



PRESS RELEASE

EQUITY ITEN BRANCH PARTNERS WITH KENYA FOREST SERVICE AND ELGEYO MARAKWET COUNTY GOVERNMENT TO PLANT 5,000 TREES AT KESSUP FOREST STATION

- More than 100 community members to support the exercise by planting 5000 tree seedlings at Kessup Forest Station and within farmlands.
- Majority of the trees to be planted will be indigenous and exotic trees.

Nairobi, 28th May, 2021... Equity Iten Branch has partnered with Kenya Forest Service and the County Government of Elgeyo Marakwet to plant 5,000 trees at Kessup Forest Station in Iten as part of Equity's 35 million trees tree-planting initiative, and in support of government's goal of increasing the country's forest cover to 10% by 2022.

The exercise was conducted with the support of more than 100 community members at Kessup. Equity recognizes that community engagement is important during tree planting exercises as it creates an opportunity to educate members of the community on the importance of tree planting, maintenance and care.

Speaking during the tree planting, Equity North Rift Region General Manager Stanley Ng'ang'a said "In partnership with Elgeyo Marakwet County and the residents of Kessup, we are planting 5,000 indigenous and exotic trees at Kessup Forest Station and others are to be planted within farmlands. As Equity, we remain committed to contributing to environmental conservation through our tree planting initiatives."

Principal Secretary State Department for Broadcasting and Telecommunication Esther Koimett, appreciated the effort by Equity and Kenya Forest Service in championing environmental conservation. "We appreciate the effort made by Equity and Kenya Forest Service in partnering with the County Government of Elgeyo Marakwet towards the attainment of 10% tree cover by 2022. Through such partnerships and community engagement we are taking a step forward in realizing this target," he said.

Tree planting is fundamental to the survival of communities, and are important providers of ecosystem services including maintaining, restoring soil fertility, protecting watersheds and water courses. Equity, through its network of 190 branches, is committed to supporting communities in mitigating the effects of forest degradation, by working with the County and National Governments to plant fruit trees, exotic trees and indigenous trees.

Kenya Forest Service Head of Conservancy North Rift Region Mr. Anthony Muchoka said "We want to encourage community members in Kessup to take advantage of the rains to plant more trees and ensure that they are well maintained and taken care of."

The exercise is part of Equity's 35 million trees tree-planting initiative in line with the Group's efforts to conserve the environment. Through its partnership with Kenya Forest Service (KFS) and accredited seedling vendors in this noble initiative, the Bank has been able to receive technical and supervisory support in ensuring that the target is achieved and destruction of forests is reduced through proper planting and maintenance of the trees.

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Equity Group Foundation



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