

Students Rewarded for Environmental Conservation Efforts

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Nairobi, Jan 26th 2016: The Green Initiative Challenge (GIC), an environmental conservation project that aims to green schools and communities around the seven-folk power stations has today treated a school to an educational tour to Mombasa to ingrain in them environmental conservation practices.

The beneficiaries of the one-week tour of the Mombasa City are thirty students of St. Martin Kaewa Secondary School in Machakos County. The school beat over 80 participating schools in the first phase of Green Initiative Challenge (GIC) to record the highest survival rate of seedlings and use of innovation in growing an impressive a small forest and a woodlot in their school compound.

GIC, a joint programme by KenGen Foundation, Better Globe Forestry and Bamburi Cement, targets schools around the 7-Forks power stations by rallying and empowering schools to participate in environmental activities.

"The winning students are boasting of small forests and woodlots that have changed their school's environment. Ingraining in them environmental conservation practices will ensure that the country builds a sustainable future," said Jean-Paul Deprins, Managing Director, Better Globe Forestry.

The GIC Phase 1 was implemented for two years and a total of 81 schools participated with 41 schools from Machakos County and 40 from Embu County. The participating schools planted multi-purpose *Cassia siamea* (Muveshi) and *Melia volkensii* (Mukau) tree seedlings for their 0.5acre school plots.

The students will visit Haller Park and Bamburi Nature Trails in Mombasa, which Bamburi Cement Ltd pioneered and transformed from quarry wasteland to a world renowned nature and environmental park, known for its biodiversity in plant and animal species. Today this world class nature and environmental park stands as a beacon on successful decentralization of environmental management to regional and local levels and adaptation of social responsibility

They will also visit Kipevu Power Station, the largest diesel plant in East Africa, and Fort Jesus, one of the main tourist attraction sites in the Coastal city among other scenic places in Mombasa.

"By sponsoring this trip to Mombasa, we want to motivate the students to proactively conserve the environment, not only in their schools but also around their communities," said Susan Maingi, Bamburi Cement Director of Corporate Affairs, Communications & Sustainable Development.

The GIC project, currently in its second phase 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 in environmental management. The best performing schools stand to benefit from education scholarships, infrastructural developments, water tanks, and rainwater-harvesting and cash awards among others.

"We aim to reach up to 140,000 school children by 2018 through GIC project. We are working the schools to reach out to the wider community

members and encourage tree planting and nurturing," said Mike Njeru, Managing Trustee, KenGen Foundation.

With United Nations Environmental Programme's (UNEP) statistics showing that deforestation deprived Kenya's economy of approximately 5.8 billion shillings in 2010, the Green initiative Challenge targets to green a total 460 acres with over 300,000 tree seedlings as well as over 100,000 fruit seedlings (passion and pawpaw) in approximately 460 acres during its second phase.

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About the KenGen Foundation

The KenGen Foundation was established by KenGen in 2012 to serve as the vehicle for up-scaling its Corporate Social Investment (CSI) programs. KenGen has been involved in Corporate Social Responsibility activities, specifically targeting communities living in areas neighbouring its installations. This corporate effort has been driven by KenGen's commitment to being a responsible corporate citizen and its belief in adding value to the livelihoods of targeted communities by establishing relationships and implementing sustainable community projects.

The effort has also been encouraged by the company's realization that it cannot operate in isolation from the environment around it.

About Better Globe Forestry Limited

Better Globe Forestry Ltd is a private afforestation company that is part of the Norwegian 'Better Globe Group'. The company focuses on poverty reduction through massive tree-planting and sustainable agricultural programs, microfinance schemes, educational programs and water supply for rural communities. It also publishes Miti, The Tree Business Magazine for Africa.

Better Globe have established themselves as the leader in dry land forestation. Through use of innovation and careful selection of correct tree species, they have established forests in semi arid areas of Kitui and Lamu counties.

About Bamburi Cement Limited

Bamburi Cement Limited, a subsidiary of LafargeHolcim, a world leader in building materials, with a well - balance presence in 90 countries and a focus on Cement, Aggregates and Concrete. Bamburic Cement has has three subsidiaries Hima Cement Ltd (Uganda), Bamburi Special Products Ltd and Lafarge Ecosystems Ltd. The Company is driven by the needs of its customers, shareholders, communities; and is architect in creating high value-added solutions which encourage creativity whilst leaving a lighter trace on the world.

More information on Bamburi Cement Ltd iavailable on www.Lafarge.co.ke and on LafargeHolcim on www.LafargeHolcim.com