

Official Speech

Delivered by Ms. Gladness Mkamba (Director Forest and Beekeeping Division) during launch of the Mama Misitu TV Campaign on MJUMITA Sustainable Charcoal Value Chain held on 11th September 2015 at the New Africa Hotel, Azikiwe Street, Dar es Salaam.

**Your Excellency, Deputy Ambassador, Embassy of Finland;
Government representatives;
Representatives of Development Partners and Embassies;
Representatives of various Non Governmental Organizations and the Private Sector;
Village representatives from Kilosa
Journalists from various media platforms;
Distinguished Participants;**

Ladies and Gentlemen!

It is my pleasure to stand here today and officiate the launch of the Mama Misitu TV campaign on MJUMITA sustainable charcoal value chain as part of awareness creation to the public and decision makers on the need to improve governance of the charcoal sector to bring benefits to forests and adjacent communities, and bring transformative change to the rest of the public depending on charcoal as the main source of energy for cooking.

I would like to take this opportunity to welcome you to this particular launch event. More specific, I welcome our representatives from communities in Kilosa District who are here with us to witness the launching event.

I am informed that the Government of Finland funds the Mama Misitu Campaign, and that the campaign is under overall coordination of local NGOs called Tanzania Natural Resource Forum (TNRF).

I am also informed that this TV campaign will be aired in various televisions from today onwards something that, will advocate for scaling-up of the sustainable charcoal production model across Tanzania. It is my sincere hope that different stakeholder groups and the general public will be engaged through these programs, educated and thus change their behaviour towards supporting

sustainable charcoal production and better forest resources management.

Ladies and Gentlemen,

On behalf of the Ministry of Natural Resources and Tourism (MNRT), I sincerely commend the Mama Mitsu Campaign and the partners for their innovative ideas to document and share best practices on charcoal value chain that are pro-poor, sustainable and thus promote self-employment opportunities, and incentivize more sustainable management of natural woodlands.

Ladies and Gentlemen,

The MJUMITA sustainable charcoal model piloted in Kilosa district, Morogoro region is part of concerted efforts by Mtandao wa Jamii wa Usimamizi wa Mitsu Tanzania (MJUMITA), Tanzania Forest Conservation Group (TFCG), Tanzania Traditional Energy Development Organization (TaTEDO) and Kilosa District Council to transform and formalize the charcoal sector from problem to opportunity.

Today, it is evident that the demand for charcoal has increased dramatically in urban and semi urban areas. Therefore, there is an urgent need to increase investments that promote sustainable production and marketing of charcoal from community's managed forests. More efforts have been centred along regulating the 'demand' side, more is needed to do so at the 'supply' side for the balance to happen.

Credible evidence about the sustainable charcoal production model were presented during the **National workshop for exploring the evidence, mapping the way forward, and planning for future actions for developing biomass energy in Tanzania**, on 26-27th February 2015 (myself and some of participants here were there that day).

Ladies and Gentlemen,

It should be clearly known that, most of the charcoal is produced either illegally in reserves or from forests / woodlands on village land for which no sustainable harvesting plan is in place. Due to these challenges, charcoal production in Tanzania has become a driving force behind deforestation and forest degradation.

Therefore, there is urgent need to engage in dialogue with multi-stakeholders groups through public - private partnerships to mobilize resources for scaling -up such models in various parts of Tanzania.

Ladies and gentlemen,

I hope that the Mama Misisu TV campaign on sustainable charcoal value chain and other related communication materials produced by the Mama Misisu will no doubt generate public debate on the need to formalise the charcoal sector to reduce illegality and thereby increasing maximum benefits to Tanzanians.

The Ministry of Natural Resource and Tourism (MNRT) pledges to cooperate with you all in your endeavour to transform the charcoal sector so that it can contribute to improved livelihoods.

Ladies and Gentlemen,

Finally, I declare that the Mama Misisu TV campaign on MJUMITA sustainable charcoal value chain is officially launched!

Thank you very much for your attention.