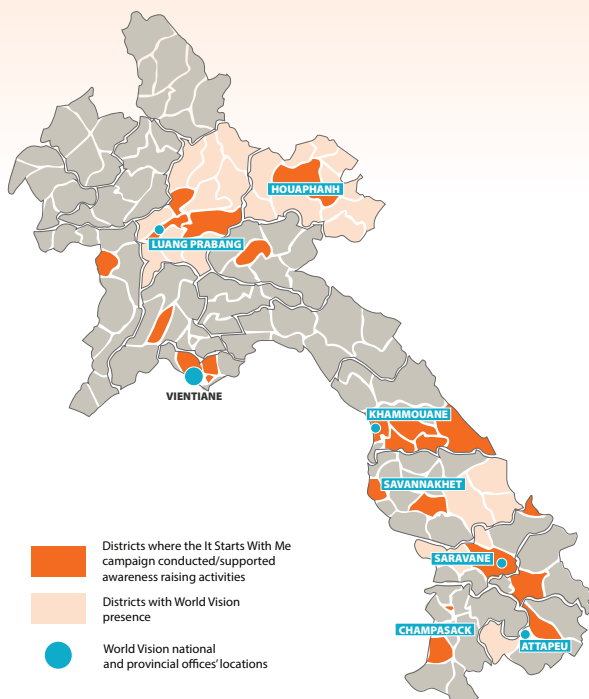


CHILD'S RIGHT TO A HEALTHY PLANET



# IT STARTS WITH ME

## WHERE ARE WE ADVOCATING FOR CLIMATE JUSTICE?



## CHILDREN NEED TO BE HEARD IN THE FIGHT AGAINST CLIMATE CHANGE

Climate change is creating a crisis for children and disproportionately impacts and burdens the world's most vulnerable people despite their being the least responsible for it.

Joint efforts are needed to face the challenges posed by climate change. But we, as individuals, also have a role to play in addressing these challenges: reducing our consumption of single-use plastic, planting trees, re-using our goods, and recycling what we can... **small changes can make a big difference.**

Since June 2023, World Vision, civil society, INGOs, faith organisations and development partners in Laos called out for our moral duty to fulfill our children's right to a healthy planet. With the It Starts With Me campaign, we are raising the awareness of Lao citizens on climate change issues in order to change behaviours and bring about a better future for children, the environment, and our planet. This nationwide campaign actively creates platforms for children to express their concerns and directly engage with decision-makers, and propose simple, doable actions.

## WHY IS IT IMPORTANT?

Despite ongoing efforts by the Ministry of Natural Resources and Environment, Ministry of Education and Sports, and Ministry of Agriculture and Forestry to reduce pollution (air, plastic), alarming indicators loom on children's future:



**3.6% of GDP lost annually to climate hazards**



**600 tons of waste produced daily in Vientiane Capital** (equivalent of 20 football fields full of trash every day)



**PM 2.5 concentration 5.9x higher than WHO's air quality guidelines** in Laos in 2023

# It Starts With Me campaign

## At a Glance

It will take all of us to reduce our carbon footprint. But **It Starts With Me** taking action now, at my level, to be the change that I want for this planet. Over the past year, our campaign garnered like-minded organisations, faith leaders, civil society and development partners to achieve a higher level of public awareness of the threats that climate change is posing to the future of Lao children and next generations. With a partnership to broaden our impact, we were able to use a mix of online and offline communications channels to **reach the equivalent of 42% of the Lao population** throughout the campaign.

### OUR IMPACT IN NUMBERS

Through meaningful child participation in community, provincial and national events, online campaigns on social media, public events and mass media partnerships, we were able to achieve significant advancement in bringing back children at the centre of the climate change dialogue in Laos:

**3.05** millions  
individuals

reached through the multi-channels nationwide awareness campaign on climate change (mass and social media channels)

**3,580**  
children

directly participating in awareness raising activities in the communities we serve and at the provincial and national levels through public engagement.

and also:

**8**  
Partners  
coalition

to keep the largest national festival, That Luang Festival, clean for children and participants.

**12**  
Climate  
Action Tips

disseminated through our social media channels to trigger small and doable commitments to our planet.

**20,000+**  
trees planted

in schools of 13 provinces, in partnership with Zero Waste Laos and the Ministry of Education and Sports.

### OUR PARTNERS

Together, we commit to a more sustainable future for the most vulnerable children in Lao PDR:



Learn  
More:

