

## Feature story – Our communities

Progress through partnerships:

# Uniting for environmental stewardship

In a concerted effort to nurture a more sustainable ecosystem, ASA's operating countries have joined hands with diverse partners to spearhead transformative tree planting projects. This collaborative endeavour not only seeks to enhance environmental stewardship but also showcases the power of collective action and shared responsibility. Read Kenya's story on the next page.

Tree seedlings planted in Kenya

10,500

Estimated programme participants in Kenya

2,880

Partnerships formed in Kenya

16



## Feature story – Our communities continued

### Founding fruitful partnerships in Kenya

The journey began with knocking on doors of government officials and engaging with environmental departments. Local Sustainability Manager, David Munge recounts how discussions with the Ministry of Forest Services and Nairobi County laid the groundwork for a project. Nairobi was chosen as the first project location because of its proximity to ASA Kenya's headquarters and the importance of close involvement.

Conversations revolved around where to plant, which trees to plant – considering the water requirements of the tree and the use of the tree – and references were made to working with particular schools. Dr. Alice Ruto, Director Forestry and Agricultural Land Use Management at the Nairobi City County Government and leader of the Kenya Women Association of Professionals in Agriculture and Environment, played a crucial role in sourcing seedlings, negotiating on behalf of ASA Kenya ('ASA'), and fostering unique connections. A collaboration with a tree nursery development programme within a prison not only provided many trees for the initiative but also offered an intriguing exchange of ideas.

The synergy expanded further to clients with tree nurseries, including a bulk purchase from a client specialising in avocado trees. The symbiotic relationship left the client feeling not just satisfied but proud to contribute to the cause.

### Cultivating environmental stewardship

Key partnerships were formed with environmentally responsible schools and universities, carefully chosen in alignment with government guidance. The students and school officials became active participants in the project, adopting and nurturing tree seedlings.

The choice of fruit trees added an extra layer of excitement among the students, as the prospect of watching something grow and eventually sharing the harvest with their friends ignited a tangible connection to nature and a sense of ownership among the younger generation.

The project also went beyond planting trees; it became an educational endeavour. Before the planting, all participants – including students, ASA colleagues, clients and community members – engaged in discussions about the need for climate action and environmental stewardship. ASA's colleagues experienced how the planting project not only deepened their connection with the nature but also fostered bonds with clients, as they worked hand in hand towards a common goal.

### The Government of Kenya as a catalyst for collaboration

The Government's support, driven by the President's commitment to climate action, played a pivotal role. The Africa Climate Summit held in Nairobi in 2023 emphasised the urgent need for collective efforts, followed by setting ambitious tree planting targets for all counties. This initiative not only garnered support from local chiefs, who mobilised communities, but also spurred healthy competition between counties, accelerating collaboration. To ensure the trees yield the intended results, Dr. Alice Ruto established the 'Rapid Result Initiative', which diligently monitors the progress of the trees – including the trees ASA planted in Nairobi County.

### Spreading impact and future endeavours

While ASA seeks to expand its impact to other counties, including more arid areas, the Company actively engages in discussions with local governments. The commitment to invest in environmental initiatives, originating from the organisation's leadership, serves as a driving force.

Partners are drawn to collaborating with ASA due to their socially responsible model, grounded in client protection principles, extensive outreach, and personal endorsements from clients. The shared goals and tangible impact are crucial in nurturing these partnerships. "We actively seek partnerships with stakeholders who share our mission. Our aim isn't just to roll out programs for the sake of it; we genuinely aspire to contribute to change", Mr Munge explains.

### Strengthening the ASA business model

The tree planting project in Kenya epitomises the strength of partnerships, collective responsibility, and environmental stewardship. This initiative aligns with the Company's core value of teamwork, and by engaging clients in environmental initiatives, it contributes to ASA's mission and strengthens its business model, by promoting sustainable growth while making a positive impact on the environment and society.

**Tree planting initiatives spanned across ten countries, resulting in a total of 29.5k trees planted. Read more about the tree planting target on page 62**

**One of the events in Rwanda was captured on video.**

Watch it here

### Link to values



Teamwork



Professionalism



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David Munge  
Sustainability Manager,  
ASA Kenya

