

WORLD ENVIRONMENT DAY 2024

আমার আঁইনায়,
আমার গাছ

OKUP
a grassroots migrants' organization

TREE PLANTATION

Campaign

**MY YARD
MY TREE**

Organized by:

**OKUP Climate
Advocate team**

OKUP Climate Advocate Team is a volunteer group from Shyamnagar, Satkhira, a coastal region of Bangladesh severely affected by climate change. The team works tirelessly to address the environmental challenges faced by their community.



okup.org.bd

Campaign Summary

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MY YARD

MY TREE

Overview

On June 5, 2024, World Environment Day, OKUP organized a tree plantation campaign with the slogan "My Yard, My Tree" in Shyamnagar, Satkhira, a coastal region of Bangladesh. OKUP provided 168 trees for community members to plant in their own yards.

Engagement

The campaign included participation from a diverse group of people, ranging from local stakeholders, such as community leaders and local government officials including youth groups, and environmental enthusiasts, creating a strong sense of community involvement and collaboration. The OKUP climate advocacy team extended the campaign's reach by posting photos of the tree plantation activities on their social media pages.



Local stakeholders



Children



Youth



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Growing up as a girl in coastal Bangladesh, I have witnessed firsthand the devastating impacts of climate change.

On this World Environment Day, we've launched a tree plantation campaign with the heartfelt slogan, 'My yard, My tree.' We may not know what the future holds, but planting these trees is our small yet powerful step towards a better tomorrow."

— Hena Moni, OKUP Climate Advocate Team

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