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PRESS STATEMENT
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DTM Calls on Kenyans to Walk the Talk on Climate Change Adaptation

Nairobi, Kenya — As Kenya marks Mazingira (Environment) Day 2025, under the theme “**Citizen-Centric Tree Growing and Environmental Stewardship**,” **Development Through Media (DTM)** urges all Kenyans to move beyond rhetoric and take concrete actions to protect and restore the environment.

This year’s focus on returning to our former primary schools to plant and donate fruit trees reminds us that sustainability begins with small, consistent acts rooted in community and care.

Indeed, climate adaptation is not a government agenda alone — it is a national responsibility that demands individual and collective effort.

As a non-profit media civil society organization, DTM continues to:

- Amplify citizen voices and highlight climate adaptation stories from communities
- Partner with institutions to promote green education and tree-growing drives, and
- Produce media content that inspires climate-conscious action across Kenya.

This [article](#) published on our [Radio Baraza \(RB\)](#), is testimony to DTM’s thematic drive around issues concerned with the environment.

DTM therefor joins hands with others calling upon Kenyans to plant, protect, and nurture trees, clean their surroundings, and use their voices to champion environmental justice.

Let us walk the talk, our collective commitment today will determine the climate resilience of generations to come.

About DTM

Development Through Media (DTM) is a pioneer media-based, not-for-profit Civil Society Organisation (M-CSO) in Kenya, dedicated to harnessing the power of media and communication for inclusive and transformative development. Through partnerships, capacity building, content creation, dissemination and advocacy, DTM empowers citizens—including youth and marginalised communities in the rural and urban areas—to actively participate in shaping the social, economic, and political decisions that affect their lives.

Signed:

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