

## **Safaricom Foundation Partners With Idh Sustainable Trade Initiative To Protect South West Mau Block.**

**Kericho– February 24, 2017**

Safaricom Foundation has partnered with IDH Sustainable Trade Initiative and other organizations in a bid to protect South West Mau block.

The two organizations signed a Memorandum of Understanding at the Finlays Offices in Kericho, pledging to merge their resources to protect the water catchment area. During the ceremony, Safaricom Foundation also pledged Kshs. 11.1 million towards the initiative dubbed “Protect Endangered Water Tower and Wildlife Species in Kenya Project” for its first year. Speaking during the signing of the Memorandum of Understanding between Safaricom Foundation and IDH the Sustainable Trade Initiative, Safaricom Foundation Chairman Joseph Ogutu reiterated its commitment towards conserving and protecting the environment.

“Safaricom Foundation is committed to conserving our environment for our society and the generations to come. Signing of this Memorandum of Understanding with IDH Sustainable Trade Initiative shows that we are in this together and will rally all our efforts towards this initiative in a bid to see a greener Kenya,” he said.

Through the partnership, he added, there will be drives to rehabilitate the forest and projects on sustainable income for the households, alternate sources of fuel and providing economic empowerment for the households.

“It is disheartening however to see how encroachment, livestock grazing, tree cutting and poaching have threatened this block leading to its degradation,” Ogutu said.

He thanked the partners for their show of commitment indicated through their efforts to save and conserve the water catchment area.

IDH representative Winnie Mwaniki lauded the partnership saying that it is through such initiatives, that the South West Mau will be restored to its former glory.

“Such partnerships are essential for the successful restoration of this complex. This venture requires every effort and manpower in order to conserve and protect our environment,” Mwaniki said.

South West Mau covers over 400, 000 ha of land and has an economic and ecological impact for Kenyans and East Africans at large.

About 10 million Kenyans are dependent on its rivers while the forest cover makes the climate suitable for favorable agricultural practices such as tea growing.

## **About Safaricom Foundation:**

### **Building Communities, Transforming Lives.**

Safaricom Foundation partners with Kenyan communities, organizations and institutions to improve and transform lives.

With a footprint in all of Kenya's 47 counties, and a strong history of partnerships dating back to our inception in 2003, the Safaricom Foundation has worked with Speed, Simplicity and Trust to implement over 1,000 community projects, impacting over 3 million people, through our thematic areas of Health, Education, Environmental Conservation, Economic Empowerment, Water, Disaster Relief, and Arts & Culture.

Our three-year strategy which runs from April 2014 to March 2017 will build on our strong history of results and partnerships, and will contribute towards Vision 2030 and the Sustainable Development Goals. We will leverage the power of innovation and technology to drive our projects forward; and will also offer a blend of grants, equity and ultra-low cost loans to our partners.

The participation of Safaricom staff in our projects will extend our personalized approach towards partnerships; and our project monitoring and our dissemination forms will provide platforms for technical assistance, learning and capacity building.

## **About IDH The Sustainable Trade Initiative**

IDH, the Sustainable Trade Initiative, convenes companies, CSOs, governments and others in public-private partnerships. Together we drive the joint design, co-funding and prototyping of new economically viable approaches to realize green & inclusive growth at scale in commodity sectors and sourcing areas. Our approaches are designed to drive sustainability from niche to norm in mainstream markets, delivering impact on Sustainable Development Goals. We focus on creating positive impact on deforestation, living incomes and living wages, working conditions, toxic loading and gender. IDH is supported by multiple European governments, including our institutional donors: BUZA, SECO and DANIDA and we work together with over 500 companies, CSOs, financial institutions, producer organizations and governments in 11 sectors and 11 landscapes in over 50 countries worldwide.