



## PRESS RELEASE

### **EQUITY GROUP IN PARTNERSHIP WITH NYANDARUA COUNTY PLANT 65,000 TREES AT NYAKANJA SPRINGS, NYANDARUA COUNTY TO MARK WORLD ENVIRONMENT DAY.**

- 65,000 tree seedlings planted to mark World Environment Day
- Majority of the trees planted are indigenous

**Nairobi, 4<sup>th</sup> June 2021...** Equity Group has partnered with the County Government of Nyandarua to plant 65,000 tree seedlings in Nyakanja Springs, Nyandarua County as the world marks World Environment Day. This exercise is in line with Equity's plan to plant 35 million trees, and in support of the government's agenda to increase Kenya's forest cover to 10% by 2022.

Equity through its tree planting initiatives is committed to working with communities, institutions and county governments in Kenya in its efforts towards promoting environmental conservation. Majority of the trees planted at the springs were majorly indigenous.

Speaking during the tree planting, David Nyamu Equity Director Marketing said "As we mark World Environment Day, whose theme is Ecosystems Restoration, at Equity, protection of the environment and sustainable use of our natural resources is key to all our interventions. Equity committed to planting 35 million trees to contribute and rally the country towards the attainment of 10% forest cover. So far, we have planted over 5 million trees countrywide. We believe that the battle of environmental protection cannot be won by the government alone. The private sector can provide its infrastructure and expertise, to accelerate and scale programs and projects aimed at protecting our planet and our ecosystems. That's why at Equity, we have availed our infrastructure to reach every corner of this country with solutions in areas that are at the very core of humanity."

In addition to tree planting activities, Equity through its Foundation has taken the lead in supporting households & institutions (like schools) in the energy transition to reduce reliance on wood fuel and charcoal by financing them to acquire modern technologies and fuels for cooking, heating and also lighting.

The Governor of Nyandarua County H.E. Governor Francis Kimemia said, "On behalf of the residents of Nyandarua County we would like to thank Equity for partnering with us through this noble initiative. This initiative targeted at communities and learning institutions will ensure there's enough wood supply and reduce pressure on our natural forests. We would like to encourage both rural and urban communities to plant more trees and collaborate in natural forest management in order to ensure biodiversity conservation and that we are able to attain the 10% forest cover by 2022."

The exercise is part of Equity's 35 million trees planting initiative in 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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## **About Equity Group Foundation**

Equity Group Foundation (EGF), the corporate implementing foundation of Equity Group Holdings Plc, has as its mission to champion the transformation of lives and livelihoods for 100m people in Africa by 2024 through the design and implementation of innovative programs that leverage Equity Group's infrastructure and partnerships to create shared value. Established in 2008 as the Group's social engine, the Foundation delivers economic opportunities, capacity, tools, and technologies that enable individuals and businesses to increase productivity, resilience and share in socio-economic growth. EGF responds to the continuum of issues that challenge the socio-economic advancement of the people of Africa, especially low-income individuals, and families. EGF's Creating Shared Value [CSV] strategy provides social development initiatives in Education and Leadership Development, Food and Agriculture, Health, Financial Inclusion and Entrepreneurship Development, Energy and Environment and Social Protections for the most vulnerable citizens. EGF's programs are underpinned by technology, innovation, and synergy as a central means to launch, nurture, and scale up Africa's next generation of successful leaders and entrepreneurs delivered to all communities in which Equity has operations.

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