

Advocacy toolkit case studies

RAISING AWARENESS OF THE ENVIRONMENT IN SOUTH SUDAN

THEME:	Environment
ADVOCACY APPROACHES:	Community mobilisation Government officials: meeting with Research and analysis

In South Sudan, the environment has suffered as a result of conflict, as well as soil erosion, desertification, deforestation and droughts. As part of an initiative to raise awareness about these environmental issues, and to encourage communities and the relevant government departments to adopt good environmental policies and practices, one of Tearfund's partners there decided to mark World Environment Day. Ahead of the day, the partner conducted a survey to assess the scale of environmental degradation in the areas of the country where they worked. Using this information, ahead of the day they engaged in discussions with the government departments; mobilised communities, community groups, churches, and other NGOs; notified the media; and sought all the required permissions. It was a celebration of the natural resources in their areas as well as a march with a serious message. Tree seedlings were distributed and planted and rubbish was officially cleaned up and disposed of before keynote speeches were delivered by the county commissioner and other officials, who promised a countrywide environmental sustainability policy, something the partner requested. The partner then followed this up, because the commitments and promises were not automatically followed through.