



# 100 VOICES FOR OUR PLANET

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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**  
Prepared by **Precious Isola**

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# FORWARD

Dear Readers,

This report celebrates the progress of the "100 Voices for Our Planet" initiative in the first quarter! We're committed to accountability and transparency, so here's a detailed look at what we've accomplished and what's on the horizon.

We owe a huge debt of gratitude to everyone involved. Thank you to our collaborators, supporters, and especially the JB Dondolo team. Elbethel Elemaw and Precious Isola deserve special recognition for making this report clear and informative.

"100 Voices for Our Planet" aims to inspire people to embrace eco-conscious living. This report highlights 5 inspiring individuals and organizations leading the charge toward a sustainable future.

Discover the impactful changes they're making! See how their efforts contribute to a healthier, greener Earth – a future we all desire. We hope you will not only appreciate their work but also consider joining the movement and becoming a voice for our planet.

The findings in this report are just the beginning. They'll fuel further exploration and adaptation, keeping us focused on building, adjusting, and relentlessly working towards a sustainable future.

Let's embark on this journey together!

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>



# ENGAGEMENT METRICS



## Snapshot of all Voices to date

7 Africa 2 Asia 1 Australia  
3 Europe 5 North America

## Engagement - Q1 2024

5 TOTAL PARTICIPANTS



3 Female led Organizations



2 Male led Organizations

## Country represented



United Kingdom

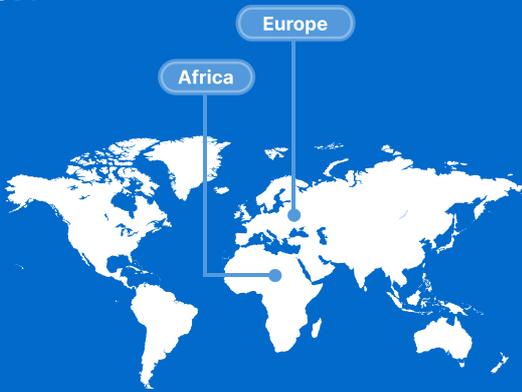


Uganda



Nigeria

## Reach



## Performance

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

6000+  
Trees planted

21  
Technology partners

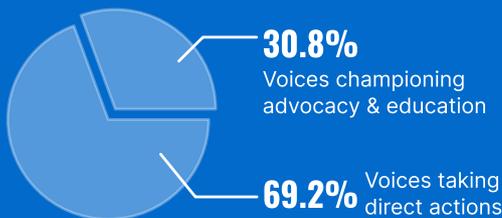
126  
People trained on permaculture design

400+  
Kitchen gardens

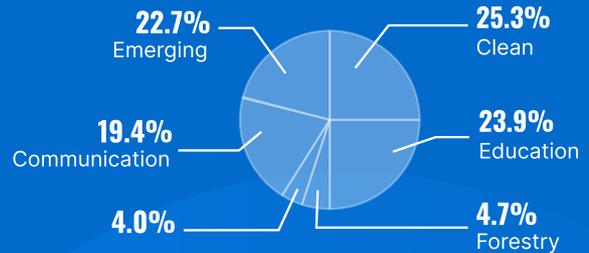
14  
International cleanup projects

54  
Schools environmental education +pilot

## Influence and Advocacy



## Technology Adoption



## Industry

- Education & Training
- Community Building
- Forestry/Advocacy
- Awareness
- Recycling/Cleanup
- Eco-friendly Fashion

## 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**, Founder & CEO of the Institute for Science, Entrepreneurship and Investments
- **Precious Isola**, CEO & Co-founder, Ileemore Technologies Limited.
- **Ritalee Monde**, CEO & Founder of Leemed Supplies Pvt.
- **Omar Arif**, Analyst - Ideate Corporate Consulting
- **Noleen Mariappen**, Founder of Impactoverse & Saffa Global.
- **HE Dr Kyla L Tennin**, President of Lady Mirage Global Inc.

# VOICES FROM AFRICA

- GODWIN AIGBOVIOSE OMAGE
- ANSIMA CASINGA ROLANDE



**Individual:** Godwin Aigboviose Omage

**Country of Implementation:** Nigeria

**Contact:** <https://ekiconet.digital>



### Question 1. How are you connecting to our planet and being a voice?

Through technological innovation, our smart business technologies offer innovative ways for individuals to connect with each other and the environment. These tools utilize digital platforms to facilitate networking and communication while promoting environmental sustainability.

With Eki Co-Net Smart Business Card technologies, users can easily exchange contact information digitally, reducing the need for paper-based business cards that contribute to waste. By embracing this technology, individuals can decrease their environmental footprint and promote a more sustainable approach to networking and business communication.

Similarly, our smart wristband technology can be used to promote environmental awareness and sustainability. These wristbands can be equipped with various features, such as tracking daily activities, monitoring environmental data, or even serving as a digital wallet for eco-friendly transactions. By incorporating sustainability-focused functionalities into smart wristbands, users are empowered to make more informed choices that align with environmental conservation efforts.

Moreover, through these digital platforms, individuals can amplify the voice of the earth by raising awareness about environmental issues and advocating for sustainable practices. Eki Digital Smart business cards and smart wristbands can serve as tools for spreading messages about conservation, recycling, reducing carbon footprints, and supporting eco-friendly initiatives.

By embracing these technologies and utilizing them as channels for environmental advocacy, individuals can actively contribute to preserving our planet and become voices for positive change.

### Question 2: How are you protecting the Earth?

Through the Eki Co-Net Digital Business Smart Card and SOtech on waiter, Eki Digital is actively protecting the Earth by implementing sustainable practices and eco-friendly features.

Firstly, the digital format of Eki Co-Net Business Cards significantly reduces the consumption of paper. By eliminating the need for traditional paper business cards, Eki Co-Net helps to conserve forests and reduce carbon emissions associated with paper production and transportation.

Eki Co-Net integrates renewable energy sources into its

operations. The company utilizes solar panels and other sustainable energy technologies to power its servers and data centers, reducing its reliance on fossil fuels and minimizing its carbon footprint.

Eki Co-Net is committed to promoting environmental awareness and education. Through its platform, users can access information and resources on sustainability, including tips for reducing waste, conserving energy, and supporting eco-friendly initiatives.

Eki Co-Net collaborates with environmental organizations and initiatives to further its commitment to environmental protection. The company donates a portion of its profits to conservation efforts and partners with like-minded organizations to promote sustainability on a global scale.

Eki Co-Net Digital Business Card is actively protecting the Earth by reducing paper consumption, utilizing renewable energy, promoting environmental education, and supporting conservation initiatives. Through these efforts, Eki Co-Net demonstrates its dedication to sustainability and its role as a steward of the planet.

### Question 3. Could you share specific projects or initiatives you have undertaken to address one or more of the SDGs mentioned above?

Eki Digital Multi. Coy. Ltd. is deeply committed to promoting gender equality and empowering women and girls through education and financial independence. This initiative aligns with several Sustainable Development Goals (SDGs), including:

**1. SDG 4: Quality Education:** Eki Digital Multi. Coy. Ltd. supports educational programs that provide women and girls with access to quality education. By investing in educational opportunities, the company helps to ensure that women and girls have the knowledge and skills they need to succeed in their personal and professional lives.

**2. SDG 5: Gender Equality:** Eki Digital Multi. Coy. Ltd. focuses on education and financial independence for women and girls contributes directly to advancing gender equality. By providing equal opportunities for education and economic empowerment, the company helps to break down barriers and promote gender balance in all aspects of society.

**3. SDG 8: Decent Work and Economic Growth:** Through its initiatives to promote financial independence for women and girls, Eki Digital Multi. Coy. Ltd. contributes to the goal of achieving decent work and economic growth. By empowering women to become financially independent, the company helps to create more inclusive and sustainable economic opportunities for all.

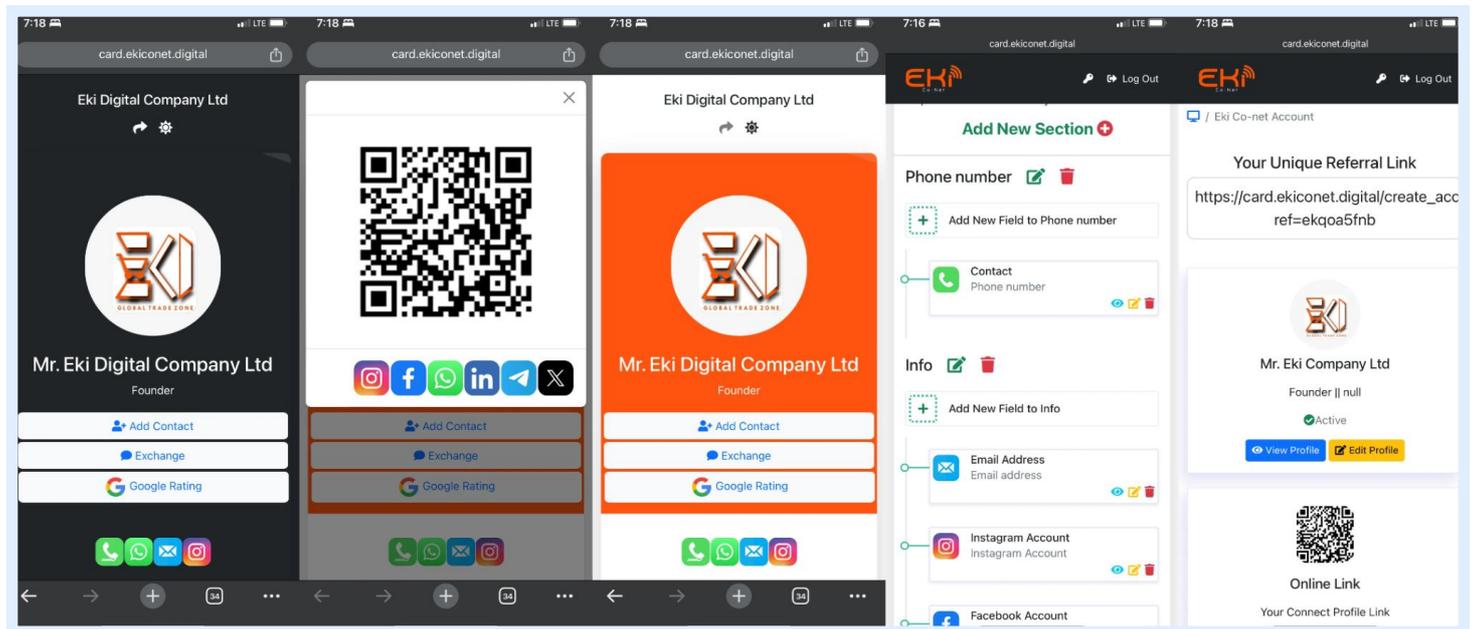
Specific projects and initiatives undertaken by Eki Digital Multi. Coy. Ltd. to address these SDGs include:

- **Education and Training Programs:** Eki Digital Multi. Coy. Ltd. partners with educational institutions and organizations to provide training and workshops focused on financial literacy, entrepreneurship, and leadership skills for women and girls.
- **Scholarship Programs:** The company offers scholarships and financial assistance to support women and girls in pursuing higher education and vocational training programs.
- **Digital Skills Training:** Eki Digital Multi. Coy. Ltd. provides digital skills training and resources to empower women and girls to participate in the digital economy and access opportunities in the tech industry.
- **Community Engagement:** Eki Digital Multi. Coy. Ltd. actively engages with local communities to raise awareness about the importance of gender equality and to promote inclusive practices that empower women and girls.

By championing education and financial independence for women and girls, Eki Digital Multi. Coy. Ltd. is making meaningful contributions to the achievement of multiple SDGs and creating a more inclusive and sustainable future for all.



**1. Convenience and Efficiency:** Both projects have streamlined processes, making it easier for individuals to connect and do business. The Eki Co-Net Digital Business Card reduces the need for physical business cards, saving paper and promoting eco-friendly practices. Meanwhile,



**Question 4. How have these projects positively impacted individuals, communities, or the environment? Can you provide any quantifiable data or success stories to illustrate the outcomes?**

The Eki Co-Net Digital Business Card and SOtech Online Waiter projects have had several positive impacts on individuals, communities, and the environment:

SOtech Online Waiter simplifies the ordering process in restaurants, enhancing customer experience and reducing wait times.

**2. Empowerment:** These projects empower individuals by providing them with tools to enhance their professional lives. The Eki Co-Net Digital Business Card allows users to showcase their skills and services more effectively, potentially leading to increased business opportunities. Similarly, SOtech Online Waiter provides restaurant staff with a digital platform to manage orders efficiently, improving their job satisfaction and productivity.

**3. Community Engagement:** Both projects foster community engagement by facilitating networking and collaboration. The Eki Co-Net Digital Business Card encourages connections between professionals, fostering a sense of community and collaboration. SOtech Online Waiter enhances the dining experience for patrons and strengthens relationships between restaurants and their customers.

**Quantifiable data and success stories can further illustrate these outcomes:**

- For the Eki Co-Net Digital Business Card, metrics such as the number of users, business connections made through our platform, and increase in business leads can demonstrate its impact. Success stories also include testimonials from users who have secured new clients or job opportunities through the platform.

- Similarly, for SOtech Online Waiter, metrics such as order processing times, customer satisfaction ratings, and an increase in restaurant revenue can showcase its effectiveness. Success stories include testimonials from restaurant owners who have seen improved efficiency and customer loyalty since implementing the platform.

Overall, both projects have positively impacted individuals, communities, and the environment by promoting efficiency, empowerment, and community engagement.

**Question 5. Have you encountered any challenges along the way? How have you overcome them?**

Challenges are part of business stories, however, we ensure to push the value of our technology to business owners.

One challenge we faced was ensuring widespread adoption of our technology-driven solutions, such as the Eki Co-Net Digital Business Card and smart wristband, in the context of addressing environmental sustainability and curbing global warming.

To overcome this challenge, we focused on raising awareness about the environmental benefits of transitioning to digital solutions over traditional paper-based methods. We highlighted how using digital business cards and smart wristbands reduces paper waste, minimizes carbon emissions associated with printing and transportation, and promotes a more sustainable business practice.

Additionally, we addressed any technological barriers or concerns that potential users may have had by providing comprehensive training and support resources. This helped users feel more confident and comfortable embracing our digital solutions, ultimately leading to wider adoption and a positive environmental impact.

By leveraging technology like the Eki Co-Net platform, we're not only empowering individuals and businesses to network more efficiently but also contributing to a greener and more sustainable future.

**Question 6. Have you collaborated with any organizations or individuals to achieve your goals? If so, please describe the nature of these partnerships and their significance.**

Yes. We have distributors and resellers responsible for pushing our technology. We have collaborated with individuals and SMEs by providing them with license certificates to operate and market our technology. These partnerships have been significant in expanding our reach and increasing adoption of our solutions. Some partners have been issued distributor certificates, while others have received reseller certificates. These collaborations have allowed us to leverage the expertise and networks of our partners to achieve our goals more effectively.

**Question 7. What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?**

The future of sustainable entrepreneurship lies in creating innovative business models that prioritize environmental stewardship, social responsibility, and technological innovation. By aligning economic interests with positive social and environmental outcomes, entrepreneurs can contribute to building a more sustainable and equitable world for future generations.

**Individual:** Ansima Casinga Rolande

**Country of Implementation:** Uganda

**Contact:** Individual work and advocacy



### Question 1. How are you connecting to our planet and being a voice?

After being a refugee, I thought I had found peace and would live happily ever after. Little did I know that I was going to discover another big challenge - climate change, pollution, and food insecurity. So after a long journey of learning and practicing Permaculture, I am sharing this knowledge with my community of refugees and host community, and also through my page on Instagram and LinkedIn.

### Question 2: How are you protecting the Earth?

I am raising awareness about pollution in my community, getting more people to know about the consequences of climate change and finding solutions together. Besides that, I am growing a tree-planting campaign in schools and communities while also donating the trees

### Question 3. Could you share specific projects or initiatives you have undertaken to address one or more of the SDGs mentioned above?

I host conversations about climate change, tree planting, and pollution. I organize and deliver full permaculture design courses, including part of nutrition and entrepreneurship. I also host conversations with women from 12 and above about gender equality, menstrual health, and women's reproductive health.

These activities address the following SDGs:

- Gender equality.
- Life on earth.
- No poverty.
- Promote food security.
- Zero hunger.
- Sustainable communities.
- Good health and wellbeing.
- Peace



### Question 4. How have these projects positively impacted individuals, communities, or the environment? Can you provide any quantifiable data or success stories to illustrate the outcomes?

Since 2021, we have planted over 6,000 trees in Nakivale, trained 126 adults on permaculture design course, donated reusable sanitary pads to 300 women, helped make over 400 kitchen gardens, reached 16 schools, and helped a very large number of students with our conversations. The number of impacted lives is enormous.

### Question 5. Have you encountered any challenges along the way? How have you overcome them?

Being young and a woman has been one challenge, but I overcame it by reading a lot and being able to answer all the questions. Always giving valuable insights to help people judge my brain and knowledge rather than my gender and age. The second challenge is getting funds to boost the work and bring more people on board, We are applying on grants and prizes to make this work but would really love to get partners who support our work.

### Question 6. Have you collaborated with any organizations or individuals to achieve your goals? If so, please describe the nature of these partnerships and their significance.

I have worked with the Permaculture Education Institute, which provided us with the permaculture training and continues to support our work through the Ethos Foundation.

They are our trainers in the field of permaculture. I was certified as a trainer by the Permaculture Education Institute. They funded my apprenticeship and continue to support us with funding for our permaculture design courses, tree planting, and permaculture for children through the charity called Ethos Foundation.

### Question 7. What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?

One of my main goals as a refugee is to empower as many people as possible to take action against climate change while developing solutions that can evolve into businesses. Additionally, I will work to make my community self-sufficient because I firmly believe in the power of community.

**Question 8. Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs? Yes/No**  
**If Yes to the above question, please give your advice below. If No, please put N/A.**

At times we feel like this is too big to accomplish, but as an advice, I would tell all my fellow eco-entrepreneurs to continue dreaming big and taking action. We are fighting to leave this earth much better than we found it and I find that the most noble cause to fight for.



# VOICES FROM EUROPE

- FEYISOLA ADEYEMI
- NOLEEN MARIAPPEN
- HUGO VALDES-VERA



**Individual:** Feyisola Adeyemi

**Country of Implementation:** United Kingdom

**Contact:** <https://luxurybyfeyi.com/>



### Question 1. How are you connecting to our planet and being a voice?

By advocating for sustainable practices in the fashion industry and educating others to reconsider their perspectives of fast fashion consumption and its environmental impact.

### Question 2: How are you protecting the Earth?

1. As a fashion designer who runs a high-end women's fashion brand, I pay meticulous attention to the eco-friendliness of all materials sourced and used for my fashion pieces.
2. Donating some used materials that can be recycled to recycling centres. Upcycling existing materials to reduce environmental and air pollution, and avoiding landfill textile waste that causes severe damage to our environment.
3. Using my voice to speak up that animal testing or any form of cruelty to animals should not be part of fashion. Which takes place in the clothing, cosmetics, and skincare industry a lot.
4. By educating others through my Art practice medium.

### Question 3. Could you share specific projects or initiatives you have undertaken to address one or more of the SDGs mentioned above?

1. My 2019 Spring/ Summer collection (The Black Swan) animal rights campaign was showcased in collaboration with Aston Martin London during London Fashion Week. See the images and video link below. [www.luxurybyfeyi.com](http://www.luxurybyfeyi.com)

2. My 2021 art project- a word installation piece titled "Fast Fashion Impact on Our Environment" seeks to capture the fight for Sustainable Fashion. Exploring the sphere of creative writing through Fine Arts while incorporating my fashion background into her intricately crafted art piece using some of my son's unwanted and discarded clothes, probably worn once or twice. However, it challenges the audience to reconsider their perception of fast fashion and trends, including its environmental impacts.

Moreover, my work draws inspiration from nature, societal issues, and the surrounding environment. Hence, my interest in tackling textile landfill waste by repurposing discarded clothing is a significant part of my work. Visit [www.feyiartistry.com](http://www.feyiartistry.com) to view work.

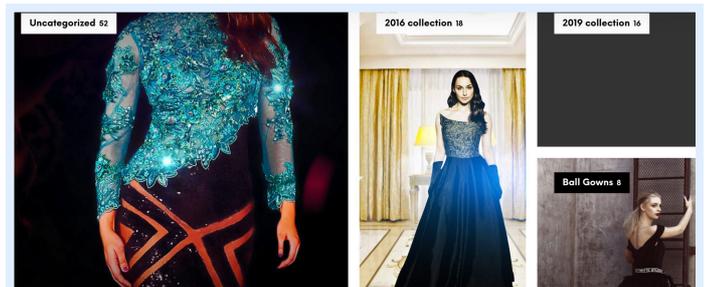
### Question 4. How have these projects positively impacted individuals, communities, or the environment? Can you provide any quantifiable data or success stories to illustrate the outcomes?

Yes, it has. I have received numerous individual success feedbacks via email and my Instagram DM. However, one of the physical success stories that stood out for me is that of my fashion designer colleague "Karen Gold" founder and creative director of Karen Gold London fashion brand: <https://www.instagram.com/karengoldlondon?igsh=MXF6aWlnaXphMDMzNg==>

#### Website link below:

[https://www.karengold.london/?fbclid=PAAaYyNegJggBWpqnX8O0KPA7GEN-yu79eNWuh47koevdd9I63IyNHYHODfFk\\_aem\\_AfTEBqz7fXifZpPScxp338ZQp1BUAaukXmIU4IIE2j6B6xFqy78p7Abx6b\\_9asg5UnE](https://www.karengold.london/?fbclid=PAAaYyNegJggBWpqnX8O0KPA7GEN-yu79eNWuh47koevdd9I63IyNHYHODfFk_aem_AfTEBqz7fXifZpPScxp338ZQp1BUAaukXmIU4IIE2j6B6xFqy78p7Abx6b_9asg5UnE)

My slow fashion practice and campaign inspired her, and I educated her on sourcing eco-friendly materials for her brand products. She has now successfully adopted and applied ethical practices in the daily running of her business.



**Question 5. Have you encountered any challenges along the way? How have you overcome them?**

Yes, I have people (some of my followers and some non-followers) attacking me via Instagram DM, insinuating that they cannot be cautious of their high consumption of fast fashion because it is affordable. Others stated that it makes them happy to have a variety of fashion items rather than owning a few quality ones, as they can only be seen repeating clothes and accessories once or twice due to social media validation-seeking pressure.

However, I educated them as much as possible by replying to their messages.

First, I make them aware of how their support for fast fashion contributes to severe environmental damage, which affects us all. I tried to make them see the reasons by breaking down the production process of most of the fabric used, which entails resource waste such as excessive water and energy, which results in air pollution. Coal has long been a reliable source of energy, and air pollution from coal-fired power plants is linked with asthma, cancer, heart and lung ailments, neurological problems, acid rain, global warming, and other severe environmental and public health impacts. I explained all these in writing, supported with reliable articles and sources to back them up.

Moreover, some of my fashion designer colleagues have once verbally attacked me regarding sourcing eco-friendly materials, which they claim are difficult to source and expensive for them to use as their clientele won't pay for such high prices. Again, I continued educating them and made them see why non-eco-friendly material production and consumption are destroying our environment and health. I also advised them to do their diligent research for deeper understanding. I was able to empower some of them, who later joined me in advocating for the adoption of sustainability practices in the fashion industry.

**Question 6. Have you collaborated with any organizations or individuals to achieve your goals? If so, please describe the nature of these partnerships and their significance.**

No, not yet, but working on it.

**Question 7. What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?**

I plan to broaden my campaign on the adoption of slow fashion within the fashion industry by opening a physical LuxuryByFeyi branch in Lagos, Nigeria, before the end of 2024 which will be sustainable for me at the moment but aspires to extend the physical store to London, New York and Lou's Angeles in future. This showroom will comprise of a limited edition of ready-to-wear clothing products, made-to-order, and rental clothing services. As well as "Bring Back" concept services. This concept allows us to buy back some of our fashion pieces from our clients for a token whenever they are ready to discard them instead of littering them around the community. This way, we can make a more significant difference with our upcycling practices and

reduce landfill textile waste. In addition, the physical showroom in Lagos will also get me a step closer to the Nigerian fashion industry and aid in expanding my reach to advocate for both slow fashion adoption and animal testing elimination as part of fashion, which is also close to my heart.

**Making a difference:**

The launch of a physical showroom for my fashion brand and a gallery for my art practice in Nigeria's primary goal is to use it to make a difference in the community at large. This way, I can educate others (larger audience) more on the difference between building an impactful brand that adds value to the community or community at large and building a brand for just monetary benefit or fame.

**Question 8. -Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs? Yes/No If Yes to the above question, please give your advice below.**

Yes! For the past three years (2021, to be precise), I have personally sponsored disadvantaged communities by providing them access to clean water and building modern boreholes that will last a lifetime.

This is my way of giving back to the people. I choose one deprived community annually to provide them with access to clean water. The last water-aid project was done in November 2023 in a small community in Ogun State, which will give a few thousand people access to clean water.

I chose the Water Aid project because water is life, and I wanted something impactful, sustainable for me as an up-and-coming entrepreneur, and also valuable for the community.

**Advice for aspiring eco-conscious entrepreneurs**

To aspiring eco-conscious entrepreneurs, start the practice process with your businesses/brands first, and the impact will then extend to your community. After that, you can start educating people within the community to follow eco-conscious practices as a lifestyle and pass on the torch to others around them.



**Individual:** Noleen Mariappen

**Country of Implementation:** United Kingdom, worldwide

**Contact:** <https://www.impactoverse.com/>



### Question 1. How are you connecting to our planet and being a voice?

I have always been deeply committed to being a voice for sustainable and inclusive growth, predominantly through community engagement, multi-stakeholder collaborations, and technology. My journey began in a context of limited resources, which instilled in me a profound understanding of adversity and the importance of resilience. My early experiences under Apartheid and limited access to technology highlighted the digital divide, driving my determination to make technology a tool for empowerment and equity.

Today, I utilize my experience, skills and expertise in numerous impact-related roles including advising on ESG and SDG strategies to actively contribute to shaping a sustainable future by integrating community and environmental considerations into innovative tech solutions.

My focus is on using my voice, expertise and actions to ensure technology serves as a bridge, not a barrier, for a more sustainable and inclusive world.

### Question 2: How are you protecting the Earth?

By harnessing cutting-edge digital technologies, I am creating a Platform for Impact Through Innovation, Collaboration, and Engagement that can play a pivotal role in safeguarding the environment. Through immersive learning experiences and global collaboration on initiatives, the platform promotes awareness of sustainability issues and encourages action to mitigate environmental degradation. Moreover, by showcasing innovations aligned with the SDGs and facilitating fundraising for impactful projects, the platform directly supports initiatives aimed at protecting the planet. Additionally, by emphasizing transparency in outcomes and reporting and integrating emerging technologies to enhance engagement and collaboration, the platform fosters a culture of accountability and responsibility, ensuring that efforts to protect the Earth are effectively evaluated for maximum impact. Overall, the platform serves as a beacon of inspiration and motivation, empowering individuals and organisations to take meaningful action towards a more sustainable and equitable world.

### Question 3. Could you share specific projects or initiatives you have undertaken to address one or more of the SDGs mentioned above?

**Impactoverse ([impactoverse.com](https://www.impactoverse.com/)):**

I have launched Impactoverse. At the intersection of people, planet, profit, and purpose, Impactoverse is an

ecosystem leveraging technology and creativity for real-world positive outcomes. Through engaging, interactive, and immersive technologies, we are transforming the ways in which we raise awareness of SDG-aligned activities and enable actions to address pressing environmental and social issues. The aim is to create a portal to a global movement, where people and organizations come together for mutual benefit, and real impact.

**Think Ocean CIC ([thinkocean.earth](https://thinkocean.earth))**

I joined Think Ocean as a co-founder few years ago, to tackle the plastic pollution crisis through the following means:

- EDUCATION & TRAINING
- CLEANUPS & AWARENESS RAISING
- TECHNOLOGY DEVELOPMENT
- CIRCULAR ECONOMY PROGRAMMES

We work across all these fronts to tackle the problem for current and future generations. Whatever we do, we aim to do in partnership, and collaborate to achieve more.

**Aunua Global ([aunua.global](https://aunua.global) and [aunuaenterprise.com](https://aunuaenterprise.com)):**

I'm a non-executive director of Aunua Global, focused on addressing the diverse challenges confronting today's youth by forging partnerships with leading industry experts in psychology, education, economics, environmentalism, and empowerment. Through collaborative efforts with aligned organisations, we strive to effect significant global change for the empowerment of youth. Aunua Enterprise works to deliver on impact aligned campaigns to fund the initiatives we work on.

**Saffa Global ([saffa.global](https://saffa.global)):**

I am founder of Saffa Global. It is an international business and management consultancy with vast cross-cultural experience in offering business-critical support. We support business growth by improving systems, operations, and performance, working strategically toward sustainability, scalability, and impact. Professional communications and good intentions are no longer enough as economic, environmental, and social sustainability fast becomes an operational consideration for enterprises internationally, across sectors.

**Hult Prize ([hultprize.org](https://hultprize.org))**

I am an expert judge and mentor for the Hult Prize. The Hult Prize challenges young people around the world to solve the planet's most pressing issues through social entrepreneurship, with a million dollar prize for winning teams.

**Government Blockchain Association ([gba.org](https://gba.org)):**

I am an expert member of the Sustainability Stewardship Working Group of the Government Blockchain Association.

Within the group we look at ways to develop sustainability focused use cases and projects utilising blockchain technology to amplify impact, increase transparency and improve outcomes.



**Question 4. How have these projects positively impacted individuals, communities, or the environment? Can you provide any quantifiable data or success stories to illustrate the outcomes?**

We have gained collaborations between youth on impact related activities and solutions, we have developed technologies, we have activated communities. For example, almost 200 people gathering for a cleanup, 14 international projects being showcased to support, 38 schools in an environmental education pilot, 21 partners for technology rollout in rivers and waterways in Europe and so on.

**Question 5. Have you encountered any challenges along the way? How have you overcome them?**

Yes. Many, among them limited funding and not being able to scale as quickly as we would like. We collaborate and build partnerships to assist.

**Question 6. Have you collaborated with any organizations or individuals to achieve your goals? If so, please describe the nature of these partnerships and their significance.**

Yes. Numerous. Some support just by being aligned, others help to promote, some support with reduced rates for venues, others support with access to networks and so on. These all have a major impact in allowing for us to scale solutions.

**Some examples of these organisations:** University of Derby, Derby College, Government Blockchain Association, Institute of Directors- UK, EarthID, Beluga, 2XR Studios, Circulayo, EST Fab, Rockabill Engineering, University of Novi Sad.

**Question 7. What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?**

**Leveraging Green and Emerging Technology:** I would aspire to develop or invest in technologies that not only help businesses operate more sustainably but also offer them a competitive edge.

**Education and Training:** Implementing educational programs that focus on the social and environmental impacts of technology within the community and professional realms would be crucial.

**Advocacy for Effective Policies:** I would work towards influencing and advocating for policies that encourage the adoption of green technologies and sustainable practices.

**Sustainable Business Practices:** Encouraging entrepreneurial ventures to prioritise sustainability not just in operations but also in the corporate culture. This involves integrating CSR (Corporate Social Responsibility) into the core business strategy, focusing on long-term impacts rather than short-term gains.

These aspirations aim to merge profitability with purpose, ensuring that my entrepreneurial activities contribute positively to the environment and society, fostering a sustainable future for all.

**Question 8. Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs? Yes/No If Yes to the above question, please give your advice below. If No, please put N/A.**

Yes. Persevere. Every action counts. The planet is depending on you.



**Individual:** Hugo Valdes-Vera

**Country of Implementation:** United Kingdom

**Contact:** <https://thinkocean.earth/>



### Question 1. How are you connecting to our planet and being a voice?

As the founder of Think Ocean, my connection to our planet is deeply rooted in a commitment to safeguarding its most vulnerable ecosystems and species. From the early days of advocating against whale hunting in the South Pacific to the establishment of the Southern Ocean Whale Sanctuary, my journey has been fuelled by a passion for conservation and a dedication to enact meaningful change.

By forming Think Ocean in the UK, I aimed to address one of the most pressing environmental issues of our time: plastic pollution. Seeing firsthand the devastating impact of plastic waste on marine life and ocean health compelled me to take action. Through Think Ocean, we strive to raise awareness about the severity of plastic pollution, promote sustainable practices, and support innovations that can lead to cleaner oceans.

My voice for the planet is amplified through collaborative efforts and partnerships with other organisations, policymakers, and communities.

In every initiative, whether it is local or global, my goal is to inspire others to join the movement towards a more sustainable and just world. By sharing knowledge, challenging destructive practices, and presenting solutions, I aim to empower individuals and communities to make a difference. My connection to the planet is not just about the actions we take but about fostering a global community that respects, protects, and values the natural world.

### Question 2: How are you protecting the Earth?

**1) Stop ocean-bound plastic through technological innovation:** We are developing a monitoring device that tracks the plastic pollution journey to allow for better insights into how best to tackle the problem. We are also part of the EU Horizon Mission - specifically the Upstream project, developing technology that lifts plastic and litter from below the surface of the water, and then retrieving it.

**2) Motivate behavioural change through education and awareness-raising:** We are working with schools through the Embark Federation to pilot environmental education and using games to support learning outcomes. We work with ambassadors like Max McMurdo who has a TV show on upcycling to encourage more conscientious behaviour.

**3) Develop circular economy initiatives** that allows for recycling and re-use of collected plastic by creating useful products, while also uplifting communities through job-creation. We use retrieved marine plastic to create products, such as the bracelets we sell, to earn for projects. These bracelets also support local communities such as

fishing villages in Bangladesh where fisherman are losing jobs.

### Question 3. Could you share specific projects or initiatives you have undertaken to address one or more of the SDGs mentioned above?

#### 1) Local Cleanup activities in the UK and internationally

We organise cleanups within the UK with organisations like schools, colleges, universities, private corporates, rowing clubs etc, and also internationally with similar partners as well as cleanup and education focused organisations like ROLE and Zero Waste

**2) Developing monitoring technologies and river cleaning technologies.** We are developing a monitoring device that tracks the plastic pollution journey to allow for better insights into how best to tackle the problem. We are also part of the EU Horizon Mission - specifically the Upstream project, developing technology that lifts plastic and litter from below the surface of the water, and then retrieving it.

**3) Developing projects for the reuse and recycling of collected plastic to support local economies through circular economy initiatives** We use retrieved marine plastic to create products, such as the bracelets we sell, to earn for projects. These bracelets also support local communities such as fishing villages in Bangladesh where fisherman are losing jobs.

**4) Development of environmental education programmes.** We are working with schools through the Embark Federation to pilot environmental education and using games to support learning outcomes. With ambassadors like Max, we also arrange workshops.





**Question 4. How have these projects positively impacted individuals, communities, or the environment? Can you provide any quantifiable data or success stories to illustrate the outcomes?**

Activities with 100s of community members actively engaged. Pilot with schools with a collective figure of over 4000 students and partnered with over 30 organisations globally to explore roll out of programmes.

**Question 5. Have you encountered any challenges along the way? How have you overcome them?**

Yes, it is not always easy to get industries to partner in support of development of solutions, funding is always an issue as we are a non-profit, solutions are never scaled as fast as we would like. We persevere and put the mission ahead of everything else, getting partners on board wherever we can to support.

**Question 6. Have you collaborated with any organizations or individuals to achieve your goals? If so, please describe the nature of these partnerships and their significance.**

Yes, we have collaborated with universities, and also private industries to support activities. These partnerships have assisted with venues, engagement, interns, and also promotions.

**Question 7. What are your future and aspirations in terms of sustainable entrepreneurship and making a difference in the world?**

As the founder of Think Ocean, my vision for the future is deeply intertwined with sustainable entrepreneurship and making a transformative impact on environmental conservation. Our journey has already shown significant strides in addressing plastic pollution and promoting sustainable practices, but there is much more to achieve. Here are some of my aspirations and how I plan to continue making a difference in the world:

**Expanding Technological Innovations**

One of my primary goals is to expand the development and deployment of cutting-edge technologies for cleaning oceans and rivers. This includes enhancing our existing river

Education is a cornerstone of sustainable change. I aspire to broaden our environmental education programs to reach more schools globally. By partnering with educational technology firms, we can develop interactive and immersive learning experiences that engage students with real-world conservation challenges and solutions, helping to foster a new generation of environmentally conscious citizens.

**Strengthening Circular Economy Models**

Building on our initial successes, I am keen to further develop circular economy initiatives that not only recycle and reuse plastics but also drive local economic growth. By collaborating with local artisans and industries, we can create a market for products made from recycled materials. This not only helps reduce waste but also supports community livelihoods, creating a win-win scenario for the environment and local populations.

**Enhancing Global Partnerships**

Collaborations have been pivotal in our achievements thus far. Moving forward, I aim to forge stronger partnerships with more global corporations, NGOs, and governments. These collaborations will focus on scaling our initiatives to have a broader impact, leveraging the strengths and resources of diverse stakeholders to tackle environmental challenges more effectively.

Through these efforts, Think Ocean will continue to champion sustainable entrepreneurship, not just as a business model but as a movement that empowers communities, preserves ecosystems, and ensures a healthy planet for future generations. My aspiration is not only to mitigate the impact of current environmental challenges but also to prevent future ones, creating a sustainable legacy that resonates across the globe.

**Question 8. Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs? Yes/No If Yes to the above question, please give your advice below. If No, please put N/A.\***

Yes. On our own, our progress will be steady and slow, but our power together can save the planet! Let's work together for the protection of the planet and all that inhabit it.



Hugo from 'Think Ocean' visited school today to speak to our KS1 classes about what they are doing to track the amount of plastic in our rivers and oceans. This special robotic submarine will alert 'Think Ocean' when it finds plastic in the rivers and seas so that it can be removed.

# 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.

*J.B.* DONDOLO  
Water • Sanitation • Hygiene