



## PRESS RELEASE

### **LAUNCH OF MAMA MISITU TV PROGRAMS ON MJUMITA SUSTAINABLE CHARCOAL VALUE CHAIN.**

**New Africa Hotel, Dar-Es-Salaam, September 11, 2015**

DAR ES SALAAM Today, a new series of television programs about sustainable charcoal development, usage, and its broader based market will be aired on national television. This TV series is launched by the Mama Misitu campaign (MMC), and aims to promote the benefits – social, environmental and economic – of sustainable charcoal.

The program episodes produced in Kilosa district, Morogoro region is part of concerted efforts by Mtandao wa Jamii wa Usimamizi wa Misitu Tanzania (MJUMITA), Tanzania Forest Conservation Group (TFCG), Tanzania Traditional Energy Development Organization (TaTEDO) and Kilosa District Council to transform and formalize the charcoal sector so that it can sustainably provide secure employment and incomes to rural and urban communities.

It is estimated that charcoal and commercial fuel wood generate approximately (USD 1 billion) in revenue for more than 300,000 producers, transporters and traders in 2012. The demand for charcoal in Tanzania has increased dramatically and with largely unregulated charcoal trade forests are being cleared faster than they can grow.

Sustainable charcoal is that charcoal which is produced sustainably from Village Land Forest Reserve (VFLR) in a way that doesn't contribute to deforestation and forest degradation as opposed to the normal charcoal that, is produced unsustainably. However, the practices for this type of production is not yet well known. This new campaign aims to change that through innovative TV campaign which is launched today.

Consequently, biomass energy is Tanzania's most important energy source and will comprise the majority of the national energy supply for at least the next 20 years. At present, almost all 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 limited management of charcoal production, it has become a driving force behind forest deforestation and degradation in Tanzania.

The Mama Misitu campaign and its partners (TFCG and MJUMITA) seek to transform and formalize the charcoal sector from problem to one great opportunity. Hence, the Mama Misitu TV programs and other pertinent communication materials with various messages will be distributed across Tanzania to engage with the wider public to underscore the need to improve the governance of forests resources to bring maximum benefits to Tanzanians.

**For further Information;**

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The Mama Mimitu is a communications initiative aiming to improve the governance of Tanzania's forests by reducing illegal forest harvesting so that people of Tanzania can increasingly benefit from sustainably managed forests.

**TUMERITHI TUWARITHISHE!**

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