

World Environment Day

Executive Summary:

This executive summary provides an overview of various activities focused on environmental conservation and climate change mitigation. These activities include the Beach Cleaning Drive, the Odisha Conference of Youth (OCOY) launch, the Mission LiFE pledge, and partner activities organized by organizations such as VIEWS, PECUC, and Rotary Bhubaneswar.

No. Of activities	6
No. Of Participants	760 +
No. Of Celebrity Engagement/ VVIPs	2
Media Coverage Received	7 (as per the details received on print 7 digital)

The Beach Cleaning Drive, organized by the Youth4Water Plus Campaign, engaged over 100 youth volunteers in collecting and segregating different types of waste along the beach—the initiative aimed to raise awareness about the environmental impact of waste and promote creative solutions through upcycling.

The Odisha Conference of Youth (OCOY), launched by Youth4Water Plus, brought together 60 young individuals from across Odisha to address local issues related to Sustainable Development Goal 6 (Clean Water and Sanitation) and Sustainable Development Goal 13 (Climate Action). The youth received mentorship from national and international experts, leading to the formulation of the Odisha Statement of Youth for Climate Change.


Under the Mission LiFE initiative, Youth4Water Plus and its partners TATA STRIVE, BGVS, PANTISS, and Sattvic Soul Foundation mobilized over 500 young people in Odisha to take the Mission LiFE pledge, committing to individual and collective action for protecting and preserving the environment.

Partner organizations such as VIEWS, PECUC, and Rotary Bhubaneswar organized additional activities to sensitize youth and communities on climate change and environmental issues. These activities included workshops, cleaning campaigns, webinars, and awareness events on climate change, disaster risk reduction, and plastic pollution.

Furthermore, the Youth Leaders Council held their first physical meeting on World Environment Day, where council members were officially welcomed with badges and t-shirts. The meeting featured brainstorming sessions where members shared innovative ideas for impactful campaigns, fostering creativity and collaboration.

These collective efforts aimed to promote environmental conservation, raise awareness, and empower youth to actively contribute to addressing climate change and environmental challenges in their communities. Engaging young individuals, fostering partnerships, and promoting sustainable practices contribute to building a sustainable and resilient future.

Activities	Place	Reach
Beach Cleaning & plogging	Alupatna, Satapara, Puri	100 +
Launch of Odisha Conference of Youth (OCOY)	BOCCA Café, Bhubaneswar	60 youths
Mission LiFE Pledge	Alupatna, Satapara, Puri	500 +
(VIEWS) Workshop on Climate Change & disaster risk reduction	Gopalpur, Ganjam	50 +
(Rotary Bhubaneswar) World Environment Day: Plastic Sculpture by Children	Odissi Research Centre, Bhubaneswar	40+
PECUC	Khandagiri, Udayagiri Hill, Bhubaneswar	50
Mass media Reach	Print & Digital	<ol style="list-style-type: none"> https://pragativadi.com/unicef-led-youth4water-plus-announces-odisha-conference-of-youth-ocoy/?utm_source=rss&utm_medium=rss&utm_campaign=unicef-led-youth4water-plus-announces-odisha-conference-of-youth-ocoy https://orissadiary.com/unicef-led-youth4water-plus-announces-odisha-conference-of-youth-ocoy/

		<p>3. http://odishanewsonline.com/unicef-led-youth-4-water-plus-announces-odisha-conference-of-youth/</p> <p>4. http://indusvalleytimes.com/news/unicef-led-youth4-water-plus-announces-odisha-conference-of-youth-ocoy/</p> <p>5. https://indiannewsdiary.com/unicef-led-youth4water-plus-announces-odisha-conference-of-youth/</p> <p>6. https://www.spikeheadlines.com/unicef-ledyouth4water-plus-announces-odisha-conference-of-youth-ocoy/</p> <p>7. </p>
Story on Forest Fire on International Media	CBC News	https://www.cbc.ca/listen/live-radio/1-68-cbc-news-the-world-this-weekend/clip/15727935-cbc-news-the-world-weekend-june-3-2023?onboarding=false
Blog on World Environment Day	Down to Earth	https://www.downtoearth.org.in/blog/environment/world-environment-day-2023-a-call-to-action-for-a-sustainable-future-89818
Youth Leaders Council	BOCCA Cafe	10 members

Beach Cleaning & Plogging:

On World Environment Day 2023, a significant event occurred at Alupatna, Satapada, Puri district in Odisha. The 'Beach Cleaning Drive' was organized by the Youth4Water Plus Campaign, UNICEF, UN India, Sattvic Soul Foundation, and PANTISS Foundation, in collaboration with BGVS, Chilika Junior Rangers, and Odisha Ecotourism Foundation, under the flagship of Mission LiFE and the Ministry of Environment, Forest & Climate Change. Over 100 youth volunteers enthusiastically participated in this event.

The primary objective of the Beach Cleaning Drive was to raise awareness about environmental conservation and the impact of waste on coastal ecosystems. The volunteers, equipped with gloves, trash bags, and litter pickers, actively collected and segregated various types of waste, including plastic, glass, and metal. This waste audit allowed the participants to analyze the quantities and types of waste collected, providing valuable insights for future waste management initiatives.

In addition to cleaning the beach, the volunteers showcased their creativity by using the collected beach waste to create artwork and installations. This initiative promoted the concept of upcycling and highlighted the need for creative solutions to address environmental challenges.

Link: [UN India on Twitter](#)



Joining Hands for a Cleaner Coastline: Youth4Water Plus Beach Cleaning Drive on World Environment Day 2023

Launch of Odisha Conference of Youth (OCOY) on 5th June 2023

On June 5th, 2023, the UNICEF-led youth-driven campaign, Youth4Water Plus, launched the Odisha Conference of Youth (OCOY) in Bhubaneswar on World Environment Day. The launch event was graced by notable personalities such as Susmita Das, a renowned vocalist and winner of the Kendriya Sangeet Natak Academy Award, B N Baisali, an Ollywood actress, and Sugata Roy, OIC & SBC Specialist, UNICEF.

The Odisha COY 2023 was designed as a boot camp for 60 youth participants from various parts of Odisha. The conference's objective was to bring together these young individuals, identify local issues and problems, and collectively create simple solutions to address Sustainable Development Goal 6 (Clean Water and Sanitation) and Sustainable Development Goal 13 (Climate Action) in their communities. Throughout the conference, the youth participants

received mentorship from national and international experts, enabling them to formulate the "Odisha Statement of Youth for Climate Change."

The combined efforts of the Beach Cleaning Drive and the launch of the Odisha Conference of Youth (OCYO) served as significant steps towards environmental conservation and youth empowerment. These initiatives fostered a sense of responsibility and provided a platform for young individuals to actively contribute to addressing environmental challenges in their communities.

Link: [Press release in Pragativadi](#)



Youth Empowerment for Sustainable Change: Odisha Conference of Youth (OCOY) Launched on World Environment Day 2023

Mission LiFE pledge

Mission LiFE aims to mobilize at least one billion Indians and global citizens to take individual and collective action for protecting and preserving the environment between 2022 and 2027. As part of this initiative, Youth4Water Plus, along with proud partners TATA STRIVE, BGVS, PANTISS, and Sattvic Soul Foundation, conducted climate change and environmental campaigns across the state. Over 500 young people in Odisha took the Mission LiFE pledge to contribute towards saving the planet from environmental degradation.



Mission LiFE: Empowering Youth for Environmental Action and Global Impact

Partner's Activities:

a. VIEWS

IEWS, an NGO, organized a workshop on Climate Change and Disaster Risk Reduction. The workshop was attended by more than 50 young people from fisherfolk communities. It covered various important topics related to climate change, such as providing a basic understanding of climate change, discussing specific climate change issues and challenges in Ganjam, highlighting the benefits of forecasting for the local community, exploring the connection between climate change and migration, examining the impact of climate change on marine fishing communities, and emphasizing the role of youth in climate change adaptation and disaster risk reduction.

Link: <https://orissadiary.com/views-hosts-workshop-on-climate-change-and-disaster-risk-reduction/>



Views working in podampeta for empowering youth through Digital Literacy, life skills and career counseling

b. PECUC

Ecosavers Youth Network: The Ecosavers Youth Network, consisting of members from the People's Cultural Centre (PECUC), organized a cleaning activity for plastic litter at Khandagiri and Udayagiri Hill, a popular tourist site in the heart of the city. More than 50 youth actively participated in the activity, cleaning the area of plastic waste. In addition, a webinar on the theme "Beat Plastic Pollution" was organized by PECUC and the Ecosavers Youth Network.

Link: https://www.odisharay.com/pages/single_page.php?id=38765

c. Rotary Bhubaneswar

SwitchON Foundation: In collaboration with UNICEF and Rotary Club Bhubaneswar Eco, SwitchON Foundation organized a Plastic Sculpture Installation event on June 5th, 2023, to raise awareness about plastic pollution. Approximately 40 youth, children, and NGOs participated in multiple activities focused on environmental issues, aligning with the theme of World Environment Day 2023, which was plastic pollution. The participants collected plastic waste to create and install structures, aiming to promote waste reduction, reuse, and raise awareness among young minds about the problems caused by plastic pollution.



Creating Art, Raising Awareness: Plastic Sculpture Installation Event Inspires Youth to Combat Plastic Pollution

d. Youth Leaders Council Meet

The Youth Leaders Council held their first physical meeting on World Environment Day, welcoming council members with badges and t-shirts. The meeting involved engaging brainstorming sessions where members shared innovative campaign ideas. The meeting ended positively, inspiring council members to make a difference and drive environmental change.



Empowered and Inspired: The Youth Leaders Council unites on World Environment Day, sparking innovative ideas and igniting the passion for driving environmental change.