

## Press Release

### **National Youth Commission and The Media Alliance partner to reduce carbon through schools**

**9 November 2012 – Manila** -- The Media Alliance and the National Youth Commission (NYC) of the Philippines announced today an agreement to collaborate in the promotion of climate change awareness and behavior change in the Philippines. The two organizations have come together to establish a University No Impact Week in partnership with the No Impact Project, an initiative designed to encourage citizens to actively seek to reduce their carbon footprint and contribution to climate change.

The University No impact Week will be introduced to campuses across the Philippines by challenging students and institutions to organize activities which educate individuals on the replacement behavior and actions that will reduce carbon emissions. Activities for the University No Impact Week include engaging events, programs and speakers to empower students to reduce consumption, energy use and transportation and to make life choices that connect their personal happiness with participation in service to community and the Earth.

Philippines is one of the most climate vulnerable countries in the world, suffering numerous natural disasters every year and, as a country made up of islands, is among those most at risk from the rise in sea level. While the country is among the most progressive in terms of having a clearly outlined climate change bill, it is essential to galvanize action from youth as important actors in mitigating the effects of climate change.

“Partnership with the National Youth Commission in the Philippines is a very exciting opportunity for us to reach out and engage youth across the country,” said Mr Craig Hobbs, CEO of The Media Alliance. “Today’s youth will be the ones most heavily affected by climate change and should be engaged now to reduce the impact on the environment.”

The NYC aims to provide the youth with opportunities to be an active partner in nation-building through youth programs and projects that will develop and harness their potentials and enable them to be of

great service to their country and community. With respect to the University No Impact Week, the NYC will identify universities, promote the event, and provide both secretariat and logistical support.

NYC Executive Chairman, Mr Leon Flores said, "This government is sincere in its efforts to mitigate the adverse effects of climate change. Young people have to be part of the process of raising consciousness and promoting 'green' behavior. This partnership leading to University No Impact Week provides a strategic vehicle to move this effort forward."

No Impact Week is being promoted to universities in the Philippines, Thailand and Vietnam as part of the activities of the 'Redraw The Line' campaign, a climate change awareness initiative launched by The Media Alliance, with the support of the Asian Development Bank and Swedish International Development Cooperation Agency (Sida). The campaign's primary objective is to build 'critical mass awareness' of the need to shift habits away from carbon-emitting transportation, energy and manufactured and consumable goods and to increase demand for green alternatives.

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## **ABOUT**

The **Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance')** is a Singapore-based nonprofit organization which leverages valuable media "inventory" or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance stakeholders include (1) Media Companies, including print, broadcaster, online, outdoor, cinema and in-; (2) Advertising & Creative Agencies, (3) International Development and Donor Organizations in sustainable development; and (4) Private-sector companies.

The **National Youth Commission** of the Philippines was established by virtue of the Youth in Nation-Building Act, which was enacted in 1995. The NYC provides the youth with opportunities to be an active partner in nation-building through youth programs and projects that will develop and harness their potentials and enable them to be of great service to their country and community. The creation of new policies and advocacies for youth development also allows the NYC to push for reforms and the creation of new measures to implement better services for the youth and the communities.

**Redraw the Line** is a call to action that inspires people to believe they can make a difference to problems of Climate Change. Our goal is to mobilize a 'critical mass' of people, communities and cities to take up positive actions that address the main drivers, and impacts, of climate change. As part of the campaign, we will highlight women and youth as leaders and the first line of defense in the battle to contain climate impacts. Currently, Redraw The Line is active in Thailand, the Philippines, and Vietnam and will be expanding to other countries in Southeast Asia in the coming year.

The **No Impact Project**, ([www.noimpactproject.org](http://www.noimpactproject.org)) an international nonprofit, aims to empower citizens to better their lives and lower their environmental impact through lifestyle changes, community action and participation in environmental politics. The project's goals are to enable the public to conduct their own No Impact experiments and engage those who are not already tree-hugging, bicycle-riding, canvas-bag-toting eco-warriors. The No Impact Project was conceived by Colin Beavan, aka No Impact Man, following his blog, book, and film chronicling his family's year-long experiment living a zero-waste lifestyle in New York City. Central to his thesis is the notion that changing deep-seated individual behavior leads to both cultural change and political engagement. Living low-impact provides a clear entry point into the environmental movement.