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Forest Challenge

**SPONSORSHIP
& PARTICIPATION
PROPOSAL**

Theme: Nurturing Nature for Sustainable Tomorrow

Date Saturday, November 30, 2024	Time 9:00am - 5:00pm	Venue Kereita Forest Aberdare
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Introduction

Organised by the East African Wild Life Society (EAWLS) in collaboration with Kijabe Environment Volunteers (KENVO) and Kenya Forest Service (KFS), the Forest Challenge (FC) is an annual event launched in 2014. This event provides an exceptional opportunity for participants to interact with nature by taking part in an exhilarating experience while contributing to a worthy cause in Kereita Forest, which forms part of the larger Aberdare Forest.

Forests provide critical ecosystem goods and services, including food, fodder, water, shelter, nutrient cycling, and cultural and recreational value. They also store carbon, provide habitat for diverse species, and help prevent land degradation and desertification. In the face of escalating impacts of climate change

and a biodiversity crisis, forests are both a casualty and an important part of the solution. Forest degradation and deforestation are global issues that disproportionately affect poor and marginalized communities in least developed countries, leading to widespread poverty and food insecurity. Between 1 to 6 billion hectares of landscapes globally are degraded, significantly affecting the livelihoods and health of millions of people.

Despite the fundamental role of forests in the economy and human well-being in Kenya, they are threatened by competing land uses such as agriculture, industry, human settlement, and infrastructure development. Unsustainable extraction of forest products, illegal logging, charcoal production, and grazing have also contributed to forest degradation. As a result, the

country loses approximately 12,000 hectares of forest cover annually, which has adverse long-term environmental effects on the sustainability of forest ecosystems, according to a 2019 Ministry of Environment and Forestry report. This rate of forest loss is alarming, as Kenya is already listed as a water-scarce country by the United Nations.

The long-term economic benefits from forest ecosystems exceed short-term gains from deforestation and forest degradation. This underscores the need to conserve forests and make deliberate efforts to restore and sustainably manage degraded forest areas throughout the country. While on an upward trajectory, Kenya's forest cover is still below the recommended global minimum of 10%, hence the focus on reforestation options.





21.4%

Estimated percentage of forests cover in Africa.



12.13%

Percentage of tree cover in Kenya.

10,600,000

Amount in hectares of degraded landscapes to be restored by 2032



Approximate percentage of forests cover of the Earth's land surface.



8.83%

Percentage forest cover increased by from 2018 due to enhanced Forest and Landscape Restoration (FLR) activities by various stakeholders.



1,600,000,000

Estimated number of people, or 25% of the global population that rely on forests for subsistence, livelihoods, employment, and income, making them crucial for sustainable development.

20%

Percentage worldwide, deforestation is estimated to account for the world's annual greenhouse gas emissions.

3.6%

Estimated percentage that forestry accounts for in Kenya's GDP, excluding charcoal and direct subsistence.



Vision

Restored key water catchment areas in Kenya supporting people, economy, and biodiversity.

Objective

The Forest Challenge aims to mobilize resources to continue with the restoration of key water towers by rehabilitating at least 600 hectares (equivalent to planting at least 600,000 trees by 2030). This implies a target of rehabilitating at least 60 hectares annually, which is equivalent to growing approximately 60,000 indigenous trees every year. The funds raised go towards planting and nurturing of the trees for a period of three years.

Specific Objectives

- a) Planting and nurturing at least 60,000 indigenous trees in selected catchment areas annually.
- b) Enhancing community participation in forest conservation and improving their livelihoods through job creation and income generation.
- c) Enhancing public awareness on the importance of forests to catalyse interest and create a sense of responsibility on the conservation of forests.
- d) Building long-term partnerships for forest conservation and management.

The Organizers



EAWLS is a membership-based, not-for-profit conservation organization based in Kenya. Formed in 1961 through a merger of Kenyan and Tanzanian Wild Life Societies and the co-opting of wildlife enthusiasts from Uganda, EAWLS envisions a world in which nature and people co-exist in mutual benefit. EAWLS is the voice of environmental conservation in East Africa. EAWLS carries out its mandate through advocacy and by encouraging governments and non-state actors to promote the sustainable use of natural resources and the environmental goods and services.



KFS is a state corporation established under the Kenya Forest Conservation and Management Act No. 34 of 2016. It is tasked with the responsibility of ensuring sustainable management of forest resources for the socioeconomic development of the country. Key functions of KFS include conserving, protecting and managing all public forests; assisting county governments in building capacity in forestry and forest management; managing water catchment areas in relation to soil and water conservation, carbon sequestration and other environmental services in collaboration with relevant stakeholders.



KENVO is a community-based organisation engaged in developing sustainable nature conservation programmes in the Kikuyu Escarpment Forest. KENVO was formed in 1994 and officially registered in 1996. The major goal of KENVO is to promote conservation of the Kikuyu Escarpment ecosystems, while supporting community livelihoods.





Why Support the Event

By sponsoring the Forest Challenge, your organization will not only be directly supporting the economy, people, and nature but also demonstrating commitment towards achieving environmental sustainability. It is also a testament of Corporate Social Responsibility/ Investment.

Corporate sponsors will have the benefit of extensive pre-event and post-event publicity through free advertisement in the globally distributed Swara magazine (a quarterly publication of EAWLS), the Forest Challenge website, social media platforms, and marketing collateral. Your organization's involvement will be highlighted to ensure maximum exposure and positive public relations.

The FC event is designed to help strengthen team leadership, organizational and teamwork skills through team-building exercises while providing participants with the opportunity to learn about and take part in forest conservation in an adventurous, exciting, and challenging way.

By participating in or sponsoring the event, your organization will be directly contributing to the rehabilitation of degraded forests putting it on a pathway towards achieving organizational carbon neutrality (Net Zero) by offsetting the greenhouse gases you produce from your operations.

The Forest Challenge 2024 Awards Categories

1. Corporate Category

These shall be awards given to corporate organizations participating in the Forest Challenge. The awards are presented as trophies and the company names will be engraved. They are as follows;

a) Forest Champions Award

These are determined by the top three corporate teams competing in the challenge. The awards are as follows:

- Forest Champion Award
- 1st Runner-up Forest Champion Award
- 2nd Runner-up Forest Champion Award

b) Forest Conservation Award

This award is given to the corporate organization that provided the highest financial sponsorship or highest sponsorship level and also brought the largest number of participants to the event.

c) Forest Stewardship Award

This award is given to the corporate organization that has provided significant in-kind sponsorship. The value of the in-kind support is measured in comparison to the other in-kind supporters. In the event of a tie, previous support to the Forest Challenge will be taken into consideration.





2. Teams Category

These shall be issued to the top three best competing teams; each team member will receive a medal. They are as follows:

- Forest Champion – Gold medal
- 1st Runner-up – Silver medal
- 2nd Runner-up – Bronze medal

3. Schools Award

This award will be given to secondary/high schools that either have the highest level of sponsorship or the highest number of participants. It is open to students aged 14 to 18 years.

4. Certificates

All corporate sponsors and participants will be issued with certificates of participation in the following categories:

- Corporate certificates
- Participant certificates

Forest Challenge Participation categories

The 2024 Forest Challenge is divided into two categories:

- Category 1: Physical Participation
- Category 2: Participation through Donation

Participation is however, not limited to one category.

Category 1: Physical Participation

As a participant, the Forest Challenge is designed to offer you a unique opportunity to be deep in the forest, away from the tumult of modern living, where you will find tranquility even as you take part in physically challenging activities. The event also allows you to learn, experience, and participate in forest conservation in an engaging, adventurous, and exciting way in the woods giving you the opportunity to emerge as a forest conservation champion. The top three teams will be awarded trophies. Kindly select a sponsorship package below.





Sponsorship Packages

Your sponsorship contribution to the Forest Challenge event (2024 edition) helps us to achieve our objective.

There are two categories of sponsorship namely:

1. Corporate Category
2. Individual Category

Each team will consist of four (4) members.

Corporate Category

KEY SPONSOR

Level 1

PLATINUM SPONSOR

CONTRIBUTION OF

KSHS **1,000,000**

- Company logo on all promotional materials and media placements
- Company logo features in EAWLS websites and social media platforms
- Company offered a free full page advertisement in Swara magazine
- Company's stage mention as a Platinum sponsor to the participants
- Issued with a Platinum Certificate in recognition of Environmental Stewardship
- Branding at the event with 10 tear drop banners
- Booth for exhibition at a prime location at the Challenge Expo village

This sponsorship level gives you an opportunity to sponsor 10 Teams and 3,500 trees.

Level 2
DIAMOND SPONSOR

CONTRIBUTION OF
KSHS **500,000**

- Company logo on all promotional posters materials
- Company logo features in EAWLS websites and social media platforms
- Company offered a free a third page advertisement in Swara magazine
- Company's stage mention as a Diamond sponsor to the participants
- Issued with an Diamond Certificate on recognition for Environmental Stewardship
- Branding at the event with 5 tear-drop banners
- Booth for exhibition at a prime location at the Challenge Expo village

This sponsorship level gives you an opportunity to sponsor 8 Teams and support growing of 1,300 trees.

Level 3
GOLD SPONSOR

CONTRIBUTION OF
KSHS **300,000**

- Company logo on all promotional posters and information pack
- Company logo features in EAWLS websites and social media platforms
- Company offered a free quarter page advertisement in Swara magazine
- Company's stage mention as a Gold Sponsor to the participants
- Issued with a Gold Certificate in recognition of Environmental Stewardship
- Branding at the event with 3 tear-drop banners

This sponsorship level gives you an opportunity to sponsor 4 Teams and support the growing of 900 trees

Level 4
SILVER SPONSOR

CONTRIBUTION OF
KSHS **200,000**

- Company logo on all promotional posters and information pack
- Company logo features in EAWLS websites and social media platforms
- Company offered a free quarter page advertisement in Swara magazine
- Company's stage mention as a Silver Sponsor to the participants
- Issued with a Silver Certificate on recognition for Environmental Stewardship
- Branding at the event with 2 tear-drop banners

This sponsorship level gives you an opportunity to sponsor 3 teams and support the growing of 500 trees.

Level 5
BRONZE SPONSOR

CONTRIBUTION OF
KSHS **100,000**

- Company logo on all promotional posters and information pack
- Company logo features in EAWLS websites and social media platforms
- Company's stage mention as a Bronze Sponsor to the participants
- Issued with a Bronze Certificate on recognition for Environmental Stewardship
- Branding at the event with 1 tear-drop banner

This sponsorship level gives you an opportunity to sponsor 1 team and support the growing of 200 trees.

Individual Category

Participation Package

Members of the public willing to participate in the event can register on this package. The participation package goes for Ksh.5,000 per individual. This will guarantee a sponsorship of 10 trees and cater for transport to and from the venue.

Spectator Package

Individuals who wish to participate as spectators of the event will be charged Ksh. 1,000 each which guarantees a sponsorship of 5 trees per person plus nature walk.

Student Package

This is for schools interested in registering their students (14 years to 18 years) to participate in the event. This package goes for Ksh. 3,000 per student and includes sponsorship of 5 trees.

Category 2

Participation by donation

Transport to and from the venue is not included.

This category is divided into two:

1. Direct donation
2. In-Kind Donation

1. Direct Donation

The contributed funds are used exclusively for acquiring and nurturing tree seedlings. All donors will be awarded Certificates of recognition.

To participate visit: www.forestchallenge.com

2. In-Kind Donation

All in-kind donations will go towards the planning of the Forest Challenge. You will get brand visibility during the event and through the Forest Challenge website and social media platforms.

Organisations can support the Forest Challenge through the following in-kind donations:

Transport (buses and vans) | Billboards and street pole signages | Ambulance | Trophies | Food | snacks and beverages | Printing of promotional materials and certificates | Portable toilets | Water bowsers | Tents | tables and chairs | Sound system | DJ and MC.



FOREST CHALLENGE IMPACTS

ENVIRONMENTAL IMPACTS



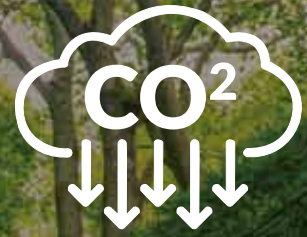
85,873

Number of indigenous trees grown in Mau and Aberdare water towers.



86

Number in hectares of degraded forest that has been rehabilitated.



2,051

Approximately metric tonnes of CO² absorbed annually.

ECONOMIC IMPACTS



4,630,000

Approximate amount in Kenya shillings paid directly to local communities from procurement of seedlings and labor.



>500

Jobs created annually



Improved livelihoods for over 400 households

SOCIAL IMPACT



Improved forest protection



>500

Number of households whose living standards has improved



Increased forest restoration and management

Sustainability of the forest challenge rehabilitation programme

Forest Challenge event is held annually and has over time gained unwavering interest and support among corporates and individuals. The resources raised from the event go towards the Forest Rehabilitation Programme which is designed to not only plant and nurture every tree for three years for it to take root but also create jobs and improve community livelihoods thus creating a social fence essential for the survival of the trees.

KFS as an expert agency, provides technical advice on degraded forest sites, the appropriate tree species to be planted and works closely with Community Forest Association to ensure protection of all the trees planted.

The tree-planting model used under this programme empowers the communities by engaging them directly through the Community Forest Association (CFA) in planting and nurturing trees while allowing them to cultivate crops in the rehabilitated areas. This operates on the principle

of 'trees first' then crops. This creates a sense of ownership and responsibility amongst the poor forest adjacent communities.

Regular joint monitoring of the sites by CFAs and KFS, ensures timely adaptive actions in the planted sites guaranteeing high survival rates. The rehabilitated sites, upon a period of three years, are handed over back to KFS for long-term protection from illegal activities.

To make sure that there is an ample supply of seedlings, the programme incentivises the CFAs and local nursery owners by buying seedlings from them at premium prices.

EAWLS also continues to foster long term direct partnerships with corporates working towards achieving net zero to raise more resources towards the forest rehabilitation programme enhancing sustainability.



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To Our Corporate Members/Partners

Your contribution towards rehabilitation of forests and support to rural forest communities matters! A sign of your commitment to environmental stewardship