



***Increasing public environmental
awareness and facilitating engagement of
civil society organizations and local
communities***

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*Экофорум общественных организаций
Казахстана*



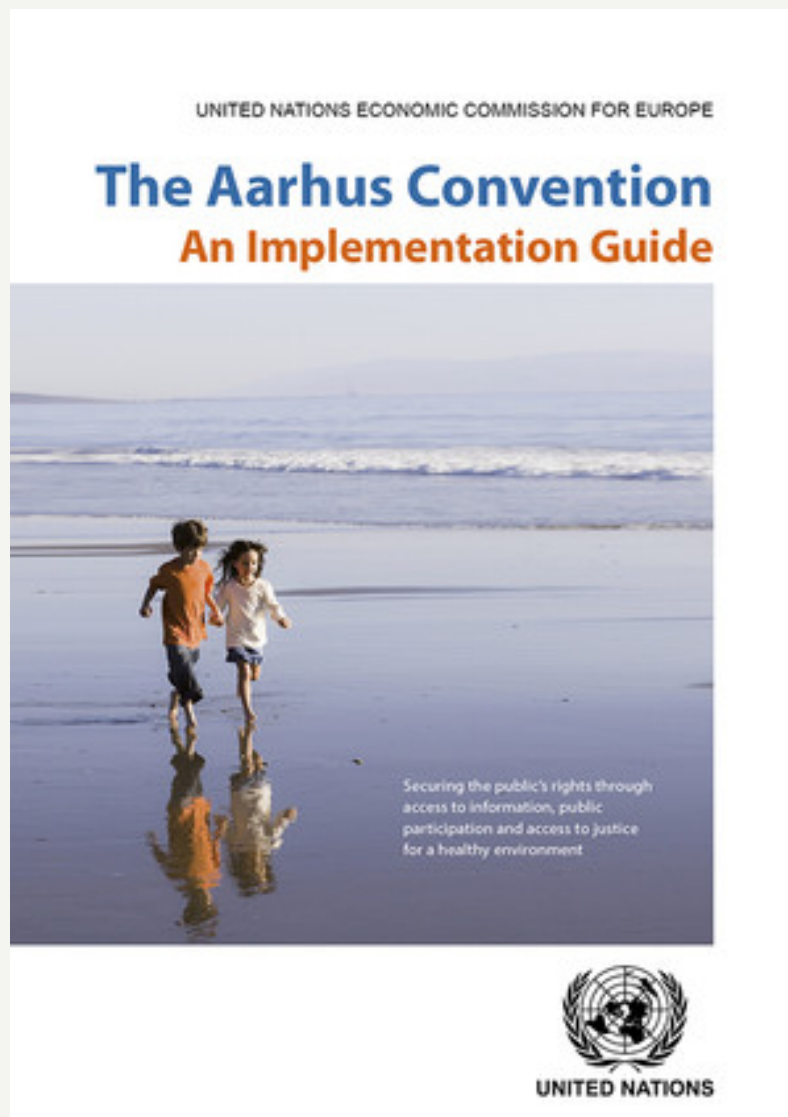
**WE ARE MAKING ENVIRONMENTAL INFORMATION EASIER
FOR UNDERSTANDING, USER-FRIENDLY AND MODERN**

Strategic goals of Ecoforum of NGOs of Kazakhstan

1. Making favorable environment for public engagement in environmental protection and sustainable development
2. Ensuring continuity of environmentalism and support of youth
3. Facilitating organization of environmental and sustainable development activities of CSOs in the situation of shortage and lack of funding from international and donor organizations
4. Promotion of new environmental knowledge and environmentally friendly innovations

Main directions of activities of Ecoforum of NGOs of Kazakhstan

Monitoring of implementation of public environmental rights in Kazakhstan and former Soviet Union countries



Central Asian Environmental Youth Award



Public participation and network initiatives

International level:

Climate change, environmental rights, water governance

Regional: ICSD, CAREC, WECCOOP

National level:

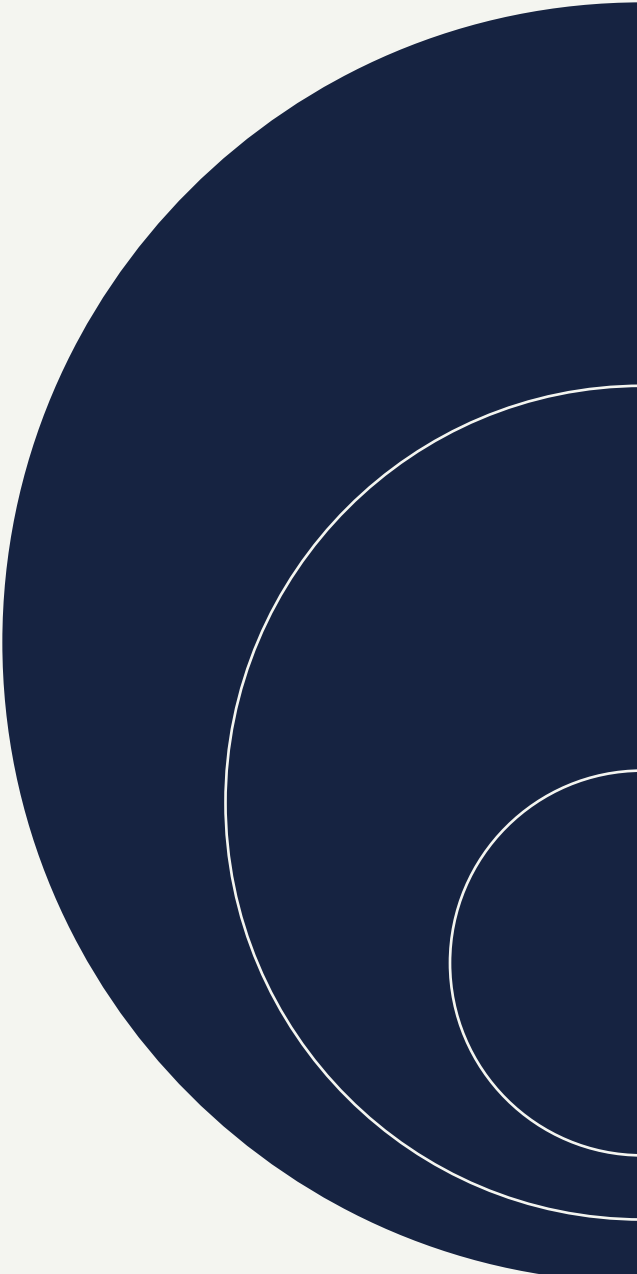
Climate change, environmental rights, organic agricultural production

Local level:

Sustainable energy, sustainable mobility, sustainable agriculture

How Ecoforum of NGOs of Kazakhstan deals with raising environmental awareness

Thematic coverage: sustainable lifestyle, environmental rights, climate change, water governance, environmental pollution

	Dissemination of information through Living Asia	<ul style="list-style-type: none">• 6500 subscribers• Main audience – Central Asia• Information channels: Facebook and Instagram
	Work with mass media	<ul style="list-style-type: none">• Almost weekly publications• Coverage: national and international media• Newspapers, thematic journals, TV
	NGO networking and exchange of information	<ul style="list-style-type: none">• Regular exchange with 50-100 organizations• Main audience from former Soviet counties• Newtworks of Ecoforum, CAN, Social Ecological Union, CA CSOs Climate Coalition



New Year's publication on Living Asia with eco-resolutions of popular people in Central Asia

Promotion of sustainable lifestyle in the societies through eco-resolutions of 14 popular persons in Central Asia

Quantative evalutation of environmental effects of those eco-resolutions on waste minimization, refusal from use plastic bags, planting trees, sustainable consumption and sustainable mobility



Публикация на Living Asia по зеленому и климатическому финансированию

Введение в вопросы зеленого и климатического финансирования, дивестиций из традиционной энергетики

Информация по международным финансовым институтам, климатическим фондам, IFCA, двусторонним программам с приоритетами и показателями финансирования

Экспертное мнение: Alessandra Fidanza (Италия), Михаил Юлкин (Россия)

Living Asia. Today and tomorrow

Expected enhancing of activities on public environmental awareness

Current weekly performance indicators



- ☐ 2 publications on the website, 3 publications on Facebook
- ☐ 1000-1500 reactions to publications on Facebook
- ☐ 400-1000 reviews, 70-100 reposts of publications on Facebook

Planned performance indicators for 2018



- ☐ Improved visualization (animation, infographics, video, GIS) with keeping the same publication frequency
- ☐ Reaching of average indicators of mass media
- ☐ Increasing audience among youth and general public through Instagram