



**MAYOOBA ECO  
FOUNDATION**

Empower. Conserve. Thrive.

# MAYOOBA ECO FOUNDATION (MEF)

**LAUNCHES PLANT FOR PRIMATES INITIATIVE  
@MUKONO COU, BWINDI NATIONAL PARK**



**PLANT FOR PRIMATES**

EMPOWER. CONSERVE. THRIVE.

## PARTNERS



# EXECUTIVE SUMMARY

Mayooba Eco Foundation (MEF) is an indigenous non-governmental organization committed to promoting environmental conservation, sustainable tourism, and local livelihood empowerment across Uganda. In partnership with the Ministry of Tourism, Wildlife and Antiquities, Uganda Wildlife Authority (UWA), Conservation Through Public Health (CTPH), National Forestry Authority (NFA), Rotary Club/Mission Green, Kaynela Farms Ltd, and Bamboo Innovation Hub, MEF officially launched the “Plant for Primates” community tree-growing campaign on 19th July 2025 at Mukono Church of Uganda, Buhoma, adjacent to Bwindi Impenetrable National Park.

This initiative addresses the urgent challenges of climate change while empowering local communities through tree planting. It promotes sustainable tourism, creates green jobs, and enhances conservation efforts aimed at restoring Uganda’s lush green environment. The Plant for Primates project is one among several transformative initiatives MEF is implementing nationwide.



# GENERAL SUMMARY OF THE PLANT FOR PRIMATES INITIATIVE LAUNCH

## Plant for Primates (P.F.P)

Plant for Primates is a creative environmental initiative that engages individuals and communities in tree planting and stewardship. The focus is on planting fruit-bearing and native trees, naming each tree, nurturing it, celebrating its growth milestones, and sharing its story globally. The initiative also promotes the care and protection of existing trees.

In addition to reforestation, the initiative empowers local communities, particularly women and youth, through skills in bamboo craft making, thereby creating green jobs and supporting tourism. It also includes the formation of Plant for Primates School Clubs to educate and involve schoolchildren in environmental conservation.

MEF recognizes the intrinsic link between tourism and the environment. Uganda's rich natural, cultural, and historical assets are a major draw for tourists, making conservation critical for sustainable tourism.

On 19th July 2025, the Plant for Primates Initiative was launched with the following goals:

- Support local livelihoods through fruit tree planting and bamboo value addition.
- Advance environmental conservation in communities adjacent to habitats of mountain gorillas and other primates.
- Promote sustainable tourism through habitat restoration and conservation-focused livelihoods.

The event was attended by representatives from government agencies, conservation organizations, religious institutions, local leaders, and community members, demonstrating strong multi-sectoral support.

# OBJECTIVES OF THE PLANT FOR PRIMATES INITIATIVE

- Increase tree cover in buffer zones around Bwindi Impenetrable National Park.
- Provide sustainable income sources through fruit and bamboo products.
- Reduce human-wildlife conflict by creating buffer zones and food alternatives.
- Promote conservation education through school and community engagement.
- Empower youth and women with climate-smart, green job opportunities.
- Contribute to Uganda's climate commitments under the Paris Agreement and SDG 13.

This initiative is expected to serve as a model for green job creation and nature-based solutions.

# DECLARATION / PLEDGE

During the launch, attendees expressed appreciation for the Plant for Primates initiative. They pledged to support the initiative by planting and caring for a tree, each with personalized pledge cards.

## Notable Tree Plantings:

- **Mr. Moses Bashija**, Mayor of Buhoma Town Council (Chief Guest), planted a tree named after the late Venerebo Beshubeho, the first Christian leader in Buhoma.



*Mr. Moses Bashija, planting a tree*



- **Rev. Rabane Time** planted a tree in honor of his 4-year service at Mukono COU.



- **Mr. Gracious Twebaze**, on behalf of Dr. Gladys Kalema of CTPH, planted a tree named after CTPH.



- **Miss Kyasiimire Immaculate**, Plant for Primates Ambassador, planted a tree named after Mayooba Eco Foundation.



- **Mr. Ayebare Isaac**, Founder & CEO of MEF, planted a jackfruit tree named after his late father, Mayooba Godfrey, in recognition of his conservation work with the Institute of Tropical Forest Conservation.



# APPROACHES TO IMPLEMENT THE CAMPAIGN

Isaac Ayebare, the team leader behind Plant for Primates, presented the motivation and strategic approaches for the initiative:

- **Community Approach.** Direct engagement with local communities for implementation.
- **School Approach.** Establishment of Plant for Primates School Clubs.
- **Media Approach.** Introduction of the “Plant 4 Primates” mobile app to document tree planting, track progress, and engage wider audiences. The app is under development and requires funding to launch fully.



# ACTIVITIES CONDUCTED DURING THE LAUNCH

## Tree Planting.

- 240 fruit tree seedlings (avocado, mango, jackfruit, guava) and 10 bamboo seedlings planted.
- Each tree named and planted by guests and partners as a symbol of commitment.

## Ambassador Crowning Ceremony.

- Kyasiimire Immaculate Shantel was crowned as the Plant for Primates Ambassador. Her responsibilities include raising awareness, mobilizing community participation, promoting sustainable tourism, and representing MEF on conservation platforms.



## Bamboo Skills Training.

- Conducted by Bamboo Innovation Hub in partnership with MEF.
- Focused on producing eco-friendly bamboo products like travel mugs, cups, utensils, and crafts.



# IMPACT AND NEXT STEPS

## 1. Milestones Achieved

- 250 trees planted
- Over 100 community members trained on bamboo care and sustainable use
- Plant for Primates Ambassador crowned

## 2. Next Steps

- Roll out the community approach during the **Imbalu Festival in Mbale** (“Plant for Primates Greening Mbale During Imbalu Festival”).
- Establish school clubs to integrate wildlife conservation into co-curricular learning.
- Recruit **Plant for Primates Village Coordinators** to:
  - \* Monitor tree survival
  - \* Guide bamboo care and sustainable use
  - \* Facilitate tourist involvement in tree planting
  - \* Record planted trees via the mobile app for transparency and impact tracking
- Expand the initiative to more communities near protected areas.

# GET INVOLVED

You can support the Plant for Primates Initiative by:

- Sponsoring tree seedlings or school clubs
- Purchasing plant for primates branded or co-branded merchandise such as cups, caps, t-shirts, jumpers, and umbrellas. Proceeds go directly towards the purchase and nurturing of tree seedlings, supporting the sustainability of this noble initiative.
- Volunteering for conservation education
- Partnering to expand bamboo skills training
- Promoting sustainable travel and conservation tourism

## CONCLUSION

Mayooba Eco Foundation, through its flagship project “the Plant for Primates Initiative” together with its development partners and like-minded stakeholders, remains committed to raising awareness on environmental conservation, wildlife protection, the importance of tree growing, and the promotion of sustainable tourism. Our core objective is to reverse the effects of climate change and contribute to building a world where people live in harmony with nature.

## APPRECIATION

**MINISTRY OF TOURISM WILDLIFE AND ANTIQUITIES, UGANDA WILDLIFE AUTHORITY (UWA), CONSERVATION THROUGH PUBLIC HEALTH (CTPH), NATIONAL FORESTRY AUTHORITY (NFA), KAYNELA FARMS LTD, ROTARY CLUB/ MISSION GREEN**

# CONTACT US

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