



# Together we can move mountains

The Greenmanjaro climate care projects

# Media kit

## Taglines

#Kilimanjaro #Kili #climate change #donors #schoolchildren #nature conservation #food security #deforestation #poverty #public schools #education #tree felling #slash and burn #awareness #school veggie garden #bicycle #seedlings #rainforest #gift from the heart

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## Facts and figures

For many, Tanzania may be the most well-known and loved country in Africa.

# 1.5

### Million people worldwide

1.5 million people worldwide flock to Tanzania. A must-see destination for every safari-goer or Kili mountain-climber. The country hopes to reach 6 million visitors by 2025.

# 1/4

### Billion online viewers

Exposure through tourism reaches an audience of around 1/4 billion online viewers.

# 1\$

### USD 1 billion in buying power

In 2020, tourists wielded over USD 1 billion in buying power. By 2025, the country hopes to reach \$6 billion in tourism revenue.

# 82%

### Of Kilimanjaro's glaciers has shrunk

Kilimanjaro's glaciers have shrunk by a whopping 82% since the first survey of the summit in 1912. Since 1989, there has been a decline of 33%. At that rate, say the experts, Kili will be completely ice-free within the next decade or two.

# 0.5 m. ↘

### 0.5 metre loss in height

The summit of the ice fields has lowered by at least 17 metres since 1962. That's an average annual loss of about a 0.5 metre in height.

# 400,000 ha.

### 400,000 hectares deforestation

Tanzania has an annual deforestation rate of around 400,000 hectares. Mainly due to shifting agriculture (slash and burn) or tree felling for firewood.

# 75,000

### Inhabitants in Lower Moshi

Live on bare sandy plains and suffer extreme living conditions. The school lunch is often the only guaranteed meal of the day for the children.

# 5.1

### Million schoolchildren

Many schools fall victim to poor hygiene, countless children suffer from diarrhoea, dysentery, and respiratory diseases.

## Facts and figures

32%

### Attend secondary education

Although almost every child goes to primary school, many fail to pass the secondary school entrance exams - Net result - only 32% enrol into secondary education.

150

### 150 tons of solid waste

50,000 tourists climb the mountain yearly and leave 150 tons of solid waste behind - only 50% is collected.

1 m.

### Plastic bottles

One million plastic bottles are bought every minute around the world.

35,000

### Annual waste of 35.000 tonnes

Tanzania has an annual plastic waste of around 35 thousand tonnes Only 34% is collected, but lacks a productive disposal system. Thousands of tonnes of plastic waste infiltrate into Tanzanian oceans, rivers and lakes.

800,000

### Kids with Jane Goodall

Greenmanjaro Foundation has a special partnership with Roots & Shoots from Jane Goodall Institute. Please visit them on [www.rootsandshoots.org](http://www.rootsandshoots.org)



*"Each one of us matters, has a role to play, and makes a difference." - Jane Goodall*



# Make your Kili promise today



## Support the kids of Kilimanjaro

Respect nature, avoid littering, work with us and give a chance to maintain and extend our climate care and recycling projects. Help us reverse the negative spiral and improve Kilimanjaro's living environment. And that's a promise.



Scan to donate



# Our Kili promise

We let the kids do it



## Create plastic heroes

- Create awareness about climate and plastic in schools.
- Educate children, teach them to remove plastic waste.
- Supply the machinery to create new sustainable products for their families and community.



## Education is key

- Children learn to respect nature and the environment and spread the word.
- Initiate 'skills & development' into the curriculum.
- Print and distribute 'Happy Green Tanzania' books and games for teaching.



## Grow school veggies

- In Lower Moshi, living conditions are grim. Increasing deforestation means sandy plains, no shelter from the sun and crops to harvest.
- Using local agro experts, we provide water pipes, irrigation, fences (against hungry goats), garden tools and healthy seedings.



## Plant beautiful trees

- Rau Forest: deforestation and trees falling.
- We plan to cultivate and plant 60.000 trees this year and rekindle the beautiful forest.
- With schoolchildren we run an educational centre.

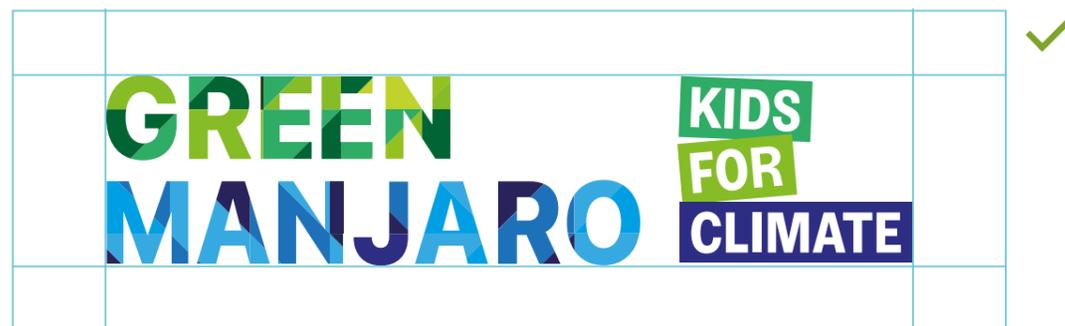


## Instruction use of Greenmanjaro Kids For Climate logo.

Please comply with these illustrations & instructions.

### Logo margins

Always place the logo with a spacious white margin around it.

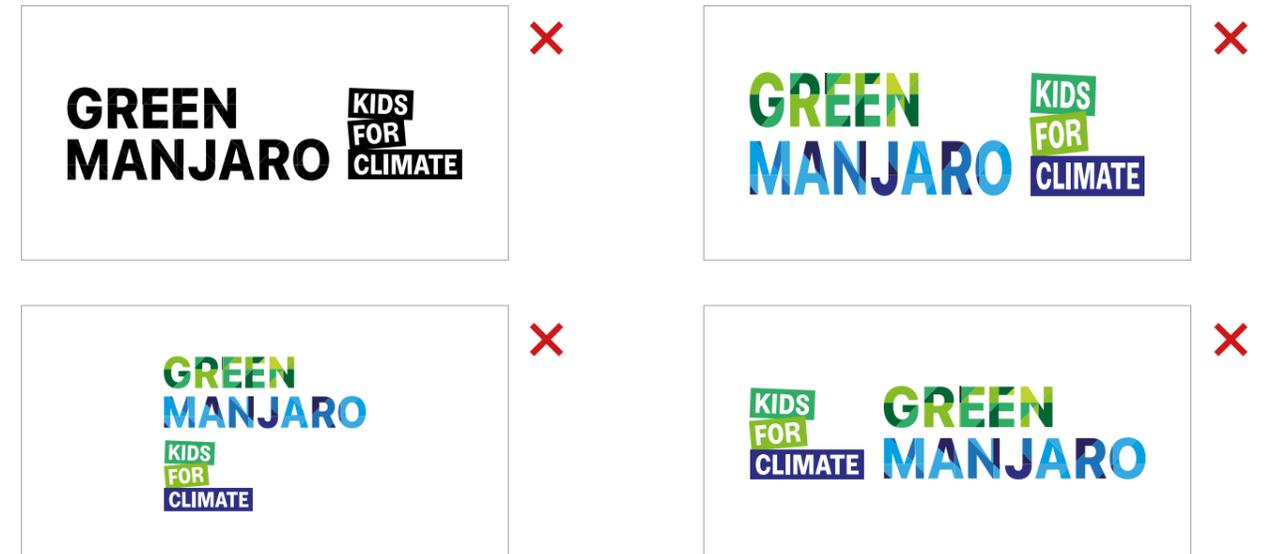


### Logo use

The following may not be changed or altered in any way:

The colours or proportions of the logo.

The placement ratios of the logo.



### Background

If the logo is for use on a coloured background, please follow this example. Where possible, insert the logo on a white background. Alternatively, apply using a white outline.

Please note, when applying the logo version mounted on white, insert it on a coloured background.



## How to promote us

Ten marketing tips

- 1** Create your own KILI PROMISE 'Today' (adapt the pledge text if you wish)
- 2** Promote Greenmanjaro in your brochure, website and social media.
- 3** We can provide promotional texts, long or short
- 4** Link to Greenmanjaro website or use QR code
- 5** Mention in your trip proposal and booking confirmation to customers
- 6** Integrate in Staff/Guides briefings (what they need to tell customers)
- 7** Involve your staff in special clean up days, take photos, send us short videos for us to add to our social media
- 8** Report our project progress on regular basis in your newsletter. We can provide you with specific information.
- 9** Collect email addresses for the 'Kili Club' so we can increase our network
- 10** Ask for advice from Greenmanjaro.

## Text for website or brochures

Short

Greenmanjaro provides climate care education in the Kilimanjaro region and has made the KILI PROMISE.

As the Greenmanjaro team, their KILI PROMISE protects nature, avoids littering, plants trees and works to maintain & extend climate care projects for and by kids.

We, in turn, motivate you to donate a small gift of the heart to these wonderful projects. Help us to reverse the negative spiral and improve Kilimanjaro's living environment.

And that's a promise.

Use the QR code to donate.

Long

KILIMANJARO, the highest mountain in Africa, is located in the area where the first humans lived. Due to the melting ice cap, the pinnacle has become a symbol of climate change. Massive deforestation has occurred over the years resulting in poor living conditions. Tourists leave tonnes of waste behind, and the local people are unaware of the environmental impact.

Improving the living environment in this iconic location is essential. So we made our KILI PROMISE with our preferred partner Greenmanjaro – Climate care for and by Kids.

Their mission is to facilitate Kilimanjaro Climate Care Projects for kids to reverse the negative spiral.

Greenmanjaro teaches children to collect and recycle plastic waste, reforest and grow trees and vegetables through skills and development lessons in local schools. Thus motivating and inspiring schoolchildren, their parents and their communities.

Our KILI PROMISE means that all our staff and management will do the utmost to protect nature, avoid littering, and work with the Greenmanjaro Foundation in maintaining & extending climate care projects for and by kids.

We, in turn, motivate you to donate a small gift of the heart to these wonderful projects. Help us to reverse the negative spiral and improve Kilimanjaro's living environment.

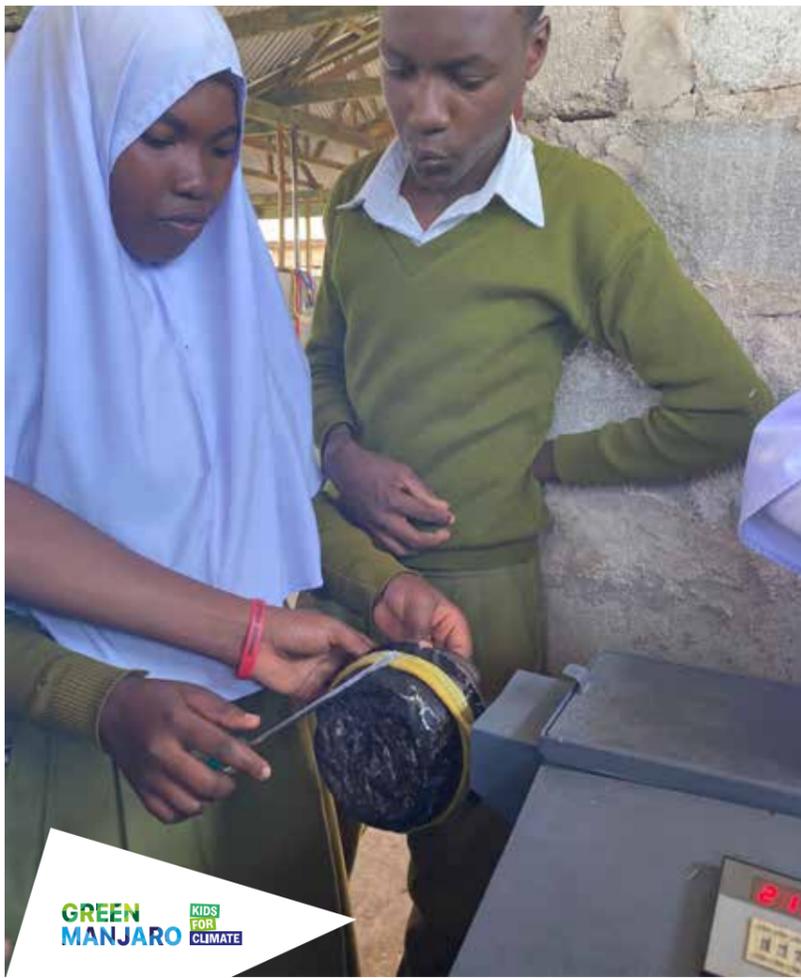
And that's a promise.

"Mradi Wa Utunzaji Uoto Asili Wa Kilimanjaro."

Use the QR code to donate.

## We can design marketing material upon request:

- Posters: 2 types (Promise) & (Kili message)
- Stickers: 2 types (Promise) & (Kili Club)
- Flyers: 1 type (Kili message)
- T-shirts: 4 sizes (2 men, 2 women) 4 topics/colours
- HGT booklets (only English)
- Special marketing campaigns (tailor made)



## Quotes

For use in marketing

*“Each one of us matters, has a role to play, and makes a difference.” - Jane Goodall*

*There is no time to waste. We must either unite now or perish.” - Julius Nyerere, first president of Tanzania*

*“The generation that destroys the environment is not the generation that pays the price. That is the problem.” - Wangari Maathai, Nobel Prize winner*

*“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela, president of South Africa*

*“Pamoja, tunaweza kuhamisha milima.”  
“Together we can move mountains” - Swahili*

*“The man who moves a mountain begins by carrying away small stones.” - Confucius*

