

The TOTAL Ecochallenge program was started in 2002 with the aim of inspiring and helping all Kenyans to plant trees in every possible place. The target was 100 million trees per year, every year, for ever. Today, the program has more than 5,000 projects that have seen the planting of over 800 million trees since its inception.

Every year, Total Kenya hosts the TOTAL Ecochallenge gala awards in honor of tree planting champions of the past year who have greatly contributed towards the attainment of the TOTAL Ecochallenge objectives of the year. The champions include: individuals, farmers, community groups, schools, societies, clubs and institutions, organisations, businesses and industry of every size and kind, everywhere. Mr. Geoffrey Kiringa, a PhD student at the Wangari Maathai Institute, University of Nairobi was among the Total Ecochallenge awardee in the recently held gala.