

**SPEECH BY MR SIMO-PEKKA PARVIAINEN, DEPUTY  
HEAD OF MISSION OF THE EMBASSY OF FINLAND  
AT THE LAUNCHING OF 'MAMA MISITU TV  
CAMPAIGN'**

The Guest of Honour,  
TNRF Executive Director,  
Mama Misitu implementing partner,  
Representatives of the Press,  
Ladies and gentlemen,

I am very honoured today to speak at this event to launch Mama Misitu TV campaign under Mama Misitu Campaign that has been running since 2008.

Finland decided to support the campaign as we felt that this was exactly what was needed in Tanzania, building on the collaborative momentum founded by the Traffic report, involving the Government, the Civil Society and Development Partners. It is appropriate that the civil society organisations adopted a partnership approach that has ensured a stronger campaign since its launch in 2008.

Ladies and gentlemen

Finland has a longstanding bilateral cooperation with the government of the Republic of Tanzania in the forest sector for more than forty years now. Support of my government in the forest sector has aimed at, sustainable forest management by strengthening human resources and institution capacities, legal and regulatory frameworks, forest based industries and livelihoods and transparency, openness and accountability in management of forest resources. The support has now been extended in promoting community owned plantations in the southern highlands of Tanzania. This supports have promoted community

participation in decision making about the use of the forest resources and their ultimate management. It is in this way that vulnerabilities and risk associated with the utilization of the resource have been addressed with the due attention to sustainability.

Ladies and gentlemen

Mama Misitu campaign has, for the last seven years in the forest sector, aimed empowerment of local communities in forest resource management and to address constrained governance and awareness challenges. These two obstacles toward sustainable and economic viable forest management were part of the findings of the TRAFFIC report. It is true, that although at large extent the campaign has managed to raise awareness and empower local communities, still forest resource governance and sustainable utilizations need to be more strengthened. This is the task that needs efforts from all stakeholders involving government, civil societies, private sector and the general public.

Ladies and gentlemen

Forest resources provide livelihoods and are essential in securing a safe and healthy environment and provide substantial economic opportunities. All these services will be realised only if forests are well protected and used in economically, environmentally and socially sustainable bases. Forest resources in Tanzania are not immune from unsustainable utilization that has affected significant part of this resource. The National Forest Resources Monitoring and Assessment - the NAFORMA - funded by the Government of Finland, revealed that ,Tanzania is losing more than 300,000 hectare of forest a year. This amounts to 1% of Tanzanian forest area. If this trend is not reversed, forest land might run out in 100 years.

Ladies and gentlemen

About 100 year ago situation in my county was quite similar. Unsustainable utilization was also underway. Forests were burned to clear lands for agricultural. The rise of forest industries, namely saw mills and paper factories, made us realise the economic value of forest. We embarked to protect our forest and planting new forests. This made us to become richer by relying on the revenue collected from forests. Measures like forest associations to protect the forest by planting new forests, by making it mandatory to plant new forest if trees are cut, with or without the participation of the forest owner. I do believe that this is doable in Tanzania. If initiatives like Mama Misitu here are implemented rigorous, this can happen in Tanzania, now and in the future as well.

Ladies and gentlemen

I am happy to be one of the participants at this event, where Mama Misitu campaign launches its television programme. This campaign is addressing especially sustainable and economically viable forest utilization. There is a clear factual evidence from all accounts that if we don't address sustainable utilization of the forest resources, these resources with their economic and ecological services will be lost in the near future. Sustainable charcoal production is one among those utilizations that need to be advocated especially in the grassroots, where unsustainable charcoal production is deep rooted. This forest utilization tells us, that even with their modest circumstances; grassroots communities can still practice sustainable charcoal production.

Ladies and gentlemen

That task of advocating for sustainable utilization of forest resource is not only for government and the civil societies, but as well a task of the general public and all stakeholders in the sector. However, civil societies like TNRF have a crucial role in creating awareness and holding all forest stakeholders, including public and private sector

accountable. Mama Misitu campaign has been a very welcoming initiative to create awareness and to enable stakeholders to take action against unlawful forest activities. Efforts have been directed toward creating awareness in interested communities and among responsive officials, to curbing illegal practices and unsustainable use of the forest resources. This campaign that we are launching today builds on those efforts and I call upon all stakeholders to support this campaign.

Ladies and gentlemen

Governance is something that Development Partners take very seriously. Governance has a crucial importance it has for reaching the common goals we have in this sector. Finland is committed to continue working together with the Government of the Republic of Tanzania and with other national stakeholders in the forest sector today and in future as a strong and reliable partner. We believe that when good governance is in place, sustainable development will prevail. In that case, strengthening good forest governance is the prerequisite if we want to realize sustainable development from this sector.

Ladies and gentlemen

With those few remarks, I would to thank Tanzania Natural Resource Forum (TNRF) for their coordination role in Mama Misitu campaign and other partners who have been very instrumental in implementing this project. I call upon all stakeholders in the forest sector to play their part in ensuring sustainable forest management.

Ahsanteni sana!