



Green Voice

<p>Theme: Sustainable Development and Environmental Education</p>	
<p>Context: We live in an interconnected world where environmental issues are more topical than ever.</p>	
<p>Parteners: Arboretum Aubonne, public and private schools of the Canton of Geneva, National Office of Forestry France, City of Ferney-Voltaire, Chamber of Commerce and Industry Ain, Earth Focus, private sponsors, participation of Swiss renowned photographers and ICV's worldwide network (images from 60 countries), several photo galleries.</p>	
<p>Beneficiaries: Young people from Switzerland, Brazil, Mali, Senegal, France and other countries around the world.</p>	<p>No. of volunteers involved in this project: 500</p>
<p>General Objective: Share knowledge and information on environmental issues</p> <p>Specific Objectives:</p> <ul style="list-style-type: none"> ▪ Raise awareness among young people about environmental challenges and issues (climate change, biodiversity, natural resource and waste management, pollution) and, in particular, the need to respect and protect the natural habitat ▪ Encourage tree planting initiatives ▪ Saving species from extinction and thus help stem the loss of biodiversity ▪ Value the natural heritage ▪ Enable students to acquire the tools the Information and Communication Technology (ICT) tools to identify nature sites, environmental initiatives, alternative means of transportation, and to better explore the theme of sustainable development 	<p>Perspectives:</p> <ul style="list-style-type: none"> ▪ Strengthening partnerships between schools and civil society ▪ Providing the incentive for developing activities in line with the Millennium Development Goals of the United Nations (MDGs), European environmental policies and all other efforts in this direction ▪ Linking intentions to practice ▪ Making use of communication tools (photo, video, Internet campaign) to raise awareness among public opinion on possible concrete everyday actions ▪ Protecting and enhancing the heritage of plants and animals ▪ Promoting environmental education <p>Means:</p> <ul style="list-style-type: none"> ▪ Public awareness campaigns and calls for participation (e.g. creative photography contest) ▪ Discovery Workshops ▪ Tree planting ▪ Video and photography reportages (exposure) ▪ Green Guide "small gesture for a great cause" ▪ Training for the use of Greenmap ® (map that enables young people to identify with universal icons of nature sites, green initiatives, means of alternative transport, etc.) in collaboration with the Earth Foundation Focus ▪ Green Voice Website ▪ Roundtables
<p>Expected Results:</p> <ul style="list-style-type: none"> ▪ Sowing the seeds to raise awareness around environmental issues in a hands-on fashion, both through technology initiatives throughout the world and in specific locations France, Switzerland, Mali, Brazil involving all our partners ▪ Changing consumption patterns (awareness of links between consumption patterns and global warming, reduce waste in households, etc.) 	
<p>Role of ICV: ICV is the initiator of the project in order to bring our knowledge and expertise in networking and awareness among young people from different countries around the world through our network of over 10,000 people, partners and volunteers from 189 countries.</p>	
<p>Calendar:</p>	<ul style="list-style-type: none"> ▪ 2007/8: contact and solicit partners, launched the initiative of planting trees on the site of the Arboretum Aubonne (Switzerland) and Brazil School Project ▪ 2009: organize call for creative photography around the environment, citizenship and volunteerism – find means to publicize campaign and print book ▪ 2010: launch of operations in Mali and France
<p>Focal points:</p>	<p>Rabah Tounsi, Stéphanie Garde - Supervision: Viola Krebs / last updated: 2009-11-04</p>