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KenGen Foundation

Touching lives, enabling communities

**Better
Globe
Forestry**

Prosperity With Purpose

Schools' green initiative challenge



Working with schools to increase forest cover



Planting trees during the launch of GIC Phase I.



Preparing GIC seedlings at KenGen's Gitaru tree nursery.



Mr. Mike Njeru, Managing Trustee - KenGen Foundation.

About the Green Initiative Challenge

The Green Initiative Challenge (GIC) is a KenGen Foundation project designed to encourage and enable schools to participate in environmental activities by developing small forests and woodlots within their compounds, for multiple benefits.

It is the flagship of the Foundation's Environment pillar, the other two being Education and Water and Sanitation.

Through the GIC project, KenGen Foundation has partnered with Better Globe Forestry and Bamburi Cement Limited to work with schools around the 7-Forks power stations to raise environmental awareness by encouraging students to improve their environment through a participatory and rewarding initiative.

The project area is semi-arid, and tree growing is intensive work, requiring innovation for the trees to survive.

The trial project, which kicked off two years ago, enlisted 81 schools, most of which were already boasting of small forests and woodlots that were slowly changing their compounds and the neighbourhood environment.

Participating schools planted multi-purpose *Senna Siamea* (*Muveshi*) and *Melia volkensii* (*Mukau*) tree seedlings on their specially designated 0.5 to 1 acre plots.

Riding on the recently unveiled global Sustainable Development Goals, GIC enters an ambitious second phase, which targets the greening of 919 more schools in the ASAL areas of Kitui, Machakos and Embu counties.

The expanded GIC will raise the awareness and participation of many more school children in an environmental conservation activity. The sustainable management of woodlots will provide schools with a renewable source of wood fuel, reducing pressure on surrounding vegetation and forest resources.

“ We are really excited about the launch of the Green Initiative Challenge (GIC) phase II schools afforestation project at Kalatine Girls High school in Mwingi District.

Through our partnership with Better Globe Forestry, the undisputed experts of dryland forestry; and Bamburi Cement, the global champions of habitat restoration, the project will see the greening of 500 acres with commercial and fruits trees in more than 900 schools at Embu, Kitu, and Machakos counties.

The GIC phase II project is funded by the partners at a cost of Ksh 120 million and is an upscale of the successful phase I pilot project that initially involved 81 schools within the counties of Embu and Machakos.

The ten-year project will enable schools in dry areas of Embu, Machakos and Kitui counties to participate in environmental activities by developing small forests and woodlots within their compounds for multiple benefits.

We thank our partners for joining us in this great project.”



Bruno Pescheux, MD Bamburi Cement Ltd, Albert Mugo MD KenGen and Chairman of the KenGen Foundation, Jean-Paul Deprins MD Better Globe Forestry during the signing of the GIC expansion MoU 24th July.

It also accords the schools an opportunity to diversify their income through sale of timber as well as non-timber products.

Even higher benefits is the project's contribution to the reduction of greenhouse gases through carbon sequestration, and the control soil erosion by increasing topsoil infiltration and reducing runoff.

GIC community members are also encouraged to establish 'household woodlots' through the participation of their children in the school projects.

The GIC expansion project targets the greening of a total of 460 acres with 324,300 tree seedlings, as well as 113,956 fruit seedlings (passion and pawpaw) on approximately 460 acres.

The programme includes four to eight capacity building sessions per year for all participating schools, and two monitoring and evaluation sessions per year.

The project is designed as a challenge to

participating schools, mainly due to the dry weather conditions in the areas, with prizes awarded based on the highest survival rate of seedlings and use of innovation.

The best performing schools stand to benefit from education scholarships, infrastructural development, water tanks and rainwater-harvesting, and cash awards, among others.

“ The GIC expansion project targets the greening of a total of 460 acres with 324,300 tree seedlings, as well as 113,956 fruit seedlings (passion and pawpaw) on approximately 460 acres.”

“ My dream is to plant as many trees as there are people on the planet.”

- Mr. Rino Solberg, Chairman, Better Globe Forestry Kenya

“ Our vision of large scale dryland afforestation will succeed through partnerships with like-minded organisations and with the help of genuinely dedicated people.”

- Jean-Paul Deprins, Managing Director, Better Globe Forestry Kenya

“ Children are the future of our nation. Ingraining in them environmental conservation habits will ensure that the country builds a sustainable future.”

- Bruno Pescheux, MD Bamburi Cement Ltd

Kitui >

Tree planting project targets 900 schools

More than 900 schools in Kitui, Machakos and Embu counties will benefit from a tree planting project. KenGen Foundation will work with Bamburi Cement and Better Globe Forestry on the project. Speaking during the launch of the Green Initiative Challenge at Kalatine Girls Secondary School in Kitui on Tuesday, KenGen managing trustee Mike Njeru said the project aims at greening schools.

— *Benedict Mutuku*

Electronic Stories

DATE	STATION	JOURNALIST	SUMMARY	TIME	DURATION
TV					
2015-11-18	NTV	Gladys Gachanja	900 schools to benefit from conservation initiative	13:00	00:01:01
2015-11-18	NTV	Mark Masai	900 schools to benefit from conservation initiative	16:00	00:01:04
RADIO					
2015-11-18	Mbaitu FM	Terry Nzau	Trees to be planted in 500 acres in Kitui, Machakos, Embu	19:10	00:01:54
2015-11-19	Mbaitu FM	Miriam Koki	900 schools to benefit from Green Initiative Challenge	07:11	00:01:54