



AFRICA TOURISM AND ENVIRONMENT INITIATIVES (ATEI)

LAUNCH OF PET A TREE @UWEC ENTEBBE ZOO



Partners



AFRICA TOURISM & ENVIRONMENT INITIATIVES

“For A Better World...”

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Title Project

PET A TREE CAMPAIGN LAUNCH.

From Left **Susan Muhwezi** Board Chairperson ATEI, Hon. **Martin Mugarra** (Tourism Minister), **James Musinguzi** ED UWEC, **Stuart Muniraguha** Director Plantations - NFA, **David Duli** Country Director WWF , **Joan Kantu** Tourism Minister Tooro Kingdom and **Amumpaire Bismac Moses** PET a Tree Founder pose for a photo after planting their Pet Trees.

EXECUTIVE SUMMARY

Africa Tourism and Environment Initiatives (ATEI) an indigenous Non-Government Organization in partnership with the Ministry of tourism wildlife and Antiquities through its agencies Uganda Wildlife Education Centre (UWEC) and Uganda Wildlife Authority (UWA) alongside the Ministry of Water and Environment through National Forestry Authority (NFA) and World Wild Fund (WWF), came together on 5th August 2020 at UWEC, Entebbe Zoo to launch an innovative tree planting campaign Pet a Tree.

Hence ATEI and its partners are responding to the alarming threats of climate change and are working together to restore the lost beautiful Green of Uganda. This will be achieved through the various projects in place like Pet a tree amongst the several other projects.

A) GENERAL SUMMARY OF THE PET A TREE LAUNCH.

1. PET A TREE. (P.A.T)

This is a creative environment project that involves taking trees as friends and pets right from planting, Baptizing it/Giving it a name, to nurturing it/watering it, Celebrating its birthday, taking pictures of it and sharing about the initiative with the rest of the world. It also involves taking care of the already existing trees for the sake of their protection and conservation.

The objectives of Africa Tourism and Environment Initiatives (ATEI) are based on the background that the relationship between tourism and the environment is of interdependence. The environment is endowed with natural, cultural, historical and climate scenery which represent the motivation for tourists' travels.

On 5th August, the State Minister of Tourism Wildlife and Antiquities, Hon Martin Mugarra, and the State minister of Environment Hon Beatrice Anwar represented by Stuart

Muniraguha Director Plantation at NFA launched this creative initiative at UWEC, Entebbe.

In partnership with World Wild Fund, (WWF), Uganda Wildlife Authority, (UWA), and Uganda Wildlife Education Centre (UWEC) ATEI launched its flagship project PET A TREE in presence of around 100 people inclusive of the media and other dignitaries while observing the SOPs.

The different dignitaries present, planted and named their different trees, Hon. Joan Kantu Else named her tree as Adyeeri Agonzibwa after herself, Mrs. Susan Muhwezi, named hers as Ataho, meaning God replaces after her grandson. Mr. Musinguzi James also named his Musinguzi Atamba after his last born son that loves the zoo; Mr. Stuart Muniraguha named his as Ndalibitse, after his late father and Mr. David Dduli, named his Ogwaru Oruro, after an animal. The state minister Hon. Martin Mugara then named his tree, Mugara Kagambe after his father.

DECLARATION/ PLEDGES.

During the launch, the different dignitaries appreciated the mind behind pet a tree initiative. They all zealously vowed to embark on the initiative to transform this narrative, by the growing a tree each, with detailed pledge cards. It was resolved that this initiative will become a great vehicle towards the achievement of Green Jobs and propel Nature Based Solutions



The Ministry of Tourism Wildlife and Antiquities requested the dignitaries to guide and support this campaign in a way it can be sustainable.

////////////////////////////////////// The ministry of Environment through its agency NFA pledged to mentor and offered seedlings and space in Mabira Forest and the different forest reserves that need restoration by NFA.



The State Minister of Tourism Hon. Martin Mugarraplanted and named his tree Pet, Mugarra Kagambein memory of his father. He pledged to support with a political leadership and guidance for sustainability.



David Duli planted and named his Tree Pet in memory of his Father **Ogwaru Oruro**.
Mr. **Stuart Muniraguha** the Director Plantations NFA named his as **Ndalibitse** after his late father.

Mr David Duli Country Director WWF pledged guidance to the youthful organization and promised support in a move aimed at tree restoration. In his words 'There is need to mobilize youths to join the initiative , pet names have always been part of the African tradition and it creates a generational attachment, let's use pet a tree to bring back the pet names practice' David said.

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Mrs Joan Kantu Elsen named her tree Pet as **Adyeeri Agonzibwa** after herself.

Mrs JOAN KANTU was excited with the idea and said the King of Toro awaits to have it launched in his kingdom during the Empango festival since the Toro Pet names connect with the word Petr a tree. She said the king pledged 5 hectares of land for the community engagement of Pet a Tree.



Mrs. Susan Muhwezi, the Board Chairperson ATEI pledged office space until THE Organization gets its official home. She named her Pet tree **Ataho**, meaning God replaces after her Grandson.

MEDIA COVERAGE

The launch was conducted both virtually and physically while observing Sops broadcasted by the top local and international media houses like NTV, NBS TV, UBC, POA TV Monitor, New Vision, CBS and CGTN, Capital FM, Observer, Red pepper, Kfm among others.



More so, the launch was live on Facebook and trended on twitter. It was also posted while in action on the different media platforms like twitter, Instagram among others.

//////////////////////////////////// Also the team behind Pet a Tree represented by their team leader Bismac Amumpaire Moses gave the motivational story behind Pet A Tree and shared the approaches that will be employed to execute the campaign before they planted their Tree Pet which they named ATEI the organization behind the campaign.



ATEI team after planting their Tree Pet.

The team explained the approaches they will use to make the campaign a success.

1. The Community Approach
2. The School Approach through the Pet a Tree clubs.
3. The Media Approach.

Through the media approach an innovation of an app was unveiled the ongoing innovation of the PET A Tree App which awaits supporting funds to have it up and ready to use. This innovation excited many and is tipped to become a huge motivation for this timely campaign.



Amumpaire Bismac Moses (Founder Pet a Tree/Team Leader ATEI) explaining the artistic impression of Pet a Tree mobile app awaiting funding support. The app was praised by environmentalists as the best environmental tech innovation so far.



WAY FORWARD AND ACTION POINTS FOR 2021.

1. Launch Pet a Tree community approach by King of Toro during Empago festival in For portal on Sept 12th 2021.
2. Develop, complete and launch the Pet a Tree App.
3. Convene a Workshop for Journalists for a sustainable and in-depth reporting o environmental protection, Conservation and Eco-Tourism.



Environmentalists launch campaign to give trees pet names for conservation

By Julius Luvumba

The initiative of planting a tree and giving it a preferential name was launched last week at the Uganda Wildlife Education Conservation Centre (UWEC), commonly known as Entebbe Zoo.

The campaign, which was launched by Martin Muggara, the tourism state minister, is aimed at creating a culture of love for trees by naming them and celebrating every year of their existence.

Dubbed 'Pet a Tree', the initiative was initiated by a non-governmental organisation - Africa Tourism and Environment Initiatives (ATEI). Muggara said the campaign will greatly aid in restoration of Uganda's forest cover.

that it is a unique innovation tipped to boost and mitigate the climate change effects with the much-needed trees on our planet.

"Petting has always been a reserve of the fauna. So, this time, we shift it to the flora where someone can love a tree the same way they may love an animal," Amumpaire said.

Dr James Musinguzi, the executive director of UWEC, said the campaign conforms with the conservation mandate of Entebbe Zoo.

"Part of our work is to ensure that we carry out conservation education in Uganda as well as mitigate human-wildlife conflict by rescuing, rehabilitating and releasing wildlife species back to the wild.

"Therefore, by planting trees, we can reverse the adverse effects of climate change," Musinguzi said.

» Under the national community tree-planting programme, 24 million seedlings are produced in the 35 nurseries operated by NFA and given out free of charge.

an African tradition which was passed down generations through storytelling and practice "because our ancestors

12.4% of Uganda's forest cover has been restored out of the 24% which the country had in 1990.

He highlighted population growth and urbanisation as being the most contributors of deforestation.

"It is, therefore, within our plans to plant 125,000ha, which translates to 40 million trees annually," Maniragaha said.

He said NFA would partner with the framers of 'Pet a Tree' initiative to make available the indigenous tree seedlings required for planting across the country.

"The concept also brings in petting, an already existing tree so that they are not destroyed. This fits into our conservation line and tourism. We shall designate a particular forest reserve for conservation purposes and have a team pet the trees and make sure they are not cut," Maniragaha

ATEI, said the world today is coming to understand that the only future worth preserving is one that prioritises environmental sustainability.

She said Uganda's tourism sector is dependent on the sustenance of the environment, and as such, a duty for everyone to be at the forefront of all initiatives for protecting the planet.

APP TO MONITOR TREES

Amumpaire said a unique app is being developed for people to register their planted and adopted trees.

"This app will enable tree planters to record photos and videos of their trees as well as monitoring them," he said, adding that the app will be able to capture the Global Positioning System (GPS) co-ordinates where each tree will have been planted.

"The app will also be able to give monthly and annual reminders to tree owners so that they can celebrate the

4. It was agreed that the short Pet a Tree song gets composed with more languages and artistes on.

FUTURE PROSPECTS.

1. Empowering Reformed Poachers and communities living near National Parks.

We will mobilize reformed poachers and empower them with nature-based solutions and livelihood skills that will make appreciate and live in harmony with the wildlife hence reduced poaching.

2. Capacity Building for Local Leaders on Sustainable Eco-Tourism and Environmental Conservation.

This will target the local leaders at the grass root level and sensitize them highly about the need of environmental conservation.

3. Building Strategic Partnerships with Religious and Cultural Leaders.

This project is to target religious and cultural leaders, who have much influence among the people. This will therefore help push the message to the communities to Pet Trees and more so in a way ensure its efficient practicability.

4. Launch Pet a Tree Application and Song. (MEDIA APPROACH)

5. AFRICA TOURISM AND ENVIRONMENT YOUTH CONFERENCE.

6. Climate Change Awareness Marathon.

7. Mr. and Miss Environment/Climate Change Activist.

8. Building Strategic Partnerships with Religious and Cultural Leaders.

PERFORMANCE PLAN

Under ATEI's strategic plan, the organization will focus on developing and refining successful models to be adapted within ATEI programs and its development partners. The organization will work with like-minded partners to address key Environment and Tourism issues in their communities using effective strategic models. Priorities will include:

Strengthening Climate and Environment programs to protect the Environment as a habitat for wildlife biodiversity and reduce Climate change and its impacts.

- Piloting effective outreach strategies to most at-risk populations like those living at lake shores, cattle corridors, semi-arid regions, communities around Wildlife conservation facilities etc.
- Pursuing more funds for climate Change and Environmental and Wildlife conservation awareness campaigns and related activities;
- Playing a more active role in the design and implementation of Water/Environment related projects;
- Increasing capacity building among partner organizations to be more involved in Environmental and Wildlife conservation Climate change mitigation and adaptation activities/innovations.
- Integrating advocacy for policy change in program design if needed;
- Prioritizing monitoring and evaluation, and impact research with a view to improve programs; and
- Compiling, publishing and presenting technical papers based on ATEI's program innovations and evidence-based effective best practices.

CHALLENGES AND RISKS AT HAND.

- Increasing demand for land, food and energy as a result of rapid population growth - this is already resulting in the loss of forest cover and land degradation.
- Development of the petroleum industry and associated infrastructure. 90% of

- discovered petroleum reserves in Uganda are found in the ARR. If planned and implemented without regard to environmental and social standards, wide scale pollution, environmental degradation and disruption of habitat connectivity is likely.
- The ARR ecosystem services are undervalued by those who benefit from them—consequently there has been limited investment in practices that would protect ecosystem services.
- Poaching, Illegal Wildlife Trade and Human Wildlife Conflict in and around PAs pose an extinction threat to flagship species (Elephants, Lions, Mountain Gorillas and Chimpanzees).
- Unsustainable production and market practices in the forestry and energy sector coupled with a high dependence on biomass are driving extensive deforestation across Uganda.
- Ineffective natural resource governance - policies, laws and institutions are weak, implementation and enforcement is poor, limiting progress towards sustainable management.
- Civil society is weak and has limited capacity and space to advocate for better policies and hold duty bearers accountable.
- Climate change impacts are already being felt. These include a changing hydrological regime, increased frequency and severity of extreme climate events (droughts and floods), temporal and spatial water scarcity, changes of habitat and the ranges of sensitive species and glacier retreat on Mount Ruwenzori.

RECOMENDATIONS AND SUGGESTIONS

- Workshops and training to scale up technical expertise in BCC techniques, proposal writing, and Monitoring and Evaluation. ATEI team will continuously have Environment and Climate related program capacity survey, from which they will schedule a series of trainings and strategy sessions to competently and strategically harness all inhouse skills for successful proposal development;
- Monthly meetings of key field staff to provide in-service training in technical areas of need, monitoring and evaluation, and to share best practices; Increased numbers of Climate and Environment technical experts in the field.
- An enhanced relationship with ATEI's Marketing and Development office, to increase the emphasis on project documentation. Ideally, all of the organizations projects will have brochure or project brief. In addition there will be a quarterly newsletter that will include program updates and major developments/milestones achieved throughout the quarter.
- It is understood that in order to carry out the foregoing and to remain competitive, and to support research and publication, unrestricted funds will be required. It may also be possible to earmark 5-10% of all ATEI proposal funds to research, evaluation and project documentation..

(ATEI) - 09

CONCLUSION

Africa Tourism and Environment Initiatives (ATEI) through its flagship campaign Pet a Tree with support of its development and likeminded partners will continue to raise awareness about environmental protection, wildlife conservation and promotion of



PET A TREE SCHOOL APPROACH

Eco-tourism with a major objective to reverse effects of climate change and contribute to making the



MOBILE APP PET A TREE

This is a Unique app that easily records trees and planters information. Pet a Tree is a tree-planting app that records newly planted trees and recognizes the owner or farmer that has planted the tree(s).

The Pet a Tree app makes it incredibly easy for tree-planters to take photos and videos of each tree once they are planted. For instance, the app automatically registers the GPS coordinates, the date of planting, and assigns a unique number to the tree.

Pet a Tree app will be able to work in an offline mode and can upload data to the cloud when the planters get back to a mobile network or Wi-Fi, even if those networks are poor and have low bandwidth.

MEDIA APPROACH

AVAILABLE NOW



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WWW.PETATREE.COM



world a better place for current and future generation.

APPRECIATION:

MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES

MINISTRY OF WATER AND ENVIROMENT WORLD

WILD FUND (WWF)

NATIONAL FORESTRY AUTHORITY (NFA) UGANDA

WILDLIFE AUTHORITY (UWA)

UGANDA WILDLIFE EDUCATION CENTER

COMMUNITY APPROACH



Partners

