



TOURISM & CONSERVATION ALLIANCE | LAND STREAM

Friends of Usambara

Project proposal for land support through the TCA programme

Friends of Usambara Society, based in Lushoto, combines sustainable tourism, reforestation, and education in the Usambara Mountains, Tanzania.

For the TCA, this means linking membership to a clear impact: nurseries, schools, communities, and trees planted to protect forests, water, soil, and biodiversity.



1997

active organisation in Tanzania

20 million +

trees already planted

3 million

Number of trees to be
planted annually

Why Friends of Usambara

Friends of Usambara uses sustainable tourism to support conservation and local development. The model is based on reforestation, agroforestry, nurseries, and environmental education in a biodiversity hotspot of the Eastern Arc Mountains.

Key message for the network

A portion of the contributions from the land stream TCA can support Friends of Usambara, contributing to nurseries, reforestation, agroforestry, and environmental education in the Usambara Mountains.

Why it is a suitable project for the TCA

- links membership to reforestation and local communities
- tells a simple impact story: trees, water, soil, biodiversity





What the raised funds subsidise

Nurseries, seedlings, planting, environmental training, and engagement of local communities.



Project focus

Friends of Usambara works on reforestation and agroforestry to reduce pressure on natural forests.

- mitigate erosion and deforestation
- support water, soil, and climate resilience
- engage schools, women, and farmers

