

## NEWS FROM FASCINATING PROGRAMS & PROJECTS

### Green Citizens Grassroots Projects

#### UNESCO Green Citizens showcases grassroots projects at the service of biodiversity and sustainable development

19 October 2020 – Paris, France – UNESCO has announced the launch of the Green Citizens initiative to amplify the voice of some 100 local citizen projects worldwide in key domains of biodiversity and sustainable development, including the Ocean, Water/Hydrology, Education for sustainable development, Indigenous and local knowledge.

UNESCO has witnessed a great increase in the number and pertinence of local citizen projects over decades of scientific research in biodiversity, oceanography and hydrology, and conservation work in its protected sites around the world (Biosphere Reserves, Geoparks, natural World Heritage sites).

The Organization wishes to highlight and support local, innovative, duplicable citizen projects with a verifiable impact on their community and stimulate the dissemination of new change driving ideas worldwide.



The project reflects the conviction that changes in our relationship with living ecosystems will only be achieved by bringing together the complementary actions of the different actors at all levels and the reinforcement of networks of committed individuals and organizations. It is also a call on decision-makers to act quickly and a reminder that it is only together that we can make the change that is needed.

UNESCO Green Citizens is a collective endeavour bringing together the Klorane Botanical Foundation as a founding partner, Adveris digital agency, Passion Pictures Paris, Twitter (for Good), artists including Juan Delcan, Roxane Campoy, Desta Hailé, students and volunteers, as well as partners, dubbed Watchers such as Solar Impulse Foundation, Sparknews or ChangeNow that are critical in identifying outstanding local projects.

The Initiative enriches UNESCO's extensive and growing range of programmes and partnerships aiming to protect biodiversity.

More information <http://www.unescogreencitizens.org>

UNESCO biodiversity <https://en.unesco.org/themes/biodiversity>

## **About UNESCO**

Headquartered in Paris and based on international cooperation beginning in 1945, UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the UN General Assembly in 2015. Learn more at <https://en.unesco.org/>

*Source: UNESCO press release*