

100 VOICES FOR OUR PLANET

Water Action Agenda published
on the UN Partnerships for Goals

<https://sdgs.un.org/partnerships/100-voices-our-planet>

ENGAGEMENT AND --- PERFORMANCE IMPACT REPORT

A Compilation of Real Stories, Voices, and Progress





Published by **JB Dondolo**
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FOREWORD

Dear Readers,

With great enthusiasm, I present this report on engagement impact measures and performance metrics. Within these pages, you will find a comprehensive overview of work initiated, completed, and ongoing - a testament to our commitment to accountability, responsibility, awareness, participation, and transparency.

I extend my sincere gratitude to all contributors, be they collaborators or steadfast supporters, whose dedication has brought this report to fruition. A special acknowledgment goes to team members, Ritalee Monde, and a heartfelt thank-you to Precious Isola for committing to collect and present information in a manner that is both comprehensive and easily digestible.

At the heart of the "100 Voices for Our Planet" initiative is a mission to inspire individuals to live intentionally and eco-consciously. This report introduces you to 13 remarkable individuals and organizations whose tangible efforts and new commitments to eco-conscious living are shaping a sustainable future for our planet.

I invite you to delve into the report, exploring how these highlighted contributors are effecting small yet impactful changes. Witness how they are actively contributing to the realization of a safer, eco-friendly Earth - one that we all desire for ourselves and future generations. We hope you not only recognize the inherent value in these endeavors but also consider joining the movement and becoming one of the voices for our planet.

As we navigate this journey, I am genuinely excited about the potential impact of the findings presented herein. They serve as catalysts for further exploration and adaptation, driving us to continue building, adjusting, and working tirelessly toward the objectives of this vital initiative.

Sincerely,
Lumbie Mlambo
Founder and CEO | JB Dondolo



EXECUTIVE SUMMARY

The imperative to protect the environment from pollution and activities causing degradation is increasingly seen as a moral duty for humanity. Our examination of individuals in various regions revealed encouraging progress, indicating a conscious and shared effort towards environmental stewardship. These individuals and organizations are actively educating their communities on the significance of preserving natural resources, challenging conventional beliefs, fostering a more environmentally responsible mindset, and directly executing projects to protect the environment and its resources.

Whether through vocal advocacy or tangible actions, these environmentally conscious individuals and organizations are contributing to the potential replenishment of aquifers. The sustained adoption and dissemination of these conscientious practices have the potential to bring about positive changes in our environment, ensuring the availability of water through various implemented techniques.

The findings underscore the crucial role of individuals in taking charge of environmental conservation. This behavior is not only learned but also actively practiced and shared within communities. The ripple effect of these actions is to instill a collective responsibility for environmental well-being.

The stakeholders actively involved in environmental efforts emerge as influential figures, acting as catalysts for engagement at various levels. Their influence significantly contributes to the overarching goals of this initiative, amplifying its impact and intent.

In conclusion, these findings emphasize that the responsibility for environmental care rests with individuals, and through collective learning, practice, and sharing, we can foster a sustainable and environmentally conscious global community.



INTRODUCTION

The long-term, data-backed consequences of failing to protect the environment and natural resources are alarming. The UN Climate Change reports a 50% increase in carbon dioxide levels since the pre-industrial era, primarily from human activities. In terms of biodiversity loss, the UN's Global Biodiversity Outlook says that up to one million species are at risk of extinction, impacting ecosystems and human well-being. The UN had earlier warned that by 2025, nearly 1.8 billion people will live in areas with absolute water scarcity, and two-thirds of the world population could face water-stressed conditions. There is an urgent need for sustainable resource consumption to meet global development targets. These are not just headline statistics. At JB Dondolo, there were instances when we faced challenges in supplying clean water to rural communities. We observed that drilling boreholes did not consistently result in access to water, and even when successful, the boreholes often dried up rapidly. Our attempts to install a borehole system in the community were hindered by the fact that 50% of the time, we could not locate water at the aquifer due to prevalent harmful environmental practices in the area. This frustration prompted us to launch the "100 Voices for Our Planet" initiative.

The "100 Voices for Our Planet" initiative is a Water Action Agenda published on the UN Partnerships for Goals and available at <https://sdgs.un.org/partnerships/100-voices-our-planet>. on the United Nations website. A Voice for Our Planet is anyone passionate about how we live, consume natural resources, protect natural resources, and make natural resources accessible to human beings. Natural resources include water, sanitation, agriculture, fashion, and biogas, to name a few. To lessen the devastation of ecosystems brought on by various man-made activities, it is essential to protect the environment. Protecting the environment from pollution and other activities that cause environmental degradation is more of a moral imperative for humans. Here at JB Dondolo, we make it easy for people in underserved communities to have adequate access to natural resources needed for sustainable consumption and good health.

The ultimate objective of this initiative is for individuals to begin living intentionally. This is the only way to save our Planet. We need the Earth to survive; thus, it is crucial to be environmentally responsible. Living sustainably is what it means to be eco-conscious. You'll need to challenge some of your ingrained beliefs about how to live your life and the world to adopt a more environmentally responsible way of thinking. This initiative aims to inspire everyone to take action to protect our natural resources. You can be a part of this movement. Let us do something together that helps people live better! You are welcome to donate \$10 or more to this global initiative and join our Top 100 Voices of Our Planet!

We have published "11 Easy Steps You Can Take to Protect the Earth" on our website. It is accessible at: <https://jbdondolo.org/100-voices-for-our-planet/>. We encourage you to nominate yourself or anyone advancing these goals here - <https://forms.gle/8Vy9aEoBx6bDERjc6>

METRICS

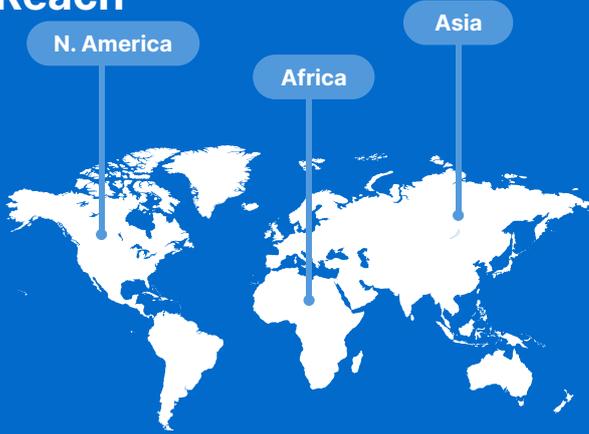
Engagement

13 TOTAL PARTICIPANTS

10 Female led Organization

3 Male led Organization

Reach



Country represented



Industry

Renewable Energy	Manufacturing
Agriculture	Farming
Policy Advocacy	Learning & Development
Recycling	Tech & Space Innovation

Performance

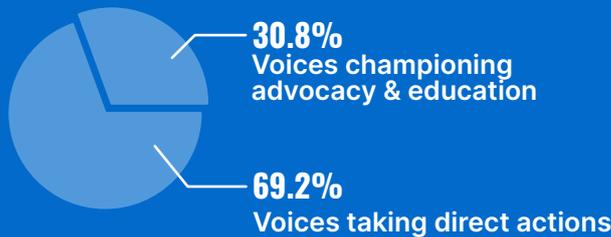
Environmental Impact: Assess the environmental footprint, such as carbon emissions or waste reduction

200
metric tons of carbon emission reduced by a voice

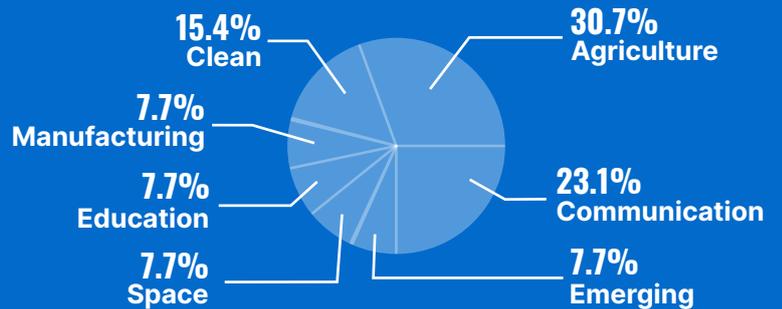
120,000
pounds of furniture has been redirected from landfills

Green house gas avoided = **445,000** driven by car.
173 metric tons of CO2 diverted

Influence and Advocacy



Technology Adoption



Stakeholder Involvement

We extend our sincere gratitude and appreciation to these stakeholders who played a pivotal role in examining the report and providing valuable feedback for improvement:

Mary Kurek, Founder & President, FrontRunners Development, Inc.

Prof. Dr. Ingrid Vasiliu-Feltes, Academician, Techpreneur, Healthcare & Life Sciences Executive, Softthread

Precious Isola, CEO & Co-founder, Ileemore Technologies Limited.

Ritalee Monde, CEO & Founder of Leemed Supplies Pvt.

Omar Arif, Analyst - Ideate Corporate Consulting

VOICES FROM AFRICA

- ➔ GUEST SONONO
- ➔ VESSELS OF VIRTUE
- ➔ SOLUTIONS2YOU
- ➔ LANFORCE ENERGY (PVT) LTD
- ➔ IMPACT SIERRA LEONE (ISL)
- ➔ BRICKOLLY INVESTMENTS



Individual: Guest Sonono

Country of implementation: Zimbabwe

Contact: <https://www.youtube.com/@guestsonono7643>

How are you connecting to our planet and being a voice?

I am connecting to our planet through the practice of permaculture. I discovered my love for nature when I was raising chickens, and then I learned about permaculture. Since then, I have acquired a lot of knowledge that has helped me broadly appreciate nature. Permaculture is a multidisciplinary practice that integrates land, resources, people, and the environment into mutually beneficial, no-waste systems, such as we see in nature. It is an ethical design science that mimics nature to supply all our human needs while benefiting the environment. Permaculture focuses on a huge variety of topics, including agriculture, forestry, water harvesting, renewable energy, eco-building methods, waste management, animal systems, and community development. I have been a voice by educating people and increasing awareness of permaculture. In Zimbabwe, I have held a few permaculture and gardening workshops that I taught to local communities, mostly youths.

How are you protecting the Earth?

I am doing my bit to protect the earth through the climate-friendly practices of permaculture. Permaculture enables one to come up with conscious and intentional designs in which diverse, stable, and resilient ecosystems are assimilated to help people provide their food, energy, shelter, and other needs sustainably, abusing neither the planet nor the humans relying on it. This is a philosophy of working in harmony with nature.



Specific projects or initiatives you have undertaken to address one or more of the SDGs?

My goal is to spread the knowledge as widely as possible. When I was still in Zimbabwe, I wanted to set up a permaculture demonstration site at my 1.5-acre place of residence and a community garden to educate people easily, as they would see these elements in place. The following are links to different projects I have done so far. The sustainable gardening project I did at the Mzilikazi Youth Centre in collaboration with Morganic Roots and the Mambira Foundation: https://youtu.be/FtX--YJL_w

My food forest story, where I was explaining the projects I was involved in at great lengths of detail. I was doing these projects on the 1.5-acre property where I was living in Zimbabwe. These included rearing chickens, vegetable and herb gardens, and rainwater harvesting projects. - <https://youtu.be/uOvJnlwRQAK?si=EMOq-tjAjeYX3TGp>

Here is a link to a Chronicle article about these projects at the 1.5-acre property: https://www.chronicle.co.zw/young-farmer-sets-up-youtube-page-to-teach-eco-friendly-permaculture/?fbclid=IwAR1gCu2F3_a6NBI3GONyUGWkj6EXtGvASQRrrLk8nRaA3YN4DlviX1bnaa8_aem_ATknwbQFcQxTifFpTpJ6rMWKP79x6bwGr2E96th8YEpgiF6TR2QTS6Bl2Gq5oHYZ-tw

Link to a live presentation about raising permaculture chickens with Morag Gamble and people from the Permaculture Education Institute, based in Australia: <https://youtu.be/a5EKNJUIGH8?si=a7JzL-dg2WIORbiv>

Through my experience raising chickens, I have also written a handbook in 2023 on how to raise chickens sustainably. It recently made its way to the Amazon store. It can be purchased as an ebook or paperback: <https://www.amazon.co.uk/gp/aw/d/B0CNQDXDQ9/>

How have these projects positively impacted individuals, communities, or the environment?

Ultimately, people can grow their food and spend less money on inputs, and the environment benefits greatly from these natural practices that do not encourage the use of chemicals as they harm the health of the environment and ecosystem. The project at Mzilikazi Youth Centre so far has been going well. The fruit trees we planted have grown, and the annual vegetables have been harvested and shared among the youths, which has greatly helped in keeping the unemployed youths off the streets and given them something useful to do and look forward to.

Have you encountered any challenges along the way? How have you overcome them?

When I was doing my projects, my major challenge was water. Water is still a challenge in Africa, so I started to put a rainwater harvesting system in place to meet my water demands. We tried to drill a borehole, but we were not so successful. However, I successfully connected gutters around the house that I connected to two water tanks (2x2500 liters) but I was limited in the projects I could do. I mainly focused on rearing chickens because they did not need a lot of water input. I had dug an underground tank where I was intending to set up a 70000-liter water storage

Have you collaborated with any organizations or individuals to achieve your goals?

I have collaborated with the Mambira Foundation and Morganic Roots on a project at the MZilikazi Youth Centre. I was also a youth representative from Empretec and SNV Zimbabwe in the "Opportunities for Youth Employment program.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

My focus now is on increasing awareness of permaculture through permaculture education. I have just recently been certified as a permaculture educator. First, we need to learn to grow and manage natural systems for human and earth needs, then educate others to do so. If we can manage to educate children so they grow up knowing the right thing to do in this ever-changing world of ours, that would be the best empowerment ever.

I also want to build frameworks that can enable communities back home in Zimbabwe to be self-reliant, allowing them to meet their basic needs easily and ultimately evolving to having small enterprises covering the whole range of human endeavors.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

I would just like to say that they should not be afraid to think outside the box and see small and slow solutions because they are easier to manage and they allow for the use of local resources, leading to more sustainable outcomes



Organization: Vessels Of Virtue

Country of implementation: Zimbabwe, South Africa

Contact: <https://vesselsofvirtue.org.za/>

How are you connecting to our planet and being a voice?

We ran a dairy farming training successfully with corporate support from BancABC, ZADF, We Effect, Profeeds, Prodairy, and Proverb Advertising.

How are you protecting the Earth?

We are teaching upcoming dairy farmers smart agriculture that takes into account the fact that dairy farming requires manageable land and encourages natural feeds for dairy cows.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

Women's Dairy Farming Training was conducted for 50 female farming entrepreneurs. The project was delivered at the BancABC Ignite Hub on Samora Machel in Harare, Zimbabwe.

How have these projects positively impacted individuals, communities, or the environment?

Attendees were able to:

- Gain knowledge on empowerment, good practices in dairy farming, food security, and sustainability.
- Apply knowledge of milk and its value addition using good practices in milking and milk handling.
- Design a feasible dairy communication strategy for marketing products while gaining skills in e-commerce.
- Produce farm feeds while adopting green dairy farming.
- Lead and manage dairy farming enterprises to increase dairy animal wealth.

Have you encountered any challenges along the way? How have you overcome them?

Decision-making and rulemaking as a visionary, access to finance, minimal innovation due to frustrations, and infrastructure issues.

Have you collaborated with any organizations or individuals to achieve your goals?

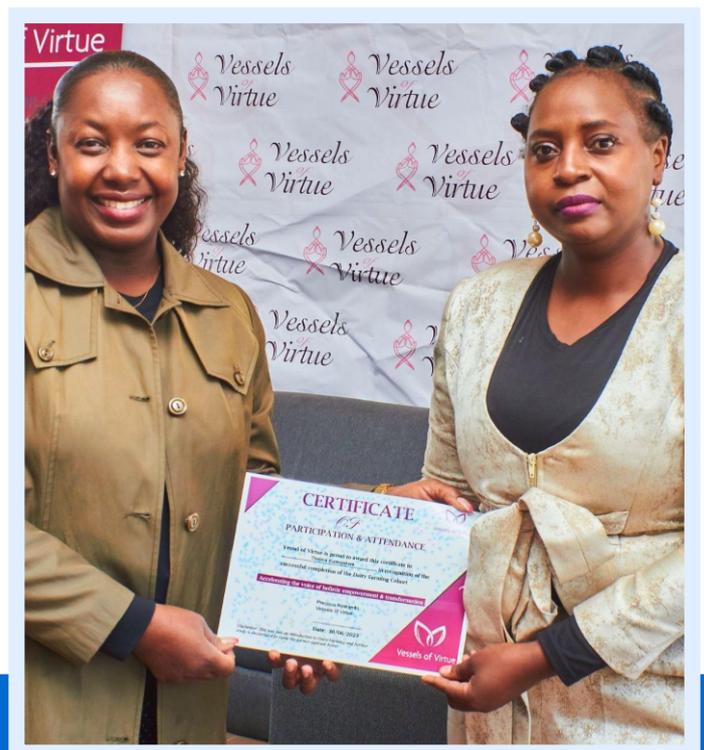
BancABC, Zimbabwe Association of Dairy Framers, We Effect, Profeeds & Prodairy and Proverb Advertising

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

Participate in cross-country and regional hubs for knowledge exchange and experience sharing.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Challenges, frustrations, or societal ills become a training ground that fuels individuals to confront community ills and has a propensity to greatness if thoroughly analyzed and dealt with. One must not perceive challenges with a victim mentality but as a victor. When you go through a challenge and overcome it, you become a master of it.



Organization: Solutions2you

Country of implementation: Tanzania

Contact: <https://www.solutions2you.com.au/>

How are you connecting to our planet and being a voice?

Cathy Dimarchos from Solutions2You has dedicated her career to helping others become self-reliant, from personally funding and running financial literacy programs for women-owned businesses and female-owned farmers in Africa to the USA and within Australia. She also personally funds and runs leadership programs for children in developing nations, starting at the age of 11 and then building on additional programs as they transition into teens and then adults. Her mission is to equip women to become economically secure and financially literate and to show our future generation how they can be part of the solutions through social impact projects.

How are you protecting the Earth?

When we educate our future generation to go back to traditions, we go back to the rejuvenation of the earth, the soil, and the planet. Agriculture done right provides nutrients back to the earth, and when we can provide financial literacy to show the increase in benefits as well as the environment, we are saving communities.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

Cathy is working with female farmers in Njombe, Tanzania, to undertake a review of their farm, the produce grown, and what opportunities exist to change the crop so that it becomes a more productive crop as well as increase utilization. Water used for crops that are not producing is not only costly but also impacts the supply chain. It affects people's lives (in the Baareas area), reduces income, increases mental health issues, and creates generational gaps.

Have you encountered any challenges along the way? How have you overcome them?

Can you imagine the look on their faces when they realized what crop generated what income and how they could shift their skills to become more effective? This is what happened as we ran the Solutions2You Financial Literacy 101 Program, a holistic program with experienced business acumen and qualified counseling skills. Women for the first time prepared budgets and could forecast net profits to determine what crop stayed and what needed to be reviewed, despite having run their farms for 11 years in some cases. They formed business ventures, and we re-negotiated terms with buyers. Real Impact. Real money.

Have you encountered any challenges along the way? How have you overcome them?

I broke my fibula at the beginning of the training while out on the field looking at the farmlands, but after 3 hospitals and a cast, I went back and continued the program. There are always challenges, but they make us anti-fragile. The program was for 25 women, and after hearing that I was out on the field and a program was to be run, we had 38 women and men show up the next day, and then an additional 7 over the remainder of the program.

Have you collaborated with any organizations or individuals to achieve your goals?

Lutheran World Relief Group and St Judes School

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

To continue to take my skills and knowledge to the world and every impoverished nation at the grassroots so that we can raise the baseline for people to begin to live life. This is why our programs are called "Raise the Baseline."

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Know the impact you want to make in the world and be courageous. Be brave and be you. Know your numbers and the life you want to lead, and take others with you as you rise.



Organization: Lanforce Energy (Pvt) Ltd

Country of implementation: Zimbabwe

Contact: <http://www.lanforce.co.zw>

How are you connecting to our planet and being a voice?

We are providing renewable sources of energy in the form of solar and biogas to reduce the emissions of greenhouse gases into the atmosphere.

How are you protecting the Earth?

By reducing the emission of GHG into the atmosphere, which causes global warming and climate change.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

We construct and install biogas digesters (SDG 7) in off-grid communities, thus impacting SDGs 1, 2, 5, 13, and 15. With the biogas digesters, they get to harvest organic fertilizer, which they will use on the agricultural fields, increasing their harvest and allowing them to sell in the market. We employ women and youth as community-based agents, providing equal opportunities for all. Our projects also help reduce carbon emissions into the atmosphere while preserving the natural environment by reducing the number of trees that are cut down for energy.

How have these projects positively impacted individuals, communities, or the environment?

Indeed, we have created employment for 32 community-based agents, increased household income by USD 30 per year, and each unit of biogas digester helps reduce a minimum of 6 metric tons of carbon emissions in the atmosphere.



Have you encountered any challenges along the way? How have you overcome them?

Yes, the technology requires a high level of capital investment, and since the majority of our target market is poor, they could not afford it. We introduced a credit scheme that allowed them to pay in installments.

Have you collaborated with any organizations or individuals to achieve your goals?

Yes, we work with various organizations to provide financing for the projects, making them more affordable.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

We look forward to taking our business beyond our borders and involving more women in projects through empowerment.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Women still require support, especially in technical areas, for us to be able to provide other women with solutions to their daily problems.



Organization: Impact Sierra Leone (ISL)

Country of implementation: Sierra Leone

Contact: <https://impactsierreleone.org/>

How are you connecting to our planet and being a voice?

We are connecting to the planet and will continue to be a voice through our non-profit organization called Impact Sierra Leone (ISL), which we founded in 2019. Our mission is to reduce socio-economic challenges in Sierra Leone and the United States through empowerment, education, agriculture, and building strong partnerships within the Diaspora community. We are transforming communities through compassion and using the United Nations Sustainable Development Goals (SDGs) as a guide to reach our goals. As Executive Director of ISL, I lead teams in multiple countries where we aim to promote quality education, strengthen local economies, promote good health and well-being, and build infrastructure to impact the most vulnerable populations in Sierra Leone and beyond.

How are you protecting the Earth?

We are protecting the Earth by promoting the power of agriculture so that communities grow the food they eat organically. By launching the Seeds of Life Program, we are promoting sustainable practices to preserve the Earth including seed recycling and soil testing to ensure healthy crops. We have also encouraged best practices for our farmers to use in the planting process so that they do not use methods that involve burning on the land.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

The creation of our Seeds of Life Program has helped us address the SDGs in a more strategic way. Each of the six program areas is tied to an SDG and addresses Zero Hunger, No Poverty, Good Health and Well-being, Gender Equality, Clean Water and Sanitation, Sustainable Cities, and Communities. Our current project is to build an empowerment skills training center for the community where we could provide training on sewing, carpentry, craftwork, and other unique areas that can develop entrepreneurs. We also established a Women's Farm Collaborative, which includes 40 women receiving free seedlings, training, and resources so they have better opportunities in farming to support their families while becoming change agents.

How have these projects positively impacted individuals, communities, or the environment?

The Seeds of Life Program has revived the community and provided income for over 60 farmers monthly. Our efforts have empowered the women in the community with the creation of our Women's Farm Collaborative, giving them a voice and building their confidence as leaders in their community. ISL has established a monthly partnership with an international partner where we provide 250 children from the school in Foindu fruits and vegetables every month. This

effort has boosted school attendance by 50%, improved the wellness of these children with a reduction of diarrhea, and given them access to school learning materials. Through our engagement in their school farm, the children are learning about various vegetables and fruits while being educated on the environment and agriculture, boosting their literacy through our wellness posters.

Have you encountered any challenges along the way? How have you overcome them?

As a global leader living in the United States and operating projects in another country, we have faced challenges with communication, funding, staff shortages, and a lack of resources. We continue to overcome them, using every opportunity for learning and training. One thing I ensure is to keep my team motivated and maintain structure within our operations. This helps a great deal.

Have you collaborated with any organizations or individuals to achieve your goals?

Currently, we are partnering with the Family Agriculture Resource Management Services (F.A.R.M.S.) to provide the school children in Foindu with fruits and vegetables every month. This has been a three-year partnership and has improved the lives of many children. We are also partnering with the Global Goodwill Ambassadors Foundation (GGAF) and the My Body Is My Body (MBIMB) organization to host workshops and promote child safety.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

Building on the Seeds of Life program, we would like to implement a school feeding program, rebuild a more modern and safe learning infrastructure, and start a literacy program that will benefit the students and farmers of the community. We will also be launching a skills training program for young women and girls soon. We plan to develop empowerment centers in rural areas where people can learn skills like sewing, craftwork, and technology. I hope to collaborate with other Civil Society Organizations (CSOs) and International Development Partners to empower women and take Sierra Leone to the next level. I want to promote female empowerment throughout Sierra Leone. I believe there is so much power in supporting Sierra Leone as a descendant. I hope that my efforts will inspire other descendants of Africa to embrace their culture and positively impact their home country. I also plan on bringing the concept of Seeds of Life to the United States by partnering with schools and agencies to promote agriculture, climate change, and environmental projects. The main theme that drives my community service is "United We Stand, and Together We Rise to Make a Difference."

Organization: Impact Sierra Leone (ISL)

Country of implementation: Sierra Leone

Contact: <https://impactsierreleone.org/>

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

My advice is to use every opportunity to teach about the environment and promote public health. This will ensure a population that lives longer and thrives. Protecting the environment is important not just for today but for future generations. We need more organizations collaborating and exchanging resources to reach more people. Most importantly, our efforts must partner with schools so that the next generation will maintain the ideals of an eco-friendly society. Aspiring eco-conscious entrepreneurs must be ready to use their skills and talents to reach communities that don't have access to basic resources so they can have a chance at a better life. Together, we rise for a better world.



Organization: Brickolly Investments

Country of implementation: Zimbabwe

Contact: <https://brickollyinvestments.wordpress.com/>

How are you connecting to our planet and being a voice?

We are educating people through social media handles and face-to-face communication.

How are you protecting the Earth?

We ensure that we minimize pollution in manufacturing our products.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

I have established my detergents manufacturing company.

How have these projects positively impacted individuals, communities, or the environment?

So far, we have managed to create employment for three people. We are encouraging hygienic practices in communities by providing our hygiene products.

Have you encountered any challenges along the way? How have you overcome them?

We are facing financial challenges in running the business and also getting the brand well-placed in the market.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

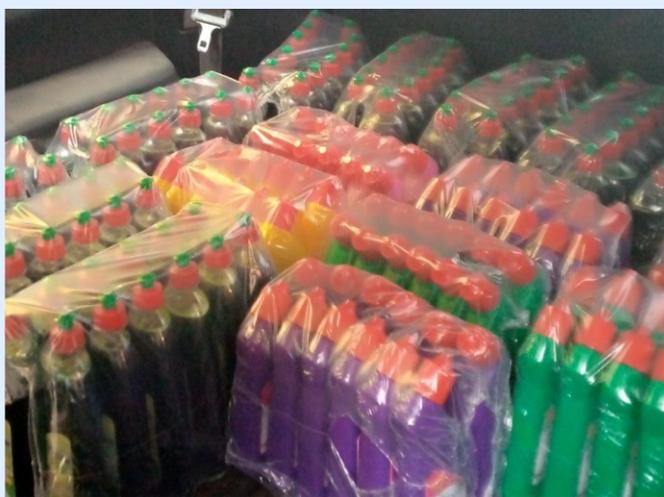
We look forward to growing into a big organization and alleviating poverty among youth and women.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

We look forward to growing into a big organization and alleviating poverty among youth and women.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Yes. Entrepreneurs should press on with resilience in everything they do for the success of their ideas and ensure that their voices are heard.



VOICES FROM ASIA

➔ GLOBAL ENTREPRENEUR
DEVELOPMENT HUBS

➔ WOMENLINES



Organization: Global Entrepreneur Development Hubs

Country of implementation: Pakistan

Contact: <https://gedhs.com/events/> <https://powerpk.org/>

How are you connecting to our planet and being a voice?

Promoting gender equality in developing countries, including Pakistan, is a crucial goal that can significantly positively impact societies and economies. I am involved in several ways in helping our local communities with gender equality efforts in Pakistan.

How are you protecting the Earth?

1. Sustainable Practices: educating girls and women to adopt sustainable practices in their daily lives, such as reducing waste, conserving water, and using energy-efficient appliances.

2. Reduce, Reuse, Recycle: embracing the three Rs to minimize waste and conserve resources, promoting a circular economy.

3. Education and Awareness: raising awareness about environmental issues through education and communication to inspire action at all levels.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

Education of Women and Girls for Financial Independence.

How have these projects positively impacted individuals, communities, or the environment?

I have almost 300 women and girls trained in entrepreneurial initiatives and fully supported. It is a work in progress.



Have you encountered any challenges along the way? How have you overcome them?

Pakistan faces several challenges to women's empowerment, hindering their progress. Some of the challenges I came across included: limited access to resources, gender inequality, violence against women, economic disparities, a lack of legal protection, cultural and religious barriers, and the digital divide.

Have you collaborated with any organizations or individuals to achieve your goals?

I have collaborated with ASPIRE Pakistan, which provides a platform to reach and connect with authorities, which otherwise can be a massive barrier.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

In Pakistan, for example, by promoting sustainable entrepreneurship, we can drive positive change across industries, inspiring others to adopt ethical and environmentally friendly practices. These ventures contribute to the well-being of society and the environment, tending to build resilient businesses that can adapt and thrive in a rapidly changing world. As consumers increasingly demand eco-conscious products and governments prioritize sustainable development, sustainable entrepreneurship is pivotal in creating a more sustainable and equitable future for all.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

All is well, and thanks for the great work and the opportunity to be a part of it.



Organization: Womenlines

Country of implementation: Singapore

Contact: <https://www.womenlines.com/>

How are you connecting to our planet and being a voice?

As Online Magazine Womenlines' founder, I am resolutely committed to uniting with our planet and championing SDG 5, "Gender Equality." Through Womenlines, we actively drive initiatives that bridge women's empowerment with sustainability. We inspire eco-consciousness by equipping women with resources for eco-friendly choices. Ultimately, I am dedicated to connecting with our planet and being a strong voice for gender equality, empowering women to shape a more equitable future for all.

How are you protecting the Earth?

As the founder of Womenlines, I am contributing to safeguarding the Earth by supporting eco-conscious initiatives. We promote sustainable practices, share resources, and engage in campaigns for a greener world. We have participated in events by the Creative Society to spread the message about practices and how to save the Earth.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

Talk Shows on Womenlines actively support SDG 5 (Gender Equality) by providing a platform for meaningful discussions on women's empowerment, challenges, and achievements. These talk shows feature diverse voices, sharing insights, stories, and expertise, thus amplifying the representation and visibility of women.

How have these projects positively impacted individuals, communities, or the environment?

Celebrating entrepreneurs' achievements on our talk shows brings them immense joy and inspiration. Sharing their

success stories not only uplifts them but also motivates others to follow their dreams. Our platform's dedication to amplifying women's expertise and voices fosters empowerment and inclusivity.

Have you encountered any challenges along the way? How have you overcome them?

As a solopreneur driving Womenlines, I have faced various challenges in realizing my vision. To overcome these obstacles, I prioritize impactful initiatives aligned with our mission, collaborate with like-minded entities for expertise and resources, and delegate tasks efficiently.

Have you collaborated with any organizations or individuals to achieve your goals?

Our journey thrives on impactful collaborations with organizations and individuals who share our vision. Notably, we have partnered with Vasavya Mahila Mandali, an NGO committed to women's empowerment through education and advocacy. Similarly, our collaboration with LeadHERship Global offers members the chance to showcase their work on Womenlines, extending their visibility. We eagerly anticipate partnering with more global organizations to advance gender equality worldwide.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

My aspirations in sustainable entrepreneurship are centered on creating a positive impact. I see Womenlines growing into a dynamic platform, inspiring and empowering people to adopt sustainable practices for a fairer and more eco-conscious world.



Organization: Inoberry LLC

Country of implementation: United States

Contact: <https://inogroup.link/inoberry/index.php>

How are you connecting to our planet and being a voice?

By scouting the right technologies that contribute to sustainability and meeting the SDGs.

How are you protecting the Earth?

By supporting innovators and institutions in effectively protecting the technologies and transferring them to be used by society.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

We are working on identifying partners and licensees for solar-based technologies.

How have these projects positively impacted individuals, communities, or the environment?

The technologies are in the pipeline for transfer, and we may have success stories in the future.

Have you encountered any challenges along the way? How have you overcome them?

Most of the technologies are at a lower technology readiness level. We work with institutions, startups, and innovators to find partners, resources, and funding to scale them up.

Have you collaborated with any organizations or individuals to achieve your goals?

Inoberry LLC is collaborating with institutions, startups, and individuals working on sustainable technologies, helping them to partner with larger companies and other startups to bring these technologies to the market.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

Through Inoberry LLC's consulting vertical, we aim to help more technologies and patents reach a stage where they can be used by society and positively impact the climate and the world at large.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Never be afraid of striking partnerships and collaborations to support your cause. It is not possible to work alone; take others along with you!

About Us

Inoberry LLC is a business dedicated to simplifying the lives of entrepreneurs, innovators and institutions. We provide a wide range of services and tools to help them succeed in their ventures.

— **Pooja Bhatia,**
CEO & Founder, RTTP, CLP, MBA (Tech Management)



Organization: Global Freedom Group

Country of implementation: United States

Contact: <https://globalfreedom.group/>

How are you connecting to our planet and being a voice?

The Global Freedom Group highlights the disproportionate effect of climate change and pollution on women and girls, amongst other social, political, and human rights issues. As a US Delegate to CSW66, I had a chance to lead discussions during the Commission on the Status of Women and at UNA-USA's Town Hall meeting to capture local solutions to the disproportionate effects on women and girls as a result of climate change.

How are you protecting the Earth?

The Global Freedom Group protects the earth by providing a platform for advocates to hold solution-based discussions that solve problems resulting from climate change.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

Global Freedom Groups' mission is to empower women and girls everywhere to lead extraordinarily in public spaces. Everything we do is grounded in our mission statement (SDG 5). We collaborated with mental health professionals to address how to advocate for issues that matter most while caring for our mental health (triggers). Additionally, we were selected to host a parallel event at the UN at CSW67 to discuss ways to close the digital gender divide. To continue discussions and to bring local solutions to this global issue, we held a joint Town Hall meeting with WCAPS (Women of Color Advancing Peace Fundraising Security), which drew an international audience from North America, Africa, and the Middle East.

How have these projects positively impacted individuals, communities, or the environment?

Through our platform, we have elevated the voices of the UN Youth Observer, Himaja Nagireddy, and other young adults who care about gender equity, equality, and accessibility to opportunities and resources. We have reached over 200 women and girls with leadership and advocacy training and workshops.

Have you encountered any challenges along the way? How have you overcome them?

Fundraising is always a challenge. In response to the need to create diverse funding streams, our organization brought on a Fundraising Chair with a non profit background.

Have you collaborated with any organizations or individuals to achieve your goals?

WCAPS: Partnered to host a CSW67 Town Hall meeting with an international panel and audience.

Impact Sierra Leone: We partner with this organization as a marketing and advertising partner to attract donors to reduce socio-economic challenges in Sierra Leone through empowerment, education, and agriculture.

UNA-USA: Fostered a partnership to celebrate the International Day of the Girl 2023.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

We believe that through the ability to generate material and certificate programs on diversity and inclusion, women's peace and security, and UN advocacy, Global Freedom Group can equip its members and stakeholders within the foundation to be effective change agents while generating income

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Find your passion and run with it. Connect with like-minded entrepreneurs along the way, and you will succeed!



Organization: Sai Business Investments LLC

Country of implementation: United States

How are you connecting to our planet and being a voice?

1. Raising Awareness: I connect to our planet by actively raising awareness about environmental issues through educational campaigns, workshops, and community outreach programs. By sharing knowledge and insights on sustainable practices and their environmental impact, I aim to empower individuals to make informed decisions that benefit the Earth.

2. Hands-on Environmental Projects: Connecting to our planet is not just about awareness but also taking concrete actions. I participate in hands-on environmental projects such as forest conservation initiatives, working alongside local organizations and volunteers to preserve natural habitats and ecosystems.

3. Reducing Ecological Footprint: I believe that personal actions matter. To demonstrate my commitment, I strive to reduce my ecological footprint by adopting eco-friendly practices in my daily life. From recycling to conserving water and energy, I lead by example, hoping to inspire others to embrace sustainable living.

How are you protecting the Earth?

One of the key ways I am protecting the Earth is through my commitment to raising awareness about environmental issues. Through educational campaigns, workshops, and community outreach programs, I have endeavored to inform people about the importance of sustainable practices and their environmental impact. By fostering a deeper understanding of the interconnectedness between human actions and the health of our planet, I believe we can inspire positive change and collective action.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

1. Clean Water Access Project: Partnering with a nonprofit organization, JB Dondolo, in a project to provide clean water access to underserved communities.

2. Scholarships for Underprivileged Students: Established a scholarship program for underprivileged students in partnership with educational institutions.

How have these projects positively impacted individuals, communities, or the environment?

Water Conservation Education Program (SDG 6: Clean Water and Sanitation): As a result of the education program, water usage in the local schools and participating households was reduced by an average of 15%. This was measured through pre- and post-program water consumption data. A group of students who attended the workshops took the lead in organizing a water-saving drive within their school. They encouraged fellow students to

adopt water-saving practices and initiated the installation of rainwater harvesting systems, which provided a sustainable water source for their school's garden and cleaning needs.

Have you encountered any challenges along the way? How have you overcome them?

1. Resistance to Change: When raising awareness about environmental issues, I faced resistance from individuals who were not initially receptive to adopting sustainable practices. Overcoming this challenge involved employing effective communication strategies, sharing concrete data, and highlighting the positive impact of sustainable choices on both personal well-being and the environment.

2. Limited Resources: Engaging in hands-on environmental projects often comes with limited resources and funding constraints. To overcome this challenge, I collaborated with local organizations such as JB Dondolo Inc. and sought support from volunteers and community members, leveraging collective efforts to achieve our conservation goals.

Have you collaborated with any organizations or individuals to achieve your goals?

1. Volunteer Networks: Collaborating with volunteer networks has enabled us to mobilize passionate individuals who are eager to contribute their time and effort to environmental causes. By harnessing the power of volunteers, we have achieved impactful results in community clean-ups, awareness campaigns, and conservation projects.

2. Amplified Impact: Collaborating with organizations and individuals has exponentially increased the impact of our initiatives. By pooling resources, expertise, and networks, we have reached a broader audience and achieved outcomes beyond what could be accomplished alone.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

In terms of sustainable entrepreneurship and making a difference in the world, my future aspirations are grounded in a steadfast commitment to creating positive and lasting impacts on the environment and society. My vision is to be at the forefront of a purpose-driven business that not only achieves financial success but also contributes significantly to addressing pressing global challenges.

Inspiring the Next Generation: As a sustainable entrepreneur, I aim to inspire and mentor the next generation of changemakers. I will actively support educational initiatives, internships, and mentorship programs to nurture a new wave

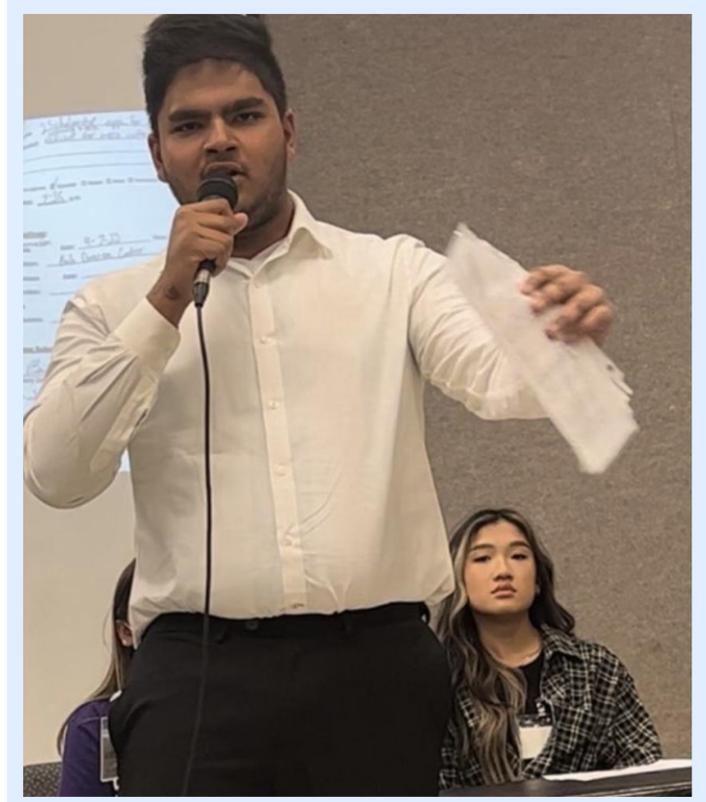
Organization: Sai Business Investments LLC

Country of implementation: United States

of sustainable leaders. By staying true to these aspirations, I believe I can make a meaningful difference in the world and contribute to a more sustainable and equitable future.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

To aspiring eco-conscious entrepreneurs, remember that every journey toward sustainability starts with a single step, but it is the unwavering commitment that carries us forward. Embrace your vision of a better world, where business success is intertwined with environmental stewardship and social responsibility. Be bold in your pursuit of innovative, eco-friendly solutions that challenge the status quo.



Individual: Shelli Brunswick

Country of implementation: United States

Contact: <https://shelli-brunswick.com/>

How are you connecting to our planet and being a voice?

Educational Empowerment: Our dedication to providing educational opportunities and skill development in space-related fields acts as a bridge between generations. By inspiring the younger generation to pursue interests in space technology, we ensure the continuity of innovation while enhancing the planet's collective knowledge. Our advocacy for quality education equips individuals to contribute meaningfully to ongoing space exploration.

Partnerships and Collaborations: Our emphasis on collaboration between different sectors, including commercial, government, and educational entities, underscores the importance of collective action. Our combined voices catalyze partnerships that drive progress and amplify the impact of space technology and innovation. Through collaboration, these partnerships develop solutions addressing global challenges and contributing to sustainable development.

How are you protecting the Earth?

Mentorship for Sustainable Impact: As a mentor, I am empowering the next generation of leaders to embrace environmental stewardship. Through mentorship programs such as WomenTech Network, Global Policy Diplomacy and Sustainability (GPODS) Fellowship, and UNOOSA Space4Women, she guides and inspires individuals, especially women, to pursue careers in fields that drive sustainable solutions, including space technology. By nurturing their talents and potential, I am fostering a mindset of responsibility and innovation in addressing pressing global challenges.

Championing Space Technology and Innovation: We are a staunch advocate for the transformative potential of space technology and innovation in advancing sustainable practices. By promoting the application of space solutions, such as satellite data for environmental monitoring and climate analysis, we are actively contributing to the protection of Earth's delicate ecosystems. These technologies enhance our understanding of environmental changes and enable informed decision-making for a more sustainable future.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

SDG 5 - Gender Equality: Through my advocacy and work, we have been actively promoting gender equality. Our efforts demonstrate the importance of equal opportunities and representation for women, not only in the space industry but across various sectors. I am also an active mentor for programs such as the WomenTech Network, the Global Policy Diplomacy and Sustainability (GPODS) Fellowship, and UNOOSA Space4Women.

SDG 9 - Industry, Innovation, and Infrastructure: The founder's role as the Global Chair for the G100 Space Technology and Aviation Wing, underscores her dedication to advancing industry, innovation, and infrastructure. By collaborating with organizations around the world, we drive technological advancements and create sustainable solutions that benefit both local communities and the global space ecosystem.

How have these projects positively impacted individuals, communities, or the environment?

Empowering the Next Generation Through CanSat Programs: Our participation in the ICESCO CanSat programs has consistently empowered young minds, enabling them to gain hands-on experience in designing and launching educational satellites. Over the years, these programs have reached a wide range of students, equipping them with practical skills and fostering a deep interest in space technology.

Contributing to Environmental Awareness and Sustainability: The emphasis on practical applications of space technology, such as satellite data analysis for environmental monitoring, has yielded valuable insights into our planet's health. By leveraging space-based tools and technologies, we have been able to contribute to more informed environmental decision-making. This data-driven approach has led to measurable improvements in addressing environmental challenges, such as identifying deforestation patterns, tracking natural disaster impacts, and monitoring changes in climate and ecosystems.

Have you encountered any challenges along the way? How have you overcome them?

Challenges have been abundant, from skepticism about inclusive access to space technology to navigating intricate regulatory landscapes. In the face of adversity, we have drawn upon a wellspring of resilience and perseverance. Every setback has been reframed as an opportunity for growth and learning, pushing us to explore alternative avenues and innovate in the face of adversity.

Have you collaborated with any organizations or individuals to achieve your goals?

Global Connectivity and Inclusivity: Working in collaboration with organizations worldwide, I have facilitated connections between the commercial, government, and educational sectors. These partnerships serve as conduits for knowledge exchange and innovation, breaking down silos and fostering a holistic approach to space technology advancement. By bridging different sectors, we create an ecosystem where ideas flow freely, enabling the creation of novel solutions that address complex challenges.

Shaping the Future of Smart Cities: Partnering with Dr. Ingrid Vasiliu-Feltes for a chapter on the workforce needed for

Individual: Shelli Brunswick

Country of implementation: United States

Contact: <https://shelli-brunswick.com/>

digital twins in smart city development demonstrates the intersection of space technology with urban planning. By collaborating on this chapter, we contribute to shaping the discourse on the role of digital twins in driving sustainable urban development.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

Promoting Sustainable Innovation: I am dedicated to fostering a culture of innovation that prioritizes sustainability. I aspire to create or contribute to ventures that not only bring cutting-edge products and services to the market but also prioritize environmental and social responsibility. By championing sustainable innovation, I aim to inspire others in the business world to align profitability with ethical and sustainable practices.

Global Collaboration: Collaboration is essential in addressing complex global issues. I aspire to collaborate with like-minded entrepreneurs, organizations, governments, and institutions around the world. By forming strategic partnerships, sharing knowledge, and leveraging collective resources, we can magnify the impact of our efforts and create a more interconnected and collaborative global ecosystem.

Inspiring Future Leaders: A significant part of my aspirations revolves around inspiring and nurturing the next generation of sustainable entrepreneurs and leaders. I am committed to sharing my experiences, insights, and knowledge to mentor and guide aspiring entrepreneurs. By empowering others with the skills, mindset, and vision needed for sustainable business success, I aim to create a ripple effect of positive change.

Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

Purpose-Driven Vision: Begin with a clear and compelling vision that aligns your business goals with a positive impact on the environment. Let your passion for sustainability drive your mission and guide your decision-making.

Innovate with Sustainability: Embrace innovation as a tool to develop sustainable solutions. Think beyond conventional practices and explore how technology and creativity can address environmental challenges.

Research and Educate: Deepen your understanding of sustainability, eco-friendly practices, and the specific environmental issues you aim to address. Stay informed about the latest developments and trends in sustainability.



Photo Credit: 30th Workshop on Space Technology for Socio-Economic Benefits: "Challenges and Capacity Building Opportunities for Emerging Space Nations" organized by UNOOSA and IAF, hosted by Azercosmos



Photo Credit: <https://instagram/philregphotography/> Stardust Festival

Individual: Josh Mastromatto

Country of implementation: United States

Contact: <https://linktr.ee/JoshMastromatto>

How are you connecting to our planet and being a voice?

Imagine being a child living in an economically challenged area of a big city. You walk outside of your door, look left, then right, and you see trash dumped all over your sidewalks, streets, and small patches of grass.

Now imagine how that would impact your view of the world, how you would view sustainability, or how it would impact your mental health. As a sustainable business and community leader, I aim to build cleaner, more sustainable cities and communities to give people confidence in where they live, anywhere in the world. I am providing a voice to help educate people about how our planet's health equals our community's health, which equals our community's wealth.

How are you protecting the Earth?

The Environmental Protection Agency (EPA) estimates that over 12 million tons of furniture are sent to landfills annually in the US. More furniture is illegally dumped on streets, under bridges, or left on sidewalks. 12 million tons is about 80 miles of couches, and the greenhouse gas is equivalent to over 7 million cars on the road per year. These items are also illegally dumped in economically challenged urban areas, which further impacts the home values and mental health of the people who live in those communities. I am helping to protect our earth by leveraging artificial intelligence models to provide affordable and practical circular economy solutions for large, hard-to-recycle items like furniture. Our goal is to empower individuals to create a waste-free world using the camera on their cell phones.

Specific projects or initiatives you have undertaken to address one or more of the SDGs

My company, Rego, directly addresses UN SDG 11 (Sustainable Cities and Communities). Our project is leveraging computer vision and analytics to help redirect furniture from landfills to charitable organizations and other sustainable destinations. We provide this technology to people in apartment buildings who have “unwanted” stuff and match that stuff to non-profits, recycling centers, and local hauling companies.

How have these projects positively impacted individuals, communities, or the environment?

Rego has redirected over 120,000 pounds of furniture from landfills to local, deserving non-profit organizations in two major cities since opening. This helped avoid the greenhouse gas equivalent of over 443,000 miles driven by car (imagine what we can accomplish at scale). We calculate our waste diversion numbers using the EPA's data, stating that one ton of waste (2,000 pounds) = 2.89 metric tons of CO₂.

Have you encountered any challenges along the way? How have you overcome them?

One of our biggest challenges was building a pricing model that provides affordable and practical services to our community members and customers while providing positive economic opportunities to local hauling companies. It took a lot of intentional testing and iteration. Still, we developed a group pricing strategy that is low-cost for customers who need our service while providing local hauling companies with “pick-up” opportunities that pay fair market or above-market revenue.

Have you collaborated with any organizations or individuals to achieve your goals?

Our most prominent collaborators are Habitat for Humanity, ReStore of Philadelphia and Atlanta, and Philly Aids Thrift. We partner and collaborate with major non-profit organizations to donate furniture and other items. These partnerships help us scale our impact in new markets while staying ahead of the ever-changing non-profit landscape.

What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

I believe in a future where the circular economy replaces landfills. In the same way that people can call an Uber instead of a cab or have conveniences delivered in under 24 hours from Amazon, people worldwide will use Rego for their unwanted furniture. Rego will help the most prominent furniture companies and manufacturers develop circular solutions for their materials across any market in the world.



CONCLUSION

In conclusion, the real-life stories we have been monitoring and the data collected for each project stand as compelling evidence of engagement, performance, and impact, all of which are detailed in this initial report for the “100 Voices for Our Planet” initiative. The active involvement of individuals directly contributing to these efforts significantly enhances the effectiveness and purpose of this project.

In reflection, we believe the impact will continue to flourish as each voice embraces conscious living and actively involves others in their respective spheres to do the same. While celebrating the success, we acknowledge areas for improvement, particularly in streamlining data analysis. We aim to address this by collaborating with specialized stakeholders who can contribute expertise in specific areas.

