



## PRESS RELEASE:

### KenGen Foundation, Bamburi Cement and Better Globe Forestry LAUNCH OF PHASE IV WITH 100 SCHOOLS TREE PLANTING COMPETITION.

#### *A total of 300 schools enrolled*

**Mombasa 14/06** ...100 new schools have enrolled for Phase IV of the Schools Green Initiative Challenge in the semi-arid counties of Embu, Kitui and Machakos as Phase II winners, Thua Primary school, toured Mombasa as part of their reward in leading 120 schools in the tree planting competition.

The Green Initiative Challenge (GIC) whose key sponsors are Bamburi Cement Ltd, KenGen Foundation and Better Globe Forestry has over 300 primary and secondary schools and hundreds of students participating in the competition with the aim of mitigating climate change as well as providing sustainable woodfuel and alternative income opportunities for the local communities. In its fourth phase, 100 new GIC schools will compete in nurturing drought resistant *Terminalia brownie*, *Senna siamea* and *Melia volkensi* tree species in 0.5 acre plots at their institutions. The project aims at greening over 500 acres of the semi-arid counties of Embu, Kitui, and Machakos.

Speaking during the rewarding ceremony of Phase II winners - Thua Primary School, Kitui, Susan Maingi, Bamburi Cement Ltd. Director, Corporate Affairs, Communications & Sustainable Development noted that the initiative sought to provide a practical learning environment for students and communities that are in these affected areas.

“This challenge is a source of inspiration to the young generation. It ensures that they learn through commitment in finding solutions and implementing them to make a difference in their society. It also supports the nation’s agenda of reviving our tree-forest cover and therefore supports not only the national goals but promotes commitment to reversing the climate change effects in arid and semi-arid areas in Kenya. Bamburi Cement is proud to see that this initiative is creating an environment where students take part in deciding what type of environment they live in; and for us, that’s a great win - making them responsible leaders in our society.” Noted Ms. Susan.

The Schools Green Initiative Challenge incorporates six of the 17 recently unveiled UN Sustainable Development Goals namely Quality Education, Climate Change, Clean Water & Sanitation, Life on Land, Climate Action, and also Partnerships for the goals. The ultimate goal of the GIC is to raise the awareness and participation of school children in environmental conservation and ultimately increase the country’s forest cover from the current 7% to 10% that is recommended by United Nations Environmental Programme (UNEP). The project will also contribute to the reduction of greenhouse gases through carbon sequestration, and the control soil erosion by increasing topsoil infiltration and reducing run-off.

KenGen Foundations’ Acting Managing Trustee, Anthony Igecha, noted that the initiative will scale up the challenge as the facilitators look towards increasing the number of participating schools. “It is important that we note the contribution that the students are making towards creating a habitable and well conserved environment. Taking stock from the schools in the past phase as an example, the tree cover expected by end of this year will have increased on 460 acres with 324,300 tree seedlings and 113,956 passion and pawpaw fruits therefore promoting and encouraging our continued



investment in long-term sustainable environmental conservation programs. We are also looking to expand our reach to other counties in Turkana, West Pokot and Mombasa Counties”, said Igecha.

Since inception in 2015 with an initial 81 schools from Embu and Machakos, the GIC has grown to involve more than 300 schools inclusive of Kitui County. Best performing schools stand a chance of winning education trips, scholarships, water tanks, infrastructure development, cash prizes among others. Currently, tree seedlings are being distributed to the new schools in order to take advantage of the ongoing rains.

Better Globe Forestry Limited, leaders in dry land afforestation, have feted this reward scheme terming it as a measure of acknowledging the input the students in the counties have made towards eradicating not only arid land but also behaviour change and poverty thus securing a better future for the community and the environment.

**#### ENDS####**

### **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 Forestry have established themselves as the leader in dry land afforestation. 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**

As one of the oldest Kenyan cement companies, Bamburi is a household name known to majority of Kenyans as “Bamburi Cement”. We have grown to be the leader and Industry Captain with a bold vision for the future, which is ‘To delight our customers with innovative construction solutions with a commitment to sustainability’.

Bamburi Cement Limited, a subsidiary of LafargeHolcim, is the leading cement manufacturing and marketing Company in the Eastern Africa region, having been operational for over 64 years. It has three subsidiaries Hima Cement Ltd (Uganda), Bamburi Special Products Ltd and Lafarge Ecosystems Ltd.

Ingrained within the Bamburi Cements’ value system is the long-standing commitment to make positive, tangible and sustainable difference among the communities it operates in and serves, and its sustainable development agenda is organized around Climate, People and Communities, Circular Economy, and Water and Nature pillars. We as a corporate citizen play an active role in meeting societal challenges, development of communities and implement proactive measures in favor of



sustainability. We are committed to the future and the positive contribution it intends to make to society, to secure the future generations in light of the challenges of rapid urbanization, environmental degradation; and we have made great strides in the area of biodiversity management, improved energy consumption and resource efficiency through utilization of non-fossil fuels, including biomass as a continuous program to reduce environmental footprint.