



# JITOKEZE TUPANDE MITI CAMPAIGN PHASE ONE REPORT

**SAVE TREES, SAVE NATURE, SAVE LIFE**

**PHASE ONE (FEBRUARY-AUGUST 2021)**

**PREPARED BY: JIJENGE YOUTH ORGANIZATION**

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# Introduction

**Jitokeze Tupande Miti Campaign is youth lead environmental movement that started in February 2021 with the intention of promoting partnership and advocacy for environmental conservation in a holistic and diverse approach. It supports the various efforts by other stakeholders to increase the forest cover of Kisumu county from 0.45% to the recommended 10% by 2024**

The value and purpose of trees are enormous, and their existence is vital for our survival. We as young people in Kisumu plant trees to help combat global warming by absorbing carbon dioxide, removing and storing the carbon while releasing oxygen back into the air.

We believe that planting trees in institutions help to improve air quality by intercepting and trapping dust and other pollutants from the air. The shade of trees provides a useful barrier to harmful ultra-violet radiation from the sun as it also provides a conducive environment for students to learn in.

But it's not just for our community physical health that we plant trees it's for the greater benefit, our community mental health. We strongly believe that when surrounded by trees or taking part in nature-based activities, stress and depression levels can be significantly reduced.

Thus the campaign seeks to empower young people to be able to develop a strong passion for environmental transformation and justice, as they become green champions who can confidently advocate for sustainable environmental matters and for protecting public green spaces to be more habitable

# Message from Convener



**“A true conservationist is a man who knows that the world is not given by his fathers but borrowed from his children.**

We live in an era influenced by humans to the point that the Earth's systems are now altered.

We, therefore, plant trees to promote the health and social well-being of students in institutions by reducing air pollution, reducing stress, as we promote both mentally and physically healthy communities.

Children with views of trees are more likely to pay attention and succeed in school.

**TOM OGALO**  
EXECUTIVE DIRECTOR  
JIJENGE YOUTH ORGANIZATION

We seek to achieve  
**Sustainable**

**Development Goals**

- Goal 3: **Good health and well-being**
- Goal 13: **Climate action**
- Goal 15: **Life on land**

# Priority Areas



## Environmental Conservation

This is done with the aim of reducing air, water and land pollution. To ensure the protection of biodiversity for our future generation.



## Environmental Advocacy

This aims at helping young people to understand the fragility of our environment and the importance of its protection. It involves media sensitization, policy-making and awareness creation



## Environmental Empowerment

Environmental empowerment through environmental education, training and social commitment with the aim of providing equal opportunities for young people and promoting their involvement in decision-making.



## Increased forest Cover

We depend on forests for our survival, from the air we breathe to the wood we use. Besides providing habitats for animals and livelihoods for humans, offer watershed protection, prevent soil erosion and critical in mitigating climate change.



## Green spaces in Schools

Creating Green Spaces in schools promote health and social well-being of students in institutions by reducing air pollution, reducing stress and promoting both mental and physical wellness.



## Strengthen Environmental Clubs in schools

To empower students to participate and take part in meaningful environmental activities and projects, as they influence, engage and educate on sound environmental behaviour to the community



## Create Environmental Network

The network allows organizations to broaden their environmental advocacy agenda as organizations share and learn about best practices in environmental conservation



## Showcase Environmental Innovations

The campaign provides environmental entrepreneurs with the platform to showcase their eco-innovation that results in reduced emissions and wastes

# Campaign Progress

The environment is no one's property to destroy; it's everyone's responsibility to protect.

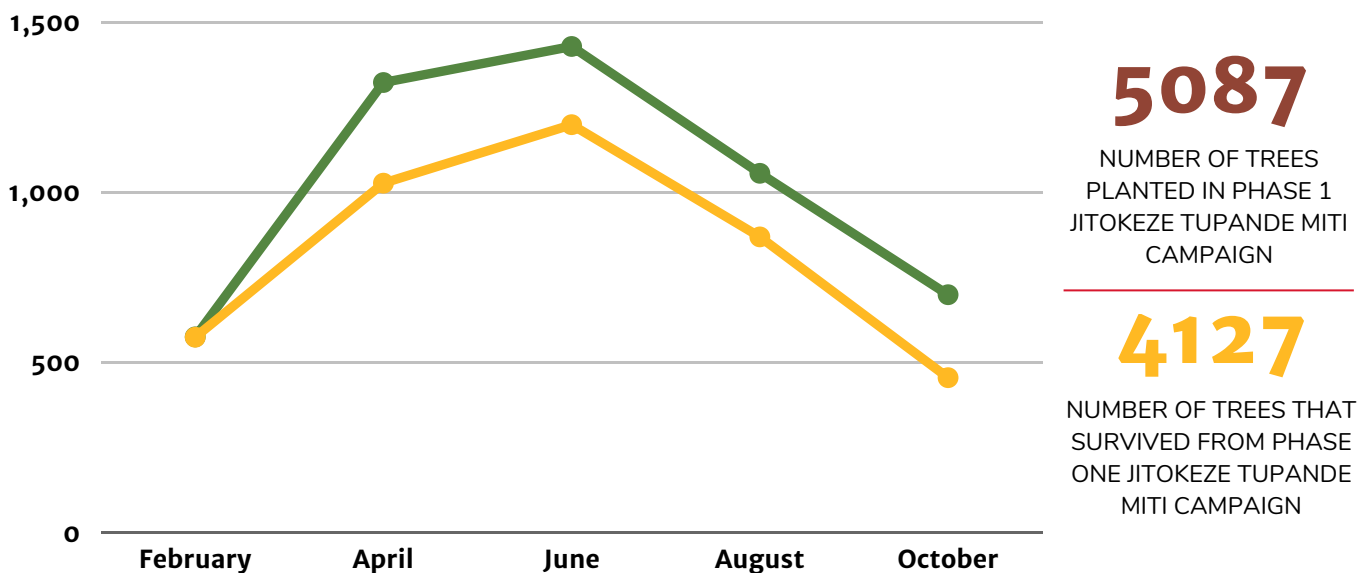
For Phase One of the Jitokeze Tupande Miti campaign, we are excited that we managed to do more than we expected. From the data/outcome analysis below you note that we have managed to be involved and directly engaged in making mother earth a better place for all.

Key Indicator	Activity / Project	Data / Outcome
NUMBER OF GREEN SPACES IN SCHOOLS AND OTHER INSTITUTIONS	Tree planting in over 15 schools, 1 Correctional center and 2 religious Institutions	<ul style="list-style-type: none"><li>Planted Approx 5,087 trees</li><li>78% of the trees survived</li></ul>
NUMBER OF ENVIRONMENTAL CLUBS IN SCHOOLS	Launched 8 environmental clubs in schools	<ul style="list-style-type: none"><li>Proper care and protection of tree seedlings planted</li><li>Strengthen student engagement in conservation</li></ul>
ENVIRONMENTAL ADVOCACY EVENT ENGAGED IN	Engagement of over 500 volunteers in International Environmental events organized by Jijenge Youth in Kisumu county	<ul style="list-style-type: none"><li>Over <b>100 volunteers</b> in World Environment day</li><li><b>155 volunteers</b> in World Habitat Day</li><li>Over <b>250 volunteers</b> for World Clean Up day</li></ul>

## DATA/OUTCOMES FROM THE JITOKENZE TUPANDE MITI CAMPAIGN

Understanding the correct trees to plant in an area and also knowing the trees preference of institutions, tends to determine the trees survival as management is key to sustainability. The following data is an analysis of the campaign over time, The fluctuations and the decline in the number of trees planted was due to the changes in environmental factors such as extreme sunlight, temperature, water and humidity that affect the tree growth and development

# DATA OF JITOKENZE TUPANDE MITI PHASE ONE



**78%**

SURVIVAL RATE OF THE TREES PLANTED IN PHASE 1 OF THE JITOKENZE TUPANDE MITI CAMPAIGN

## Areas of focus for improved sustainability of trees planted

### CONVENERS RECOMMENDATION

- More engagement of community members and local administration for efficiency in the tree management
- Strengthen environmental clubs in schools to promote increased change in attitude on environmental conservation
- Prioritize indigenous trees for any exercise as they tend to be more resistant to harsh climatic condition
- The right choice of seedlings as per the area outlook and topology

# Next Steps

We have to take serious actions in tackling Kenya's pressing challenges of climate change. Let's promote, conserve and protect the environment for sustainable development in Kenya.

For Phase 2 of the campaign, we are pleased to inform you that will introduce Adopt A tree program for corporates, political leaders, CSOs and individuals to be able to adopt trees to be planted in the various institutions and facilities

## ADOPT A TREE THROUGH

<https://tinyurl.com/y3rzvrfg>



PAYBILL **5 1 9 4 5 2 7**

ACCOUNT **YOUR NAME**

## **Winam Jijenge Youth CBO**

**Bronze** - Adopt 15 trees @40/= (600/=)

**Silver**- Adopt 50 trees @40/= (2,000/=)

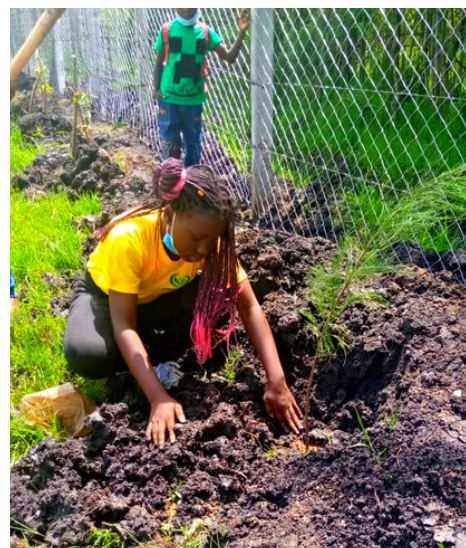
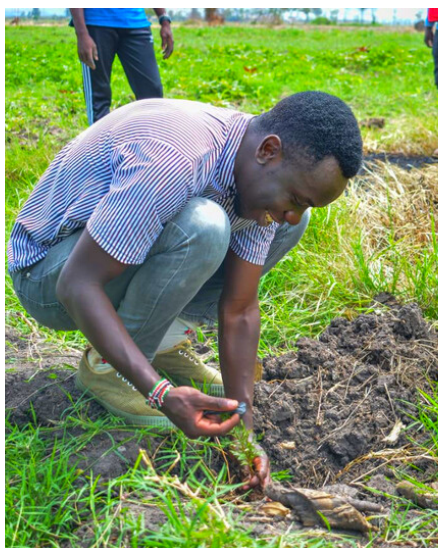
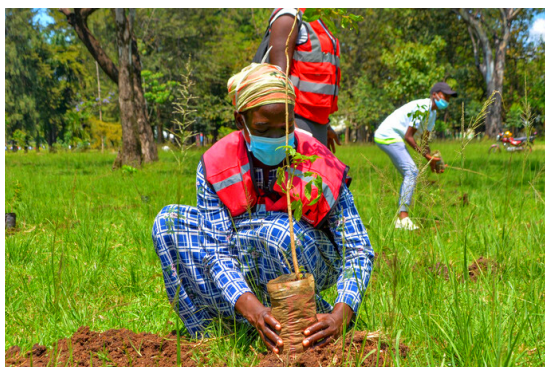
**Gold**- Adopt 100 trees @40/= (4,000/=)

**Platinum** - Adopt 200 trees @40/= (8,000/=)

**Champion**- Adopt any number of trees



# Photo Highlights



**Not until you dig a hole, you plant a tree, you water it and make it survive, you haven't done a thing. You are just talking.  
We owe it to ourselves and to the next generation to conserve the environment so that we can bequeath our children a sustainable world that benefits all**



# Phase 1 Partners

Jijenge Youth Organisation

TINADA Youth Organization

Raise My Hope

Kenya Red Cross Society

Sustainable Rural Initiatives

COME INITIATIVE

EcoAware Kenya

Touch Care Foundation

Spicewarriors

SUSO

Heart to Heart smile CBO

Behind Zero waste Initiative

Greater Nyando Nurseries

Happy Life For Development CBO

Konya Kiota Kijijini CBO

Nyalenda young Turks CBO

Tujiinue Tusonge Mbele CBO

Women Volunteers For Peace (WOVOP)

Kisumu Youth Caucas

Gulf Hub

Armstrong Women Empowerment Center

Eagle Wings Org

Youth For Sustainable Development Kisumu

Kisumu Environmental Champs

Rahmina Paulette Foundation

Better Me Kenya

Dolfine Korando Faith Foundation

Homeless of Kisumu

Greening Kenya Initiative Trust National Secretariat

Manyatta Development is Power

Giselle Foundation

Rotary Club of Kisumu Winam

Amazing Grace Center Kenya CBO (AGCK)

Kenya Prisons Service

Commissioner General Prisons Wycliffe O. Ogallo

**We thank you for your continued support in  
our efforts to contribute to a greener nation**

## Contact

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