



PRESS STATEMENT
FOR IMMEDIATE RELEASE
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DTM Calls on Kenyans to Turn Mazingira Day into Action for a Greener, More Resilient Kenya

As Kenya marks National Mazingira Day on 10 October 2026 under the theme: **“Our Environment, Our Responsibility: Collective Action for Supporting the National Goal of Growing 15 Billion Trees by 2032,”** Development Through Media (DTM) calls for collective action to protect the country’s forests, restore degraded landscapes and strengthen communities’ resilience to climate change.

From the Mau Forest Complex and the Aberdare water towers to the drylands of northern Kenya, environmental degradation threatens water security, agriculture, livelihoods and biodiversity. Achieving the national target of growing 15 billion trees by 2032 requires Kenyans to move beyond planting events to nurturing trees to maturity and protecting the ecosystems that sustain our nation.

DTM is contributing through community-centred media and public engagement. Through Radio Baraza, DTM provides platforms for dialogue on development issues, including environmental protection. Its network of 67 trained DevReporters across 36 counties offers an avenue to amplify local conservation efforts, document environmental challenges and hold duty-bearers accountable for their commitments.

DTM urges national and county governments, communities, schools, businesses and civil society organisations to prioritise indigenous trees where ecologically appropriate, protect water catchment areas, restore degraded land and ensure planted seedlings survive.

As Kenyans reflect on this day, DTM calls for sustained environmental reporting that highlights local solutions, informs citizens and strengthens public accountability.

Kenya’s environmental future cannot be secured by government alone. Every institution, community and citizen has a role to play. Let us plant wisely, nurture diligently and protect our natural heritage for generations to come.

Signed:

Ms Dommie Yambo-Odotte,
Executive Director and Producer

Development Through Media (DTM)

“Empowering Communities Through Information, Participation, and Social Transformation.”

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