



# **ENVIRONMENTAL AWARENESS ACTIVITY REPORT FOR THE FIRST QUARTER YEAR 2009**

**THE USE OF RADIO STATIONS, SPORT EVENT AND WORKSHOP TO  
CONVEY ENVIRONMENTAL INFORMATION TO LOCAL PEOPLE**

**SUBMITTED BY**

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## **Introduction**

Kilimanjaro Environmental Education and Awareness Forum (KEEAF) is a platform for creating environmental awareness and providing environmental education to the local people in Northern Zone. Local communities acquire knowledge and understand the importance of environmental conservation for a sustainable use.

KEEAF managed to carry out environmental awareness for the first quarter and using different activity such as identifying of various **media houses, sport event and conducting workshop**. Media houses is used in airing of environmental education awareness programmes and progressing of other activities which are been conducted throughout the year.

### **(a) IDENTIFICATION AND CHOICE OF RADIO STATION**

The use of electronic media in Tanzania is gradually improving with Television and Radios being the most popularly used media. However, the vast communities in the villages and remote areas of the three regions are popular with the radio. One of the most powerful local radio stations and the most tuned on radio, both in the urban settings and in the remote areas in the four Regions of Kilimanjaro, Arusha, Tanga and Manyara is Radio Kili FM 87.5Mhz and Gospel Radio . To effectively air the programmes and to reach the local people, Radio Kili FM 87.5 MHz and Community Radio 103.3 MHz was chosen and used to air the programme entitled "MAZINGIRA" (which means the Environment) during the execution of the activity. The programme was prepared theme wise with each theme having one-hour airtime using the local language "Kiswahili" well understood by most of the local people.

#### **(I)Implementation of the activity**

The use of Radio stations in conveying environmental information to the local people involved general activity planning such as resource persons for live discussion of different topical issues regarding environmental education and awareness programme.

Expertise discussing different topics on environmental education even after the first project finished.

### **(b) USE OF SPORT EVENT**

Volleyball is the most popular sporting activities in Tanzania, and other neighboring countries in East and central Africa. Due to the number of participants in sports at all levels, there is massive capability for sport to encourage environmental awareness and protection. Volleyball as a sporting presents a variety of opportunities which help KEEAF coordinator to introduced the event and distribute special environmental messages to the public.

Aware of the positive impact of volleyball in environmental awareness and protection KEEAF decided to embark on sponsoring volleyball matches at National and international levels with a total of 12 teams from Tanzania, Kenya,Uganda, Rwanda and Burundi.

KEEAF started the process of executing the activity by first identifying the different football committees at the grass root level, Networking and forming an alliance with those committees at the national level.

1

#### **(II) Implementation of the activity (sport event)**

The early part of August 2009 KEEAF organizing sport events (Volleyball) which include major urban centers, east and central African countries volleyball teams were invited to compete for environmental awards. Event was take place for seven weeks whereby KEEAF manage to prepare different environmental massage and conveyed to the public and awarding prizes to competition winners

The use of sport (volleyball) in conveying environmental awareness among the local community" started immediately after the identification of different teams. (KEEAF) supervised the formation of a Na-

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<sup>1</sup> Environmental Education awareness Forum 09

tional sports committee from different countries sports committees. The national sports committee was formed and charged with the responsibility of identifying the venues for different tournaments and preparing the tournament timetable and match logistics. The national committee identified Hindu Mandal Sports Ground at the Moshi- Kilimanjaro Tanzania as a suitable venue for most of the matches.

The media covered the games, the stories was covered through two broadcasting station which are dominant in northern zone. The impact of other Medias such as news paper were take into consideration and all activities were announced direct to media houses which generate universal interest and individual artist's publicity.

### **Awarding Ceremony Saturday, 14<sup>th</sup> (Nyerere's Day)**

**Weather: Fine**

**Guest of Honor: Ministry of Sport;<sup>2</sup>**

Before inviting the guest of honor to officially award the winning teams, **Emmanuel Lekule, Coordinator, KEEAF** expressed his gratitude for having been given the opportunity to be part of that organizing committee. KEEAF will continue its support upcoming teams while increasing its campaign for environmental protection and conservation for a sustainable development. Mr. Lekule said that the two teams that played in the final match; **Kenya VC and Rwanda VC** would be pleased in a special way by KEEAF. He told the crowd the importance of sport as a tools for disseminating or reminding the importance of conserving environment for the future use. He advised other companies and organizations to emulate **KEEAF** in giving support to the community through such sport activities. Mr. E. Lekule officially announced Kenya Women's Volleyball team as the first winners. Kenya Volleyball team was awarded a **trophy and Full Jersey** by the guest of honor.

However KEEAF organized the **1<sup>st</sup>** winner to take a tour **in natural area (National Park)** which is found in the northern zone.

For the **2<sup>nd</sup>** winners was awarded **Jersey**. The words **"Rufford Small Grants"** were embossed on the trophy and at the chest of all jerseys. Mr. Lekule announced that all the awards presented to the winners were donated by Rufford Small Grants through Kilimanjaro Environmental Education and Awareness Forum (KEEAF) 2009.



Photo show the first winner Kenya Women's Volleyball team

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<sup>2</sup> Environmental Education awareness Forum 09

### **(c) CONDUCTING SEMINARS, WORKSHOP SYMPOSIA & GENDER MAINSTREAMING**

In order to provide information and exchange of ideas with the general public, KEEAF managed to conducting training sessions, This was targeted to achieved and disseminate knowledge on the best practices in the wise use of natural resources. These were target local leaders in all spheres of life.

A workshop was held to exchange ideas, knowledge and expertise with technical personnel of the local government authorities at the ward and village levels.<sup>3</sup>

KEEAF make sure that all these activities were focus on women's participation in the implementation of this project in their respective areas. Many studies show that Women bear most of the burden of environmental degradation.

They are the ones who fetch water for their families, collect firewood and prepare food for the families. When all these things are scarce, they have to walk long distances to fetch them, sometimes carrying their babies on their backs. It is also known that women are the biggest agricultural producers

#### **Implementation of the activity**

KEEAF planned and identifying different themes for the seminars, workshops and symposia and participants.

The total number of 10 seminar, workshop and symposia was conducted for each district for three month of the activity time frame.



A group photo after workshop in Sweitisambu-Manyara Region

#### **Coordinator**

**Emmanuel D. Lekule**

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<sup>3</sup> Environmental Education awareness Forum 09

# ACTIVITY REPORT

## Theme One, Two & Three

Activity	Objective	Participants	Experts	Time frame	Activity Process	Result
<b>Use of local Radios in conveying Environmental education</b>	Increase the environmental awareness and wise use of natural resources	More than 550 listeners in northern zone respond in contributing, asking questions live on Air.	<ol style="list-style-type: none"> <li><b>Mr Kisingo:</b> Environment and Wildlife Management expert and Lecturer at the College of African Wildlife Management, Mweka, Tanzania.</li> <li><b>Mr. E. Lekule</b> Environmental and wildlife management expert.</li> <li>Two presenters in each radio station</li> </ol>	July 2009-August 2010	Different environment topics were introduced by experts and allow listeners to participate by phone-in direct to the expertise for clarification or asking QNS.	Local communities understood the value of conserving natural resources.
<b>Use of sport events</b>	To bring strong relationship between the local communities and neighborhood of northern zone and neighboring countries while creating environmental awareness.	About 816 Different communities around northern zone (Kilimanjaro, Tanga, Arusha and Manyara region) were participated. Ministry of sport and Various invited guest.	<b>Volleyball committees from different countries which participated in competition.</b>	August -October 14/2009 ( <b>Nyerere's Day</b> )	The program was designed in the form of competition at the end of which, a committee of volleyball experienced jury ranked the program. A final celebration was held to recognize and award the winning teams. KEEAF understands about the size of the environmental awareness footprint volleyball as an event have, KEEAF was managed to distributed 3,200 leaf lets with environmental message to the viewers to read before the matches started.	Throughout the event we invited expertise to demonstrate the use of bios gas, solar cooking equipment and other environmental friendly energy saving equipment and sold in cheap price.
<b>Conduction of Semina Workshops, Symposia Gender Mainstreamin</b>	Increased participation of women in decision making pertaining to environmental protection and management.	More than 210 women and 109 men were participated in these activities.	<ol style="list-style-type: none"> <li><b>Miss Valerie:</b> Wildlife management officer from Tanzania national Park.</li> <li><b>Mr Masalle:</b> Forest and fisheries expert.</li> <li><b>Mrs Shirma:</b> Gander and cancellation officer</li> </ol>	October – December 2009	KEEAF prepared working plan in each district and environmental topic to be discussed	Women shows full participation, Decision making and been the role model of environmental protection.