Raising awareness within the community is a crucial step in garnering support for the protection of mountain gorillas, we do organize educational programs to public spaces to inform people about the importance of mountain gorillas and the threats they face and the role of the community in protecting these animals.

Our community workshops and events engage community members directly and they discuss sustainable living practices, the impact of human activities on gorilla habitats, and ways individuals can contribute to conservation efforts.

We do utilize various forms of media, such as radio, television, social media, and print, which help disseminate information to a wider audience., creating engaging content, including documentaries, articles, and social media posts to raise awareness and generate public interest in gorilla conservation.

We do also collaborate with local and international conservation organizations to amplify the community's efforts, and these partnerships bring in expertise, resources, and additional support to enhance conservation initiatives. Our most community work to ensure that gorilla trekking activities are conducted in an environmentally sustainable and gorilla-friendly manner. We also integrate conservation messages into local art, music, and cultural events which capture attention and inspire action among community members.