



**SPEECH BY THE PRINCIPAL SECRETARY DURING MAZINGIRA DAY  
MEDIA BREAKFAST *NORFOLK HOTEL, TUESDAY 30<sup>TH</sup> SEPTEMBER 2025***

**Ladies and Gentlemen, Good morning.**

It gives me great pleasure to welcome you all to this media briefing as we prepare for **Mazingira Day 2025**. I want to begin by thanking you, the editors and members of the media fraternity, for joining us this morning. Your presence here is not just a show of support, but a reaffirmation of the central role the media plays in shaping national conversations and inspiring collective action.

Mazingira Day, which we commemorate every year on **10<sup>th</sup> October**, has grown to become Kenya's flagship platform for advancing environmental awareness and mobilizing our people towards a greener, cleaner, and healthier nation. This year's celebrations will be held under the theme: ***"Citizen-Centric Tree Growing and Environmental Stewardship."***

This theme underscores our commitment to the **National Landscape and Ecosystem Restoration Strategy (2023-2032)**, which seeks to restore **10.6 million hectares of degraded land** through the growing of **15 billion trees by 2032**. Mazingira Day is therefore not just a one-day event, but part of a much larger, long-term national journey.

Since the launch of the 15B Tree Growing Programme by His Excellency the President in December 2022, Kenyans have already planted close to **one billion trees**. This momentum shows the collective power of government, counties, communities, and partners working together towards our shared goal of achieving 30% tree cover.

This year we have chosen to focus on **fruit tree planting in primary schools**. Why schools? Because they are the foundation of our nation. They hold our earliest memories, they nurture future generations, and they provide us with the opportunity to root environmental responsibility in young hearts and minds.

Ladies and gentlemen, fruit trees have been deliberately chosen because of their multiple benefits. They provide food, vitamins, and income; they offer shade and improve school microclimates; they contribute directly to education, health, and livelihoods. In short, they ensure that our restoration agenda delivers tangible, life-changing benefits to the people of Kenya.

The rallying call for this year is: **#TurudiPrimo TukadonateFruitTrees na TukacleanEnvironment**. We are calling on every Kenyan to return to their primary school - to donate and plant a fruit tree, to clean the school grounds, and to leave behind a legacy for those who come after us.

The structure of the celebrations will be twofold. First, we shall host a **National event in Trans-Nzoia County** on the 10<sup>th</sup> of October at Kabuyefwe Primary School where over **10,000 fruit trees** will be planted. At the same time, across the Country, 9,127 sub-locations will host decentralized events, coordinated by Assistant Chiefs and led by Cabinet Secretaries, Principal Secretaries, Governors, alumni, and local communities. Our national target is **71.14 million seedlings** in **35,570 primary schools**, with a minimum of **2,000 fruit trees per school**. Where schools have limited land, excess seedlings will be distributed for learners to plant at home, ensuring every child takes part in building Kenya's green future.

We have also planned **build-up activities** such as market clean-ups, distribution of color-coded waste bins in selected areas, marathon and empowerment programmes to sustain momentum. From **3<sup>rd</sup>-9<sup>th</sup> October**, Kenyans are invited to visit their schools to donate seedlings and take part in clean-up campaigns. In addition, Mazingira Day has been linked with the already commemorated **World Clean-Up Day on 20<sup>th</sup> September**, and the **Chiefs' Climate Action Day on 3<sup>rd</sup> October**, to ensure continuity.

Distinguished guests, the role of the media in this campaign cannot be overstated. As editors, producers, and storytellers, you are a critical partner in helping us reach every Kenyan household. Through your coverage, we are able to inspire alumni to take part, showcase citizen-

led environmental action, and keep the momentum alive long after the day itself.

As I close, let me reiterate this call: On **10<sup>th</sup> October 2025**, let us all return to our schools, donate and plant fruit trees, clean our environment, and together, inspire a greener, healthier, and more sustainable Kenya.

We invite you, our media colleagues, to walk with us in this journey, to cover the national and decentralized events, and to help us tell the Mazingira Day story with the power and reach that only the media can achieve.

**Thank you, and may we all continue to work together to clean and green our beloved Country.**