

press release

6 ORGANISATIONS PARTNER TO PLANT TREES

Saturday, 1 October 2011, Wakiso District – In a unique show of solidarity, 6 organisations have come together in a partnership to plant trees. Uganda Breweries, NBS TV, Standard Chartered Bank, Adeke's Farm and ECOTRUST, in collaboration with National Environment Management Authority (NEMA) convened and put their efforts and resources together to achieve this noble feat in an effort to conserve the environment. These trees were planted at Bwetamiiza Sub Parish, Nabitale Parish, Wakiso District. This is an investment of UGS 25m and it will see 3,000 trees planted by the end of the day.

The ultimate objective of the project is to help contribute to the country's sustainable development through preservation and conservation of the environment. The planting was presided over by the Minister of State for Environment, Hon Flavia Munaaba Nabugere. She commended the partnership for its efforts to mitigate the environmental degradation related disasters and for this Corporate Social Responsibility. She thanked them for leading the way and called upon other business entities to follow suit.

"I would like on behalf of Government and the local communities to extend our appreciation to this partnership for supporting this noble cause and I wish to call upon other private companies and individuals to emulate this example. We are all aware of the tragedies that have in the recent past hit different parts of the Eastern and Western Regions, all emanating from environmental degradation. This is the best example of a Public Private Partnership where these private organizations have worked with a Church, National Environment Authority, National Forest Authority and the community to execute the tree planting project, thereby leading the way in environmental conservation, and for this, we are most grateful. We should not wait for disaster to strike. We should instead avert it. It is everyone's responsibility to ensure this discipline is observed." Hon Nabugere said.

Speaking at the event, the Uganda Breweries Limited Human Resources Director, Mr Patrick Ngolobe said,

"Uganda Breweries is pleased to partner with other organizations and the local community in Nabitale in this initiative, as a sign of our continued commitment to actively contribute to environmental conservation. Through our EABL Foundation, we have an employee driven program called E-green that is focused on environmental conservation through tree planting. And over the last five years, the E-green team has planted over 500,000 trees in different parts of Uganda including Manfawa, Budaka, Mubende, Lugazi and Mbale." said Patrick Ngolobe, HR Director.

He added: "This financial year we have an ambitious target to plant 100,000 trees by June 2012 and through partnerships such as these we are optimistic that we will achieve our goal of protecting the earth which is the most important legacy that we can leave for the future generations."

Speaking at the same function, the Standard Chartered Bank Head of Corporate Affairs, Mr Herbert Zake stated that protecting the environment is one of the Bank's main pillars in addition to creating access to financial services. The other Corporate Social Responsibility areas that the Bank addresses include the youth, health and education.

"The Bank's operational impact is less severe than many other businesses. Nevertheless, we can still make a difference by making our contribution towards protecting the environment. We have planted trees in different regions of Uganda which are of indigenous species and should contribute positively to the conservation of the environment as well as its biodiversity and curbing degradation and the resultant calamities. We are doing this for ourselves and the future generation. Standard Chartered Bank is here for good, for the long run and for the progress of our communities." Zake said.

The Head of Corporate Affairs NBS TV, Mr Shawn Kimuli, stated,

"We are very pleased to be a part of this partnership. NBS under the 31m Ugandans 31m trees campaign has made a commitment conserve the environment as one of the Corporate Social Responsibility activities. Under this campaign we have been able to plant 1m trees in various parts of the country since its inception in May 2010."

In addition, he emphasized that the management and staff are very passionate about communities in which the Bank operates and still remain committed to do whatever it takes to safeguard these communities. This is evidenced by their own participation in the bank driven and employee driven community initiatives.

The partnership intends to plant many more trees in other areas of Uganda.

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