

LET'S SAVE THE



act AIMING CHANGE FOR TOMORROW
International

JUNE 5,
2014

WORLD ENVIRONMENT DAY

Raise your voice
not the sea level

The logo consists of a stylized blue wave graphic that curves upwards and then downwards. The text "Raise your voice" is written in a green, cursive font above the wave, and "not the sea level" is written in a blue, cursive font below the wave. The background of the logo is white with a soft, colorful gradient at the top.

Background

World Environment Day (WED) is celebrated every year on June 5 to raise global awareness to take positive environmental action to protect nature and the planet Earth. It was established by the United Nations General Assembly in 1972 on the day that United Nations Conference on the Human Environment began. The First World Environment Day was celebrated in 1973. Since then it is commemorated every year worldwide.

ACT International's Initiatives for Environment

ACT International believes in sustainable initiatives for environment protection and improvement. ACT considers environment the most significant part of the human life and being a right based organization reckons ensuring an ideal environment as right of every individual on earth. Organization regards advocacy on environment protection as its prime responsibility. In year 2013 ACT in collaboration with all relevant stakeholders organized a spectacular festival on the subject of environment (*4S Festival with a theme of Save Environment, Save Planet, Save Life, Save Future*) at the capital city of Muzaffarabad AJK.

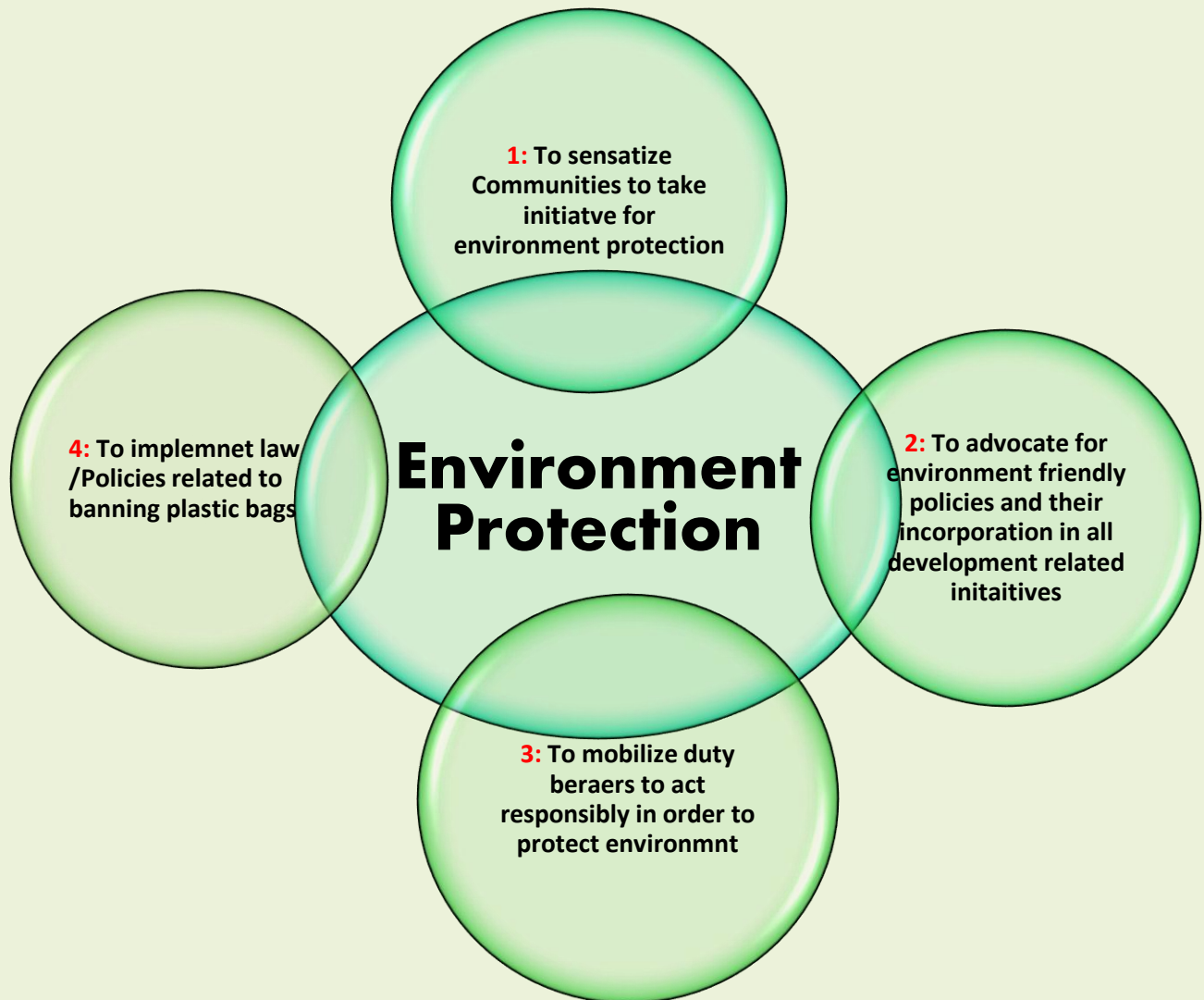
World Environment Day June 5, 2014

To achieve overarching objective of a clean and green environment and in continuation with environment related activities ACT organized series of events in collaboration with Environment Protection Agency AJK targeting five district headquarters of the state of Azad Jammu & Kashmir on June 5, 2014.

Theme

The theme of World Environment Day was “**Raise your Voice, Not the Sea Level**” globally. However in consultation with Environment Protection Agency AJK more focus was given to utilization of **Plastic Bags** which are hazardous to environment and human health. Therefore a campaign was designed on eradication of plastic bags from markets and households.

Objectives of the Event



Collaboration with Stakeholders

Collaboration with stakeholders is an integral part of ACT International's strategy to accomplish objectives of any endeavor effectively and efficiently. For World Environment Day a strong cohesion was developed with government line department and organizations operational in the state of Azad Jammu & Kashmir. It helped to disseminate ACT's message at larger scale in the state and paved way for future collaboration in perspective of Environment Protection. For WED 2014, ACT collaborated with following major stakeholders/partners.

Sr#	Institution/Organization	Area of Collaboration
1	Environment Protection Agency (EPA) AJK	<ul style="list-style-type: none"> ▪ Organized awareness raising walks at Muzaffarabad and Mirpur AJK ▪ Organized Symposiums on Elimination of Plastic Bags at Muzaffarrabad and Mirpur ▪ Displayed stalls of Alternate degradable plastic bags manufactured by ACC Polymers ▪ Disseminated IEC material on environment protection and hazards of Plastic Bags
2	Azad Jammu & Kashmir Rural Support Programme (AJKRSP)	<ul style="list-style-type: none"> ▪ Organized awareness raising walks at district headquarters of Hattian Bala and Neelum ▪ Disseminated IEC material in environment protection
3	Environment Conservation Organization AJK	<ul style="list-style-type: none"> ▪ Collaborated in organizing walks and dissemination of environment friendly information through print and electronic media
4	Press for Peace AJK	<ul style="list-style-type: none"> ▪ Collaborated in event of tree hugs by 100 children of schools in Neelum Valley

Events

All activities related to WED were coordinated from Regional Office of ACT in AJK. Respective regional teams proactively organized events at district headquarters and tehsil headquarter. Through coordinated efforts events were organized at following locations:

Office/ Coordinated By	Events	Target Area
Regional Office AJK	<ul style="list-style-type: none"> ▪ Awareness raising walks ▪ Symposiums on Elimination of Plastic Bags ▪ Display of stalls of Alternate degradable plastic bags ▪ Disseminated IEC material ▪ Tree hugging by children 	<ul style="list-style-type: none"> ▪ Capital City of Muzaffarabad AJK ▪ District headquarter Hattian Bala AJK ▪ District headquarter Neelum AJK
District Bagh AJK	<ul style="list-style-type: none"> ▪ Awareness raising walk ▪ Dissemination of IEC material 	<ul style="list-style-type: none"> ▪ District headquarter Bagh AJK
District Mirpur AJK	<ul style="list-style-type: none"> ▪ Awareness raising walks ▪ Symposiums on Environment Protection ▪ Dissemination of IEC material 	<ul style="list-style-type: none"> ▪ District headquarter Mirpur AJK
Tehsil Dadyal district Mirpur AJK	<ul style="list-style-type: none"> ▪ Awareness raising walk ▪ Dissemination of IEC material 	<ul style="list-style-type: none"> ▪ Tehsil headquarter Dadyal AJK

Events at district headquarters in AJK

1: District Muzaffarabad AJK

A): Walk

Awareness raising and advocacy walks were organized at all district headquarters of AJK which initiated simultaneously at 9:30am. People from all walks of life participated in the walks. At capital city of Muzaffarabad walk was lead by state's minister for Environment. Other participants of walk were:

- Representatives and members of trade union
- All members of Lawyers Environment Forum
- All members of Journalist Environment Forum
- Children from green clubs
- Youth from AJK University
- Scouts of public schools
- Representatives from department of health and education
- Representatives from civil society organizations

Walk started from central press club and culminated at Domail Muzaffarabad.



Walk at Capital City of Muzaffarabad AJK

B): Symposium on Elimination of Plastic Bags:

A symposium was organized on elimination of hazardous plastic bags. The event was graced by Minister for Environment, Additional Chief Secretary Development/ Secretary Environment, DG Environment, Chairman Lawyers Forum, Chairman Trade Union, Chairman Journalist Forum. Comprehensive presentations were given on current environmental issues of AJK, hazards of plastic bags and use of alternate degradable material. It was highlighted in the seminar that all development projects should be environment sensitive. No development shall be made at the cost of environment degradation which ultimately puts health and lives of people at risk. Participants laid

stress over mutual cooperation and joint efforts in order to save environment and life on earth. To acknowledge and encourage efforts for environment protection souvenirs were given to organizations and individuals for their valuable contribution to protect environment.



Minister Environment

Secretary Environment

MPI ACT-International

Participants

At the end of symposium participants visited stalls carrying alternate degradable material for utilization instead of plastic bags and reading material related to environment protection.



MPI ACT receiving award of environment protector

Visit of Stalls/ Dearadable baas

2: District Bagh AJK

A): Walk

At district headquarter Bagh an awareness raising walk was organized in collaboration with government line departments, district administration, media personnel and students of different public and private schools. The walk started from Zaman Chowk and culminated at district press club where participants of walk expressed their views and assured their cooperation to protect environment and discourage utilization of hazardous practices and materials for environment including plastic bags.

B): IEC material distribution desk



ACT team at Bagh placed an IEC material desk at the starting point of Walk which was accessed by more than 500 people collected information material regarding environment protection.

3: District Mirpur AJK



A): Walk

At district headquarter Mirpur awareness raising walk was organized in collaboration with EPA. A gigantic number of people participated in the walk representing all walks of life including president trade union, educationists, officials from government line departments, lawyers and representatives of civil society organizations. Participants of walk were holding play-cards with eye-catching messages and slogans related to environment protection and elimination of hazardous plastic bags. Walk lasted for an hour. While passing through the heart of the city it culminated at Regency Hotel where there was a seminar on World Environment Day. During walk participants distribute awareness raising material to shops, households and individuals.



Awareness raising walk was also organized at tehsil headquarter of Dadyal district Mirpur AJK in collaboration with tehsil administration, public and private schools and EPA.

B): Seminar on Environment protection

In seminar environmental challenges posed to the state were comprehensively highlighted and shared with the participants. Hazardous effects of plastic bags were revealed to participants and alternate degradable bags were introduced by TDPA, Symphony Environment and Business dynamics (PVT LTD). All stakeholders showed mutual consensus over utilization of environment friendly product introduced in during event. Officials from government line departments committed that during planning of any kind of development work compliance with environment protection laws would be ensured

and no such initiatives would be taken which has negative impact on human environment.



4: District Hattian Bala AJK

In district Neelum and district Haitian Bala ACT collaborated with AJKRSP and Press for Peace to organize awareness raising walks. At each district headquarter district administration, officials of local government, department of health, education, journalists, lawyers and representatives from trade unions proactively participated in the events.



Walk at district headquarter Hattian Bala AJK

5: District Neelum AJK

In collaboration with AJKRSP, awareness raising walk was organized at district headquarter of Neelum. More than 170 people from all trades of life participated in the vent. Awarness raisin material was distributed to households and shops by the participants of walk. The most innovative event was organized in collaboration with Press for Peace where more than 100 children of schools performed an activity of **Tree Hugs** showing their deep love and regard for their environment and sensitizing general public to protect environment and abandon tree cutting.

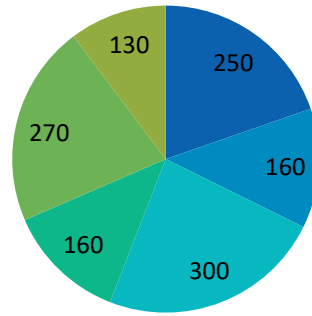


Tree Huas Event by Children of PFP School Neelum AJK

Participants of events at district & tehsil headquarters

Participants of advocacy events at different locations

Total= 1270



- Muzaffarabd
- Bagh
- Mirpur
- Hattian Bala
- Neelum
- Dadyal

Key Outputs of the Events

Advocacy, Awareness raising & Sensatization

- 1270 people sensitized and involved in advocacy walks & seminars on environment protection
- 5000 leaflets / pumphlets carrying messages related to environmemnt protection and hazards of plastic bags distributed to individuals/ households/ shops to make them aware of environmnetal issues
- 6270 people sensitized and awared on environmnetal issues and its protection

Commitments

- Trade Unions committed to utilize degradable bags during supply of all commodities
- Government ministries /line departments committed to incorporate enviromnet friendly policies in all development endeavours
- Journalist & Lawyers forums committed to establish joint monitoring unit to eliminatate all factors which harm environment

Collaboration

- 4 Local organizations involved to initiate environment friendly/protection initiatives
- Mutual collboartion with all stakeholders opened new avenues for efforts related to environmnet protection