



KWETU TRAINING CENTRE

TRAINING CENTRE FOR SUSTAINABLE DEVELOPMENT

2nd February, 2015

Dear Sir/Madam,

RE: ECO ACTION MAGAZINE AND KWETU ECO FESTIVAL 2015

We invite you to participate in an exciting venture celebrating the many ways ecological living is being promoted at the Kenyan Coast. The first ever ECO ACTION NEWS is a 32 page A4 magazine, which will present eco friendly products, services and projects along the Coast.

The magazine is being published in support of the first ever ECO FESTIVAL to be held annually at KWETU Training Centre for sustainable development on 14th June 2015. All funds generated through the magazine and festival will be in support of KWETU in providing subsidized training in natural resource management and agribusinesses for young people along the Coast.

KWETU is the oldest sustainable development organization at the Coast. Since 1997 we have been training young people in our centre situated at Mtwapa Creek in the economically and ecologically viable use of the available natural resources.

Since its inception we have offered short term courses to thousands of beneficiaries in beekeeping; fish, prawns and oyster farming; sustainable agriculture; processing of food and herbal products such as neem and aloe; entrepreneurship, mangrove forest conservation and environmental education.

Our beneficiaries are living testimonies of our success in enhanced livelihood by engaging themselves in small scale businesses derived from natural resources. And our KWETU staff is extending their services to support the management of fishponds, organic farms, neem processing and beekeeping enterprises with technical expertise during outreach visits.

KWETU has been recognized nationally and internationally e.g. through the SEED and UN Equator awards. Please check our website www.kwetukenya.org or Facebook page.

As most of our young trainees have only limited access to cash we have to offer our services at a subsidized fee. This however is only possible if we continue to receive support from external sources.

The KWETU ECO FESTIVAL

In order to continuously avail the above services we will conduct the Eco Festival on 14th June 2015, an event, which will be held annually around the International Environment Day.

This full day event will educate the general public on the importance of ecological 'green' living. It will also showcase existing eco products, services and projects at the Coast.

The day will be filled with fun, edutainment, competitions and adventures for all age groups, teams and individuals and will be covered by local radio, TV and print media.

Venue : KWETU Training Centre, Mtomondoni Village, Mtwapa Creek

Time : 8.30am to 6.00pm

The ECO ACTION MAGAZINE

The magazine will be published one month ahead to create awareness about the event as well as to showcase the many efforts made by businesses and communities to promote sustainable living and livelihoods. 5000 copies of the 32 page color magazine will be circulated free of charge in major supermarkets as well as in hotels and businesses thus offering advertisers a good platform for promotion.

We would like to invite you to present your company/project in the ECO NEWS and offer the following rates :

Full page A4 KSH 130,000/- (this includes free exhibition space during the event)

half page: KSH 70,000/-

quarter page: KSH 40,000/- (all inclusive VAT)

You have additional options to participate in this venture such as:

- **exhibit** your products/services during the Eco Festival at the cost of Ksh 20,000/- per stand
- **sponsor** the event with any cash contribution which will support training courses and extension services
- **donate** prizes for games and competitions such as environmental quizzes, treasure hunts, corporate challenge games

We are looking forward to receiving your position consideration. One of our representatives will follow up with you in the coming days. You may also want to contact us on info@kwetukenya.org or pda@africaonline.co.ke

Yours sincerely,

KWETU Training Centre
For sustainable development

Dr. David Obura
Chairman