

2018

Project Report



WEEK

and climate online campaign

**A Program of Climate
Smart Nigeria**



The Green Week and Climate Online Campaign

Introduction

The **Greenweek and Climate Online Campaign** is an advocacy Initiative of **Climate Smart Nigeria** to raise, increase and promote the awareness of Climate Change through the new media to reach a large number of the online community and subsequently curb Climate Illiteracy. It's an annual online program that holds on the last one week before the World Environmental day.

This Campaign began on 30th May and ended on the 5th June. Articles on Climate change as it relates to Recycling, Green Energy and biofuels, Solar Energy and How it Works, Environmental Sustainability, Renewable Energy, Youth for Climate Action, Waste Management, Climate Education and Literacy written by select professionals in the sectors were shared with the members of the online community leveraging on Facebook, Twitter, Instagram and LinkedIn to properly educate them in a simple manner and subsequently promote the awareness of climate change and its education at the same time offering solutions and economic benefits of the above mentioned topics to encourage SMEs.

The whole goal of the GWCO is to engage the new media community to think constructively on the subject matter and begin to lead their lives taking action to combat Climate Change.

The Campaign ended on 5th June with a Greenwalk done in partnership with the host - Lagos State Government, iRead Network, Carbon Credit Network and several other organizations to advocate for a plastic free environment.

The poster features the Climate Smart Nigeria logo at the top left and a calendar icon at the top right indicating the dates 30th May to 5th June, 2018. The central text reads "Green week and Climate Online Campaign" with the subtitle "Education for Climate Literacy" and "7 Days of Climate Advocacy". A vertical "SPEAKERS" banner is on the left. Eight speakers are listed with their photos and roles: Funmi Ilori (Founder - iRead Network Africa), Chuks Umezulora (Co-Founder - Asarco Solar), Babajide Oluwase (Founder Renew Drive), Yetunde Fadeyi (Founder RESS Africa), Oluamide Idowu (Co-founder - Climate Techaday), Glory Oguegbu (Founder - Climate Smart Nigeria), Oghenechovwen Oghenekevwe (Development Team, Future Earth Ocean KAN), and Jennifer Uchendu (Founder - Susty Vibes). At the bottom, it states "Happening LIVE on - Social Media" with icons for Facebook, Twitter, Instagram, and LinkedIn, and "Time - 12:00pm everyday". The "POWERED BY" section lists logos for GREEN, RenewDrive, ASARCO, iRead, AFRICA, and sustyvibes.

Event Detail and Statistics



Social Media
Facebook Twitter Instagram LinkedIn

Days	Event	Author	Likes	Shares	Total Reach and Impressions	Remarks
Day -0	Pre-event sensitization	Climate Smart Nigeria Team and partners	110 (Facebook) 300 (Instagram) 224 (twitter) 10 (LinkedIn)	61 (Facebook) 10 (Instagram) 100 Retweets (twitter) 0 (LinkedIn)	21, 730 (total number of people reached for the pre-event sensitization)	This is the initial awareness carried out on all social media platforms to inform people about the upcoming campaign
Day -1	Climate Change, The Role of Education and Literacy	Olumide Idowu Climate Wednesday	151	75	12, 000	This article discussed the importance of education and literacy in the Climate discourse
Day -2	Solar PV Basics; How do Solar Panels Work?	Chuks Umezulora Auxano Solar	190	55	10, 900	This taught participants the processes of solar energy PV coupling to generate electricity



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Day -3	Towards Environmental Sustainability; Leading the Change	Yetunde Fadeyi REES Africa	106	40	7, 600	This engagement delved into the concept of environmental sustainability and charged youths to take the lead for environmental protection.
Day -4	Climate Change; Galvanizing Youth Towards Positive Action	Jennifer Uchendu	89	37	7, 000	This article laid down basics for how youths can be galvanized to promote climate action.
Day -5	Be Waste Wise; Recycling for Climate Action	Funmi Ilori Climate Kids Club	94	41	4, 900	This teaches the role of waste and recycling in the climate discourse. It teaches the importance of being waste conscious and calls on every one to be waste wise and recycle to protect the environment.
Day -6	Trash to Energy; Biofuel as an Alternative to Kerosene	Babajide Oluwase Renew Drive	139	57	8, 100	This educated the members of the online community on the basics of converting Biomass to Biogel
Day -7	Becoming a Climate Ambassador; What You Can Do	Oghenechovwen Christopher Oghenekevwe Future Earth Ocean (KAN)	130	40	6, 100	This article summarizes all others and encourages the reader to take action to be an environmental leader. It outlines several steps to take to be a green ambassador and encourages readers



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						to sign the Green pledge to establish their commitment.
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The Greenwalk

The Greenwalk was done in partnership with Lagos State Government (host organization). Several organizations (about 40) also joined the walk to show their commitment to the cause of environmental protection.

The Greenwalk was the last event that brought the Green Week and Climate Online Campaign to an official close. The purpose of the walk was to advocate for a plastic free environment by raising awareness of the dangers of pollution to the environment.

It began in the morning of 5th June. Environmental enthusiasts and advocates gathered at the Ikeja Local government and then took off for the 1hr walk to Ndubuisi Park. Nearly 1, 000 advocates, including secondary school students and media houses participated in the walk. On Social media, awareness campaigns about the GREENWALK reached a total of 3, 100 person.

After the walk, everyone gathered at Ndubuisi Park for a public lecture hosted by the Lagos State Ministry of Environment.

In all, the WALK was successful and we all had an enlightening time.

Event in Numbers

We are happy to announce that we reached a total number of **78, 330** persons in the social media space with the basic environmental and Climate information helping them easily comprehend and understand Climate Change and Environmental Sustainability then make well informed decisions for their lives and their businesses.

A total of **2, 069** persons liked and a total of **516** shared the articles and posts.

This Campaign was characterized by **144** major events and viewed by a population of **78, 330** persons in total with **2, 069** persons who liked and **516** persons who shared/Retweeted (**5 %**) and an **average of 20** persons who liked and shared each event.

Summary

The Greenweek and Climate Online Campaign was an enlightening, interesting and extremely impactful program.



The Green Week and Climate Online Campaign

We tackled several interesting questions that came up during the campaign. We also addressed quite a number of questions sent to our inbox.

Our whole goal is to help spread the environmental and climate information on social media to increase literacy and counter several untrue beliefs held about Climate Change and at the same time, present economic opportunities in the environmental sector to encourage increase in SMEs.

We deeply appreciate all our writers, partners, volunteers and contributors for their invaluable contributions to make this event a success. Together we shall make the world greener.