

CONCEPT NOTE

GreenDay

Introduction

GreenDay is a monthly event that creates environmental awareness and action. The day is a chance for people to learn about the importance of protecting our planet and to take action to make a difference. Each GreenDay we carry out activities such as planting trees, cleaning up litter, picnics, conserving energy and sensitization on keeping our planet and its environment clean and safe for all.

Rationale and Background

Human activity over the past century and a half has pushed the Earth into critical mode. Today, four out of nine 'planetary boundaries' have now been crossed. Biodiversity loss, fertilizer use, climate change and land use have all exceeded the point at which the risk of sliding into a "much less hospitable" world becomes high.

The earth today is considered to be consuming vast amounts of leaded gas through massive and inefficient automobiles. Industries belch out smoke and sludge with little fear of the consequences from either the law or bad press. Air pollution is commonly accepted as the smell of prosperity. Until this point, the world still remains largely oblivious to environmental concerns and how a polluted environment threatens human health.

GreenDay is the light at the end of the tunnel that Planet Earth has to embrace. Here, we seek to bring ourselves and our planet back to a safe operating space. Humanity can only thrive if our planet is hospitable to us and so, this is a mission that fosters a clean environment, an action to change human behavior and create global, national and local policy changes that promotes and protects Earth's safety.

To achieve this we are organizing monthly GreenDay events to educate, inspire, and encourage sustainability, innovation, and environmental justice through activities such as garbage walks, picnics for the planet, hands on workshops and exhibition of booths on topics ranging from climate change, alternative energy, water sustainability, overpopulation, biodiversity, and the pollution and restoration of waterways.



Objectives and Goals

The main objective of GreenDay is to create awareness about the earth and to cherish the Greenery we are blessed with as this is one of the most important social responsibilities which every individual should be aware about.

Goals

- Broaden the meaning of environment to include issues such as climate change, green schools and environmental curricula, green jobs, and renewable energy
- Diversify the movement by providing civic engagement opportunities at the local, state, national and global levels around the world. Recognizing that climate change impacts our most vulnerable citizens first.
- Mobilize communities by working with partner organizations to provide opportunities for all citizens to become active in the environmental movement.

Methodology

GreenDay will be held monthly featuring lots of Eco Friendly indoor and outdoor activities. The one month time frame gives us ample time to mobilize communities and encourage them to participate in each monthly edition and fully involve them in the activities of the day.

Expected Outcomes.

- Influence the creation of more stronger policies and laws that protect the environment.
- Increased awareness on environmental safety
- Have a safer and healthier planet.

Conclusion.

GreenDay is the day that encourages us to think about the grave environmental challenges we face and how we should resolve them. If we want cleaner air to breathe, safe water to drink, and land capable of growing crops, we need to take steps to save these resources.

