



WORLD ENVIRONMENTAL DAY





World Environmental Day is the United Nations campaign practiced to encourage global awareness and action for the environment. It was established by the United Nations General Assembly in 1972. Over the years, it has grown into a global platform for public outreach that is celebrated in over 100 countries. This year's Theme; 'Air Pollution' aims to raise awareness about the far-reaching dangers of air pollution and begin positive conversations around actions that people can take both young and old to combat the menace. Glow Initiative for Economic Empowerment commemorated this important day by Social media literacy Campaign On Air Pollution facts, solutions and the role of everyone. Production of a video documentary showcasing young people's stories of action to combat air pollution and a one-day capacity building workshop of young leaders to groom Anti-Air Pollution Ambassadors with trivias that rewarded the 10 best students

Environmental Sustainability is the act of ensuring that natural resources meant for the future generations are not depleted in the now. Air Pollution is currently a big issue that kicks against this concept. To solve this, Glow Initiative for Economic Empowerment received support from Access Bank PLC to launch the Air Pollution Awareness Campaign (APAC) implemented in partnership with our environmental initiative – Climate Smart Nigeria. The goal is to promote the education of Air Pollution, its impact and the role of Everyone to more than 1 million Nigerians. This action will see to an increase in environmental literacy and consequently aid #ClimateAction. The programs and activities are detailed below;



PROJECT ACTIVITIES

1) Social media Literacy Campaign On Air Pollution Facts, Solutions and Your Role (1st July to 7th July)

This week long campaign had a target to reach 1 million members of the online community with ozone action information. For every day in the campaign week, we shared an ozone layer fact across Facebook, Twitter and Instagram using a simple illustrated infographics and accompanying explanatory write-ups to boost the knowledge of internet users on how best they can combat air pollution and educate others.

The infographic and write-ups were promoted for wider reach and has collectively reached a total of 1, 080, 000 persons.

Below is an example of one of our infographic and accompanying brief article used for the Air Pollution Media Literacy Example 1

Inhaling polluted air is very toxic to human health. For instance Soot and Smog are the most prevalent types of air pollution. Smog occurs when emissions from combusting fossil fuels react with sunlight.

Soot, or “particulate matter,” is made up of tiny particles of chemicals, soil, smoke, dust, or allergens, in the form of gas or solids, that are carried in the air. Both come from cars and trucks, factories, power plants, incinerators, engines—anything that combusts fossil fuels such as coal, gas, or natural gas.

The tiniest airborne particles in soot can penetrate the lungs and bloodstream and worsen bronchitis, lead to heart attacks, and even hasten death.

Smog can irritate the eyes and throat and also damage the lungs—especially of people who work or exercise outside, children, and senior citizens. It’s even worse for people who have asthma or allergies.

Other pollutants are mercury, lead, dioxins, Greenhouse gases such as CO2 which are also emitted during gas or coal combustion.

***#ActionAgainstAirPollution
#ClimateAction
#AirPollutionAwarenessCampaign
Access Bank***



Example 2
BE A PART OF THE SOLUTION

What BUSINESSES Can Do

Using renewable sources of energy like solar

Make a pledge to buy low-emission or electric vehicles for the company fleet.

Using recyclable materials, reducing emissions.

What CITIES Can Do

Offer free transport in urban areas to encourage drivers to leave their cars at home.

Host tree-plantings

Phase out diesel buses and trucks

What SCHOOLS AND UNIVERSITIES Can Do

Ask teachers and professors to teach a whole day on sustainability and air quality

Support students in the creation of environmental clubs on campus to encourage them come up with innovative solutions.

Provide electric buses and making your school campus bicycle friendly.

What INDIVIDUALS Can Do

Plant trees

Clean up trash

Find ways to commute without polluting like cycling

Widely share information on the importance of acting to combat air pollution

- #ActionAgainstAirPollution**
- #AirPollutionAwarenessCampaign**
- #SocialMediaLiteracyWeek**
- Access Bank**



The entire social media literacy campaign was published as an article on our blog with a specialized link which was further shared by many. See the link and thumbnail below;

Our Air Pollution Media Literacy Campaign ended this week. catch up on all the important topic discussed through the published version of the camp... See More



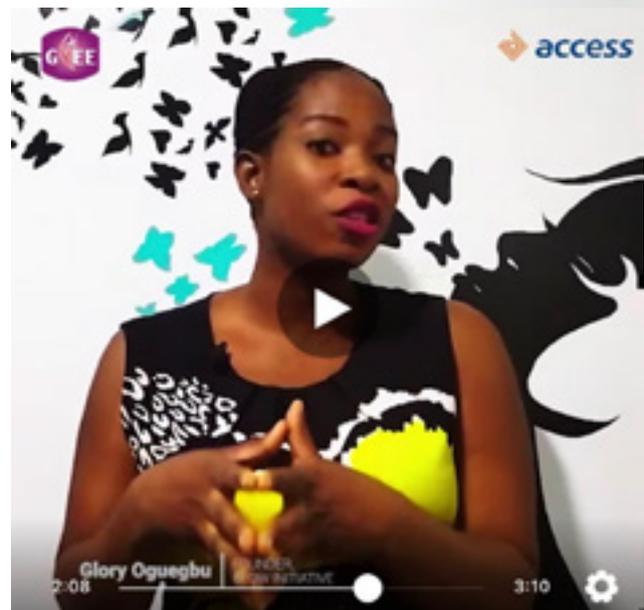
<https://medium.com/@climatesmartnigeria/air-pollution-media-literacy-campaign-3972fd810b3e>



2) Production of a video documentary showcasing young people's stories of action to combat air pollution. We tagged this 'Young People's Stories of Impact Series'.

We produced four short video documentary which featured three young changemakers leading action against air pollution in their companies and organizations. Three of the videos showcased each young leader and the fourth one was a group presentation of the three leaders. The video was disseminated to the public and served as real cases of impact where young people are taking the lead for cleaner air. The videos inspired positive conversation amongst young people and present examples of actionable steps to combat air pollution.

The videos which was publicly released on 15th July 2019 to the public and media reached over two hundred thousand people.





3) A one day capacity building workshop of young leaders to groom Anti-Air Pollution Ambassadors.

For this third and final project activity, we conducted a one day capacity building where we trained 50 young people as Anti-Air Pollution Ambassadors. We tutored them on the Role of Youth and charged with the task to spread the message of environmental protection in their areas of influence. The trainees also tested their knowledge by answering questions related to the training and 10 bright winners won prizes. Few pictures are shown below.



4) Games and Trivia

Best 10 trainees from the round up ceremony of the Air Pollution Awareness Campaign won ecofriendly gift items like seen below tagged Climate Advocates. This goes a long way to promote the use of gift items that are environmentally sustainable. See the image of the gift item made from Bamboo shown below.





IECS AND PROMOTIONAL MATERIALS USED

Air Pollution Awareness Campaign

RAISING ANTI-AIR POLLUTION AMBASSADORS

"Air pollution, the world's largest environmental health risk occurs when the earth contains harmful amounts of gasses such as CO2 and methane, dust, fumes and odour".

LEARN KNOW EDUCATE

@GlowInitiative
Glow Initiative for Economic Empowerment
www.glowinitiative.org

Air Pollution Awareness Campaign

Facts Solutions Your Role

Air pollution refers to the release of pollutants into the air that are detrimental to human health and the planet as a whole.

ABOUT

These Pollutants are a mixture of solid particles and gases in the air - Car emissions, chemicals from factories, dust, pollen.

Inhaling polluted air is very toxic to human health. For instance Soot and Smog are the most prevalent types of air pollution. Smog occurs when emissions from combusting fossil fuels react with sunlight.

Soot, or "particulate matter," is made up of tiny particles of chemicals, soil, smoke, dust, or allergens, in the form of gas or solids, that are carried in the air.

EFFECTS

The health effects of air pollution are serious – one third of deaths from stroke, lung cancer and heart disease are due to air pollution. This is having an equivalent effect to that of smoking tobacco, and much higher than, say, the effects of eating too much salt.

There are two main types of air pollution. Outdoor pollution and Indoor Pollution (Household) Household Pollution kills 4 million people a year and tends to affect countries in Africa and Asia, where polluting fuels and technologies are used every day particularly at home for cooking, heating and lighting. Women and children, who tend to spend more time indoors, are affected.



ACCESS BANK SUPPORT

- The support from Access Bank PLC enabled us to carry out the Air Pollution Awareness Campaign (APAC) where we reached 1, 080, 000 members of the social media community with target infographics which was promoted using social media advertisement.
- The support covered expert designs for our IECs and publicity materials.
- The support helped us produce four video documentary that reached over two hundred thousand people.
- The support helped us train 50 young people as anti-air pollution ambassadors who will now carry the message to their areas of influence and inspire others to change their behaviours for environmental sustainability.
- The support from Access Bank PLC allowed us to have media coverage for the event which will help promote our initiative.



EVENT IN NUMBERS

1, 080, 000

Air Pollution Social Media Literacy Campaign

200,000

Video documentary featuring young leaders of impact

50

Training and grooming 50 anti- air pollution ambassadors



GALLERY





ABOUT GLOW INITIATIVE FOR ECONOMIC EMPOWERMENT AND CLIMATE SMART NIGERIA

Glow Initiative for Economic Empowerment is a non-governmental organization set up to harness the economic potentials of communities and empowering them using same. We work to tackle economic problems such as unemployment, poverty and climate change by exploiting and utilizing raw talents and inherent resources of communities to boost their economic growth and development.

Climate Smart Nigeria is the arm Of Glow Initiative which is set up to combat environmental problems like Climate change to improve the nation's power sector by spreading the awareness of Climate Change to curb climate illiteracy and promoting the intervention of renewable energy. Through CSN, we use the tool of education to curb climate illiteracy.

Our whole goal is to boost the economic development of Nigeria and attain a Climate Smart nation come 2026 through pioneering investments in RENEWABLE ENERGY, CLIMATE EDUCATION AND AGRICULTURE.
initiative.