RUN4CLIMATE REPORT

Rebuilding Bududa

February 2020
INTRODUCTION

Tree Adoption Uganda (TAU) is a youth-centric NGO powered by the vision of creating communities where people and nature flourish. Through landscape restoration activities like planting trees and agroforestry we build resilience for small holder farmers against the changing climate and empower young people. We bring tree planting, conservation and climate action to the very heart of each individual family all over the country, focusing on inspiring a nature-inclined transformation and change of heart in each individual.

Since 2012, Tree Adoption Uganda has done incredible work to restore landscapes and natural ecosystems in Uganda. This has been through a series of tree planting activities initiated in Nakaseke and Mpigi districts of central Uganda. Having tested incredible results of tree planting in these two districts, TAU found it possible to replicate the same in Eastern Uganda targeting the Mt. Elgon region in Bududa district. This is driven by the need to restore Bududa district from the frequent landslides affecting the area. To mobilize resources to achieve this ambitious plan, TAU organized a Run4Climate on 9th/Feb/2020 which covered 5km around the Kampala suburb of Wandegeya. This attracted a number of partners including Makerere University, EcoMatcher, International Medical Centre (IMC), National Forestry Authority (NFA), Socceroos, UG tickets, Official Liverpool supporters club of Uganda and Radio-city FM. This run was inclined on the theme of “rebuilding Bududa”.
EVENT PROGRESS
The run started and climaxed at the Makerere University’s rugby playground. It was flagged off by Ms. Vanessa Nakate, the global climate change activist and also the founder of Rise Up Movement. It started at exactly 8:00HRS and ended at 10:00HRS and this was followed by stretching by different instructors. Emmanuel Opio, a first-year student pursuing a Degree in development studies at Makerere University came out on top as the best runner with a time of 16:05, ahead of Brian Ategeka (16:30) and Juilus Kabagambe (17:11). Emmanuel Opio was given an accolade for his exclusive participation in the run and emerging first. A map of the route used is indicated in the graphic below.

Figure 1: The 5km route for the Run4Climate
KEY PARTICIPANTS

The run attracted different people of different ages from various organizations and most of them were university students and youths who are passionate about climate action. Students from Kyambogo and Makerere Universities attended the run. Most of these students were sponsored by Eco Matcher while a few sponsored their tickets for the run.

Tree Adoption Uganda was well represented with all staff present and led by the founder and Chief Executive Officer Dr. Charles Batte.

Other eminent people present included Mr. Stuart Maniraguha from National Forestry Authority, Mr. Samson Natsambwa, the Deputy Chief Administrative Officer (CAO) of Bududa, represented the main area of concern, Bududa, team from IMC, Motorsport icon Posiano Lwakataka, Team from Socceroos among others.

KEY SPEECHES

The Founder and Executive Director-Tree Adoption Uganda, Dr. Charles Batte spoke of organization efforts saying, “We plan to plant 30,000 local indigenous trees in the Bududa area which has been severely affected by landslides in the recent past. Tree Adoption Uganda is on a massive drive to re-green the entire country. We have previously executed similar campaigns in Nakaseke and Mpigi districts.”

Director Plantations Development of National Forestry Authority, Stuart Maniraguha used the Run4Climate platform to express the essence of environmental protection. He urged the protection of gazetted natural green areas as well as the planted zones and also gave a remark, “A change we desire in this country is an environment change and not any other change”. Conservation of the environment is everyone’s concern. We thank organizations like Tree Adoption Uganda that have come up to work for the common good of environment conservation.”

The Chief Administrative Officer of Bududa District, Mr. Samson Natsambwa expressed gratitude for a wonderful gesture initiated by Tree Adoption Uganda, National Forestry Authority as well as the general community for their effort and contribution to rebuild Bududa. He said with tree planting, we are able to strengthen soils and reduce the problem of landslides in Bududa district and the entire Mt. Elgon region.
PUBLIC ENGAGEMENT THROUGH SOCIAL MEDIA AND PRESS

The run made rounds on different social media platforms including Twitter, Facebook and online blogs. New Vision and Daily monitor, Ugandan based newspapers also published an article about the run.

The most post reach was through twitter with our hashtag reaching thousands of followers and post reaches.

Below are some of the social media metrics from twitter.com about the Run4Climate2020

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Users</th>
<th>Reach</th>
<th>Impressions</th>
</tr>
</thead>
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<tr>
<td>100</td>
<td>67</td>
<td>253839</td>
<td>254231</td>
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<table>
<thead>
<tr>
<th>Exposure statistics</th>
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<tbody>
<tr>
<td>Potential impressions</td>
</tr>
<tr>
<td>46.1k</td>
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</tbody>
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Global engagement

#Run4Climate tweets got global engagements across continents including North America, Europe and Africa. The footprint of the tweets is shown in the map below.
Conclusion

The #Run4Climate was successful with over 400 people participating and we anticipate bigger numbers turning up for the run next year. At Tree Adoption Uganda we shall continue committing to raising awareness on the climate crisis and changing the world one Tree at a time.

EVENT PICTURES
Some of the participants warming up before the run

**Left-Right**: Mr. Stuart Maniraguha (Director of Plantations Development, NFA) and Dr. Charles Batte (CEO TAU) giving their speeches before the run.
The Chief Administrative Officer of Bududa District, Mr. Samson Natsambwa giving his speech.

Global climate activist Ms. Vanessa Nakate flagging off participants at the Run4Climate
Some of the participants during the actual run
Participants enjoying a photo moment after an intensive run.
Dr. Charles Batte and Ms. Vanessa Nakate with the winners of the Run4Climate.

Partners: