

## HOW YOU COME IN

Individuals, groups, organisations, businesses and communities can join SOFER Initiative as Volunteer(s), Sponsors and Partners.

### Membership is free

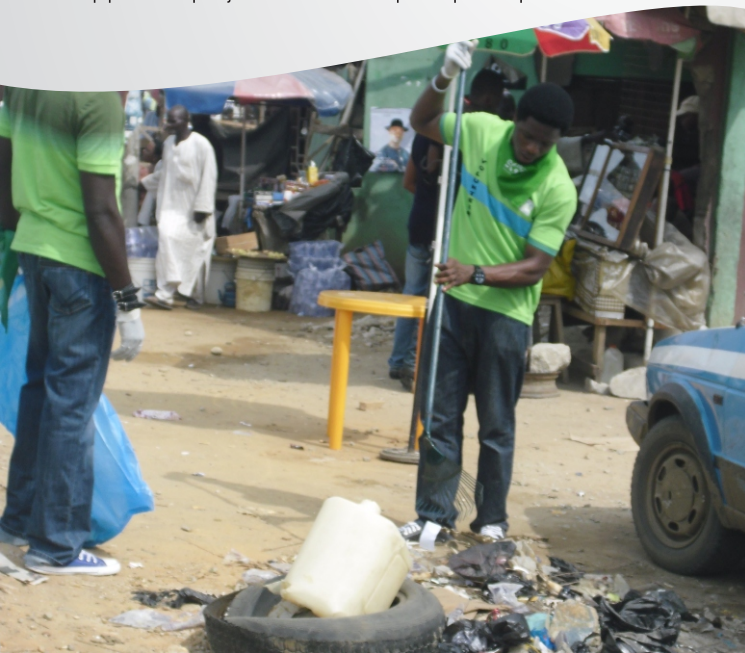
By joining the Initiative participants can share information and experiences with the global community and positively change their local environment.

SOFER Initiative provides a range of communication strategy, support and facilitation services aimed at assisting participants to organise and promote events and other environmental initiatives.

Our activities include clean up events, recycling projects, educational campaigns, resource recovery projects, water reuse and conservation, competitions and exhibitions etc.

Participants are encouraged to keep up with the attitude developed during campaigns and further celebrate our environmental achievements.

\*Businesses, organisations and individuals can support our project and not-for-profit participants.



## WHY YOU SHOULD JOIN

Make a difference! Become a role model in the community.

Enjoy a cleaner, healthier environment.

Become an adherent advocate and supporter of the environment and the community.

Meet with people from all over the country.

Get your views heard and seen through proactive participation in life transforming activities.

Take the opportunity to give back to society.

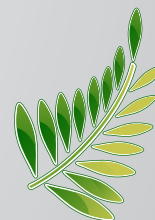


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**act now,  
save the  
future**



**The clamour for restoration of our environment has been a struggle that can not be reached without our individual contributions.**

We have mobilised over 100 volunteers to carry out environmental causes and also inspired young people and community leaders to get involved in the development and implementation of environmental activities.

Our campaigns bring together businesses, community groups, schools, governments and individuals in a range of activities and programs that positively improve our local environments.

With our inexhaustible action plans, we seek to involve the Government, Private sector, NGOs and positive change driven individuals.







#### MISSION

Use various awareness strategies to cultivate environmental consciousness, promote behavioural change and improve the environmental condition of a place..

#### PURPOSE

Our purpose is to educate and create environmental awareness by working with the youth to provide practical opportunities for positive behavioural change.

#### PROJECTS

SERENE UYO, Celebrity E2C Using A3R, GREEN GARDEN CLEAN CITY, WHAT'S YOUR ENVIROTUDE and LIGHT UP YOUR GREEN Campaigns amongst others are designed to;

- Improve education and orientation of the people on environmental problems.
- Encourage youth participation in environmental management by Environmental NGOs.
- Increase awareness of environmental problems in the study area by media houses.
- Monitor the implementation of planned environmental awareness programmes by funding agencies.
- Develop and promote Volunteerism in communities.

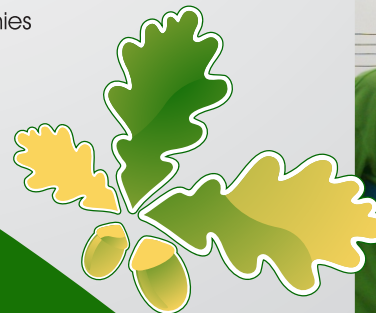
**Our campaigns and projects identifies "Environmental Awareness" as key result to be achieved with our FOCUS on** Litter, Domestic waste, Drainage, Water, Energy, Waste minimisation and recycling, Public open spaces and Natural areas/Beautification, Road side vegetation and sidewalks, General education and awareness, Respect for environmental rules and regulations, Leadership by example and Climate Change.

## WHAT WE STAND FOR

- Our campaigns are targeted in line with genuine environmental priorities for the people of the state and the country at large.
- We designed and launched in coordination with regulatory action and the provision of services and /or logistics required to accommodating new attitude or behaviour.
- Our projects are designed on a scale whereby practical results can be obtained and demonstrated to the public with a positive message of success.
- Our targets are clearly at defined groups. We make sure our projects are planned in a realistic way so that all planned activities maybe realised.
- Our activities provide opportunities to demonstrate success which can be amplified by appropriate communication in the media.
- We room for positive contributions from the public as to how to better contribute and enhance their immediate environment.

## TARGET GROUPS

Residents  
 Schools  
 Businesses  
 Community groups and service organisation  
 Markets  
 Transport companies  
 Vehicle owners  
 Government



## OUR APPROACH

Through education, public awareness campaigns, media propagation and online promotion we apply a holistic and integrated approach aimed at sustained improvement to lead pro-actively and participate in public dialogue. There are some activities in the field of environmental awareness, but coherent concepts are missing. Mostly performed are activities for general awareness-raising on the occasion of either national or international environmental programmes.

In order to achieve a broad participation, our projects also conduct a public call for proposals for environmental awareness activities. This project seek to apply the following approach of selecting those topics with problems earlier listed and concentrate on those where practical progress are achievable within a short time.

