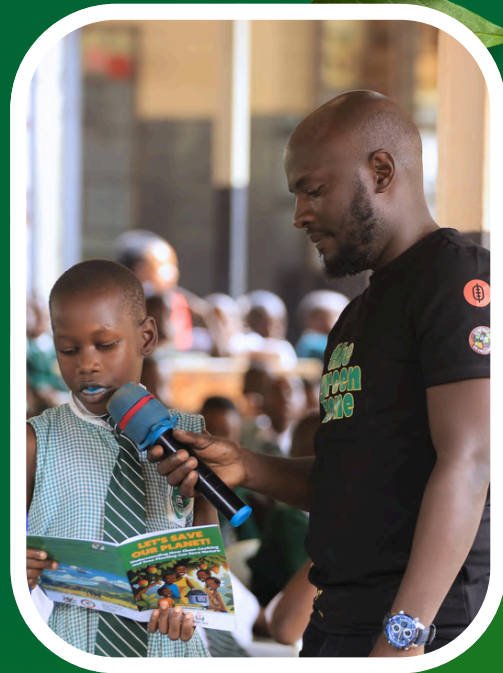


World Earth Day 2025 Report: Outreach and Green Zone Launch



Prepared by
Green Lens
International



Green Lens
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1.0 Executive Summary

In April 2025, Green Lens International implemented a two-part climate engagement initiative comprising a school outreach at Nakasero Primary School and the official launch of the Green Zone monthly climate networking event at Yujo Izakaya. Both events commemorated World Earth Day under the global theme “Our Power, Our Planet.”

The outreach engaged over 600 pupils in climate change education, clean cooking awareness, and hands-on tree planting. One week later, the Inaugural Green Zone launch convened policymakers, clean energy experts, entrepreneurs, artists, media partners, and climate advocates for a dynamic evening of dialogue, technological demonstrations, art, and networking. Together, these activities successfully advanced environmental conservation, clean energy adoption, youth engagement, and multi-sector climate collaboration in Uganda.

2.0 Introduction:

2.1 About Green Lens International



Nelson Byanyima engaging a pupil during the e-cooking session at Nakasero Primary School.



A Nakasero Primary School pupil reading from the climate education training manual.

Green Lens International is a non-profit organization registered in Uganda, steadfast in its commitment to promoting environmental conservation, advancing clean energy solutions, and fostering decisive action against climate change.

Addressing the planet's most urgent challenges, Green Lens International harnesses the power of visual storytelling to transform complex environmental issues into compelling, accessible narratives.

- **Vision:** We envision a world where climate action, clean energy solutions, and environmental conservation are a global priority.
- **Mission:** Our mission is to use visual content to raise awareness, inspire change, and drive climate action, sustainable practices, and environmental conservation globally. We leverage documentaries, photography, and media campaigns to craft stories that engage audiences, spark action, and advocate for positive environmental change.
- **Core Values:** Integrity, Collaboration, Innovation, Inclusivity, and Sustainability.

2.2 World Earth Day 2025: "Our Power, Our Planet"

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World Earth Day, observed annually on April 22nd, mobilizes millions worldwide to protect our planet. The 2025 theme, "Our Power, Our Planet," places a special emphasis on the collective human capacity and the critical role of accessible, renewable energy in driving effective climate action.

2.3 Introducing "The Green Zone": A Hub for Climate Action

"The Green Zone" is a monthly networking and knowledge-sharing space conceived by Green Lens International. Scheduled for every last Friday of the month moving forward, it brings together students, young professionals, policymakers, development partners, funders, CSOs, creatives, business leaders, and environmental enthusiasts.

Core Objectives:

- **Raise Awareness:** Highlight climate change impacts and clean energy benefits.
- **Promote Adoption:** Accelerate the use of electric cooking, solar energy, ethanol, and biogas.
- **Inspire Innovation:** Foster climate entrepreneurship among young professionals.
- **Build Partnerships:** Strengthen cross-sector collaboration for amplified collective impact.

3.0 Community Engagement: The Nakasero Primary School Outreach

On Tuesday, April 15, 2025, Green Lens International, alongside the Ministry of Energy and Mineral Development (MEMD)'s Clean Cooking Unit and other key partners, engaged over 600 children (Primary Four and Five) and their teachers at Nakasero Primary School.

As climate change intensifies and indoor air pollution continues to harm millions, early climate education is critical.



Green Zone organizers and performers cut the cake with Naava Grey.

3.1 Climate Change Training for Young Minds

Mentored by Nelson Byanyima, Founder of Green Lens International, the school community learned about the causes and effects of global warming. Using age-appropriate explanations, the training equipped children with critical thinking skills, emphasizing how individual actions—like saving energy—contribute to planetary protection. Educational reading materials were distributed to support continued learning.

3.2 Clean Cooking Education and Live Demonstrations

Mentored by Nelson Byanyima, Founder of Green Lens International, the school community learned about the causes and effects of global warming. Using age-appropriate explanations, the training equipped children with critical thinking skills, emphasizing how individual actions—like saving energy—contribute to planetary protection. Educational reading materials were distributed to support continued learning.



Faith Eunice Orone leading Nakasero Primary School pupils in an e-cooking demonstration using Electric Pressure Cookers (EPCs).

3.3 Tree Planting: Nurturing Future Stewards

In partnership with The Kenneth Kakuru Tree Planting Initiative and supported by Makerere University students, over 200 indigenous and fruit-bearing trees were planted on the school compound.

Pupils were trained on proper planting techniques and maintenance practices, teaching them the lifelong responsibility of environmental stewardship.

Watch event highlights here:

<https://www.youtube.com/watch?v=ThMhE2l9FTA>



Rachel Akidi, the reigning Miss Tourism Karamoja 2024/2025, leading children in a tree planting session at Nakasero Primary School.

4.0 The Inaugural Green Zone Launch: A World Earth Day Celebration

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On Tuesday, April 22, 2025, in honor of World Earth Day, Green Lens International launched "The Green Zone" at the vibrant Yujo Izakaya Restaurant in Kampala.

4.1 Esteemed Partners and Collaborators

The resounding success of the launch was amplified by strong collaboration with MEMD's Clean Cooking Unit and key partners, including:

- National Renewable Energy Platform (NREP)
- Yujo Izakaya Restaurant
- Roofings Group
- Mixar Solutions
- Banange Brewing Company
- Greenwatch
- The African Climate Reality Project
- Karaoke Junction 256
- NRG 106.5 FM Uganda
- Akvo International
- The Kenneth Kakuru Earth Reboot Initiative



4.2 Event Flow and Highlights

4:00 PM – Arrivals & Immersive Experiences

The atmosphere was immediately set by vibrant event hosts, comedian Uncle Mark and Patience Logose of NRG Radio. The Green Lens Media Team coordinated green carpet moments while attendees participated in a guided Brewery Tour by Banange Brewing Company. Simultaneously, the Ebee Team facilitated electric bicycle test rides, allowing participants to experience e-mobility firsthand.

5:30 PM – Musical Welcome & Formal Opening

The Afromenco Band energized the audience with a live set, followed by the National Anthem at 6:30 PM. Brian Muhumuza from Yujo Izakaya and Nelson Byanyima delivered welcome addresses, highlighting the purpose of the platform.



Green Zone organizers and performers cut the cake with Naava Grey.

7:00 PM – The Power of Youth & Art

Little Martina, an inspiring Primary Five student, captivated the audience with her original song: "If we wanna make it better, we only have to conserve our nature... We are the last generation that can make a change. Let's unite and rearrange."

7:15 PM – Expert Voices: The Storytelling Panels

Moderated by Justine Okumu on behalf of Engineer Herbert Abigaba from MEMD's Clean Cooking Unit, esteemed experts shared practical insights into community energy access:

- **E-Mobility & Productive Use:** Owiny Hakim (Ebee), Jackie Bazimudde (Zembo e-mobility), and Victor Kazimiri (Akvo International) discussed scalable, sustainable transport and clean energy in business.
- **Clean Cooking:** Ruth Komuntale (ECOCA East Africa) and Ucha David (Detra Energy) addressed market adoption challenges and the health benefits of transitioning away from traditional biomass.



Green Zone organizers and performers cut the cake with Naava Grey.

8:00 PM – Live Demonstrations & Exhibitions

Eunice Faith Orone and the ECOCA Team, alongside Miss Tourism Karamoja (Ms. Akidi Racheal) and poet Loretta Kansiime, conducted live cooking demonstrations using EPCs and ECOCA Solar Cookers. A dedicated exhibition area buzzed with homegrown innovations from ECO Stoves, Proxima Cards, Ebee, and Purifaaya-SPOUTS.

8:10 PM – Eco-Entertainment & Creative Advocacy

- **Spoken Word:** Loretta Kansiime's poem "Mama Berna" addressed the human cost of traditional cooking. Mitch Isabirye challenged energy habits: "Let me be the spark that ignites the fire that would make you think twice before you ignite that firewood." Angel Kabera celebrated environmental justice and youth leadership.
- **Comedy & Engagement:** Uncle Mark blended humor with environmental messaging, while Karaoke Junction 256 and NRG Radio facilitated an interactive Climate Quiz.

9:40 PM – Keynote & Celebration

The Guest of Honor Ms Justine Akumu on behalf of Engineer Abigaba Herbert delivered a keynote on inclusive climate solutions, followed by a ceremonial cake-cutting. From 10:00 PM onward, guests enjoyed headline performances by Naava Grey and the Afromenco Band, utilizing the vibrant atmosphere to network and forge collaborations.



Green Zone organizers and performers cut the cake with Naava Grey.

5.0 Outcomes and Impact

The combined Nakasero Outreach and Green Zone launch successfully:

- Engaged over **600 pupils** in hands-on climate education.
- Planted over **200 trees** for long-term biodiversity.
- Increased practical awareness of clean cooking and e-mobility solutions.
- Strengthened multi-sector climate partnerships across government, private, and creative sectors.
- Successfully launched a recurring monthly climate networking platform.
- Established the foundational Green Lens Ambassadorship Program.

6.0 Recommendations and Way Forward

To maximize the long-term impact of the World Earth Day 2025 initiatives and ensure the sustainable growth of the Green Zone platform, the following strategic actions are recommended:

6.1 Sustaining Youth Environmental Literacy

Ms. Faith Eunice led an interactive class on clean cooking technologies, showcasing improved biomass cookstoves and electric pressure cookers (EPCs). Children witnessed live demonstrations showing how meals could be prepared faster and with less fuel. Facilitators explained the severe health risks associated with traditional charcoal and firewood, highlighting that clean cooking reduces deforestation and improves household health.



Green Zone organizers and performers cut the cake with Naava Grey.

6.2 Expanding and Sustaining "The Green Zone"

- **Secure Long-Term Sponsorship:** To maintain the Green Zone as a free, accessible monthly networking space, Green Lens International should leverage this inaugural success to secure recurring sponsorships from corporate partners (such as clean energy enterprises and eco-conscious brands) and development agencies.
- **Diversify Monthly Themes:** While the launch successfully highlighted clean cooking and e-mobility, future events should rotate themes to cover other critical environmental issues in Uganda, such as wetland conservation, sustainable waste management, and climate-smart agriculture.



Beauty queens participating in an e-cooking session during the Green Zone launch.

6.3 Tracking Clean Energy Adoption

- **Post-Event Impact Surveys:** In collaboration with MEMD's Clean Cooking Unit and NREP, implement a tracking system or follow-up survey for event attendees to measure how many participants transition to or invest in the clean cooking and e-mobility solutions showcased during the live demonstrations.



Nakasero Primary School pupils and their teacher participating in a live e-cooking demonstration led by Faith Orone Eunice.

6.4 Leveraging Visual Advocacy for Global Reach

- **Documentary and Media Production:** Staying true to the organization's core mission, the extensive visual media captured during the April 15–22 events should be compiled into a high-quality short documentary and a photo exhibition. These assets can be used as a powerful advocacy tool to engage international climate funders and global audiences who align with the "Our Power, Our Planet" vision.



A moment shared through a selfie during an e-cooking demonstration.

6.0 Conclusion

The April 2025 initiatives marked a significant milestone for Green Lens International, bridging grassroots community education with high-level stakeholder dialogue. In her closing remarks, Justine Akumu (MEMD's Clean Cooking Unit) emphasized the critical importance of inclusive access to clean energy, lauding the local ingenuity of the showcased Ugandan technologies.

Nelson Byanyima, Founder of Green Lens International, beautifully encapsulated the initiative's vision:

"I realized that most people in our sector don't often get the chance to network, collaborate, and have fun. That's why we created the Green Zone – to learn, connect, and celebrate climate action in a way that's engaging and inclusive."

The Green Zone will continue as a monthly platform to sustain this momentum. Green Lens International extends its deepest gratitude to all partners, speakers, artists, and attendees. Together, we are shaping a greener, cleaner, and more sustainable future.

Watch the Green Zone highlights here:

https://www.youtube.com/watch?v=mrqn_kTAUps&t=24s



Afromenco Band entertaining the audience at the Green Zone launch.

6.0 Conclusion

More pictures on <https://www.greenlensug.org/thegreenzone>

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Nelson Byanyima engaging a pupil during the climate education session at Nakasero Primary School.



Rose Kakuru Ikiriza Ngabo, founder of the Kenneth Kakuru Earth Reboot initiative, leading a tree planting session for the pupils at Nakasero Primary School.



Guest of Honor Mark Lazarus Oketch (MEMD Clean Cooking Unit) delivering his keynote address during the Nakasero Primary School community outreach.



The audience at Nakasero Primary School looking at various clean cooking technologies demonstrated during the event.



Naava Grey headlining the entertainment to crown the night.



Audience members pose for a picture with Green Lens Founder Nelson Byanyima during the e-cooking demonstration.



Nakasero Primary School pupils attending a session on climate education, environmental conservation, and clean cooking.



Poet Loretta Kansiime entertaining the guests through spoken word.



The ECOCA team Led by Ruth Komuntale demonstrating their solar pressure cooker to event co-host and NRG presenter, Patience Logose.



Soet Angel Kabera entertaining guests through her musical spoken word.

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Nelson Byanyima, Founder of Green Lens International, introducing the organizing committee.

Beauty queens enjoying the event.

The audience at the Green Zone event.

Owiny Hakim and Jackie Bazimudde speaking during the panel discussion.

Afromenco Band and Naava Grey entertaining the audience.



THANK YOU



Green Lens International extends its sincere gratitude to ICLEI Africa for this invaluable partnership. We deeply appreciate the opportunity to collaborate on this initiative and to document this critical dialogue on advancing the clean cooking transition within Kampala's public markets.

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