



WORLD ENVIRONMENTAL DAY 2025-REPORT

INTRODUCTION

GreenDada is a youth-driven community-based organization committed to promoting environmental responsibility through its flagship initiative the Care to Conserve program. This program empowers both girls and boys to take active roles in ecological protection, community action, and gender-inclusive environmental leadership.

World Environment Day, commemorated globally on June 5th, focuses on urgent ecological challenges. GreenDada marked this important day on June 7th, 2025, in Mathare, one of Nairobi's most densely populated informal settlements, facing acute plastic pollution and waste management issues.

This year's celebration aimed to:

- **Mobilize community participation**
- **Inspire youth leadership**
- **Promote practical, creative, and educational interventions to reduce plastic pollution.**



OUR BELIEF

“When youth and community organizations are actively engaged in environmental awareness and clean-up initiatives, plastic pollution can be significantly reduced and a culture of eco-responsibility fostered.”



RESOURCES USED

To bring the vision to life, the following materials and equipment were mobilized:

- Cleaning tools (brooms, gloves, garbage bags, nose masks, wheelbarrow)
- Flipcharts and markers for eco-education
- Art supplies (paper, paints, pencils, brushes)
- Tree seedlings for planting
- Public address system, tent, and chairs
- Refreshments, participant caps, and branded GreenDada t-shirts
- Educational materials (7Rs Guide: Rethink, Refuse, Reduce, Reuse, Repair, Regift, Recycle)



EVENT HIGHLIGHTS: “ACTIVATING THE PLAN”



Opening Session

- Prayer and warm welcome
- Introductions by participating partner organizations
- Statement of purpose and day's agenda

School Cleanup

- Led by Mathare Youth Group (MANUO)
- Focused on collecting and sorting plastic waste within the school premises





Community Cleanup Drive

- Covered a 1KM stretch in key plastic pollution hotspots
- Entirely youth-led, fostering ownership and action

Eco-Education Session

- Facilitated by Najimudu Empowerment Initiative
- Included interactive games, a 7Rs education session, group discussions, and personal pledges





Team Challenges

- Slogan and “7R” callout competition
- “Clove Challenge” a symbolic reflection on environmental responsibility

Art for the Environment

- Youth created visual artwork envisioning a greener, plastic-free Mathare
- Served as a creative outlet for environmental aspirations



Tree Planting Ceremony

- Led by Global Peace Foundation
- 12 fruit tree seedlings planted within the school compound as a symbol of sustainability and hope



TRACKING OUR IMPACT

Metric	Target	Actual
Youth Participants	30	48
Partner Organizations Invited	9	5 Participated
Cleanup Area Covered	N/A	1KM stretch + School Compound
Tree Seedlings Planted	12	12 Fruit Trees
Waste Bags Collected	N/A	14 Bags (Mostly plastic & paper waste)
Artworks Created	N/A	8 Group Pieces

KEY ACHIEVEMENTS

Youth Engagement:

- Participation exceeded expectations, with 48 youth actively involved—demonstrating rising interest in environmental advocacy among local youth.

Tangible Cleanup Results:

- Collection of 14 bags of plastic and paper waste led to visible cleanliness improvements in the school and surrounding areas.

Environmental Literacy:

- Participants grasped the 7Rs framework, with every youth pledging at least one actionable step to reduce plastic pollution.

Collaborative Partnerships:

- Five partner organizations contributed through facilitation, education, and logistical support amplifying the day's impact.

Artistic Expression:

- Youth creatively expressed their vision for a cleaner Mathare through 8 group artworks, instilling hope and imagination.

Greening the Future:

- The planting of 12 tree seedlings symbolized a commitment to long-term environmental restoration and food security.

Digital Footprint:

- A noticeable spike in social media engagement was observed post-event especially on Twitter and Instagram boosting GreenDada's visibility and community influence.

CONCLUSION

GreenDada's celebration of World Environment Day 2025 in Mathare proved that empowered youth and strategic collaboration can spark impactful environmental change. By combining education, creativity, and action, the event not only tackled plastic pollution but also ignited passion, ownership, and eco-leadership among Mathare's young people.

We extend our heartfelt thanks to WOAN for their generous sponsorship, and to every partner, volunteer, and participant who helped make the day a success.

Together, we're not just reducing plastic we're cultivating a culture of environmental stewardship for a cleaner, greener future.



THANK YOU!

To Our Partners

