

# Help heal the earth

Citizen-led platform to raise awareness and change behaviours on sustainability issues



World Green Citizen

The majority of people around the globe are aware that their daily actions affect the environment, the society and the economy. We all know that our actions and behaviour are key to achieving positive change. The challenge however is to know how we can change our behaviour from an unconsciously un-eco-friendly to unconsciously eco-friendly action that will help sustain our environment and protect it for future generations.

We need to stop thinking: *What is in it for me*, and start thinking: *What is in it for us*. Until each of us individually and collectively reach this state of mind and change our behaviour

and actions appropriately, the world will continue to move towards an unstable, unbalanced and unsustainable situation. Today, we have not yet reached the point of no return. We can still act to sustain and maintain the health of our planet.

The World Green Citizen platform has been created to achieve three main objectives:

1. Raise awareness of all the citizens of all countries on how their behaviour and actions affect the environment across the five basic pillars.
2. Allow individual citizens to share ideas and actions that they are taking on a

local level that help create a more sustainable environment.

3. Provide simple solutions that all citizens can adopt and implement in their daily lives that help heal the world.

## AWARENESS PROGRAMMES

World Green Citizen is collaborating with schools, companies and government organisations to increase awareness of the impact of individual behaviours and actions on the environment. The focus of the school awareness programmes is to increase awareness of future generations and future leaders so that the change can start at a young age and be sustained through out their adult life. It is paramount to embed the “environmentally responsible” criteria in the mind of all future generations and leaders whose lifestyle, business or political decisions will affect the sustainability of our common environment.



WATER



ENERGY



WASTE



FOOD



CARBON

## GREEN AMBASSADORS

World Green Citizen initiative has received endorsements and blessings from key influencers around the world such as Shaikh AbdulAziz Al Nuaimi also known as Green Sheikh, member of the Ajman royal family; Daniella Dimitrova Russo – Co-founder of Plastic Pollution Coalition, John Topping – President of The Climate Institute, Khaled Al Huraimel – Chief Executive Officer at Bee’ah, Louie Psihoyos – Academy award-winning Director for “The Cove”, and Mohammed Y. Al Tarawneh – UN Goodwill Ambassador.



I am very glad to endorse the World Green Citizen initiative which is part of the July 21, 2019 project, and I believe that it will bring a clear understanding on what is sustainable development and how to implement it step by step from an individual and citizen perspective. World Green Citizen initiative is a progressive and evolutionary platform where each of us can contribute with big and small ideas to make things happen.”

— Shaikh AbdulAziz Al Nuaimi

## WORLD GREEN CITIZEN PARTNERS



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