





Gujarat Environment Festival (GEF)

Since 2011 World Around You (WAY) has been celebrating World Environment Day (WED) in Ahmedabad as Ahmedabad World Environment Day Festival (AWF). It was no surprise, as with tremendous support and participation from multiple stakeholders across the state, the festival has rightly outgrown & has now converted into **Gujarat Environment Festival (GEF)**.

Over these years the festival has been successful in creating a regionally significant platform to bring together individuals, organizations, institutions, government departments, corporate and conservation enthusiasts to contribute in addressing local environmental issues. Last year's festival was one the longest festival dedicated to environmental activities in Gujarat.

Through GEF, we primarily aim to deliver a regionally significant celebration that is meaningful, fun and engaging.





World Around You (WAY)



On World Environment Day 2013, World Around You (WAY) started a community festival dedicated to the environment in Ahmedabad, India.

Dubbed the Ahmedabad WED Fest (AWF), the festival gathers all members of the community in fun-filled and educational celebrations. This year, AWF14 will be a week-long festival from 1st to 8th of June, gathering over 15,000 people through more than a dozen interesting activities.

As we talk about ***Raise your voice, not the sea level*** the challenge is how to connect people living in non-coastal regions like Ahmedabad. What can be a better way than bringing the 'Gentle Giant', a 40-feet inflatable real-like Whale Shark (which visits Gujarat Coast) closer to people of Ahmedabad and spread awareness about climate change through fun-filled shows. AWF14 will conduct several Whale Shark Shows from 1st to 8th June in several large residential colonies, large corporate offices and public places of Ahmedabad. Other AWF14 activities include panel discussions, environmental entrepreneurs meetings, eco-fairs, environmental film screening and many more.

This is what
United Nation's
Environment
Programme
(UNEP)
had mentioned
about our
Festival in 2014.



#GEF2015 Theme & Activities

GEF2015 Theme & Activities:

Theme for 2015 festival is Co-Existence where we are aiming to engage multiple stakeholders towards meaningful conservation of urban natural resources including our green friends. Trees in urban areas are not just facing the pressure of development but are also under various other lesser known threats which lead to their slow killing. Intended or unintended mal-practices that damage out trees need to be stopped with people's support.

After all we do love trees for its benevolent nature but how are we giving back? Just as we pet dogs and cats and love them why can't we pet trees in our surroundings? Studies have proved, trees too have feelings and emotions, they feel the pain, but only difference is that they can't express in a language that we understand. The festival will encourage & empower stakeholders pan Gujarat to help the existing trees under **FREE OUR TREES Campaign**.

Harela Society, an environmental organization based in Uttarakhand will be participating in Gujarat Environment Festival to connect Gujarat with Himalaya through "**BEING WITH HIMALAYA**" initiative. This will be a fund raising activity to extend support for the Himalayan country Nepal's earthquake relief activities.



FREE OUR TREES

FREE OUR TREES

A Citizens' Movement to Safeguard Our Green Friends

Taking care of city's existing green cover is just as important as extending it by planting more trees. The state government may be spending crores on tree plantation drives in urban areas but similar efforts are needed for the protection of our fully grown trees. There are several major threats to these existing well grown trees which constantly damage them. In spite of the menace being so rampant there are hardly any laws in the state to curtail the same.

WHY?

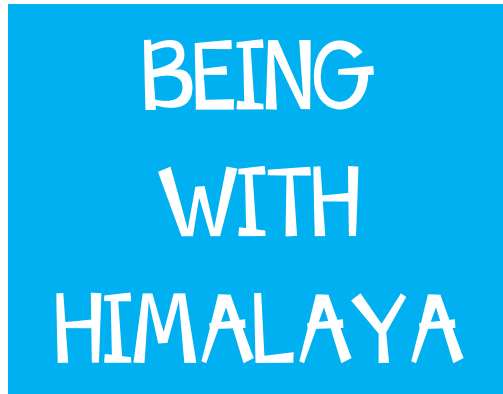
Hammering nails into trees causes it to die a slow death. The nails could damage the tissues responsible for moving water and nutrients through the tree. The tree could take longer to heal from the initial prick and therefore be under more stress. Trees weakened by nails driven into it are vulnerable to pests and disease. Similarly if a tree guard is not removed in time, it starts strangulating the tree and causes its death. Burning of leaf litter under the tree not only burns its leaves above but also dries up the roots and damages the bark. Cementing around the trees disrupts their growth, easily dries up the soil around its roots and stops easy percolation of water.





As part of the GEF2015 theme of CoExistence, Free Our Trees Campaign is planned as a citizens' movement across major cities and towns of Gujarat. Overall aim of this campaign is to inspire & empower individual volunteers, corporate employees, government departments, municipal corporations, media and local conservation organizations across the state to free 1Lakh trees from all possible threats to increase their health & lifespan. Following are the proposed activities as part of this campaign:

- Un-nailing the trees and removing the boards
- Removing of tree guards from grown trees
- Tagging the freed trees
- Street Plays
- Symposium/seminar on tree protection policy



Being with Himalaya

A Fund Raising Event for Nepal Earthquake Relief in Ahmedabad

As our commitment towards Himalaya, its ecosystem and people co-existing with it we are inviting Harela Society, a dedicated environmental organization from Uttarakhand to exhibit photographs, conduct talk and films on co-existence with Himalaya. This effort is aimed at sensitizing people of Gujarat about the importance of Himalaya and need for its conservation. The photographs will be put on sale to generate funds to support Nepal earthquake relief activities. Following activities are planned:

- Exhibition of Photographs
- Screening of Films on Himalaya
- Talk on Co-existence with Himalaya

#GEF2015 Time Table

Date	Activity	Place
1/6/15	Free Our Trees Pre-Campaign Awareness Activities	Area 1, Ahmedabad
2/6/15		Area 2, Ahmedabad
3/6/15		Area 3, Ahmedabad
4/6/15		Area 4, Ahmedabad
5/6/15	Free Our Trees Campaign	All over Gujarat
	Being with Himalaya Exhibition	Ahmedabad
6/6/15	Free Our Trees Campaign	All over Gujarat
	Workshops	Ahmedabad
7/6/15	Free Our Trees Campaign	All over Gujarat
	Symposium and Play	Ahmedabad

Glimpses of Previous Years









MEDIA COVERAGE

સોલર ફિસ્ટ સોલર એનર્જીનો વાપરાય વધે તે હેતુથી તાલેવરમાં એક સેમિનારનું આયોજન ફેસ્ટિવલ થયું હતું. જેમાં કૃત્રિમ એક્સપર્ટ અને ન્યૂટ્રીશિયનિસ્ટ દ્વારા ટીસ-સ્પાઈન કરી

સોલર એનર્જીના ફાયદા જાણો

■ જ્યુરિસિયાનિસ્ટ, ૬૬ ઓક્ટમ્બરથી
મદિજાઓના પ્રશ્નો ઉકેલ્યા

● **ਲਿਟੀ ਫਿਓਰੋ**: ੯੫੫੭੫.੮

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જાણવા જેવું

- ૧. લાલચાળી અનેકાંડો દરમિયાન સુરતી અને અનેકાંડો સુરતી ના લોકો મેંડી આપેલા.
- ૨. સુરતી કુલદેવના પાંચાલી ૩૦ થી ૪૦ લોકોની એકમીતુ નેનાં મળ્યા છે.
- ૩. સુરતીકુલદેવના એકમીતુ વચ્ચે જાણવા જેવું છે. કે પાંચલી દરમિયાન સુરતી મળ્યાં છે દરમિયાન.

વેસ્ટ બોલપેન્સમાંથી ક્રિએટિવ પ્રોડક્ટ્સ



સિટી રિપોર્ટર, અમદાવાદ

‘વર્ણ અશાન્તિયુ’ (વે) ઓગ
એ. નાય. મે. ૨ ૬. ૧૧ ૨૦ જ ૫૫
વેસ્ટ બોશવેન્તમાર્ગી બનાવેલ
એફિલિશિયનનું કાર્યોચન ૩૨૫
એ ૩ કિલગ્રામી એફિલિશિયનમાં

વિવિધ ઉત્તેજક દિગ્ગેષીય પ્રોડક્ટ્સ તૈયાર કરવામાં આગામી રીતે.

પ્રશ્ન મેલો અને તેમની ટીપ્પણી આ પ્રોફાઇલ તૈયાર કરવામાં આવ્યા હતા. આ સિવાય તેમણે 200 જેટલી મહિલાઓને સંગર બેઝ પ્રોફાઇલ મદત્ત સમર્થન આપ્યું હતું અને સોલોરડર મદતમાં આપ્યા હતા.

Publication: The Times Of India Ahmedabad;Date: Jun 6, 2013;Section: Times City;Page: 3;

Cook solar for healthier food

Experts Say Solar Cookers Preserve Nutrition Value Of Vegetables And Grains

Morisha Bhakta

Ahmedabad: "A solar cooker can be a boon for working women. You just need to fill vessels with vegetables and grains and put them in the cooker. You will find your dinner ready when you return home in the evening," said cooking expert Ravneet Kocher. He was speaking at 'Solar Feast' organized by World Around You (WAY) on World Environment Day on Wednesday at Karmaveer Club.

A special seminar on the use of solar cooker was organized to encourage the use of solar energy. A free solar cooker kit was also given to participants to give them the confidence to buy and experiment with costlier solar equipment.



THOUGHT LEAD

Khusiali Mehta, a housewife said that she had never used a solar cooker before. "But I will definitely

like to try it. If it can cook more nutritious, more delicious food and also save fuel, why not? It would be great," she said.

Experts at the seminar said that if you learn to use a solar cooker properly, it can cut consumption of LPG by at least 50 to 40 percent. The main benefit of such a cooker is that the food does not need to be stirred constantly. Once you put the vessels filled with vegetables and grains in the cooker, you can forget about them till evening, an expert said.

Munira Gadesar, nutrition expert from Apollo Hospital, said, "When you cook food at high flame, the ingredients lose most of their vitamins and nutrition values. Solar cooker cook food at a moderate temperature and that is why the nutri-

nous value of the food is preserved. Additionally, you have to use less oil to cook food in a solar cooker, which is the healthier option," Gudekar said. Vandana Agarwal, a social worker who has been using solar cookers for the last five years, agreed. "Once you cultivate a taste for food cooked in solar cooker, you won't like food cooked on gas stove. The natural aroma of vegetables and food grains is preserved when food is cooked in a solar cooker," Agarwal said.

Surai Shah, a housewife who attended the seminar, said: "I am not fully convinced yet but I will definitely like to try the solar kit once. If it delivers good results, I will definitely get a solar cooker for my family."



Publication: *Almond and Meyer Data*, Jan 6, 2013 3:45 pm, City: Bonn, 3

Thinking global, acting local to bring change

Group of young professionals is attempting to shape *Ameljahed*, one project at a time



city ભાસ્કર AHMEDABAD, MONDAY.

શહેરમાં વ્હેલ શાર્કનું જાયન્ટ બલૂન મૂકાયું



સિટી રિપોર્ટર : અમદાવાદ બલૂન મૂકવામાં આવ્યું છે. જેનો મુખ્ય હેતુ વાતાવરણમાં થતાં ફેરફારના કારણે દરિયાઈ પર્યાવરણમાં બદલાવ આવે છે તેના વિશે અવેરનેસ ફેલાવવાનો છે. આ વ્હેલ શાર્ક જેન્ટલ જાયન્ટ તરીકે ઓળખાતી મોટી કીશ છે, જે ગુજરાતના દરિયાઈ કાંઠાએ સમયાંતરે આવતી રહે છે. વ્હેલ શાર્ક શો દરમિયાન 10 ફૂટ ફૂટ ઊંચાઈ પર 40 ફૂટ લાંબી વ્હેલ શાર્કનું બલૂન અમદાવાદના વિવિધ વિસ્તારમાં મૂકવામાં આવશે. આ સાથે અવેરનેસ માટે સિગ્નેચર

'Whale shark' at Kankaria kick-starts env fest

dina correspondent
@dinaahmedabad

Ahmedabad: A 40-foot giant life-like replica of the whale shark was inaugurated at the Kankaria Lake in the city as part of the week-long Ahmedabad World Environment Day Festival, an initiative of World Around You (WAY).

The celebration that will last upto June 8 will see the giant size replica of the whale shark

being taken to various parts of the city to spread awareness about the need to protect environment and the impact of climate change on marine life.

Wichu Johri of WAY said that the inflatable balloon of the whale shark will be accompanied by street-plays and quiz related to the gentle giant. "There will also be a cheat sheet giving information about the need to conserve whale sharks and the challenges that they face," said Johri.



An inflatable balloon of whale shark will travel across the city spreading awareness about protecting marine life

AhmedabadMirror | THURSDAY, JUNE 5, 2014 | 7



World Environment Day

'Sea' films, shop organic

CAUSE Learn ways to protect waterbodies in a four-day festival which will screen films like *The Shore of Silence*, *Kalpavriksha* and *The Vanishing Vultures* at various places in city. Activities like quiz, debate and street play around the model of a whale shark, as well as sale of organic food, clothes, renewable and recycled products will be held at the Eco Fair from 11 am to 9 pm. CONTACT: 079 23425258

સિટીનીટ

AhmedabadTimes 3



અમદાવાદમાં આવી પહોંચી શાર્ક !

વર્લ્ડ એન્વાયર્નમેન્ટ ડે નિમિત્તે ગુજરાતના સૌથી લાંબા એન્વાયર્નમેન્ટ ફેસ્ટિવલ 'અમદાવાદ વર્લ્ડ એન્વાયર્નમેન્ટ ડે ફેસ્ટ 2014'નો ૧ જૂનથી પ્રારંભ થયો છે. આ ફેસ્ટ ૪ જૂન સુધી ચાલશે. આ ફેસ્ટના પહેલાં દિવસે કાંકરિયા લેકફ્રન્ટ ખાતે 10 ફૂટ લાંબી અને 40 ફૂટ પહોળી વ્હેલ શાર્ક બલૂનને ઇન્સ્ટોલ કરાવ્યું. આ શાર્કને શહેરના વિવિધ ભાગોમાં એન્વાયર્નમેન્ટ અવેરનેસ માટે લઈ જવાશે. એક સ્ટ્રીટ પ્લે અને સિગ્નેચર કેમ્પેઇન દ્વારા એન્વાયર્નમેન્ટ અવેરનેસ ફેલાવવા પ્રયાસ કરાશે.

5th June, 2014 | Ahmedabad Times | Pg3

5th June, 2014 | Ahmedabad Mirror | Pg7



PARTNERS in Previous Festivals

Global Partners:



National Partners:



Regional Partners:



ANAND NIKETA
Group of Schools



Tea Group



Gujarat Ecology Commission
Government of Gujarat



GEDA
GUJARAT ENERGY DEVELOPMENT AGENCY
(A GOVERNMENT OF GUJARAT ORGANIZATION)



GEER FOUNDATION
Gujarat Ecological Education and Research Foundation



Join Hands



GEF is delivered by WAY in collaboration with partners from the public, private and community sectors. Join us as individual or organization if you have interest in marking meaningful celebration of World Environment Day 2015. There are a range of opportunities that can accommodate all levels of engagement and exposure to suit different budgets & interests.





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