# GO GREEN CAMPAIGN 3.0

WORLD GOES GREEN WITH AFRICA, AMERICA, AND ASIA & PACIFIC











Go Green Campaign in its third edition brought the youth to the front as a driving force to work on the Cooperatives and SDG#13 (Climate Action). It brought the cooperative community together with Youth to work on the environment, by proving the cooperative business is a sustainable model and helps the community to grow while caring for its environment.

#### GO GREEN CAMPAIGN

The Go Green Campaign is an initiative of International Cooperative Alliance Asia and Pacific Committee for Youth Cooperation (ICYC), started in 2018, to encourage youth from the Asia-Pacific to combat the global threat of climate change and its impacts, by planting trees on International Mother Earth Day. Based on the belief and cooperative value of 'Self-Help and Solidarity', the campaign manifests that youth and cooperatives can be a part of something greater while sustaining their environment. Through this campaign, ICYC wants to promote the idea that cooperatives are sustainable and responsible in their approach and play an important role in protecting the planet.

The idea of GGC was created by Mr. Ahsan Ali Thakur, Chairperson of ICYC to highlight that the environment is changing, and the scale of cutting down of trees for development of a city, country, and region, needs to be reduced. The objective of this campaign is to gather the youth from different countries from Asia -Pacific, America, and Africa to plant trees through self help and solidarity.

Therefore, planting of trees is the ideal step that can be taken through the Cooperative Societies to #fightclimatechange.

The Go Green campaign is now in its third year and builds on previous initiatives carried out in 2018 and in 2019, the campaign was expanded to include youth from Africa and generated very enthusiastic participation. Read the 2018 Go Green campaign report <a href="https://example.com/here">here</a>.



AHSAN ALI THAKUR

"I wanted to show the world that planting trees is also a part of Sustainability as well as Fighting Climate Change, and the 'Youth', 'Cooperatives' and 'Youth Cooperatives' can achieve it together."

#### INTERNATIONAL DAY OF COOPERATIVES



This year the theme for International Day of Cooperatives was Sustainable Development Goal (SDG13) Climate Action. This event focused on the contribution of cooperatives to combating climate change, one of the most severe challenges during the 21<sup>st</sup> century. Climate change severely effects people's livelihoods around the world, especially the most disadvantaged groups such as small-scale farmers, women, youth, indigenous peoples, and ethnic minorities, who have to cope with extreme natural disasters and

degradation of natural resources.

The cooperative movement can use this opportunity to take a stand as a global actor of change and collaborate with its partners within the international community. This collective effort can significantly affect the climate agenda and achieve a fair, green and just transition for all communities, leaving no one behind.

#### ICA YOUTH COMMITTEE & NETWORKS AND SECTORS

#### ICA - ASIA AND PACIFIC COMMITTEE ON YOUTH COOPERATION (ICYC)



International Cooperative
Alliance - Asia and Pacific
Committee on Youth Cooperation

The ICYC committee was ideated between 2000 and 2004. In this period, a factual and working model for the committee was formed and recognized

by the task force. During this period, the rules, regulation, and guidelines were developed in order to have a structure of this committee.

#### ICA - AFRICA YOUTH NETWORK



The Alliance Africa Youth Network adopted the Alliance Africa Regional Committee during its 11th Regional Assembly in Nairobi (Kenya) in 2014. The Network was created as an advisory,

assisting and representative body for the cooperative youth movement with the purpose of promoting education and co-operative principles and encouraging the participation and development of youth from

all nationalities within the co-operative movement.

#### ICA - AMERICA YOUTH NETWORK (CRJ)



The CRJ (Comité Regional de Juventud) is the youth committee of the ICA for America's region.

It started in 1997 and formally as part of the ICA America's Board in 2005. Since

then, the Committee continues to have an active leadership along the continent, developing and implementing a Youth Policy approved by the Board; and currently working with sub-regional geographical divisions to have more impact with the youth cooperators.

#### COOPERATIVE HOUSING INTERNATIONAL (CHI)



is one of the eight sectoral organizations of the International Cooperative Alliance (ICA). CHI promotes cooperative housing

as an economic and social solution to the problem of providing shelter. CHI raises awareness about cooperative housing by promoting its successes on a global level. We facilitate networking opportunities among existing and upcoming cooperative leaders via peer-to-peer exchanges, panel discussions and symposiums. By highlighting good practices from around the globe and by discussing key issues we are ensuring that cooperative housing remains an innovative and flexible housing model that is adaptable to local housing needs.



#### WHY GO GREEN CAMPAIGN? WHAT DOES IT BRING TO THE TABLE?

Many youngsters have asked two main questions:

- 1. How to contribute to their society and be part of the bigger picture?
- 2. How to volunteer to make a better community?

The Go Green Campaign is one such way in which the youth can become a part of the bigger picture by taking small steps at a time. They can participate in the campaign by planting a tree sapling, seeds etc which is a small step towards saving the environment.

Saving the environment and achieving the target towards Climate Action is our main priority. We hope to achieve this by promoting the values of Sustainable Development Goal #13 (Climate Action) Solidarity and Self-Help that are the core values in the campaign and out of numerous cooperatives. We believe that it is with these values and our responsible actions, that we can make our environment sustainable and healthy for the future generations.

By having active support of the young generation and cooperatives, we hope to make this thought a true reality.

#### HOW TO BE A PART OF THE GO GREEN CAMPAIGN 3.0

There are 2 ways that cooperative organization and institute with youth, can be a part of Go Green Campaign 3.0 (2020) and working on Sustainable Development Goal number 13 - Climate Action (SDG#13), considering the Novel Coronavirus (Covid19) which are as follows:-

**Physical Activity**: By Planting saplings of trees and flowers, taking a picture or video with our banner provided in the toolkit and sending it to ICYC. Maintaining social distance is priority and encouraging people to recycle the items for the event. Date for planting 1-7 July 2020. <u>Click here</u> for DIY Video for 2020 ideas.



**Virtual Activity**: The purpose of the international webinar on Go Green Campaign was to create awareness about the climate action and how youth are engaged in decreasing carbon emissions through cooperatives. The

committee invited **Ms. Ruth Legg** who works as the Manager, HSBC Bank Canada and also serves on the board of Modo, a British Columbia car-sharing cooperative serving over 20,000 members, whose business contributes directly to reducing climate change; **Ms. Yohana Tamara Yunisa** from Indonesia, who leads the agriculture project on Cocoa Conversation; and **Ms. Emma Patterson** who leads Climate Change and Sustainability at SAOS, Agriculture Cooperative from Scotland. The session was moderated by Mr. Robby Tulus, Cooperative Activist from Canada.

Tool Kit contains the information for various sizes of banners some for Panaflex printing while others for social media print out.

### Countries from Asia and Pacific Region:

Plantation Drive (Physical Activity)

#### Indonesia

**Keling Kumang Credit Union** with INKUR in the city of Sintang planted sapling in which 25 cacao trees and 5 bananas were planted. Ms. Yohana Tamara Yunisa with 8 youths led the planting of the saplings. Youth are informed about the Cooperative and how cooperative works. They wanted to increase the agroforestry method to decrease deforestation and maximize the production. The banner was made of fabric and it was re-used for potting of new seedlings and saplings for future plantations.



**Kopindo** is a federation of cooperatives under Pendi Yousuf (Chairperson) in the event joined by Raliansen Saragih (Vice President of DEKOPIN), collaborated with NGO and Community. The Forestry and Environmental Observer Council of the Sundanese Tatars (DPKLTS), Indonesia Cooperative Council (DEKOPIN). 20 participants were taking part in this campaign. Planting about 300 saplings (bamboo, palm Arenga pinnata palm sugar and typical coffee) in the area of Lembang. Including one of the ICYC members Mr. M. Risal. They were able to participate from two different cities.



# Nepal:

**Nepal Agriculture Cooperative Central Federation Ltd (NACCFL)** is an agriculture cooperative based in Kathmandu. This year with General Manager, Mr. Rudra Bhattarai and Deputy General Manager, Ms. Meena Pokhrel. 19 members / cooperators participated in the campaign, out of 19, 15 were youth cooperators having knowledge about the cooperative movement. Approximately, 20 saplings (Avocado, Dragon fruit, Strawberry, Fig) were planted in the office vicinity.



#### Pakistan:

Karachi Co-operative Housing Societies Union Ltd. belongs to the housing sector, with community members (Karachi and Islamabad) and Iqra University (Karachi Campus) participating in the event in various locations and cities. Mrs. Errum Sharif Bhaiji (Representative of Cooperative Housing International (CHI) & KCHS Union Ltd.) planted 5 saplings, C.P. Star School and C.P. Berar High School for Girls planted 9 plants for the campaign, Ali and Burhan Hussain (Brother) members from Karachi community planted 4 saplings and 1 tree (3 date plants, 1 orange tree and 1 aloe vera). Children were encouraged to be a part of the Campaign, Ms. Bareera (6 years old) planted 2 saplings (Neem, Office time sapling).

Iqra University collaborated with KCHS UNION Ltd., Students participated by planting trees at home, in farm house and in community, Ms. Nigarish planted 3 saplings (Rose, Neem, Jasmine). Mr. Khizer Javed planted 16000 (Neem, Jaman, Gul mehar, Suchain, Gogam bail), Ms. Cheryl Parveez 5 (Mint).

In Islamabad, Ahsan Ali Thakur, planted 5 Saplings (lemongrass and Aloe vera), Atif Aziz planted 1 Sansevieria saplings, Ms. Nawal planted 1 (Periwinkle's).

In total, 16031 trees were planted for the campaign and approximately 25 people were involved to make the city green.



Sindh Graduates Cooperative Housing Society is located in Hyderabad, Sindh and is from the housing

sector and collaborated with Rotaract Club Jamshoro Optismastic (part of Rotary International District 3271). In Covid19 pandemic, youth volunteers led by Benazir Sheike, celebrated the Go Green Campaign 3.O by planting 15 different types of saplings (Mango, Aloevera, Red Rose & Neem). Three locations were selected, Jamshoro, Hyderabad & Mirpurkhas.



NITA Crafts Development Multi-purpose Cooperative Society Nasarpur, is an art, tile and other ceramic manufacture company. Their team led by Mr. Hyder Daudpota (Chairman of NITA) of 10 individuals and planted 10 saplings (Moringa and Neem) where trees are scarce and needs more environmental attention.









# **Philippines:**

**AIMCooP** is an insurance cooperative located in Aurora, Zamboanga del Sur. They became a part of the Campaign with Local Government under the office of Municipal Mayor Hon. Atty. Boen Dorotheo R. Cabahug together with the office of the Department of Agriculture of Aurora, Zamboanga del Sur, Philippines in providing seeds to turn into seedlings as part of the strong partnership of AIMCooP and the Local Government Unit of Aurora, Zamboanga del Sur, Philippines. 100 youth participated in the event and the top management of AIMCoop also participated in it. 1000 saplings were planted by all of the various vegetable categories. They reuse their old tires as pots for planting trees in the office vicinity.





**Philippines Cooperative Center (PCC)** Participated in the GGC 3.0 while planting the in the office garden vicinity. A total of 9 people participated in which 3 were youth and 3 saplings were planted in the event (Guava, Moringa, and Pomelo). Edwin A. Bustillos – Chief Executive Officer and other staff were participants as well, was a participant and people were encouraged to plant trees.



**Young Entrepreneurs Service Cooperative** located in the City of Imus, Province of Cavite. Contributed to plant 50 Mahogany saplings and 50 participants took part. They collaborated with the City of Imus Agriculture Office, City of Imus Environment and Natural Resources Office, City of Imus Agriculture Office, Rotaract Club of Imus, and Rotary Club of Imus. Not only planting trees they arranged a webinar for local Community which any one can be a part of the webinar in Filippino Language.



Webinar (Virtual Activity)

#### How to Participate in the Go Green Campaign 3.0 (Webinar), 30th Jun 2020

An orientation webinar on GGC 3.0 was conducted on 30th Jun 2020 for everyone to join in the webinar with the purpose to identify, spread awareness and include other cooperatives that wish to participate in the event. Everyone was given a change to clarify the event information so that it can follow the guidelines in the event. The Youth Networks and Committee representative were a part of this session. It was to

motivate and circulate the information in the event.

The speaker was Mr. Ahsan Ali Thakur from ICA AP Committee on youth Cooperation. Guests: Ms. Angélica Soberanes from ICA - America Youth Network (CRJ), Hilda OJall from ICA Africa Youth Network, Mr. Geoffrey Asira ICA Africa Office and Mr. Alireza Banaeifar from ICA - Asia and Pacific Committee on Youth Cooperation.

Approximately, 3200 viewers were reached and 392 people were engaged in the event.

# GGC 3. Webinar on: Sustainable Living and Urban Gardening, 6th July 2020

Organized by YES COOP Philippines, Ms. Dulce Bustamante is a member of YES Coop and ICYC that played a vital role in coordinating and reporting about the event. The event was done in the Local language of Philippines

Speakers for the webinar: Mr. Robert Marges, City Agriculturist and

Guest Speakers: Dr. Emmanuel M. Santiaguel, Head CICLIDEO and Mr. Ahsan Ali Thakur, Chairperson of ICA - Asia and Pacific Committee on Youth Cooperation. Aiming to educate our fellow cooperatives in the City of Imus about the importance of having their own source of consumables within their own backyard, as well as to raise awareness about the current situation of our environment and climate change.





#### International Webinar: Youth Cooperators for Climate Action, 7th July 2020

Organized by ICYC and Moderated by Mr. Robby Tulus, founder of Credit Union movement in Indonesia, Asia regional director of the Canadian Cooperative Association



Speakers: Ms. Emma Patterson Taylor, sustainability at SAOS (Scotland) on Climate Change: Socio Economic Perspective. To achieve the socio economic parameters 3 things needs to be considered, "Behaviour is hard to change", "A triple bottom down approach is needed" and "Speak the right language in the context that you need it for SDG#13"; Ms. Yohana Tamara Yunisa, Project Manager of Cocoa conservation agricultural at CU Keling Kumang Group (Indonesia), "In order to start any think we started with research first and then involved with work", "After research Technology intervention after confirming it is effective for us to function", "While in pandemic we produced our own chocolate hand soap to meet the requirement of the current market" and "finally farmers need to be communicated in a language that will understand to work in a better perspective."; and Ms. Ruth Legg, Board of Modo: car-sharing cooperative (Canada), "Green Jobs are emerging", " COVID19

situation are Coop have been hard at work in promoting the coop identity and delivering the mask, food, cleaning supplies, water and much more."

This webinar had 112 participants registered and 54 people were online on the Zoom platform, and also reached 918 views on Facebook.

#### Countries from America:

#### Plantation Drive (Physical Activities)

On this 2020 and in spite of all the difficulties, CRJ are glad to report the following:

#### America:

CICOPA - Américas

# **Argentina:**

CAF

Cooperativa Creando Conciencia

#### **Brasil:**

Revolusolar

#### **Bolivia:**

CREG CRE | 25 women

#### Colombia:

**ASOCOOPH** 

CANAPRO Ambiental | 100 trees and 374 people connected

Number of trees adopted on the CANAPRO project (http://ambiental.canapro.coop): More than 100. During a webinar that lasted almost 4 hours, we promoted the adoption and several trees were adopted that day, but they couldn't have the data of the exact adoptions that came from the GGC and from other people outside the webinar. Individuals pay a modest amount of capital, so people of the organization can plant and take care of your tree and you can follow the process.

#### **Ecuador:**

Cooperativa de Ahorro y Crédito Riobamba

#### **Honduras:**

**CACEENP** 

#### Mexico:

Cooperativa La Unión

**PNUD** 

Number of trees planted in total in America Region considering Pandemic and other barriers is 150 saplings

#### Webinar (Virtual Activity)

Four webinars were on the planned agenda. On the opening ceremony ICA American youth Network (CRJ) had the participation of PNUD Mexico from the UN and on the closing ceremony CRJ had the participation of the president of ICA Americas, Graciela Fernandez and the president of the Gender Equality Committee of the ICA, María Eugenia Pérez.

Our Network, concentrated more in doing webinars and virtual activities, also we really stirred many consciences in the cooperative movement of the Americas and they want to participate and do more next year!

#### 1. SDG 13 Climate Action, a cooperative perspective, 15th July 2020

Organized by ICA America and moderated by Angélica Soberanes with the speakers Edgardo Hernán from Argentina, Alejandra Cerna from Mexico and Juan Cuervo from Brazil.

Approximately 1700 viewed the webinar.

The Outcome form the webinar are as follows:

- A. The beginning of climate action is the way we consume.
- B. The way in which we consume products and services is key to combating climate change.
- C. Consumption not only refers to the final product but to being aware of the value chains in the process.



Click here for the Webinar Link.

#### 2. Big Cooperatives, Big Green Projects, 17th July 2020

Organized by ICA America Youth Network, commentator Angélica Soberanes and moderated by Sébastien Garavino with the speakers Fernando Rodríguez from Colombia, Édinson Castro from

Colombia and President of CANAPRO Cooperative Luis Caballero from Argentina. Approximately 3000 people viewed it.

- A. Environmental education is key to changing the awareness of caring for the planet.
- B. It is the duty of cooperatives to promote care for the environment as part of their programs
- C. Cooperatives are responsible for caring for the planet, but it needs to be established in

measurable and sustainable programs over time.

Click here for the Webinar Link.

#### 3. Radio Web broadcasting: Pollution and Pandemic, 18th July 2020

Organized by Cooperative Radio station for the promotion and spreading awareness of Cooperative nad Go Green Campaign in the locals. Speakers of the webinars were Alberto Bozzo



from Uruguay, Luis Álvez from Uruguay. Approximately, 1800 people viewed it.

The outcomes of the webinar are as follows:-

- A. The cooperative agricultural sector has a great impact and experience on caring for the environment.
- B. Work cooperatives in the agricultural sector have developed important programs to help the environment.
- C. Planting trees is a great start to have an awareness of our current situation on our Planet but is just the top of the iceberg of all the actions we have to do before

planting a tree to really help our mother Earth.

Click here for the Webinar Link.

#### 4. CANAPRO Cooperative planting trees initiative launching, 20 July 2020



Organized by Canapro Cooperative for inviting people to adopt tree plantation and well being of trees with a minimal amount of capital.

Special Guest of the event Graciela Fernández from Uruguay. Speakers are María Eugenia from Colombia, Édinson Castro, CANAPRO from Colombia, Fernando Trujillo from Colombia. Approximately, 5000 viewers were

observed.

The Following outcomes were observed from the webinar:

- A. Alliances and work between youth and managers in the cooperative sector is crucial to have a long term strategy to help the environment.
- B. We have to replicate good practices from cooperatives like CANAPRO to really fight

- climate change, as we settle down programs with real and measurable actions to improve and fight the damage in specific regions.
- C. Without a doubt, conscious consumption, environmental education and strategic alliances are key to saving the planet.
- D. ICA most consider to put the climate change issue on the top of its priorities, as well as conform a comissión or committee to set strategies on this matter.

Click here for the Webinar Link.

#### Countries from Africa:

Plantation Drive (Physical Activities)

#### **Botswana**

"Master-Minds Cooperative" joined the global cooperative community to continue pushing for actions that address climate change. This critical situation is putting lives and livelihoods at risk, disrupting vital ecosystems for people and the planet. The campaign is driven by a desire to show the contribution of cooperatives to meeting the SDG 13 (Climate Action). It is based on two values, self-help and solidarity.

In Botswana, "Botswana Youth Cooperatives Alliance" - BYCA joined Young cooperators across the world to celebrate the International Day of Cooperatives by planting trees, through an initiative led by the ICA Asia-Pacific Youth Network: Go Green 3.0, at MMC farm.

"We are here as Master-Minds to represent, develop and grow the Cooperative Movement in Botswana and the International Cooperative Alliance in the Africa region." Chairperson Master-Minds Cooperative Mr. OrapelenNareetsile.

Click here for video activity.



# **Eswatini (Swaziland)**

In Eswatini, the Eswatini National Youth Cooperative Alliance (ESNYCA) joined hands with other youth organizations and networks in planting of indigenous trees across the country for about four months since it was still winter in Eswatini.

The "Eswatini Goes Green with Africa" was held in partnership with the Cooperative movement in Eswatini, Eswatini National Youth Council and Eswatini Scouts Association. The Campaign was divided into two parts: first was the launch and then second the actual tree planting on selected places in four regions.

"On behalf of the Eswatini National Youth Cooperative Alliance, it is at such a time that we call upon other youth across the country and the globe to join us in this noble cause, joining hands together with ICA-Africa Youth Network to ensure that we give back to mother nature by participating in the Go Green Campaign 3.0 which is in line with Sustainable Development Goal 13 (Climate Action). Planting endangered sample species of trees, recycling, reusing and creating awareness throughout the youth of Eswatini and beyond in the Africa region is what the campaign calls for." Highlighted ESNYCA President, Hezekie ITfwala. Watch the video of the activity.

Click here for the video activity.



### Kenya

Led by International Cooperative Alliance-Africa Youth Network President, Hilda Ojall and Mutarakwa Harmony Cooperative Chairperson, Samuel Oloo. A number of youth convened at the Kenya Forest Service sub-station in Nairobi to commemorate this year's International Day of Cooperatives through a tree planting activity commonly dubbed as the Go Green Campaign 3.0.

ICA-Africa Youth Network conducted its subsequent awareness week (8th - 14th July) to sensitive

youth on climate action, and towards this noble course. The Kenya Forest Service Chief Conservator of Forests - Julius Kamau, supported the youth-led initiative in planting trees thus securing a space for the activity that saw 50 trees planted.

"We have planted 50 commemorative indigenous trees and we thank the CCF for facilitating our tree planting exercise at Ngong Road Forest Station. We shall further adopt the trees and ensure that they grow by regularly maintaining them." Said Samuel Oloo. The Kenya Forest Service recognized the efforts by the youth-led cooperatives for contributing to environmental conservation and equally called on Kenyans to embrace a tree growing culture towards the protection of the environment, mitigating adverse climate change, and securing the future for the present and next generations.

<u>Click here</u> for the activity.



## **South Africa**

The Youth Cooperative Hub Tertiary Cooperative organized for their Go Green Campaign 3.0 in South Africa that saw participation from a number of stakeholders. More focus of their activities were on inclusive green community & green cooperatives economy, contributions to climate change adaptation & mitigation and initiatives activities related to Go Green Campaign 3.0.

Participants individual: 85 participants out of which 25 are youth

Total Trees plant: 258

Total Vegetable Seedlings plant: 1500



# **Tanzania**

Mabruck Ismail of Runali Cooperative Union participating in the Go Green Campaign 3.0 in Tanzania.



# **Zimbabwe**

Raymond Chizunza, a Global Cooperative Entrepreneurs (GCE) Youth Ambassador in Zimbabwe mobilized other youth to participate in the Go Green Campaign 3.0.



Webinar (Virtual Activity)

# The Go Green Campaign 3.0 Webinar for Africa Region, on 8th July 2020.

ICA-Africa Youth Network held a webinar on 8th July, 2020. so as to take through the participants on how to participate in the campaign. The campaign displayed the role of youth and cooperatives in portraying self-help and solidarity. Watch here how some youth took part. This campaign strives to promote the cooperative identity, involving youth in the ICA- Africa Youth Network activities, take environmental action and work on how to mitigate climate change - SDG13.

Click here for the Webinar Link.



Mr. Airel Guarco, ICA President quotted during the Global Youth Forum 2020 that "Young people are not the future of the movement, they are the present so we need to start the work today!"