



Talking Notes for the PS: Mazingira Day Media Breakfast

1. Opening & Context

- Warmly welcome the editors and media fraternity, and thank them for honoring the invitation.
- Emphasize the importance of **media as partners in shaping national awareness** around environmental stewardship.

2. About Mazingira Day

- Mazingira Day, commemorated on **10th October**, is Kenya's official national platform for environmental action and awareness.
- The 2025 celebrations will be held under the theme: *"Citizen-Centric Tree Growing and Environmental Stewardship."*
- It aligns with the **National Landscape and Ecosystem Restoration Strategy (2023–2032)**, which seeks to restore **10.6 million hectares** through the growing of **15 billion trees by 2032**.

3. 2025 Celebration

- This year's focus is on **fruit trees in schools**, connecting **environmental restoration, nutrition, education, and livelihoods**.
- The call is for **all Kenyans to return to their primary schools** under the rallying slogan: ***#TurudiPrimoTukadonateFruitTrees na TukacleanEnvironment.***

- Dual approach:

1. **National event in Trans-Nzoia County** at Kabuyefwe Primary School & Kabuyefwe Boys, Kiminini, Trans Nzoia County.
 2. **Decentralized celebrations** in 9,127 primary schools nationwide as coordination centers, led by Assistant Chiefs, with CSs, PSs, Governors, alumni, and communities leading tree planting and clean-up in schools and nearby markets.
- **National target: 71.14M seedlings** to be planted in 35,570 public and private primary schools with **2,000 trees per school**.
 - CS's and PS's to donate fruit seedlings to their primary schools
 - **Trans Nzoia (National Venue):** Planting of 10,000 fruit trees across 60 acres (6,400 on school land, 3,600 seedlings distributed for learners to plant at home).
 - **Complementary activities:** market clean-ups, mentorship sessions, exhibitions, and cultural showcases.

5. Build-Up Activities

- From **3rd-9th October**, Kenyans are invited to their schools to donate and plant fruit tree seedlings, and take part in clean-up activities.
- **Chiefs' Climate Action Day** to take place on **3rd October**.
- **Clean-ups in market places and awareness on waste segregation** on **3rd October**.

6. Why Fruit Trees?

- Fruit trees provide **food, nutrition, shade, and income**, ensuring that restoration delivers **direct community benefits**.
- Fruits provide raw materials for industries thereby offering **economic opportunities**.
- **Regreening** of learning institutions
- This is about building a **legacy of nourishment and resilience** for future generations, not just planting trees.

7. Role of Media

- Media are a **critical stakeholder** in this campaign.
- Through **storytelling, visibility, and nationwide reach**, media can help:
 - Inspire alumni and communities to take part.
 - Showcase citizen-led environmental action.
 - Sustain national momentum beyond the day itself.

8. Closing

- Reiterate the call: On **10th October**, let's all return to our schools, **donate and plant a fruit tree, clean our environment, and inspire future generations**.
- Invite media to cover both the national and decentralized events, helping to ensure Mazingira Day resonates in every Kenyan household.