



*SPEECH BY THE CABINET SECRETARY, MINISTRY OF  
ENVIRONMENT, CLIMATE CHANGE AND FORESTRY DR.  
DEBORAH M. BARASA DURING THE MEDIA  
BREAKFAST ON MAZINGIRA DAY ON 8<sup>TH</sup> OCTOBER,  
2025*

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*Colleagues, members of the media, distinguished guests,  
ladies and gentlemen.*

*Good morning,*

*It gives me great pleasure to welcome you to this Media  
Breakfast as we prepare for this year's Mazingira Day*

celebrations, which will be held on 10th October 2025 across the Country.

I begin by sincerely appreciating you, members of the media fraternity, for the role you continue to play in shaping Kenya's environmental narrative. Your work helps mobilize citizens, amplify awareness, and sustain

national momentum towards a cleaner, greener and healthier country.

Mazingira Day, celebrated annually on 10th October, is Kenya's national platform for promoting environmental awareness, citizen participation, and collective action in

achieving our ambitious goal of growing 15 billion trees and attaining 30% tree cover by 2032.

This year, our celebrations will be held under the theme “Citizen-Centric Tree Growing and Environmental Stewardship.”

*It is a call to action for every Kenyan - young or old - to take personal responsibility for restoring our environment. It's about more than planting trees; it's about growing a culture of care, giving back to our communities, and reconnecting with our roots.*

***Ladies and Gentlemen***

This year's campaign is anchored on a very simple yet powerful idea #Turudi Primo TukadonateFruitTrees na TukacleanEnvironment.

We are inviting every Kenyan to go back to their former primary school, to donate and plant a fruit tree, and to clean and green the school environment.

*Our schools are the foundation of our nation - the place where values are first planted. By returning there, we not only plant trees, but also plant a sense of environmental responsibility in the next generation.*

This year's Mazingira Day will be marked across the Country, led by the entire Cabinet, under the leadership of H.E. President Dr. William Ruto. Each Cabinet Secretary, Principal Secretary, Chairperson and Chief Executive Officer of a State Corporation will lead by example by returning to their former or designated

primary schools to donate and plant fruit trees, and to spearhead clean-up exercises.

For my part, I will join my fellow alumni at Kabuyefwe Primary School in Trans Nzoia County, where together we will plant fruit trees and undertake a school and community clean-up. This leadership model is about

setting the pace - showing that giving back begins at home.

## Why Fruit Trees?

The choice of fruit trees this year is intentional. Fruit trees are life-giving, they feed, shade, and sustain. They provide nourishment for our children, income for schools,

and shade that cools our classrooms and improves learning environments.

They also represent continuity, the idea that the trees we plant today will feed and sustain others long after we are gone.

Each school is expected to plant at least 2,000 fruit trees, while learners will receive seedlings to take home and extend the impact into their communities.

To make this possible, the National Youth Service (NYS) will have fruit tree seedlings available across the country at a cost of KSh 150 each. The specific NYS distribution

points will be communicated to facilitate access by Ministries, schools, and local communities.

Every Cabinet Secretary and Principal Secretary will be required to purchase and donate these seedlings to their respective schools.

*Ladies and gentlemen,*

*Since the launch of the 15 Billion Tree Growing Programme in December 2022, Kenya has planted over 1.06 billion trees. This is a demonstration of the collective spirit that drives our country, the belief that change begins with each of us.*

Beyond tree planting, we continue to strengthen the policy, legal, and institutional frameworks that make this progress sustainable. We are finalizing the Forest Conservation and Management (Amendment) Bill, 2025, developing new regulations to promote responsible trade in forest products, and attracting private investment in forest-based enterprises.

We have also launched the Agroforestry and Bamboo Development Strategies, which will scale up tree-based value chains, create green jobs, and build local industries that link tree growing with livelihoods.

In addition, Kenya has operationalized the National REDD+ Registry to track projects that reduce carbon emissions and generate climate finance. This positions our country as a leader in forest-based climate solutions.

*Distinguished Guests,*

Mazingira Day is more than a one-day event - it is a launchpad for sustained citizen action. It connects to broader national priorities under Bottom-Up Economic Transformation Agenda (BETA), focusing on green jobs, circular economy, and climate resilience.

It also complements other initiatives such as World Clean-Up Day, Chiefs' Climate Action Day, and our school-based climate education programmes.

Our goal is to make environmental stewardship a way of life, not a seasonal activity.

As we prepare for Mazingira Day 2025, we invite you, members of the media, to walk with us - to tell the story of a nation taking responsibility for its environment. We ask for your partnership in amplifying the message, in inspiring alumni, communities, and young people to act.

Your coverage will help turn this day into a national movement, one that brings together leadership, citizens, and communities under one shared vision.

As I conclude, let me emphasize one thing: Mazingira Day is not just about trees - it's about people. It's about unity, renewal, and responsibility. Let us go back to our

roots, plant fruit trees, clean our schools, and grow the future we want for Kenya.

*By planting today, we secure tomorrow.*

*Thank you.*