

Environment

Y4E: Committing Youth Towards Sustaining The Environment

Kenya and the rest of the world is sitting on a resource of unprecedented magnitude. This untapped reservoir lies in wait for a chance to rise like the proverbial phoenix and greatly impact the world as we know it for better. The World Youth Channel (WYC®), through its Simama Project, aims at environmental restoration through a youth-driven process, in partnership with NGOs and

related agencies, towards achieving lasting development. This process will involve:

- Media Campaigns: Engaging in ideological battles to positively influence Kenyans's perceptions on environment.
- Reforestation Campaign: Mobilizing the youth to plant trees towards restoring water catchment areas. Urban
- Cleanup Campaigns: Mobilizing the youth for clean-up of urban areas in major towns in Kenya.
- Environmental Rehabilitation Projects: mobilization of the youth to work with environmental agencies and NGOs to help restore natural habitats.