

Promising Practices for a **Smiling** Earth





Contents

Field Programming.....	3
Operations and Facilities.....	6
Advocacy.....	9
Communications and Marketing.....	11

World Vision (WV) is a global Christian humanitarian, development and advocacy organisation dedicated to working with children, families and communities. We care for the earth and act in ways that will restore and protect the environment.

WV must ensure that our advocacy, relief and development activities are ecologically sound for the benefit of children now and in the future.

The following are examples of good practices from across WV's Partnership featuring ways that our project, programme, and/or office, etc. could positively impact the environment in line with WV's [Environmental Stewardship Management Policy](#).

I. Field Programming

WV adapts development and emergency relief programmes during design, implementation and decommissioning stages to understand our environmental impacts, ensure positive environmental outcomes, and mitigate the impacts.

Our commitment

WV programmes will be based on appropriate and inclusive environmental assessment, design and implementation.



Promising practice: [Fuel-efficient cooking stoves](#) for child health, development and the environment.

According to the [World Health Organisation](#), each year, 4.2 million people die from diseases attributable to household air pollution from open cooking fires. Children are particularly vulnerable as exposure to the smoke can stunt the development of their organs and immune system.

Relying on open fire stoves also has environmental impacts because burning stove fuel releases an estimated one billion tonnes of carbon dioxide into the atmosphere each year. Collecting firewood contributes to deforestation as well as preventing women from earning money and children from attending school instead. Field research has shown that cleaner stoves can reduce indoor air pollution by 70 per cent and produce a 74 per cent reduction in greenhouse gas emissions. Moreover, social benefits of improved stoves are considerable, as women who spend less time collecting fuel have more opportunities to undertake income-generating activities and take care of their children.

WV will promote environmentally sustainable development through programmes that assist communities reliant on agriculture, fisheries, forestry and other natural resource based livelihoods to cope with shocks, stresses and uncertainty.



Promising practice: [Humbo Forestry Project](#) (Farmer Managed Natural Regeneration FMNR - project model)

WV launched the Humbo forestry project in southwest Ethiopia in 2006, with the funding from the World Bank BioCarbon Fund. This community-managed reforestation initiative has regenerated 2,728 hectares of degraded land. The project contributes to poverty alleviation in the following two ways:

- directly, by providing increased grass (cut and carried) for livestock, increased domestic firewood, and environmental benefits such as improved ground water and decreased erosion;
- indirectly, by creating a new community-based income stream through the generation of carbon offset credits under the Clean Development Mechanism (CDM) – the Kyoto Protocol system reserved for developing countries.

The project was accredited under the Clean Development Mechanism (CDM). The project has sequestered 181,000 tCO₂ to date, with 880,000 tCO₂ projected by the end of the accreditation period in 2036. The sale of carbon credits through the CDM has generated USD \$1.64 million in income for the local community to date. The restored landscape has also helped to strengthen livelihoods in the local community through increased grass cover for livestock, increased availability of firewood, improved ground water and decreased erosion.

1 World Health Organisation, 2021. https://www.who.int/health-topics/air-pollution#tab=tab_1

2 World Bank, 2011, "Household Cook stoves, Environment, Health, and Climate Change". <https://documents1.worldbank.org/curated/en/732691468177236006/pdf/632170WVP0House00Box0361508B0PUBLIC0.pdf>.

WV will develop and apply environmental guidance for assessment, implementation, and evaluation considering all contextual realities and priority sector interventions (e.g. health and nutrition, education, child protection and participation, livelihoods, WASH). WV will also provide guidance for large and small disaster response and recovery programmes, as well as developing, fragile and urban contexts.



Promising practice: [Green Centre in refugee camps in Jordan](#)
(Waste management)

WV, with support from the European Union, has been providing solid waste management services at Azraq Camp in Jordan since 2017. The purpose-built refugee camp covers 14.7km² and is 25km from the nearest town with a population of around 36,500 Syrian refugees. Approximately 20.7 tonnes of waste are produced at the camp daily – just over 15 per cent of which is recyclable. The rest is primarily organic waste, which is currently not compostable in Jordan. WV created the ‘Green Centre’ to provide the only solid waste management at Azraq Camp. The Green Centre uses an environmentally-friendly approach with the aim of reducing both environmental and health impacts of waste, whilst also reducing operating costs and providing sustainable livelihood opportunities for residents. Behaviour-change is crucial; WV targeted awareness-raising campaigns towards children and their caregivers. An average of 35.1 tonnes of recyclable materials are collected monthly, 29 per cent of which is plastic waste. Recyclables are then sold to local buyers, who collect directly from the Green Centre, generating an income of approximately 2,500 Jordanian Dinars (US\$3,526) per month. This covers 20 per cent of the Green Centre’s running costs. The remaining 18 tonnes of non-recyclable daily waste is sent to the nearby landfill at Zarqa.

WV will promote ecosystem resilience, sustainable management of natural resources and support to communities to adapt to climate change.



Promising practice: [Eco-friendly villages in Bangladesh](#)

Eco-friendly villages are small, self-sufficient communities that live from and for their natural surroundings. An eco-village strives to produce the least possible negative impact on the natural environment through intentional physical design and resident behaviour choices. Eco-villagers seek alternatives to ecologically destructive electrical, water, transportation, and waste-treatment systems, as well as the larger social systems that mirror and support them. Composting is one of the components of an eco-friendly village.

In Kisoreganj Area Programme, WV is piloting eco-friendly village activities in four villages. As a result, the village development committees are replicating vermicomposting production. Since 2011, more than 1,000 ultra-poor beneficiary households of this area are continuing compost fertiliser dumping/preserving cow dung and utilising them in homestead gardens and the crop field. In 2021, WV will be initiating a total of 177 eco-friendly villages in its 48 area programmes. This will include implementing and promoting programmes like the following to build more socially, culturally, economically, and/or ecologically sustainable communities:

- tree plantation;
- bio fortified crops;
- Bondhu Chula (Friendly Stove);
- compost and bio pesticides usage;
- hygienic latrine;
- climate adaptive technologies;
- floating gardens in coastal bed districts;
- hydroponic fodder cultivation;
- solar power use; and
- permaculture, etc.

WV's programmatic interventions will go beyond preservation and conservation to restoration of the environment. We commit to reducing the impacts of environmental degradation and climate change especially on vulnerable girls and boys, women, other vulnerable groups, especially those in fragile contexts.



Promising practice: [Eco-Agriculture in Sahel](#)

Improving the resilience of smallholder farmers to climate shocks and stresses is essential to end hunger and poverty. WV Mali, with support from WVUS and WVI, implemented Eco-Agriculture in the Diema and Kolokani districts of Mali from 2013 to 2018. The project focused on restoring land, improving crop yields, and enhancing accessibility to agricultural markets, with the goal of helping farmers improve household food and nutrition security so that they can move out of poverty.

The project had two phases: phase I (2013-2015) promoted FMNR and other Climate Smart Agriculture (CSA) practices, including conservation agriculture, and phase 2 (2016-2018) added Savings Groups and Local Value Chain Development interventions to strengthen financial resilience and increase income through enhanced access to markets. This project is an example of how strong collaboration between WV and the government of Mali, coupled with an innovative and evidence-based intervention, can improve participation in FMNR and ultimately build resilience, restore livelihoods, and improve child health in a sustainable manner.



2. Operations and Facilities

All WV offices will adjust management practices in our operations and facilities to know what our environmental footprint is, to reduce our negative impact on the environment – including our carbon footprint, and increase our positive impact on the environment through agreed approaches.

Our commitment

WV will systematically create staff awareness on environmental sustainability to encourage individual and collective action.



Promising practice: creation of Green Teams

Green Teams: In order to mainstream environmental principles, standards and practices in operations and facilities, each office should establish a support structure such as a Green team / Environmental committee / Working group. Composition: It is recommended that Green Teams are composed of members from different departments within the office (e.g., GAM, finance, procurement, marketing and communications etc.) to promote and facilitate a comprehensive mainstreaming process.

Terms of Reference: The work of green teams should be formalised through the development of agreed on Terms of Reference (ToR) (example attached). The ToR should review these terms on a regular basis and adapt and revised them when necessary. (Note: It is optional for each office to discuss an adjustment of job descriptions of green team members in order to further strengthen legitimation and support structures).

Focus: The main function of green teams is/should be the promotion and support of mainstreaming environmental standards, principles and practices across the organisation, with particular focus on operations and facilities.

General principles:

- Green teams have the function to promote and support the establishment of structures and strategies to achieve climate neutrality (net zero). This, however requires the involvement and support from the entire workforce and leadership structures.
- Green teams should consider external support for the measurement of the carbon footprint and the development of a climate neutrality strategy (including the definition of reduction measures and targets).
- Always prioritise the reduction of greenhouse gases over carbon offsetting. At the same time, reduction potentials should be identified with regards to the prevalence of the quality of operations. Carbon offsetting constitutes a complementary instrument to compensate for remaining greenhouse gas emissions.
- Green teams should consult and involve relevant staff and the Senior Leadership Team in key processes in order to ensure legitimation and support for suggested actions.

Develop and implement an environmental management system and guidance manual to identify, measure and reduce negative environmental impacts from our operations



Promising practices for the reduction of greenhouse gases in operations and facilities:

Mobility and transport:

- Check options for virtual alternatives to face-to-face meetings and work trips - only in cases in which a virtual solution would enable the same outcomes.
- Check options to use emissions-friendly transport alternatives (e.g., bicycles, trains) instead of high-emission options (e.g., planes, cars) for commuting and work trips especially for in-country and regional travel.
- Support staff to use public transport (e.g., through travel allowances).
- Explore options for more efficient coordination of work trips, field visits and the way to work (e.g., carpools).

Procurement:

- Revise the procurement policy towards “greener/environmental friendly” procurement practices (e.g., usage of green suppliers, avoid procurement of environmentally unfriendly products).
- Engage with current suppliers on green alternatives (e.g., about products, transport, and packaging).
- Procure energy-efficient devices (see also under energy).
- Procure of climate-friendly stationary and hygiene products for the office (e.g., toilet paper, and soap).
- Reduce paper use through smart printing behaviour (e.g., double-sided, etc.)

Catering

- Prefer vegetarian and vegan catering options and reduce the amount of meat.
- Avoid the order and consumption of transport-intensive food (e.g., exotic fruits).
- Use recyclable food equipment (cutlery, glasses, water bottles, etc.).
- Order organic food and food from labels that certify fair social standards and economic standards.

Waste Management:

- Separate waste in all office locations in order to induce positive indirect climate effects (e.g., recycling).
- Reduce the volume of packages (e.g., through use of multiple usable packages).
- Energy use
- Choose/change to suppliers with certificated ecological electricity.
- Establish alternative and renewable energy systems (e.g., solar energy).
- Check options for a more efficient cooling and/or heating system (e.g., change to energy-efficient cooling/heating devices, establish biogas systems, etc.).
- Establish energy-saving behaviours such as the following:
 - (1) Do not leave devices in stand-by (e.g., use of power strips with on/off function, deactivate screensaver etc.),
 - (2) Limit heating to 20°C/cooling to 25°C),
 - (3) Improved use of natural illumination solutions (day light)
- Train staff on energy-saving behaviours (see above)

Water Usage

- Establish water saving behaviours and practices combined with staff sensitisation and training (e.g., no running water during cleaning, hand-washing etc.).
- Usage of water saving devices and infrastructure (e.g., dishwasher etc.)
- Choose economical usage of ecological detergents (avoid usage of chemical ones)

Each WV entity will set an environment and climate action strategy with realistic, clear goals and measurable targets to reduce our environmental, including carbon footprint.



Promising practice: [Annual reporting](#)

WV Australia has managed its carbon footprint since 2008, taking the following approach:

- Measuring key activities and consumption items that have the most significant environmental impact: electricity, air travel, paper, car fleet and gas heating. The impact of these activities is quantified in CO₂ equivalents, reducing emissions where possible, and purchasing sufficient carbon offsets for remaining emissions.
- Carbon credits are purchased under programs certified by the Gold Standard Foundation, with credits generated by WV programmes in Africa – reforestation projects and energy efficient stoves.
- Independent auditing is performed on the approach, and reported in the Annual Report.



3. Advocacy

As WV's [Climate Action Policy Position](#) states, we believe that responding to climate change is a justice issue. Climate justice represents the interdependence of human rights, development and climate action. We see climate justice as an approach that places children at the centre of the climate crisis and brings about solutions good for people and the planet by upholding their rights.

We will provide evidence on progress (or otherwise) towards achieving environmental and climate change targets, challenges faced, and opportunities to further refine national and global policies. We see climate justice as an approach that places children at the centre of the climate crisis and brings about solutions good for people and the planet by upholding their rights.

Our commitment

WV will collaborate with local, grassroots initiatives, as well as global actors engaged in environmental and climate change awareness and action to advocate for sustainable development and sustained child wellbeing.



Promising practice: Partnership with [the UN Decade on Ecosystem Restoration](#)

The UN Decade on Ecosystem Restoration is a rallying call to prevent, halt and reverse the degradation of ecosystems world-wide for the benefit of people and nature. The UN Decade runs from 2021 through 2030, which is also the deadline for the Sustainable Development Goals and the timeline scientists have identified as the last chance to prevent catastrophic climate change. The UN Decade is building a strong, broad-based global movement to ramp up restoration and put the world on track for a sustainable future. In line with this commitment, WV has become an official supporting partner of the UN Decade on Ecosystem Restoration.



WV will commit to strengthening its public policy engagement with governments, international organisations, faith-based organisations, networks and donors to address how environmental and climate issues impact vulnerable children.



Promising practice: climate change advocacy at a local level using the CVA model: [Amplifying the voices of children and youth for social accountability \(SAUTI\)](#)

In Tanzania and Ireland, WV is supporting children and youth participation through Citizen Voice and Action (an approach to social accountability in communities). The programme provides training and empowers children and youth to engage with and monitor local government commitments on climate change. In addition to increasing youth engagement at the local level, WV advocates to create mechanisms for consultation with children and youth, empowering them to protect themselves from climate-related risks and to meaningfully participate in decision-making processes.



Promising practice: [ReGreen the Globe Movement](#)

'ReGreen the Globe Movement' is a WV-powered, global, greening movement to massively scale up Farmer Managed Natural Regeneration (FMNR) by 2030 in support of the Bonn Challenge and the UN Decade on Ecosystem Restoration. The Movement's first national chapter is being piloted in Ethiopia and integrates a range of context-appropriate multi-stakeholder scaling interventions that aim to catalyse a national greening movement from the top-down and bottom-up. To date, the project has brought together a core group of likeminded actors from across government and civil society to form a National Alliance and set an ambitious FMNR scaling goal of 70,000 hectares over the next 3 years. To achieve this, the project will support the National Alliance to develop and implement a national FMNR scaling strategy, while implementing complementary scaling interventions to drive bottom-up movement building in areas prioritised under the strategy. We hope over time WV will support the establishment of additional national chapters of the ReGreen the Globe Movement to accelerate the global spread and adoption of this game-changing restoration practice for the benefit of people and planet. Potential also exists for WV International to adopt the ReGreen the Globe Movement or similar as a banner or 'campaign' under which the Partnership can rally to amplify, align, and coordinate its FMNR scaling efforts between now and 2030. Such a movement or campaign could be linked to a global FMNR scaling goal and could be supported by a partnership-wide scaling strategy and national-level work and investment plans.



4. Communications and Marketing

WV will document our contributions to climate justice and raising profile with donors and governments to invest in proven scalable child sensitive approaches.

Our commitment

Where contextually appropriate, WV will ensure that marketing methods, channels and products promote our approach to care of creation, environmental stewardship and climate action.



Promising practice: utilise opportunities to promote examples of good programming on Social Media on international days

Framing the impact of climate change on the Most Vulnerable Children will better align to market interest in many countries + will also align well to both National and Global Strategy. Support Offices have found that speaking about the impact of climate related factors on children resonates more within their offices and within the key marketing audiences, leading to more effective marketing campaigns.

List of relevant international days

- March 21 – International Day of Forests
- March 22 – World Water Day
- April 22 - Earth Day
- May 22 – World Biodiversity Day
- June 5 - World Environment Day
- June 8 – World Oceans Day
- June 17 – World Day to Combat Desertification and Drought
- October 13 – International Day for Natural Disaster Reduction
- October 24 – International Day of Climate Action



Promising practice: marketing and public outreach/relations advice

- Check options for digital marketing solutions (thus reducing the amount of hard-mailings).
- Lobby for climate-friendly behaviours in networks, working groups and when reaching out to potential donors (e.g. here one could imagine multiple advocacy and marketing actions).



www.wvi.org

Prepared by Hilary Williams and Yukiko Yamada Morovic, with contributions from Angeline Munzara, the Environmental Stewardship Collaborative Network, and the Climate Action Working Group. Special acknowledgement to Liran Lai-Smith for suggesting the child-friendly title.

For further information, please contact:

Angeline Munzara
Global Sector Leader, Livelihoods
angeline_munzara@wvi.org

Yukiko Yamada Morovic
Technical Director, External Engagement and Programming, Livelihoods
yukikoyamada_morovic@wvi.org

WV is a Christian humanitarian organisation dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.