE DIRECTOR RESEARCH, INNOVATION & OUTREACH
CONCEPT NOTE

MAASAI MARA UNIVERSITY INNOVATION WEEK, 2026 - CONCEPT NOTE

1. Background and Rationale

Maasai Mara University (MMara-U), through the Directorate of Research, Innovation & Outreach (RIO), seeks to organize the Maasai Mara University Innovation Week, 2026 as a flagship platform to promote innovation, entrepreneurship, research commercialization, and community-engaged solutions. The Innovation week will seek to provide up-to date solutions for contemporary societal challenges that are rapidly evolving. The proposed Innovation Week will therefore serve as a convergence point for students, researchers, innovators, industry, government, communities, and development partners to showcase and co-create solutions addressing local, national, and global challenges. Maasai Mara University's strategic location within the Greater Mara ecosystem, further positions it primely to a diverse of opportunities and challenges alike - including from tourism, biodiversity, culture, and natural resource management. The Innovation week will thus lay a strong emphasis on these tenets, alongside her niche "Tourism, Environmental Resource Management and Conservation" and existing blueprints including Kenya's Bottom-up Economic Transformation Agenda (BETA), Africa's Millennium Development Goals and Sustainable Development Goals (SDGs). The Innovation Week will be held physically in the University in three-folds i.e. school-based sensitization sessions, practical bootcamps with real-time challenges in Narok County and an innovation challenge between 4th to 8th May, 2026.

2. Proposed Theme

"Innovative and Sustainable Solutions for Environmental Conservation, Tourism, and Community Resilience in the Greater Mara"

The theme will be anchored on the following sub-themes;

Sub-Themes

- 1) Green and Renewable Energy Innovations
- 2) Circular Economy and Sustainable Production
- 3) Agri-Tech and Sustainable Food Systems
- 4) AI-Powered and Digital Innovations
- 5) Blockchain-Enabled and FinTech Solutions
- 6) Innovations in Tourism, Culture, and the Creative Economy
- 7) Wildlife Conservation and Environmental Technologies
- 8) Governance, Finance, and Policy
- 9) Innovative Security and Peace-Building Solutions
- 10) Innovation in Education Technology and Skills Development
- 11) HealthTech and Community Well-being Solutions

3. Application and Registration

Interested participants will be required to submit their innovation proposals and abstracts through the official application link that will be provided by the University. The selection process will follow and Successful applicants will be Confirmed and notified to participate in the Innovation week. While there are no registration fees, registration through the provided platforms is mandatory.

4. Objectives

The Innovation Week aims to:

- i) Provide a platform for showcasing innovative ideas, prototypes, and research outputs
- ii) Promote entrepreneurship and commercialization of innovations
- iii) Strengthen university–industry–community linkages
- iv) Encourage student-led and staff-driven innovation
- v) Attract partnerships, sponsorships, and funding opportunities for promising innovations for societal transformation
- vi) Support solutions addressing environmental conservation, tourism, and sustainable development
- vii) Enhance MMara-U's visibility as an innovation hub for innovation and impact technology

5. Target Participants

- Students; including those in High schools, University, College and TVET
- Researchers

- Independent innovators
- Industries
- Government agencies both at local and national level
- Community members
- Development partners
- Marginalized communities

6. Key Dates

The following are the key timelines for the Innovation week;

- 1) Call for Applications: 25th Feb, 2026
- 2) Submission Deadline: 2nd Week of March, 2026
- 3) Notification of Successful Applicants: 3rd Week of March, 2026
- 4) Registration & confirmation of participation: 16th March – 3rd April, 2026
- 5) Innovation Week: 6th – 10th April, 2026

7. Expected Outcomes

The Innovation week is expected to yield the following outputs;

- i) Increased number of viable innovations and startups
- ii) Strengthened innovation culture within the University
- iii) Enhanced partnerships and funding opportunities
- iv) Practical solutions addressing environmental and community challenges
- v) Improved visibility and reputation of MMara-U and its Partners and Innovation week sponsors
- vi) Strong university -industry Linkages

8. Conclusions

The Maasai Mara University Innovation Week, 2026 will be a strategic platform for advancing innovation-driven development, positioning the University as a leader in sustainable, community-centered innovation within the Greater Mara and beyond. The forum is expected to convene at least 100 students, researchers, practitioners & industrialists, government agencies and other policy makers to provide practical and real-time solutions to societal challenges.