THE RUN4CLIMATE 2022 REPORT

PROTECT. RESTORE. CONSERVE

JUNE 19, 2022
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 all over the country, focusing on inspiring a nature-inclined transformation and change of heart in each member of a household. This way, we arouse a passion among community members to work towards sustainable agricultural practices, conservation and restoration of under green areas.

THE RUN4CLIMATE

The Run4climate is an annual mini-marathon event organized by Tree Adoption Uganda to raise climate awareness, foster multi-sectoral participation for climate action and raise funds to boost its landscape restoration activities.

Uganda is currently facing gross effects of climate change ranging from prolonged droughts, extreme temperatures, landslides, floods, among others and this is partly attributed to massive loss of tree cover through deforestation and country is currently losing an average of 300,000 acres of forest cover every year and over 60% of this is happening on private land. This has inevitably translated into forest cover declining from 4.9 million ha (24%) in 1990 to 2.5 million ha (12.4%) as per the recent forest inventory which was done by NFA in 2019. The Government of Uganda is however committed to halting and reversing the worrying trend of forest loss through restoration of landscapes that have undergone deforestation and forest degradation. During the Climate Change Summit in September 2014, Uganda committed as a pledge to the Bonn Challenge to restore up to 2.5M hectares of degraded landscapes by 2030 and once again signed the COP 26 Global Leaders’ Glasgow Declaration on Forests and Land use to halt and reverse deforestation by 2030. The Government has also declared the decade 2020-2030 a
decade of ecosystem restoration and had prepared an ENR Restoration Action Plan to that effect. The Government also committed to restore forest cover to up to 24% of Uganda’s total land area through Vision 2040.

The impacts of climate change like global warming, prolonged drought, erratic rains and varied seasons have greatly affected Uganda whose biggest population depends on subsistence agriculture. This has resulted into food insecurity, poor health, rural-urban migration and economic challenges. This is mainly sustained by the high levels of vulnerability as a result of limited education and awareness on the subject. Education, awareness creation and tree growing are an essential element of the global response to climate change. They help people understand and address the impact of global warming, increase “climate literacy” among young people and encourage changes in their attitudes and behavior. Furthermore, education and awareness-raising enable informed decision-making, play an essential role in increasing adaptation and mitigation capacities of communities, and empower women and men to adopt sustainable lifestyles.

Tree Adoption Uganda (TAU) held its second edition of the Run4Climate marathon on June 19th 2022 at the Makerere University Rugby grounds under the theme: ‘Protect, Restore and Conserve.’

The run aimed at fostering a multi-sectoral participation for climate action and raise funds to grow 100,000 trees and restore 200 acres of degraded land. - increasing Uganda’s forest cover whilst creating awareness about the importance of tree growing and the adverse effects of climate change. The marathon was covered under three routes categories including the 10km race, 5km and 1km race for the children.

PARTICIPATION
The Run4Climate 2022 attracted different organizations and individuals both those working within the climate space and other areas. Because climate change affects everyone indiscriminate of age, sex or race, the scope of participation was impressive. From Children to
adults, students, media personnel, climate activists, environmentalists, sports and fitness enthusiasts and students all took part in the run to show solidarity in climate action. Over 700 participants graced the marathon as compared to 400 participants in 2020 showing an exponential growth of approximately 42%. The first iteration of the Run4Climate was hosted on 9th February 2020 resulted in the growing of 30,000 trees in communities in climate ravaged areas of Bududa. This year’s Run4Climate, “Pacesetter Run4climate” targeted all stakeholders in climate action ranging from students, government organs, non-government organizations, indigenous people as well as the international community.

SPONSORSHIP AND PARTNERSHIPS

Through a sponsorship partnership with Nation Media Group, Tree Adoption Uganda obtained advertising value worth 10,931,700shs to amplify the campaign on their media channels including NTV, KFM, Daily Monitor as well as their social media channels. Other organizations also contributed massively for example Ecomatcher that bought 100 tickets, Stanbic bank Uganda, World Health Organization, Ministry of Water and Environment, The Rotary Club of Sonde, Bethany Land Institute, The Global Refugee Initiatives, National Forestry Authority, International Medical Center, Rubaga Hospital, Airqo and Tembo Steel Works among others helped to increase ticket sales,

The level sponsorship and participation is however still very low compared to sponsorships normally given to other runs that as well serve a noble cause for example the Rotary Cancer run and the Kabaka’s birthday run have always have mega sponsorship packages and ticket purchases. This calls for more and earlier engagements with potential sponsors.

EVENT PROGRESS

Unlike the 2020 Run4climate that covered only the 5km route around Makerere hill, the 2022 run had three categories which included the 10km, the 5km and the 1km route for the children and walkers within Makerere University
The run started with a dance/warm up session at 8:00am at the Makerere University rugby grounds before the 10km race was flagged off by the Assistant Commissioner Forestry, Ministry of water and Environment, Issa Katwesige while the 5km race was flagged off by the President Rotary Club of Sonde, Ms. Asekenye Catherine. The one-kilometer race was flagged off by the reigning miss Environment International-Africa, Judith Heard.

Emmanuel Otim, who also happens to be the defending champion for the Run4Climate 2020 event, retained the title and was issued a winner’s certificate, with a total of 2000 indigenous trees to be planted and mapped in his name. He was followed by Wangwe Brian, who will get 1000 trees planted in his name and Logir Michael who will get 500 trees. On the other hand, the 5km race was won by Amadile Majid followed by Ayebare Innocent and Ariho Michael respectively, while the children’s one km race was won by 8 year old Eugine Kisakye Mbowa.
**KEY MESSAGES**

The Founder and Executive Director-Tree Adoption Uganda, Dr. Charles Batte reiterated the organization position and efforts to restore degraded landscape through its vision of creating communities where people and nature flourish. He said Tree Adoption Uganda is working with the government and other stakeholders to achieve the vision 2040 of restoring the country’s forest cover to 24%. The 100,000 trees to be planted will contribute to this goal. He urged tree growers to follow suit of Tree Adoption Uganda to track the trees they grow so that accountability and transparency in tree growing can be realized.

The Assistant commissioner Forestry in the Ministry of Water and Environment who was also the chief runner, Issa Katwesige thanked Tree Adoption Uganda for organizing the run and always being at the forefront of forest restoration. He affirmed the government’s position in reforestation to regreen the country. Mr. Katwesige also spoke of the different initiatives the government has put up to ensure that the 24% forest cover in 1990 is restored. He also spoke of the slow but steady reversal of the forest degradation trends, for example the current 12.4% cover a compared to the 9% in 2010.

**MARKETING AND PROMOTIONS AND SALES**

Tree Adoption Uganda developed and executed a marketing campaign plan that entailed a number of aspects namely;

- A Marketing plan developed and used as a guide to support the realization of set campaign objectives this included key messaging concepts and targeted communications that promoted awareness of the run and instilled desire in the target audience to participate. Over 60 unique social media posts were generated on twitter, 32 posts on Facebook, 27 posts Instagram and 16 posts on LinkedIn Key Results

- Digital/ social media engagement plan and mechanics to drive consideration. This included twitter space discussions every week that hosted influential media personalities, climate activists and air quality experts.
• The social media influencers. This included a total of 12 influencers with big following, that used their social media handles to popularize the event. This was a good strategy because it helped to make the Run4Climate one of the most trending events. The TAU team and their networks as well posted the messages on social media.

• Activation campaigns. This was done around busy spots within Kampala and it involved distribution and display of Run4climate awareness materials.

Ticket sales

The ticket sale platforms included the online ticket sales through the TAU website link and the UG tickets, Mobile money payment system and cash. Out of the total 457 ticket purchases, 20 were done through the online ticket platform, 30 tickets were bought through cash payment and 407 through mobile money. This is an indication that mobile money payment is the most convenient of the three platforms used.

Venue of the run

The venue of most events has always been an issue of discussion based on subjective opinions. However, the Makerere University Rugby grounds is a rather central location that should favor most of the participants, considering the fact that the biggest number live within Kampala and nearby districts.

CHALLENGES

• Funding. The Run4climate does not have a definite source of fund and this therefore limits number of promotional activities and procurement of good quality merchandise

• Availability of merchandise. The availability of the running kit in the market was limited and this caused a lot of inconveniences and unnecessary costs in movements

• Rising cost of commodities. The recent rise in fuel prices has affected the budgeting and fund allocation. The unstable commodity prices always affected delivery

• Delayed responses to requests for clearance from authorities. The follow-up processes with relevant authorities were frustrating, expensive and time wasting, leading to unnecessary costs and inconveniences
• Low TAU brand awareness. Many organizations/people prefer associating with more popular brands. Tree Adoption Uganda is still a relatively unknown brand and this affected the sponsorship potential and public participation in the run.

FEEDBACK FROM THE PARTICIPANTS.
• Value for money. Some sections of the public were concerned about the quality of the running kit, which they said was of very poor quality and not worthy. They also expected other items like water bottles included in the kit
• Payment of parking fees. Some of the participants who drive appealed to Tree Adoption Uganda to always work with the relevant authorities to waive payments on packing for runners on the day of the run so that the venue more appealing to them.

RECOMMENDATIONS FOR FUTURE R4Cs
• Roll out the Campaign early enough. Ideally the campaign should be rolled out at least 6 months prior to provide enough time to lock in partnerships and plan accordingly to avoid last minute deliverables under pressure
• Stakeholder mapping. It is important to map out key stakeholders who have interest and can participate in the event including academic institutions, non-Government organizations, environmental enthusiasts /activists, the media among others.
• Brand awareness—Create more hype through advertising, consider celebrity influencers and entertainers to endorse and if possible perform at the run.
• Widen scope of the run. The run could be implemented with a hybrid approach. Both physical and virtual for participants outside Kampala or Uganda that would love to participate in the cause.
• Feedback. Share progress and impact on how participation made a contribution to the intended goal of the run