



United Nations Development Programme  
Communications Office

# MEDIA ADVISORY



## World Day to Combat Desertification Taita Hills

**17 June 2008-** The World Day to Combat Desertification is commemorated every year on 17<sup>th</sup> June 2007. This year's commemoration will be held in Taita district and the host community identified is Kitughi Youth Initiative Group. The Kitughi Youth Initiative Group is a registered group and is one of the most organized in the area and works very closely with Government for development. The launch will be presided over the Permanent Secretary in the Ministry of Environment and Minerals as well as Director-National Environmental Management Authority (NEMA). Representatives from UNDP are also expected at the event.

The objectives of commemoration include;

- Sensitizing and educating the public on the negative impacts of desertification and drought.
- Supporting community initiatives in combating desertification and drought.
- Bringing together development partners including potential donors and local communities with a view to building partnerships with the affected communities.
- Building local capacity to address issues related to desertification.

During this year's commemoration as has been the tradition, UNDP will provide seed money to the Kitughi Youth initiative Group to undertake bee keeping project. The project will help them raise their income levels and improve their livelihoods. The project will also contribute towards protection of the environment. The community is undertaking environmental activities around the Taita Hills which have been deforested. They have undertaken to re-afforest the hill on voluntary basis.

*For Further Information contact*

*Ms Alice Mwangi, UNDP –Kenya [Alice.mwangi@undp.org](mailto:Alice.mwangi@undp.org)*

*Ms. Jemaiyo Chabeda, UNDP Kenya Communications office, Tel 254-723727779*

*Email: [jemaiyo.chabeda@undp.org](mailto:jemaiyo.chabeda@undp.org)*

*UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners. [www.ke.undp.org](http://www.ke.undp.org)*