

Highlights from January

- Campaign launched by the Rt. Honorable Prime Minister Sher Bahadur Deuba
- Green Partnerships initiated
- Green Ambassadors on board
- Engaged with Government stakeholders
- Annapurna Media Network's five media outlets made commitments
- Internal and External Communication Ongoing – Behavioral Change Communication

Highlights from February

- MoU signing with new Green Partners
- Interactions with multiple stakeholders
- Execution of UFS intended programs
- Touch base on UFS four key areas
- Creating road maps with the Green Partners
- Drafting codes for green behaviors



The UFS team organized a meeting with the Lions Club International District 325B1 team on sowing the green seeds among the citizens through awareness programs on 15 February, 2022.

Green Partner's say:



Sanskrit: प्रबलः कर्मसिद्धान्तः
Translated in Nepali: कर्मको सिद्धान्त धेरै प्रबल छ
Translated in English: The law of karma is very powerful

Activities



World Vlog Challenge: Press release

Press release on 1 February 2022, for the World Vlog Challenge event. This event was organized to encourage young international vloggers to raise awareness on climate actions. These vloggers have a great influence in the social media platform, which would help in sensitize the issues of climate change issues.



MoU signing with OHRTC

MoU signing for Green Partnership between Dr Minani Gurung - Founder, One Health Research and Training Center (OHRTC) and Annapurna Media Network's Unity for Sustainability campaign on 10 February, 2022.



UFS team with the Nepali Think Tanks

Dr Nawa Raj Khatiwada - Chairman NDRI; Dr Divas B Basnyat - Water and Climate Program Coordinator; Dr Jaya Kumar Gurung - General Secretary, Dr Shankar Shrestha - Executive Director, from Nepal Development Research Institute and UFS team meeting on 14 February, 2022.



Team meeting with FFN

Female Foresters Network team members: Ms Deepa Oli - Assistant Forest Officer | Ministry of Forest and Environment Nepal, Dr Radha Wagle - Division Chief and Joint Secretary | Ministry of Forest and Environment Nepal, Ms Saraswati Aryal - Assistant Forest Officer | Division Forest Office, Kathmandu, Sujita Dhakal - Assistant Program Officer | RECOFTC and the UFS team partnering on climate change and gender on 16 February, 2022 at Kathmandu.



Green and Sustainable Business

Unity for Sustainability campaign's Green Partner, Idea Studio organized a webinar on "Green and Sustainable Business: Moving to a better future" on zoom platform on February 10 Mr Sanat Neupane - Group CEO of Simrik Ventures, Mr. Rajendra Suwal - Head of Partnership Development, WWF, Dr Tshering Lama - Executive Chairperson, Idea Studio Nepal and Ms. Ang Dolma Sherpa - Founder, Utopala Crafts were the panelists and Mr. Kamal Dev Bhattarai - Deputy Editor, Annapurna Express moderated the session. The participants were past Ideators from Idea Studio Nepal, representatives from UFS, Idea Studio Nepal and WWF and students and academicians from different universities and colleges.

KU's engagement



Unity for Sustainability and Kathmandu University team sketching the plan for the campaign's behavioral change communications ethical program for the general citizens at AMN Corporate Tower, Kathmandu on 10 February, 2022.



Group photo of Unity for Sustainability team and Dr Sudhamshu Dahal - Language and Communications Head and Mr Dipesh Karki - Assistant Professor, Economics Kathmandu University.



NBA officially on board

MoU signing for Green Partnership between Mr Anil Kumar Upadhyay - President, Nepal Bankers Association and Annapurna Media Network's Unity for Sustainability campaign on 22 February, 2022.



Team meeting with DCA

Meeting with Marco Aviotti - Country Director, Sunjuli Singh Kunwar Communications Director and Rajan Thapa, Climate Analyst, DCA and UFS team members at the DCA office in Jhamsikhel, Lalitpur on 16 February, 2022.

Meeting with KIVU International

Dr Jaya Kumar Gurung - Executive Director | Nepal Development Research Institute (NDRI), Sangita Shakya - Research Associate/ Program Manager | NDRI, Rachel Devlin - Policy advisor | KIVU International UK and team UFS after a meeting on Public Health and Behavioral Change on 18 February, 2022 at AMN Corporate Tower, Kathmandu.

Some glimpses from the Green Valentines Day celebration



Preparations for the Green Valentines Day on 13 February, 2022 by the AMN team members.



Green Valentines Day celebration at the AMN office. AMN has a major goal to amplify positive promotions of greenery. AMN's Chairman's quote on the event, "बचायो तिमीले मलाई, मैले बचाउने छु तिमीलाई".



The AMN team celebrating the event with the Chairman, Group CEO and other valuable team members. The main focus of the event was to show internal solidarity and team work for the UFS campaign.



Green hearts tree: Every staff of AMN showed their commitment towards the UFS campaign by writing on the green hearts and provided their green messages.

GREEN BEHAVIOUR FOR A GREEN FUTURE

We are now in the second month of our Unity for Sustainability (UFS) campaign. On its behalf, I would like to thank all AMN team members, green partners, solidarity green Partners, local, provincial and federal level government agencies, corporate houses and enterprises, Kathmandu University, associations, NGOs, INGOs, international organizations, Inter Governmental Organizations, diplomatic missions, Lions Clubs 325B1, freelance journalists, climate advocates, think tanks, celebrities, political leaders, civil societies leaders, sustainability experts and various climate stakeholders for your willingness to fight the climate change.

The UFS campaign is leading the climate change dialogue with joint efforts between AMN and green like-minded organizations. This month we have focused on promoting green behaviors and we are continuing our joint advocacy through our green partners. We trust that every citizen and climate stakeholder will try to promote green behaviors.

We are continuously working on daily climate change stories, reports and opinions of experts in all AMN media outlets.. We have planned various activities incorporating our 12 intended programs, which will be done in collaboration with the climate stakeholders. As a media house we are inviting ideas and suggestions to make our campaign better. Unite with us to promote a sustainable and greener future. I request all climate stakeholders to participate in this humanitarian campaign.

Let's start sowing the green seeds for the upcoming generations!



Chiranjibi Neupane
Program Manager

Updates from the media houses



In keeping with its commitments to the UFS campaign, The Annapurna Express has been publishing environment- and climate-related articles every week. ApEx is keen to promote this campaign and help Nepal get climate justice and reach net-zero. We are happy to play our part and contribute to this cause.



AnnapurnaPost.com is currently documenting and archiving climate change issues. It is actively disseminating news and information through social media platforms, which has enabled the UFS campaign to create a buzz on sustainability.



Radio Annapurna Nepal has been conducting programs in line with its collective commitment for UFS. Every Wednesday, it broadcasts an investigative report on climate change and its effects, including bytes, which are aired on Prime News. Radio Annapurna is hosting various interviews with experts on climate change, and engaging the public through interactive programs and discussions.



The Annapurna Post is prioritizing articles focused on climate change and biodiversity. It has also featured on its cover page news on wildlife conservation, wetlands conservations and environmental protection and suggestions on creating an environment for climate action.



API Television is committed and determined to work on climate change issues. The television has organized interviews with experts on climate change. They have been regularly updating viewers on climate change and livelihood topics through TV programs and urging climate change stakeholders and the government to take the issue seriously.

Communications...

"The UFS campaign vows to continuously advocate sustainable environmental practices in order to ensure our collective green future."



Subha Khanal Thapa
Director of Communications
Unity for Sustainability