



RWENZORI THE LUJI FESTIVAL REPORT 2022



Table of Contents

ACRONYMS	2
EXECUTIVE SUMMARY	3
1.0. INTRODUCTION	3
1.1. Festival purpose/objectives	7
1.2. Festival management and administration	7
1.3. Principle partners	7
2.0. FESTIVAL COMPONENTS AND ACCOMPLISHED ACTIVITIES	8
2.1. The community biodiversity week	8
2.2. Greening Kasese Campaign	9
2.3. Cleaning and collecting plastic waste in destination Kasese	10
Cleaning and collecting plastic waste	10
2.4. Tourism trade and investments and cultural Expo	11
2.5. Tourism, Trade, and Investments round table	12
2.5.1. Highlights of Speeches	13
2.5.2. Highlights of the Presentations	14
2.6. Miss Tourism Rwenzori Beauty contest finale	15
2.7 The Tusker Lite Mount Rwenzori Marathon	15
3.0. FESTIVAL PERFORMANCE ANALYSIS (ACHIEVEMENTS)	16
4.0. HIGHLIGHT OF CHALLENGES FACED	18
5.0. LESSONS LEARNT, SUGGESTIONS/RECOMMENDATIONS	19
6.0. FINANCIAL SUMMARY (Expenditure and Accountability)	20
7.0. 2023 FESTIVAL ACTIVITY PLAN	21
8.0. RWENZORI THELUJI FESTIVAL IN PICTURES	21
9.0. RWENZORI THELUJI FESTIVAL IN MEDIA	24
10.0. CONCLUDING THE FESTIVAL	26
11.0 MEDIA LINKS	27

ACRONYMS

	Acronyms	
1	KTIF	Kasese Tourism Investors Forum
2	UTB	Uganda Tourism Board
3	UWA	Uganda Wildlife Authority
4	KDLG	Kasese District Local Government
5	UCAA	Uganda Civil Aviation Authority
6	URA	Uganda Revenue Authority
7	URBS	Uganda Registration Services Bureau
8	UCDA	Uganda Coffee Development Authority

EXECUTIVE SUMMARY

Rwenzori Theluji festival arises from the fulfillment of Kasese Tourism Investors Forum (KTIF) strategic plan meant to meet the following pillars of the forum; Tourism business growth and development, Biodiversity/ecosystem conservation, Partnerships/Collaboration/Networking and Institutional development.

Rwenzori theluji festival of this year was held in Kasese municipality from the 27th August to 4th September 2022 with an aim of celebrating sustainable tourism trade and investment in destination Kasese focusing on the diversity around the Rwenzori snow mountain and its rich unique biodiversity ecosystems flora and fauna.

The festival was celebrated with several activities;

- i) community biodiversity run aimed at talent identification, promoting community awareness and mobilizing local people for biodiversity conservation
- ii) tree planting and collection of plastic waste as a contribution towards greening and keeping the destination Kasese clean
- iii) tourism trade and investment expo/exhibition and round table aimed at presenting destination Kasese as a logistical hub for tourism, trade and investment in the Rwenzori region, Uganda and Eastern Democratic Republic of Congo (DRC); showing the significance of the Kasese UIA industrial park as a strategic border market and enhancing the promotion of strategic players
- iv) cultural diversity characterized by music and dance performances and art and craft shows
- v) Tusker Lite Rwenzori marathon that attracted elite runners both within the Country and 121 local identified community talent arising from the Community biodiversity run that was on my tree my theluji.

Overall, the festival attracted over 5000 visitors to destination Kasese contributing to the money economy with over 200 youth and women got employed directly in the various festival activities.

In addition, over 10,000 seedlings have since been planted in the various sites covering about 20 acres of Public land and 530,000 seedlings accessed by 1,800 households between 27th August and 25th Sept 2022.

Reports from hospitality industry indicate that hotels were fully booked for the entire festival week, increased sales of food and drinks and booming night life.

Rwenzori Theluji festival has been earmarked as an annual event on the Ministry of Tourism, Wildlife and Antiquities events calendar to be happening as a precursor to the World Tourism month celebrations. Next year the event is taking place from 26th August to 31st August for the Community biodiversity week and the festival is on 1st sept to 3rd Sept 2023 with activities ranging from Rwenzori mountain hiking, sports, greening/tree planting, cultural diversity showcasing tourism potential, trade and investment expo and summit to mountain agriculture and digital innovations.

A special appreciation to our partners the Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board (UTB), Kasese District Local Government (KDLG), Kasese Municipality, National Forestry Authority (NFA), Equator Hikes Limited, Tusker Lite Uganda, Kasese Tourism Investors' Forum (KTIF) members. Enable Uganda, Uganda Investment Authority (UIA), Uganda Wildlife Authority (UWA), Ministry of Water and Environment, Centenary Bank, National Water and Sewerage Cooperation (NWSC), Kilembe Investment Authority (KIL),Jeno Herbal Medicinal Ltd led by Prof.Owanga,the Kasese community and all who made this festival a success. The National Steering Committee and Board of KTIF and its management promises to make it better come 2023, let's do it together!

1.0. INTRODUCTION

Rwenzori Theluji festival arises from the fulfillment of Kasese Tourism Investors Forum (KTIF) strategic plan meant to meet the following pillars of the forum; Tourism business growth and development, Biodiversity/ecosystem conservation, Partnerships/Collaboration/Networking and Institutional development.

Rwenzori theluji festival of this year was held in Kasese municipality from the 27th August to 4th September 2022 with an aim of celebrating sustainable tourism trade and investment in destination Kasese focusing on the diversity around the Rwenzori snow mountain and its rich unique biodiversity ecosystems flora and fauna.

The Community Biodiversity week had a Community biodiversity run, cleaning of Kasese Municipality and the Greening Rwenzori tree planting campaign dubbed “My Tree, My Theluji”. The run was aimed at talent identification, promote sports tourism and healthy lifestyles.

The events of the festival concluded on the 4th September 2022, and the following events happened, 1st September 2022, Small and Medium Enterprises exhibition and expo, 2nd September 2022, Tourism, Trade and Investment round table, and Miss Tourism Rwenzori grand finale, 3rd September 2022 Tusker Lite Mount Rwenzori Marathon, 4th September 2022, Cultural exhibition.

The theme of the Rwenzori Theluji Festival was “Celebrating diversity around the Rwenzori snow mountain as a potential for sustainable trade and investment development by showcasing real solutions and opportunities”

Pre Rwenzori Theluji Festival Activities

KTIF conducted a number of engagements in preparation for the festival to create awareness and mobilize community for participation and inclusion of all segments within the Destination and all Stakeholders, these activities include stakeholders’ engagements at Regional, National and Community levels, radio talk shows, both print and electronic media and launch meetings as indicated below in pictorial form.

1. Launch of the Festival at the Peak, 5019 ft on 12th – 19th July 2022



2. Launch at Margherita Hotel on 22nd July 2022



3. Stakeholder Engagement with Ministry of Tourism, Wildlife & Antiquities on 22nd June 2022



4. Stakeholder Engagement with Kasese-Kampala Community in Hotel Africana on 10th July 2022



5. Stakeholder Engagement with Uganda Investment Authority on 15th July 2022



6. Stakeholder Engagement with CEO Equator Hikes on 30th June 2022



7. National Steering Committee Meeting at Fair Hotel on 15th August 2022



8. Launch of the Tusker Lite Mt. Rwenzori Marathon in Kampala on 5th August 2022



9. Stakeholder Engagement with CEDP as partners in hotel Africana in Kampala on 16th August 2022

1.1. Festival purpose/objectives

The Festival presented opportunities for sustainable tourism, trade and investment development by strategically positioning Destination Kasese and the entire Rwenzori as a logistical hub for trade and investment in Uganda as well as Eastern Democratic Republic of Congo (DRC). Through the Trade tourism and investment summit and exhibition, the importance of the industrial park in Kasese district was shown as a strategic border market and one business center making Kasese the epicenter of Uganda's logistical hub for trade and investments and enhancing the promotion of strategic players tapping into the DRC air travel clientele.

The festival showcased the potential of the region's domestic tourism market, emphasizing the need for quality tourism goods and services, increased visitation in the tourist attractions, broadened awareness and visibility of destination Kasese, promoted environmentally sustainable greening through tree planting, collection of plastics and waste from Destination Kasese and ensured gender inclusion of the youth and women and created jobs.

1.2. Festival management and administration

The festival was managed by a National steering committee and sub-committees were formulated which reported to the National steering committee. The membership of the committee came from the following entities; Kasese Tourism Investors Forum (KTIF) secretariat, Kasese District Local Government, and Government Agencies (Uganda Investment Authority, Uganda Wildlife Authority, Uganda Tourism Board, Ministry of Tourism, Wildlife and Antiquities, Uganda Police, Uganda Peoples Defence forces, Ministry of Trade, Industries and Cooperatives

1.3. Principle partners

The principle partners of the Rwenzori Theluji festival who supported the various festival components included; Kasese Tourism Investors Forum (KTIF) members, Kasese District Local Government (KDLG), Ministry of Tourism, Wildlife and Antiquities, Uganda Tourism Board (UTB), Uganda Investment Authority (UIA), National Forestry Authority (NFA), Ministry of Water Lands and Environment (MWE), Uganda Wildlife

Authority (UWA), National Water & Sewerage Corporation (NWSC), Shiloh Hotels LTD-Kasese, Uganda Breweries Ltd under its brand of Tusker Lite, United Nations Development Program (UNDP) Standard Chartered Bank, Kasese Hospital, La Safari Ostriches, Centenary Bank, Kilembe Investment Limited and Enable Uganda.

2.0. FESTIVAL COMPONENTS AND ACCOMPLISHED ACTIVITIES

The festival comprised of the following components that formed the basis of the major activities;

2.1. The community biodiversity week

The community biodiversity week commenced on the 27th August 2022 with a community biodiversity run as a precursor activity to the Tusker Lite Mount Rwenzori marathon, and Tree planting activities that took place in the Kasese Industrial park. The aim of these activities was to create awareness and mobilizing community for the need to conserve the biodiversity and ecosystems around the Rwenzori Mountain which is the epicenter of Tourism, Trade and Investment in destination Kasese and Rwenzori region.

The community run purposed to identify local talent as well as creating awareness on conservation of Rwenzori mountain biodiversity ecosystems with the tree planting campaign code named “My Tree My Theluji” for six (6) million trees over the next five years (2022-2027) with 540,000 planted so far from 27th August to 25th Sept 2022, The focus of trees species being planted are; bamboo, medicinal species, fruit, wood and timber lot, nitrogen fixing trees and animal feeds.

The Community Biodiversity Run had three (3) routes; The Mountain Elephant run (52KM) with 86 community runners, 71 finishing this run with the 1st doing it in 2:57:00 hrs, 18 Mins and one Woman aged 28 with four kids finishing it in 4:23:00 mins, Leopard run (21KM) with 165 runners with the first doing it in 2:19:00 hrs and the Fataki Challenge Walk (5KM) which had the biggest number of participants, flagged off respectively by H.E. Hon. Dr. Chrispus B.W. Kiyonga, Hon. Kabbyanga Godfrey Baluku Kiime and Hon. Kambale Ferigo. The chief runner was H. E. Hon. Dr. Chrispus B.W. Kiyonga

Destination Kasese Town Historical walk (14Km) in and around Kasese Town was a walk that closed the community biodiversity week which emphasis on mass awareness on biodiversity and conservation to save Destination Kasese, the Rwenzori Mountain with its ecosystems and sustainable investments.

This community biodiversity run attracted 600 participants (406 male, 150 female adults and 54 under 18 years) from within and outside destination Kasese. Several awards were given ranging from medals, cash prizes for the first five runners, medical sponsorship for female winner and education scholarships to the first three young runners who participated. 121 local talent were identified and sponsored into the Tusker Lite Mount Rwenzori Marathon by different entities (10 by Shiloh Hotels LTD, 6 by Kasese Hospital, 85 by Hima Cement Factory, 5 by KTIF and 15 by H.E. Hon. Dr. Chrispus B.W Kiyonga).



2.2. Greening Kasese Campaign

The tree planting exercise started on 27th August 2022, flagged off the massive tree planting movement in which six (6) million trees are planned to be planted over a period of five (5) years as an effort to conserve biodiversity and ecosystems of destination Kasese and the Rwenzori mountains. 540,000 seedlings of various wood, fruit and medicinal species have been planted in the Kasese industrial park, Fataki hill and Obusinga BwaRwenzururu hill, KTIF eco-center for innovations and green belt, KDLG covering a total acreage of 20 acres of Public land and over 1800 households have picked seedlings (530,000) between 27th August and 25th Sept 2022 and all these seedlings are from Kasese Tourism Investor's Forum (KTIF) and 1000 seedlings from National Forestry Authority (NFA).





Tree planting is a continuous process until 15th November 2022 when we will halt until next season and we envision that by end of December 2022 we will have planted the 1 Million trees for this year, then scale up as we gear up towards making destination Kasese the Rwenzori experience a green smart Destination.

The tree planting exercise is planned to continue along the highway roads, bare hills, marathon routes, institutions, town and urban centers and individuals willing to plant trees under KTIF greening guidelines using tree seedlings expected from our Partner Uganda National Roads Authority (UNRA) and other partners

2.3. Cleaning and collecting plastic waste in destination Kasese.

Cleaning and collecting plastic waste exercise kicked off on 29th August 2022 and expected to continue on a monthly basis. The exercise was aimed at creating awareness on waste disposal and management and general hygiene for destination Kasese. The exercise was led by Miss Rwenzori Tourism Beauty contestants with participation of municipality leadership, all urban councils in destination Kasese KTIF members and district political leaders. Over 200 youths, women and business community participated in cleaning Kasese municipality and about 20 tons of plastic waste was collected.



2.4. Tourism trade and investments and cultural Expo

The expo started from the 1st to 3rd September 2022 at Rwenzori square in destination Kasese. The exhibition was aimed at giving SMEs an opportunity to showcase their innovations, products and services as well as cultural diversity aspects of the destination as well as networking and business to business clinics spear headed by Enable Uganda as part of enhancing quality improvements in production, processes, services and competitiveness of investments undertaken in Kasese-the Rwenzori experience to the festival participants and visitors.

The exhibition attracted over one hundred and fifty (150) exhibitors who include 20 KTIF members, 5 Eastern DR Congo cocoa and coffee large scale farmers, 2 gonza plantains large scale farmers, 2 medicine value chain manufacturers, 3 mountain hiking service providers, 16 art craft women groups, 2 waste management companies, 2 energy saving technologies, 2 water processing and purifying companies, 1 hospital, 1 university, Kasese District Local Government and Kasese municipality, Uganda Revenue Authority (URA), 4 banks, Uganda Investment Authority (UIA), 4 local coffee and honey processors and 5 business clinics were conducted on investment selection, quality product production, quality hotel services, Digital payment platforms and marketing, branding and communications. With Enable Uganda leading the Skills business clinic on hotels and tourism with focus on Digital Marketing as key and this had 17 hotel workers and managers in attendance, the Tax compliance and returns business clinic had 120 people attending over two days, the Investment and Trade business scanning and profiling had 62 people attending.



The cultural exhibition

With the diversity of the region that has 52 tribes, 8 cultural performing groups with a youth band that performs cultural related plays were involved in the festival, with 2 performing during the biodiversity week on cultural performances related to conservation of the Rwenzori biodiversity 27th Sept to 1st Oct and 6 performed from 1st - 3rd Sept at the Rwenzori Square and the Tusker lite Marathon routes.



2.5. Tourism, Trade, and Investments round table

The one day round table meeting at Verina gardens on the 2nd September 2022 in Kasese district aimed at bringing together KTIF members, business community in Kasese, Rwenzori region and Eastern DRC Congo to discuss tourism, trade and investment opportunities, how such opportunities can be harnessed and the support required.

The round table meeting attracted 132 delegates (among these were 40 KTIF members/investors, 12 RweNzori Fraternity Association (RWEFRA) investors, 16 Eastern DRC Congo traders and Investors, 5 from Bunibugyo district, 2 from Ntoroko district, 3 from Kabarole district, 2 from FortPortal city, 24 from Kampala, 1 from Soroti district, 3 Mbarara University of Science and Technology (MUST) and 1 from UK and Germany and rest were business men and women from Kasese and the entire Rwenzori region. Guest speakers from Uganda Tourism Board (UTB), Ministry of Tourism, Wildlife and Antiquities, Uganda Wildlife Authority (UWA), Uganda Investments Authority (UIA), Uganda Revenue Authority (URA), Uganda National Bureau of standards (UNBS), Jena herbal Medicines, Equator Hikes Limited, Centenary Bank, Kasese Municipality and Kasese District Local Government (KDLG).

In this round table the following investments potentials were identified

- i) The value addition to the high volumes of coffee, vanilla and cocoa from within and that coming in raw form from Eastern DRC
- ii) The Value addition to the Plantains (Gonja) that is from Eastern DRC via Mpondwe in raw form
- iii) Extraction and processing of concentrates of Medicinal plant extracts from the Rwenzori community
- iv) Processing and packing of water from the Rwenzori fresh rivers
- v) Processing and packing of fruit concentrates and drinks from mongos, and passion fruits
- vi) Processing and value addition to pumpkins, carrots, tomatoes and other vegetables and greens from the expanded Mubuku Irrigation scheme
- vii) Establishment of alternative air transport between Kasese aerodrome field, Entebbe and Eastern DRC with its huge 2 million travelers per year.
- viii) Establishment of high-end accommodation including exclusive of safari lodges within and outside the two protected National Parks and within Kasese Town

- ix) Provision of real high end tourism safari car services within the destination
- x) Generation of thermal and wind energy as alternative sources of energy utilizing the abundance of Wind and hydro within the Region
- xi) Extracation of raw materials in use of Cement making and others
- xii) High Medical rescue services and specialized Medical systems in enhancing mountain tourism in the destination.
- xiii) Construction of more medium and low budget hotels and Safari lodges.
- xiv) Palm oil processing and Soap making as cheap raw materials from palm keens and seeds is in plenty.
- xv) Cold room storage and real time logistics in having one stop centre logistics solution for goods on demand in Eastern DRC (salt, plastics, house holder utilities, fish, eggs, chicken, goat and beef meat, processed fish and other food, spare parts of motorcycles and vehicles) for uptake by eastern DRC market and the local market.
- xvi) High end garage services
- xvii) Production of eggs and their good packaging

The Chief Guest to this round table was the State Minister of Tourism Wildlife and Antiquities

2.5.1. Highlights of Speeches

In his opening remarks, His Excellency the ambassador Hon Dr Chrispus Kiyonga gave highlights of the tourism business and investment potential in Kasese destination ranging from the natural wildlife and forests (Rwenzori mountain national park, Queen Elizabeth national park, Rwenzori mountain ranges) to agriculture (coffee, maize, beans, cocoa, cotton), mining (salt, cobalt, copper, oil deposits), irrigation schemes at Mubuku 1&2 that will ensure crop production throughout the year, increased urbanization, Mpondwe-customs boarder trade to the Eastern DR Congo trade, education institutions that have potential to increase quality labor force and existing peace.

Encouraged local investors to increase quality accommodation facilities and homestays, register their businesses and seek financial support from financial institutions.

The Guest of Honor; In his speech, the State Minister for Tourism Wildlife and Antiquities Hon. Martin Mugarra Bahinduka informed participants that Rwenzori region has a massive tourism potential with rich and unique biodiversity flora and fauna not found elsewhere in Africa that can attract business and leisure tourists. Challenged district leadership to ensure peace, mobilise local investors for business and development and quality tourism goods and services.

The Chief Executive Officer (CEO) of Uganda Tourism Board Ms Lilly AJorova said while Uganda is the pearl of Africa, Rwenzori region is the pearl of Uganda. She added that while UTB has engaged on a journey to market tourism in Uganda, Kasese community through district leadership needs to show and document what they have for the tourism market. Informed participants that while government is putting in place all required tourism infrastructure, acknowledges the big role of private sector in developing tourism trade and investment.

Professor Patrick Ogwang Engeu the proprietor of Jena Herbal Medicine the manufacturers of COVIDEX the COVID19 medicine told participants the potential of the Rwenzori region in producing all materials for herbal medicines. Said herbal medicines was on high demand because of its effectiveness and therefore fetches considerable income.

2.5.2. Highlights of the Presentations

The Uganda Investment Authority director of Domestic Investment said UIA mandate to promote, facilitate and support investment and trade. UIA promoting industrial revolution in Uganda through establishment of one-stop centers to ease the way of doing business. Kasese district is a beneficiary of the venture.

Potential for Tourism business in Rwenzori region including Kasese district is massive because it touches all the economy.

Rwenzori region has potential to turn into number one tourism destination because of the following; Central location, Ease of doing business, Massive none physical incentives (benefit people to come and invest such as food supply, production value chain).

The URA representative gave an overview of URA operations ranging from assessing, collecting of taxes, mentioned the role businesses for easy marketing to creating awareness on the benefits of taxation in business growth and development.

Centenary bank officers informed investors about the financial support opportunities available and how such support can be accessed.

UNBS officer highlighted the need for standards to ensure quality goods and services and shared tools to help in measuring and ensuring standards.



2.6. Miss Tourism Rwenzori Beauty contest finale

The Miss Tourism Rwenzori grand finale event has been earmarked as a potential for tourism trade and investment conducted every year during the Rwenzori Theluji festival. This year 2022 the activity comprised of a one-week boot camp for the nine (9) contestants, a boat ride to the Kazinga channel and a grand dinner at the finals. Ms. Sarah Rusoke Kenyana was crowned Miss Tourism Rwenzori attracting a cash award. While officiating at the grand finale, State Minister for Tourism Hon Martin Mugara commended the activity as a potential for tourism development, arguing organizers to constructively use the pageants in developing products that market tourism business in the region. The dinner attracted over 120 guests including district political leaders.



2.7 The Tusker Lite Mount Rwenzori Marathon

The Tusker Lite Mount Rwenzori marathon was a key component of the festival. The marathon took place on the 3rd September 2022 in Kasese district with Start and Finish point at Stanley Street. The marathon attracted 520 elite runners Kampala among these 121 community biodiversity runners that qualified/identified from the Community Biodiversity run, 19 from Kapchorwa region, 11 runners from Kenya, 7 runners from DRC, 1 runner from Ethiopia, and about 3000 visitors from the neighborhood districts surrounding Kasese.

Runners went through the three (3) earmarked routes (42KMs, 21KM and 5KM) smoothly and successfully without any causality.

While flagging off the Chief runner the Country Representative of United Nations Development Program (UNDP) and the State Minister for Tourism Wildlife and Antiquities Hon Martin Mugara Bahinduka, In her speech, the chief runner commended the potential of the marathon as a sports tourism attracting big spenders in the district and contributing to incomes and creating jobs.

Equator Hikes Limited in collaboration with KTIF highlighted the importance of the marathon in developing community talent, create awareness on the need to conserve biodiversity of the Rwenzori Mountain ranges through massive tree planting/greening and improving the visibility for Kasese district as a tourism trade and investment potential.

In terms of immediate results, almost all accommodation facilities in Kasese were fully booked for the festival period, restaurant and bar proprietors report increased sales of food and drinks, revelers report booming night life and busier transport sector.

As a contribution to greening destination Kasese, the mountain slayers and Standard chartered Bank planted 2000 trees. Various awards of cash and medals were given to participants in colorful ceremony officiated by State Minister for Tourism and Wildlife Antiquities, United Nations Development Program representative, Africa Tourism Board Ambassador to Uganda, Uganda Tourism Board Chief Executive Officer, Equator Hikes Limited, Tusker Lite Marketing and Innovation Director, KTIF officials, district political and local government leadership.





3.0. FESTIVAL PERFORMANCE ANALYSIS (ACHIEVEMENTS)

	Festival components/ Activities	Goal/Objective	Outputs/results (success)	Planned & Actual Schedule
1	Community Biodiversity Run	<ul style="list-style-type: none"> • Curtain raiser for the Tusker Lite Mount Rwenzori marathon • Create community awareness on the need to conserve Rwenzori Mountain biodiversity ecosystem • Identify community talent 	<ul style="list-style-type: none"> • 600 local runners participated in the community run and successfully completed • 3 routes mapped for the event (52kms, 21kms and 5kms) 	27 th August 2022
2	Greening/ Tree planting Campaign	<ul style="list-style-type: none"> • Kick off/launch greening/tree planting journey/movement in destination Kasese 	<ul style="list-style-type: none"> • 540,000 seedlings planted • 10,000 planted on 20 acres of public land in the various sites (industrial park, Fataki hills, KDLG) and 1,800 house holds picked and planted 530,000 seedlings 	27 th August 2022-25 th Sept

3	Cleaning destination Kasese	<ul style="list-style-type: none"> • Create awareness on the need for hygiene for destination Kasese 	<ul style="list-style-type: none"> • 20 tons of plastic waste collected from Kasese municipality • 200 youths, women and business people and political leaders participate in the cleaning exercise • 9 miss tourism Rwenzori pageants led the cleaning exercise 	28 th August 2022
4	Tourism trade and investment exhibition	<ul style="list-style-type: none"> • Strategically position Kasese as a logistical hub for Tourism, trade and investment for Uganda and Eastern Democratic Republic of Congo (DRC) • Mobilize KTIF members and other local investors showcase tourism goods and services 	<ul style="list-style-type: none"> • 150 exhibitors participate in the expo • 80 stalls sold • Products exhibited include coffee, honey, cocoa, art and crafts, furniture, mountain hiking and climbing, waste management, energy saving technologies and innovations. 	1 st - 3 rd September 2022
5	Tourism, Trade and investment round table	<ul style="list-style-type: none"> • Creating awareness on the existing tourism trade and investment potential and opportunities in destination Kasese, existing government support and how support can be accessed 	<ul style="list-style-type: none"> • 200 participants attended round table • Invited Guest speakers attended (UIA, UTB, MTWA, URA, UNBS, Centenary bank, UWA, Jena herbal medicines) • 1 plenary session to clarify community concerns about tourism business conducted with • 17 viable investments opportunities in need of further appraisal for their viability, financing needs and ROI on investments to be determined. • 5B2B Session done with Enable Uganda on Tourism skilling and digital marketing and KTIF doing Investment preparations and financial, product development. 	2 nd September 2022

6	Tusker Lite Mount Rwenzori Marathon	<ul style="list-style-type: none"> • Improve visibility of and promote sports tourism in destination Kasese and the Rwenzori • Promote local talent • Contribute to awareness of the Rwenzori Mountain biodiversity conservation 	<ul style="list-style-type: none"> • 520 Elite with 121 community biodiversity runners within and outside Kasese participated in the marathon • 3000 visitors hosted in Kasese district • 2000 seedlings planted by runners as my tree my theluji and these each will be bearing each runners names and year 2022. • 368 Rwenzori theluji Magazines availed to all Tursker Lite Mt. Rwenzori Marathon Runners • 180 accommodation facilities in destination Kasese fully booked during the festival week • Reported increased sales of food, drinks and booming night life 	3 rd September 2022
7	Miss Tourism Rwenzori grand finale	<ul style="list-style-type: none"> • Promote tourism • Promote talent 	<ul style="list-style-type: none"> • Nine (9) girls participate in the grand finale • 150 guests attend grand finale dinner • Function officiated by state minister for Tourism Wildlife and Antiquities. 	2 nd September 2022

4.0. HIGHLIGHT OF CHALLENGES FACED

- i) Limited funding characterized by operating on 40% of the planned Budget and full implementation of plan was cut by 60%, insufficient members contributions and external support to kick start process activities
- ii) Low up take of the Rwenzori theluji Message by some segments of the communities despite mobilization through radio talk shows, many people still claimed they didn't understand the festival and what it was all about
- iii) Linkage of the establishment of the National Steering committee and the Implementation committee needed more time and resources that made members on both of these two committees some not buying in during the festival implementation
- iv) Attendance of the only below 50 KTIF members as exhibitors and all other players in the tourism, trade and investment value chain might have been due limited mobilization, communication and the skeleton

staffs under KTIF Office that was volunteering to do this.

- v) Exhibition objectives not clearly communicated hence exhibitors confusing it with market place-making money venture other than show casing their products
- vi) Lack of well structured coordination in the Communication and resource mobilization strategy among the four players (Tursker Lite Mt. Rwenzori Marathon, Rwenzori theluji festival and Miss Tourism Rwenzori) made communities confused and stakeholders.

5.0. LESSONS LEARNT, SUGGESTIONS/RECOMMENDATIONS

- i) Mobilization needs to be intensified through community structures to increase awareness and community participation and preparedness
- ii) Selection criteria for committee members be clear next year and clear TORs be developed in time by a full constituted KTIF structure and the Theluji National Steering term by end of Dec 2022.
- iii) A clear plan to mobilize exhibitors be drawn to attract manufacturers and processors from the Country and Region.
- iv) Exhibitors be educated on the objectives to avoid conflicts over none sales
- v) Well-structured planning, implementing and reporting be put in place that has inclusion of all stakeholders and partners built of the strategic pillars of KTIF and led by KTIF with both Central Government, District nd all other local Governments and partners coming on board as partner not to lead the process as sustainability strategy, this should be Private led.
- vi) A debrief to all Stakeholders and Partners including UTB, UWA, UNPD, UCAA, UNRA, NFA, Enable Uganda, Centenary Bank, Standard Chartered Bank, Tursker Lite and the district leadership be made, share the lessons learnt and make informed actions for the next year event due 26th August to 3rd Sept 2023.
- vii) Sustainability plan for the festival activities be developed by June 2023.
- viii) A destination Kasese the Rwenzori experience Marathon talent road map be developed that has all stakeholders involved both from public and private to enhance the potential of the community biodiversity run to be training ground for future champions in the region and globally.
- ix) The 2023 edition be well packaged, preparations start before at least 10-11 months and all stakeholders be engaged 6 months to the festival week
- x) The National steering committee of 2022 be extended to continue to serve until end of 2023, this committee be serving two calendar years before re-appointments are done.
- xi) The KTIF members and all other stakeholders be fully mobilized and involved in raising resources for the next editions and owing this as a program of reshaping entire destination and region in having increased investments and sales of our goods and services hence each one making contributions and involvement in its improvements going forward.