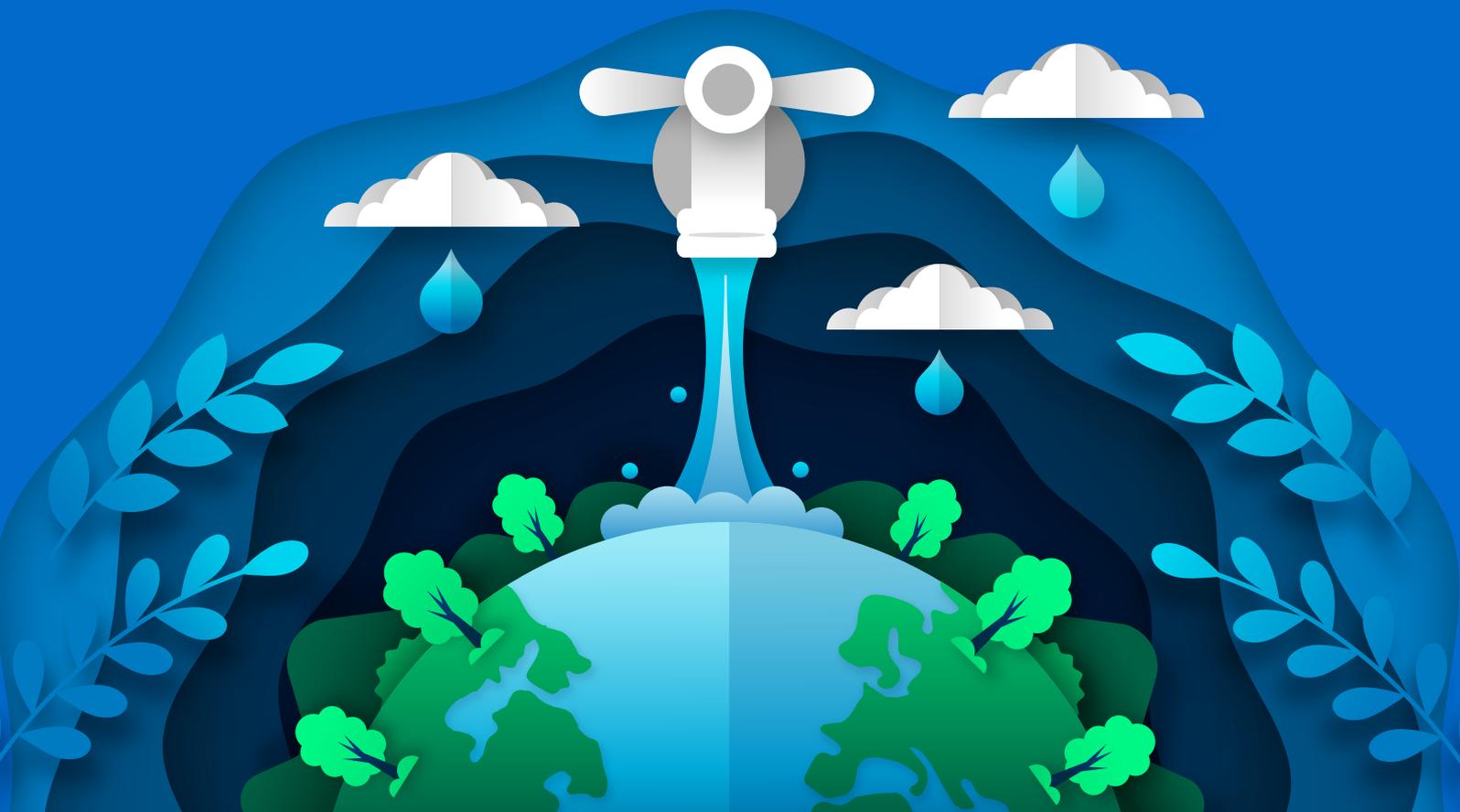


100 VOICES FOR OUR PLANET

Water Action Agenda published
on the UN Partnerships for Goals

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

**END-OF-THE-YEAR
ACCOUNTABILITY REPORT
OF VOICES FOR OUR PLANET
& NEW VOICES ADDITION**





Published by **JB Dondolo**
Prepared by **Precious Isola**

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<https://jbdondolo.org>

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Graphic design and layout:

JB Dondolo

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FOREWORD

Dear Readers,

This report celebrates the progress of the *100 Voices for Our Planet* initiative over the year.

In line with our commitment to accountability and transparency, this document offers a comprehensive overview of our accomplishments since the publication of the *100 Voices for Our Planet Engagement and Performance Impact Report* in 2023. It highlights the achievements of three Voices from previous publications and introduces two new Voices driving impactful change toward a sustainable future.

We invite you to explore the report, which showcases the meaningful contributions these Voices have made in shaping a safer, more sustainable Earth—one we all strive to leave for future generations. We hope their efforts inspire you to appreciate their work and consider joining this movement to become a Voice for our planet.

A heartfelt thank you goes out to all collaborators, supporters, and the JB Dondolo team, whose collective efforts have made this initiative possible. A special note of gratitude to Precious Isola for crafting this report with clarity and precision.

The findings in this report are not just milestones; they are a call to action. They urge us to deepen our commitment, innovate further, and relentlessly pursue the goals of this crucial initiative. Together, we can continue making a tangible difference.

Sincerely,



Lumbie Mlambo

Founder and CEO | JB Dondolo



EXECUTIVE SUMMARY

It has been a year since we released the inaugural 100 Voices for Our Planet Engagement and Performance Impact Report, spotlighting the impactful efforts of 13 eco-conscious entrepreneurs, changemakers, and advocates spanning three continents.

This year, our initiative expanded its reach, publishing two quarterly reports featuring nine additional Voices and breaking new ground by reaching Europe and countries like the Democratic Republic of the Congo and Kenya. These reports are available [here](#) and [here](#).

In this accountability report, we highlight the progress and impact of three Voices from earlier publications and proudly introduce two new Voices, bringing the total featured to 25.

Globally, the 100 Voices for Our Planet initiative, has achieved remarkable milestones:

- Engaged 25 Voices in advocacy, education, and action.
- Planted 7,000+ trees and 400+ community gardens.
- Completed 14 international cleanup projects.
- Provided environmental education to 54 schools.
- Partnered with 21 technology companies.
- Reduced 200 metric tons of carbon emissions.
- Redirected 120,000 pounds of furniture from landfills.
- Produced 20+ tons of briquettes for environmental protection.
- Trained 200 women in biodiversity protection.
- Established 20+ environmental clubs to combat climate change.
- Trained 40 young entrepreneurs in sustainable urban agriculture.

As we advance, we remain committed to empowering Voices across the globe to drive impactful, sustainable change for our planet.

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>



100
Voices
for our Planet



ENGAGEMENT METRICS

Engagement Metrics for 2024 Voices

25 VOICES
IN TOTAL

17 Female led Organizations

8 Male led Organizations

Snapshot of all Voices to date

11 Africa **2** Asia **1** Australia

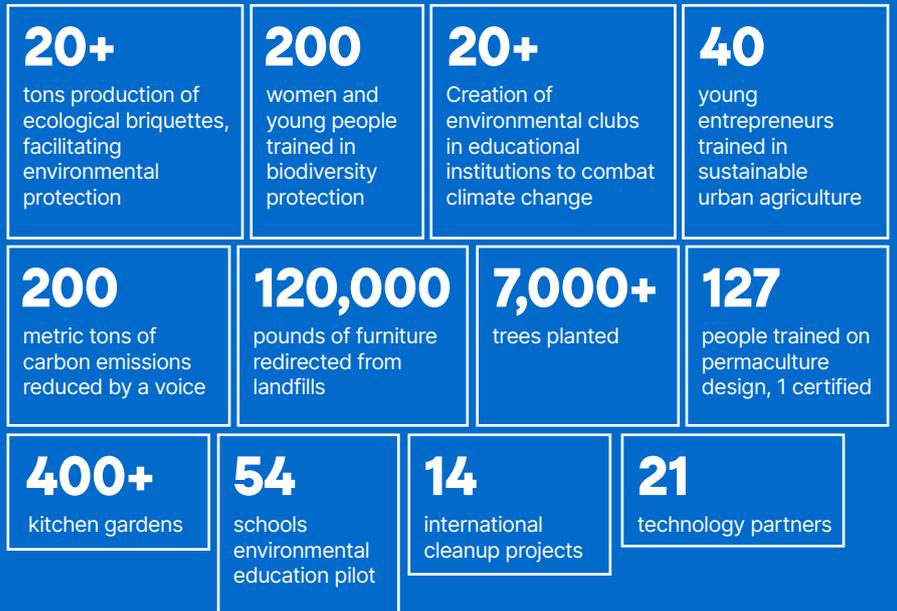
5 Europe **7** North America

Country represented

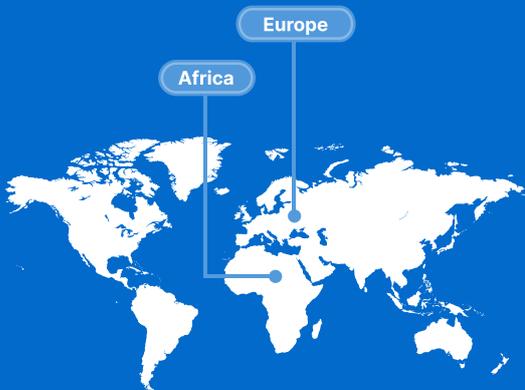


Performance Environmental Impact:

Assesses the environmental footprint, such as forestry, carbon emissions, or waste reduction



Reach



Influence and Advocacy



Technology Adoption



Industry

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

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.

Chithra Kannan - CEO of Skin Centrick

ACCOUNTABILITY REPORT

- **FEYISOLA ADEYEMI**
VOICE FROM EUROPE
- **SHELLI BRUNSWICK**
VOICE FROM NORTH AMERICA
- **GODWIN AIGBOVIOSE OMAGE**
VOICE FROM AFRICA
- **NOLEEN MARIAPPEN**
VOICE FROM EUROPE
- **HUGO VALDES-VERA**
VOICE FROM EUROPE
- **GUEST SONONO**
VOICE FROM AFRICA AND EUROPE

FEYISOLA ADEYEMI

VOICE FROM EUROPE

Country of implementation: United Kingdom

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



Brief on the Voice

Feyisola, through her organization, Luxury By Feyi, advocates for sustainable practices in the fashion industry and educates others to reconsider their perspectives of fast fashion consumption and its environmental impact.

She earlier executed a 2019 Spring/ Summer collection (The Black Swan) animal rights campaign which was showcased in collaboration with Aston Martin London during London Fashion Week. (See the images and video at www.luxurybyfeyi.com). In 2021, she executed an art project titled "Fast Fashion Impact on Our Environment." The project sought to support the fight for Sustainable Fashion. Her work draws inspiration from nature, societal issues, and the surrounding environment.

Her recent interest has been in tackling textile landfill waste by repurposing discarded clothing. Her goal is to make a significant difference with upcycling practices and reduce landfill textile waste.

Impact and Progress since the last report

Feyisola has audaciously started work on setting up a physical branch in Lagos, Nigeria, which will feature a showroom. The physical branch will feature LuxuryByFeyi Showroom and Feyiartistry Art Gallery. This physical branch will ensure proximity to the Nigerian fashion industry and aid her in expanding her reach to advocate for both slow fashion adoption and animal testing elimination as part of fashion.

She plans to open up the branch with a fashion show tagged "Now or Never" and art exhibition. The aim of the show is





to advocate for the adoption of sustainable practices in the fashion industry while the Art exhibition titled “We are nature defending itself” - borrowed from (The laboratory of insurrectionary imagination by ISA Fremeaux and Jay Jordan) For Climate Games campaign aim to create awareness about how we can consciously build a healthy planet by reducing or avoiding causes of climate change because together we can.

She aspires to extend the physical store model to London, New York and Los Angeles in the future. Attached below is the current state of the physical branch.

Nevertheless, the fashion show for the opening tagged “Now or Never “ aim to advocate for the adoption of sustainable practices in the fashion industry. While the Art exhibition titled “We are nature defending itself” (borrowed from the laboratory of insurrectionary imagination by ISA Fremeaux and Jay Jordan for Climate Games campaign aim to create awareness about how we can consciously build a healthy planet by reducing or avoiding causes of climate change because together we can).

She was able to collaborate with Godwin Aigboviose Oimage, another voice for our planet, on the “Go Green Tree Planting Exercise” project with some financial support for the “Eco Hero Summit and Award” which took place on the 30th of November 2024 in Abuja, Nigeria.



SHELLI BRUNSWICK, SB GLOBAL LLC

VOICE FROM NORTH AMERICA

Country of implementation: **United States of America**

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



Brief on the Voice

Meet Shelli Brunswick, an eminent figure in the realm of space exploration and innovation. With a wealth of experience spanning across a dynamic career, Shelli's profound insights and visionary perspective have established her as a guiding force within the global space community. She delivers 100 speeches a year, addressing audiences across continents on themes of career success, leadership, and workforce development. She has published many articles in consumer, technology, and space-related journals, including SpaceNews and Forbes Technology Council.

Having embarked on a remarkable journey from distinguished roles within the U.S. Air Force to her current position as CEO & Founder of SB Global LLC, Shelli's leadership acumen is

nothing short of exceptional. Her leadership over diverse organizations reflects a deep understanding of the intricate tapestry that constitutes the global space ecosystem.

Shelli Brunswick did tremendous work at Space Foundation before the launch of her company, SB Global LLC.

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. Shelli is 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, she has contributed to the protection of Earth's delicate ecosystems.

Impact and Progress since the last report

This year, Shelli launched her own company, SB Global LLC. She also got appointed as the BIED Society Executive Director for the Center for International Space Policy as well as serving on a Commission for the Hudson Institute focused on the space industrial workforce. SB Global LLC has allowed her to connect communities with the innovations of the space sector, supporting sustainability, connectivity, and education.

Highlights of her Activities

Fireside Chat at Leap 2024 Space: The Final Frontier for Investors

At LEAP 2024, the largest tech gathering in Saudi Arabia with over 215,000 participants from around the globe, Shelli joined a fireside talk, "Space: The Final Frontier for Investors?" This session explored how the space economy can drive global sustainability by supporting environmental resilience, societal growth, and economic inclusion. With advancements in satellite technology, climate data, and healthcare innovation, space technology offers essential infrastructure that benefits our planet. By bringing critical resources to underserved areas, these tools help bridge global inequalities, aligning with LEAP 2024's theme, "Into New Worlds," to promote a more inclusive, sustainable future.

1. Watch the full session, <https://www.youtube.com/watch?v=kHM9RYv6bJw&t=12s>
2. Leap 2024 <https://connect.onegiantleap.com/event/leap-2024>



Photo from the 10th European Rover Challenge

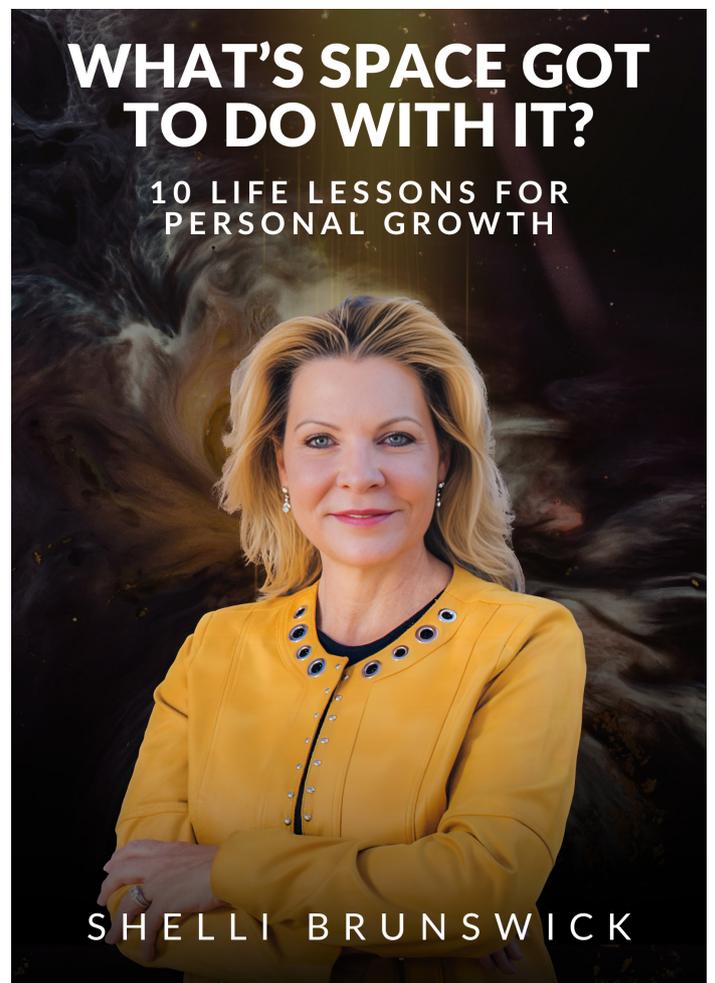
Convened and Moderated UNGA79 Science Summit Panel: What's Space Got To Do With It: Innovations in Earth Imaging Satellites, Space Data, and GIS Mapping

At the 79th United Nations General Assembly Science Summit, Shelli Brunswick convened and moderated the impactful session, "What's Space Got To Do With It: Innovations in Earth Imaging Satellites, Space Data, and GIS Mapping." This session brought together esteemed global leaders to discuss the transformative role of space technology in advancing solutions for food security, climate resilience, and sustainable development. Key panelists from organizations like JAXA, NASA Harvest, and the International Research Center of Big Data demonstrated how satellite data and earth imaging technology address critical global challenges, aligning closely with the UN Sustainable Development Goals.

In her remarks, Brunswick emphasized the essential role of space technology in driving advancements in agriculture, health, environmental protection, and equitable access to resources. This aligns with key themes discussed in her Forbes articles, such as Earth Day 2024: A Call for Sustainability in the New Space Age, which explores sustainable practices in space operations, and Beyond The Stars: How Space Technology Inspires Global Sustainability, focusing on space as a driver for achieving the SDGs.

1. This session highlighted the value of international collaboration in leveraging space technology for global good. Watch the full discussion on YouTube: What's Space Got To Do With It?.
2. YouTube Link: <https://www.youtube.com/watch?v=lZbn614hn4k&t=2s>
3. Forbes Technology Council Article: Beyond The Stars: How Space Technology Inspires Global Sustainability, <https://www.forbes.com/councils/forbestechcouncil/2024/08/15/beyond-the-stars-how-space-technology-inspires-global-sustainability/>
4. Forbes Technology Council Article: Earth Day 2024: A Call For Sustainability In The New Space Age, <https://www.forbes.com/councils/forbestechcouncil/2024/04/15/earth-day-2024-a-call-for-sustainability-in-the-new-space-age/>
5. Forbes Technology Council Article: Space Exploration A Thriving Industry With Tangible Earthly Rewards, <https://www.forbes.com/councils/forbestechcouncil/2024/05/30/space-exploration-a-thriving-industry-with-tangible-earthly-rewards/>
6. LinkedIn Article: <https://www.linkedin.com/pulse/copy-deep-dive-innovations-earth-imaging-satellites-space-brunswick-ydngc>

What's Space Got To Do With It? 10 Life Lessons For Personal Growth book





Ahura AI House Davos 2024 - Panel on the panel Shelli speaking about *Beyond the Horizon_ Innovating the Next Frontier in Space*

In 2024, Shelli Brunswick launched her first book in the What's Space Got to Do with It? series, titled *10 Life Lessons for Personal Growth*. This book combines insights from Brunswick's extensive career in the aerospace industry with perspectives from over 200 global thought leaders, offering universally applicable lessons on leadership, resilience, and career growth. Through stories and practical advice, the book bridges the cosmic exploration of space with personal development, illustrating how lessons from the space industry can empower individuals in any field.

Brunswick provided sneak peeks of the book at major events throughout the year, including the European Rover Challenge, the Women Tech Network Global Conference, and a WIA Canada webinar. During the webinar session, "What's Space Got to Do with It? Reaching for the Stars: Lessons Learned Along the Way," Brunswick shared key takeaways from the book, touching on themes such as seizing opportunities, defying the odds, and building meaningful connections.

To explore the universal truths within the space industry that inspire personal and professional growth, join her on this journey to uncover the powerful life lessons that await. For more information, visit Women Tech Network.

WomenTech Network <https://www.womentech.net/speaker/all/all/100130>



Shelli speaking at the World Economic Forum (WEF) in Davos-Switzerland-2024

GODWIN AIGBOVIOSE OMAGE

VOICE FROM AFRICA

Country of implementation: Nigeria

Contact: <https://ekiconet.digital>



Eki Co-Net Impact Through Corporate Social Responsibility Engagements

Eki Co-Net Technologies Ltd. has demonstrated remarkable leadership and commitment to environmental sustainability through impactful Corporate Social Responsibility (CSR) initiatives. This report highlights key engagements, achievements, and future initiatives that reflect our dedication to shaping a greener planet and fostering global collaborations.

Tree Planting Initiative at the University of Abuja (October 1, 2024)

On October 1, 2024, Eki Co-Net, in partnership with local communities and environmental stakeholders, successfully planted 2,000 economic trees on the campus of the University of Abuja, Nigeria in celebration of Nigeria Independence day. This initiative, themed "Grow Green," aimed to promote biodiversity, combat deforestation, and instill a culture of environmental stewardship among youth and academic communities.

Impact:

- Sequestration of approximately 50,000 kg of CO₂ annually upon tree maturity.
- Economic empowerment through the cultivation of trees that provide fruit, wood, and other by-products.
- Engagement of over 1,000 volunteers, including students, faculty, and community members.

Eco Hero Summit and Award (November 30, 2024)

Eki Co-Net proudly hosted the prestigious Eco Hero Summit and Award at the Presidential Banquet Hall, Aso Rock, Nigeria. The event brought together delegates from 15 countries, including policymakers, NGOs, environmental advocates, and corporate leaders, to discuss actionable solutions for climate challenges.



Godwin hosts the Eco-Hero Summit and Awards - Presidential Villa - Abuja

Key Highlights:

- **Unveiling of the Unity Robot:** The world's largest sustainable robot, a groundbreaking innovation with the capability to detect harmful substances and monitor environmental activities. The Unity Robot symbolizes the integration of technology and environmental preservation, showcasing Nigeria's leadership in sustainable innovation.
- **Awards and Recognition:** Honoring outstanding individuals and organizations driving impactful environmental changes across the globe.

Outcomes:

- Enhanced collaboration among international stakeholders for climate action.
- Reinforcement of Nigeria's role as a leader in sustainable innovation.
- Increased global visibility for Eki Co-Net's initiatives.



Eki Co-net with city members officially begin tree planting in Abuja



Eki Co-net and volunteers head to plant trees in Abuja

Emerging Eco Hero Contest

The Emerging Eco Hero Contest, currently underway, has captured the attention of environmental enthusiasts from over 50 nations. This competition seeks to identify and celebrate young change-makers with innovative ideas and projects addressing climate and environmental challenges.

Timeline:

- **Ongoing Contest:** Initial phases involve local and regional eliminations.
- **Grand Finale:** Scheduled for April 26, 2025, the event will feature the top finalists presenting their projects to a global audience and a distinguished panel of judges.

Objectives:

- Inspire the next generation of environmental leaders.
- Provide a platform for innovative solutions to global climate issues.
- Foster cross-cultural exchange of ideas and practices for sustainable development.

Global Collaboration and Future Plans

Eki Co-Net continues to build on its success by:

- Strengthening partnerships with international organizations such as JB Dondolo and the United Nations Water Action and Environmental Sustainability Agenda.
- Expanding tree planting initiatives to other African nations.
- Introducing innovative digital solutions to reduce carbon footprints, including the adoption of Eki Co-Net’s digital NFC smart cards and wristbands.

Conclusion

Eki Co-Net Technologies Ltd. remains steadfast in its mission to decarbonize the Earth and champion sustainable development. Through initiatives such as tree planting, technological innovation, and global collaboration, we are not only shaping a greener future but also inspiring a global movement toward environmental consciousness. We look forward to further engagements that amplify our impact and contribute meaningfully to the United Nations’ Sustainable Development Goals.



Eki Co-net with volunteers planting trees in Abuja

NOLEEN MARIAPPEN

VOICE FROM EUROPE

Country of implementation: United Kingdom, Worldwide

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



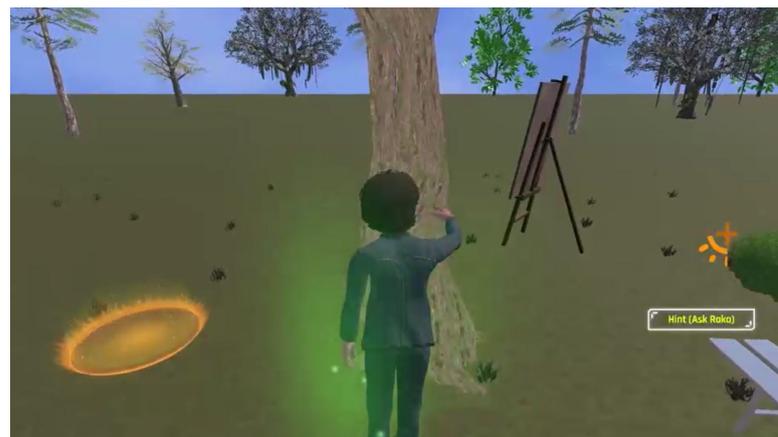
Impactoverse: Pipeline Projects and Challenges

Impactoverse is redefining how education and engagement drive systemic change by gamifying impact experiences, fostering collaborations, and addressing access gaps to scale meaningful impact. We have been building infrastructure and a pipeline of projects and partnerships to tackle critical global challenges, increase engagement and inspire positive action.

1. Gamified Impact Education Projects

a. Raise the Baseline with Solutions2U

A gamified initiative addressing fundamental inequalities by providing interactive education on essential skills. This project equips underserved communities with the knowledge and tools necessary to thrive.



b. Fundamentals of Business with Solutions2U

An interactive, gamified business education program delivering practical knowledge in entrepreneurship, strategic thinking, and management. Participants learn through immersive modules designed for accessibility and engagement.

c. The Daphnia Project with University of Birmingham

Focused on making research, skills and education, this project highlights the ecological importance of Daphnia (water fleas), as sentinel organisms in freshwater ecosystems. Gamified modules teach scientific knowledge and skills, biodiversity, and ecosystem interconnectivity, fostering environmental responsibility.

d. A Dog Park that Saves Dogs with Oxford Dog Training Company

This initiative integrates gamified education around dog training and responsibility into a virtual dog park. Features include training tips, motivational content for owners, and tools to encourage responsible pet



ownership, preventing dogs from being returned or sent to shelters.

e. Berthe Morisot Project with The Cornelius Arts Foundation

This project blends art, history, culture, and wellness into transformative experiences in the shape of a game, Berthe’s Brush at Bougival. Participants explore the life and work of Berthe Morisot and the Impressionist movement through gamified interactions, with a focus on the interplay between art and nature in fostering mental health and mindfulness. To be promoted by the Versailles Tourism Board, this initiative emphasizes art’s therapeutic potential and cultural significance.

f. Animated Explainer of EU Horizon Upstream Project

An innovative animated explainer initiative aimed at making research and development on plastics, microplastics, and litter accessible to wider audiences. The project adopts a consortium-based approach, connecting experts and stakeholders to collaborate on sustainable solutions. By animating the explanation, it demystifies scientific concepts,



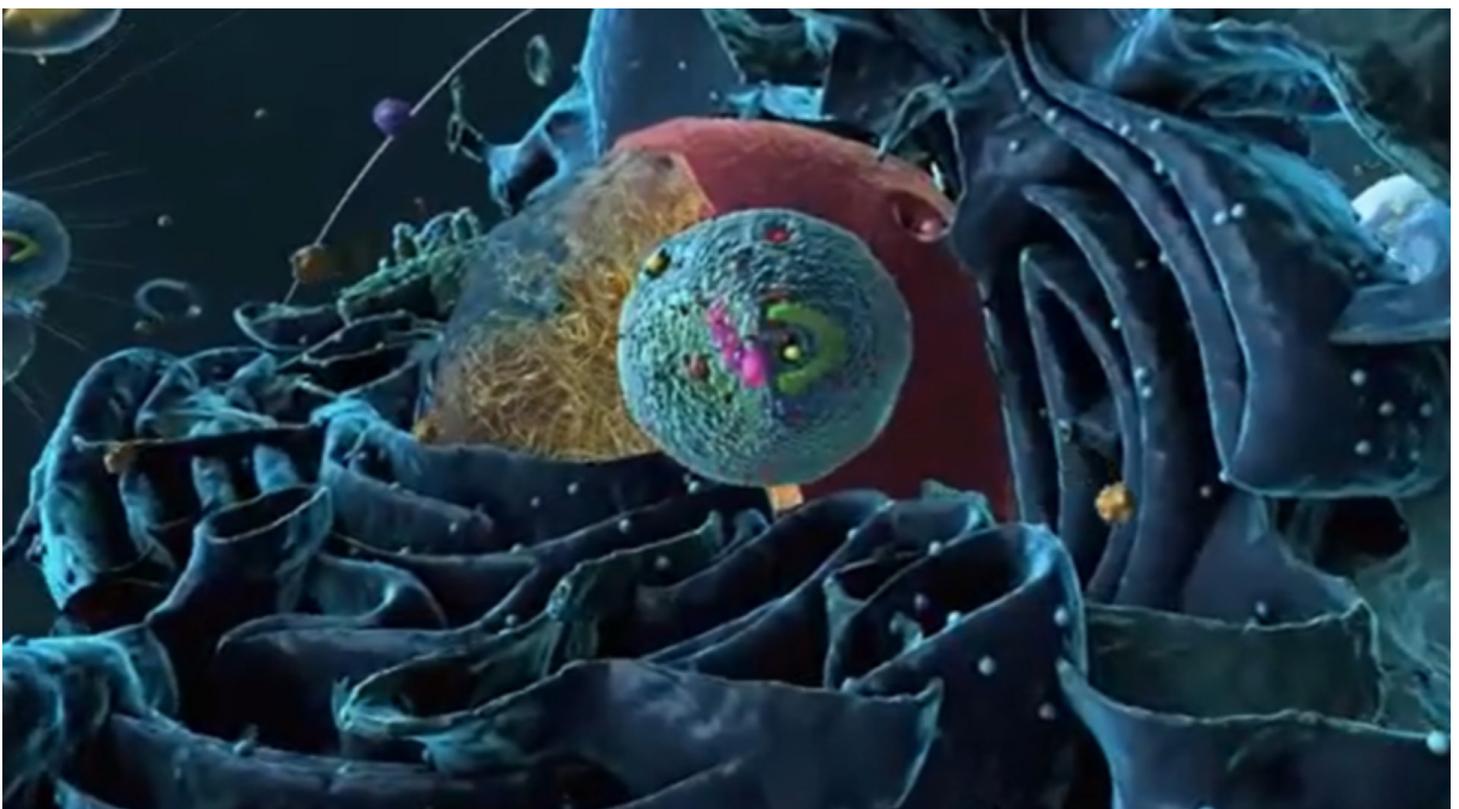
increases understanding and encourages actionable understanding among diverse groups.

g. Turtle Guardians with Think Ocean CIC

A gamified conservation initiative raising awareness about turtle conservation and tackling issues like plastic pollution. Through interactive games, participants learn about the threats turtles face, including habitat destruction and microplastics. The project fosters understanding and inspires action, equipping participants to contribute meaningfully to conservation efforts.

2. Challenges in Scawling Impact

- **Resource Constraints:** Funding to build, market, engage and retain specialized expertise is critical to delivering on, scaling and measuring impact. Thus far this initiative is bootstrapped.
- **Digital Infrastructure:** Many underserved communities lack access to technology particularly infrastructure that enables this, such as stable and affordable internet connections.



HUGO VALDES-VERA

VOICE FROM EUROPE

Country of implementation: United Kingdom, Worldwide

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



Think Ocean CIC Key Projects and Initiatives

Think Ocean CIC continues to build a sustainable future by addressing critical environmental challenges through education, collaboration, and action. From tree planting and water stations to fashion innovation and microplastic research, each initiative reflects the organization's commitment to creating a cleaner, more equitable planet. Through partnerships, innovation, and persistent effort, Think Ocean CIC is empowering communities worldwide to take meaningful steps toward sustainability.

a. Tree Planting and Environmental Education

Collaborated with the We Rise Together Foundation in India to plant over 100 trees and conduct educational sessions on pollution and ecosystem balance, fostering collaboration and sustainable practices among local communities.

b. Plastic for Pads Campaign

Partnered with the African Cleanup Initiative to organize a campaign in Nigeria, engaging over 100 teenage girls. Participants collected 153kg of plastic waste in exchange for sanitary pads, promoting environmental protection and community well-being.



c. Community Park Cleanup

Conducted a cleanup drive in Indirapuram, India, collecting 80kg of plastic waste. Discussed differences in waste management practices between India and Japan, sparking conversations about sustainable habits.

d. Elegushi Beach Cleanup

In partnership with the Africa Cleanup Initiative, organized a cleanup at Elegushi Beach in Nigeria, collecting 141kg of waste (21kg of plastic). Engaged 19 community members in awareness-raising activities about plastic pollution.

e. Bali Cleanup and Education

Partnered with the ROLE Foundation to conduct a cleanup at Kedonganan Beach in Bali, collecting 381kg of waste. Engaged 878 students in the Kids Environmental Classroom and Zero Waste Goes to Schools programs, teaching the 6Rs and sustainable practices.

f. Water Stations in Pakistan

Established water stations during extreme heatwaves in Faisalabad, serving over 450 community members. Educated participants about clean water's importance and the environmental impacts of water pollution.

g. School Visits and Workshops (Ongoing)

Conducted environmental education sessions in schools, engaging 80 students to date. Topics included waste management, plastic pollution, and sustainable practices.

h. UPSTREAM Horizon Project

Aimed at making research on plastics and microplastics, and solutions accessible through consortium-driven collaboration. Promotes actionable solutions and community awareness using education and outreach strategies.

i. London Fashion Week (September 2024)

Showcased a collection of garments made from recycled materials to highlight reuse and waste reduction. Presented a video on the UPSTREAM project to an audience of 800 attendees.

Media and Community Engagement

a. Media Outreach

Featured in interviews, including BBC segments, to promote Think Ocean's initiatives and mobilize public participation.

b. Influencer Collaboration

Partnered with green influencers like Max McMurdo to amplify awareness of environmental issues and encourage action.

c. Community Events

Participated in sustainability weeks at Derby College and the University of Derby, engaging students and community members through workshops and information sessions.

Challenges

- **Infrastructure Gaps:** Inadequate recycling facilities, particularly in regions like India, where private citizens often bear responsibility for waste transportation.
- **Climate Challenges:** Activities like beach cleanups are sometimes hindered by adverse weather conditions.
- **Engagement Fatigue:** Sustaining interest among volunteers and communities requires consistent innovation in program delivery.
- **Resource Limitations:** Ensuring sufficient funding and scaling operations globally remain ongoing challenges.



GUEST SONONO

VOICE FROM AFRICA AND EUROPE

Country of implementation: Zimbabwe, United Kingdom

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

Brief on the Voice

Guest Sonono is greatly advancing the implementation of permaculture in Africa and beyond.

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, which 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.

Guest has been a voice by educating people and increasing awareness of permaculture. In Zimbabwe, he held a few permaculture and gardening workshops for local communities, reaching mostly youths.

He ran the following projects in Zimbabwe:

1. https://youtu.be/FtX--YJL_w?si=iZUfLmTt7CQValJi
2. <https://youtu.be/uOvJnlwRQak?si=EMOq-tjAjeyX3TGp>
3. <https://www.chronicle.co.zw/young-farmer-sets-up-youtube-page-to-teach-eco-friendly-permaculture/>

Through his experience of raising chickens, he wrote a handbook in 2023 on how to raise chickens sustainably. It 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/>

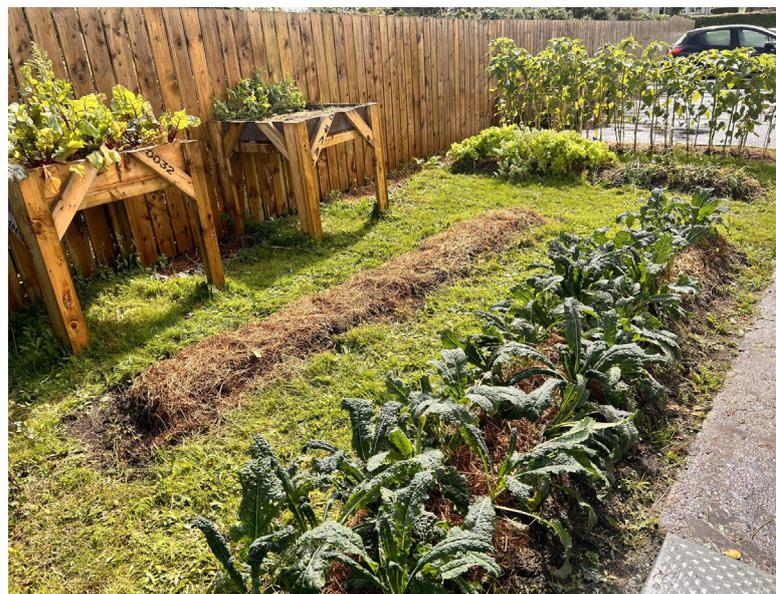
Impact and Progress since last report

This year, he kickstarted a project on permaculture in the United Kingdom. He has set up a garden where he had grown a few vegetables for the people at his home.

On this page are pictures of his project in the United Kingdom.

Sonono is working on getting a water source for his 1.5-acre project site in Zimbabwe. His goal is to create a permaculture demonstration site.

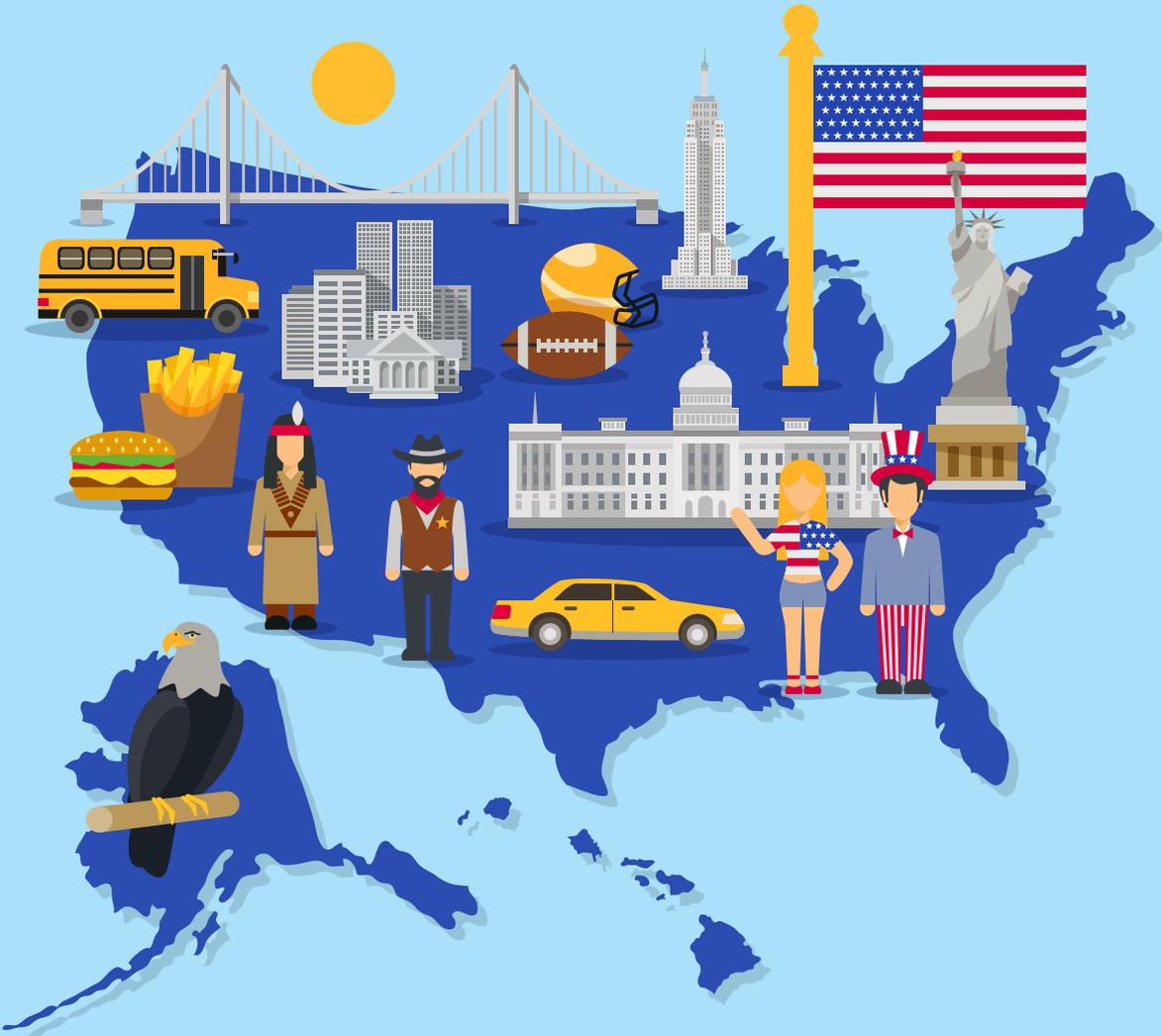
He has also earned a Diploma in Professional Garden Design with AIM Qualifications and Assessment Group, where he learned about designing gardens, the role of a garden designer, and key design principles. His studies covered areas like landscaping, garden furniture, lighting, planting plans, site surveys, drawing layouts, and space planning. Sonono also gained experience in how to manage garden design projects professionally.



NEW VOICES FOR Q4 2024

**VOICES FROM
NORTH
AMERICA**

→ TERA CARISSA HODGES



Individual: **TERA CARISSA HODGES**

Country of implementation: **Nigeria, Zimbabwe, and USA**

Contact: <http://teracarissa.com/>

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

I enjoy being a voice for our planet through philanthropy. Giving back to diverse organizations and causes is how I make sure multiple efforts to sustain the earth and even improve the Earth are met.

From The Bentley Environmental Foundation, a non-profit arm of Bentley Motors, to the Public Health Aide Awareness and Education non-profit, based in Nigeria, through which I sponsored a well-being built for an elementary school, to Women For Women International and more, I believe the best way to take care of the planet is to financially support the ones who are actively engaged in doing so daily. Philanthropists are the backbone to charities. It's our job to see that the organizations we support have the ability to complete their missions.

Question 2. How are you protecting the Earth?

I primarily support charities that specifically aid in earth preservation and women and children's empowerment via making sure their basic needs are met. I believe both are critical components to protecting the earth.

When I consider the community that was impacted by the well I sponsored, many families were still relying on water from local streams: ponds, rivers, creeks etc. When you consider the impact of an entire community relying on a local resource daily for cleaning, food and water, etc. for years, that impacts the earth because it impacts the local ecosystem. Yet, communities don't rely on local freshwater systems because of want, but because of need. And that need is often not met, due to lack of financial resources. This is why philanthropy is so important to me. It connects someone else's need to a resource that can help with that need.

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

I have contributed to wells being built in Nigeria and Zimbabwe. In the US, I have paid off past due water bills for senior citizens in need so the water service to their homes was not interrupted due to non-payment. Though every nation may face its own unique issues with water; some face infrastructure issues while other nations consider water a resource that must be paid for, my goal is to contribute to organizations whose commitment is to make healthy, safe water is accessible to all.



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?

Seeing the joy on children's faces sent in via pictures and videos from organizers of various fundraisers I support, etc. knowing that women and children are able to access fresh water, are outcomes that speak for themselves.

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

With any philanthropist, ensuring the organizations you are supporting are truly committed to their cause is key. Seeing their track record via community impact, asking for progress reports, etc helps to alleviate those concerns.

Question 6. What are your future aspirations in terms of sustainable entrepreneurship and making a difference in the world?

I look forward to partnering with more NGOs and sustainable brands that are dedicated to protecting and preserving the earth as much as possible.



From fundraising, raising awareness and more, I look forward to sustainable entrepreneurship being one of the avenues I'm making a positive impact with.

Question 7. Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

My goal is to continue to partner with organizations whose causes I believe in and continue to financially support them. That's how change takes place. Change doesn't happen without financial support. Because of that, my aim is to financially support 10 organizations monthly. I have staple organizations that have my lifelong support. But, I am always eager to support new organizations I come across whose mission I equally support.



Question 8. Is there anything else you would like to share or any advice you would like to offer aspiring eco-conscious entrepreneurs?

My advice to any eco-conscious entrepreneur is to identify organizations whose causes you truly believe in. Whatever you are passionate about, you will fight for and that is necessary for longevity. I would also add, as often as you receive an increase in profits, increase your giving. That piece of advice is tied to my belief and faith principle I live by that the more you give, the more you will receive.



NEW VOICES FOR Q4 2024

**VOICES FROM
EUROPE**

→ **MARIANNE MAGNIN**



Individual: **MARIANNE MAGNIN**

Country of implementation: **United Kingdom**

Contact: <https://www.thecorneliusfoundation.org>

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

I have always been deeply connected to the environment, shaped by a childhood immersed in nature and an early awareness of the critical need for sustainability. I firmly believe that the arts are essential in empowering societies and individuals to confront and address the urgent challenges facing our planet today.

As a leader, thought leader, and philanthropist at the intersection of the arts and societal impact, my work focuses on advancing four interconnected pillars: sustainability, global health, education, and innovation. For instance, environmental exposomic factors play a pivotal role in shaping children's mental health, cognitive development, and physical well-being. Educating the next generation about these critical interactions, and emphasising the necessity of protecting and restoring the planet, is a cornerstone of my mission to safeguard our shared future.

My advocacy for new governance models and inclusive, creative approaches is exemplified in my 2018 article, "Climate Change, Meet the Art World. Art World, Meet Blockchain." This work reflects my ongoing commitment to fostering meaningful change at the intersection of art, technology, and environmental stewardship.

https://www.thecorneliusfoundation.org/_files/ugd/eac0cb_8bf77bef10e4449ca3ee71460e2a92b4.pdf?index=true

Question 2. How are you protecting the Earth?

Protecting the Earth begins on a personal level, in the invisibility of daily actions, simple gestures that require neither recognition nor applause. I believe in questioning the "how" and "why" behind our choices, adopting habits such as avoiding processed food, accommodating leftovers, composting, recycling, minimising packagings, switching off lights, and favouring the train over the plane. These small, intentional acts form the foundation of a more sustainable lifestyle.

Equally important is serving as a role model for those around me, fostering awareness and inspiring change through education. I encourage others to adopt micro-actions that collectively have a meaningful impact, such as turning off the tap while brushing teeth or closing doors to conserve heat. These seemingly small adjustments, multiplied across communities, can contribute significantly to protecting the Earth.

By embodying sustainability in everyday life, I hope to inspire a ripple effect, one that extends from personal responsibility to collective action, fostering a culture of environmental stewardship.



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

I am privileged to have initiated and to lead two not-for-profit organisations centred on sustainability, innovation, and social impact through two primary action axes:

The Cornelius Arts Foundation (TCAF) – Founded in 2011, TCAF's mission is rooted in research and development, focusing on Sustainable Development (SDG 11, SDG 12), Global Health (SDG 3), Education (SDG 4), and Innovation (SDG 9). TCAF's approach to sustainability is multifaceted and includes:

- Broadening the concept of sustainability: Art plays a transformative role in reshaping perceptions of nature and consumption, fostering a paradigm shift towards ecological awareness.



- Promoting inclusivity in economic and social organisation: TCAF advocates for systems that respect the environment while fostering equity and social cohesion.
- Advancing governance: Through inclusive governance models, TCAF opens cultural spaces to new players, encourages intercultural exchange, and empowers local communities and citizens.

TCAF exemplifies how creativity and culture can drive innovation and inspire sustainable solutions.

Démocrates Sans Frontières (DSF) – As the co-founder (2022) and President of DSF, I am committed to building bridges between diverse communities and regions, fostering international cooperation, innovation, and knowledge-sharing in alignment with SDG 17. DSF's first strategic focus is to provide critical support to SMEs, helping them anticipate and adapt to the SDG agenda. By connecting stakeholders across regions and in particular Africa, DSF catalyses meaningful change through the exchange of ideas, best practices, and cross-border requirements.

In addition to these initiatives, I also led a consulting company (PHC) from 2020 to 2024, advising corporations in the energy and mobility sectors on their Net Zero strategies, in alignment with SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action).

These efforts embody a shared vision: leveraging creativity, collaboration, and inclusive governance to address global challenges and contribute to the advancement of the UN's Sustainable Development Goals.

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?

Measuring and monitoring impact is one of the most significant challenges in both non-profit and commercial contexts. This challenge has been a cornerstone of my work, particularly through The Cornelius Arts Foundation (TCAF). TCAF's mission - in the specific arena of the arts - includes improving the causality between action and impact, going beyond measuring outputs and outcomes to assess deeper, lasting change.

To address this, TCAF employs both qualitative and quantitative tools. For instance, as part of our capacity-building efforts, we are developing a web app embedded into a serious game and a mobile app for real life engagements, designed to track the impact of creativity and nature on the mood and well-being of children. These innovative tools will collect data to measure how engaging with creative activities and natural environments improves mental health, helping to build a stronger evidence base for the transformative power of art and nature.

In the business environment, I lead efforts to train SMEs on integrating sustainability into their strategies by aligning with EU directives, such as the Corporate Sustainability Reporting Directive (CSRD) and European Sustainability Reporting Standards (ESRS). These frameworks equip businesses to adopt more sustainable practices, enhancing their long-term resilience and accountability.



These initiatives reflect a commitment to fostering lasting impact at both community and organisational levels.

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

Challenges are an inevitable part of any meaningful journey, and I approach them with gratitude, positivity, and resilience. I view each obstacle as an opportunity to learn, grow, and innovate.

One recurring challenge has been securing the necessary resources, both financial and human, to sustain and scale impactful initiatives, particularly in the non-profit sector. To address this, I have prioritised building strong partnerships, fostering collaborations, and leveraging collective intelligence to develop innovative solutions.

Measuring impact effectively has also been a significant challenge, especially when addressing complex, long-term societal and environmental issues. To overcome this, I focus on developing robust tools and methodologies, including web and mobile apps for TCAF, to improve data collection and analysis. These efforts aim to demonstrate the causality between actions and outcomes, ensuring more funding.

Another challenge is the cultural and systemic inertia that can slow progress when advocating for paradigm shifts in

sustainability and governance. I tackle this by remaining patient yet persistent, leveraging the synergy between citizen's social engagement, business CSR initiatives, and public policy. This "tripod" approach fosters cross-sector collaboration, inspires awareness, and drives meaningful action.

Ultimately, resilience, creativity, and a steadfast belief in the power of collaboration are instrumental in transforming these challenges into opportunities for growth and progress!

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.

Collaboration is at the heart of my work and closely aligns with the essence of SDG 17: Partnerships for the Goals. These partnerships are instrumental in achieving meaningful impact, as they bring complementary skills, fresh perspectives, and access to new audiences, venues, and resources.

Through Démocrates Sans Frontières (DSF), we collaborate with organisations such as ADEME (a French public agency), Démocrates Pour la Planète (a French association), SustainChain (US-based), PME-PMI Magazine (Ivory



Coast/West Africa). These partnerships play a vital role in knowledge exchange, public reach, and capacity building across diverse communities and regions.

Similarly, our work with The Cornelius Arts Foundation (TCAF) is enriched by a broad network of collaborators, including officials (e.g., Mairies of Lagamas, Bougival, and Versailles Grand Parc), artists, researchers, tech innovators like Impactoverse, and cultural institutions such as Maison Berthe Morisot. These cross-sector partnerships amplify our efforts to advance sustainability.

Each collaboration is rooted in aligning goals and creating commons. Together, we achieve more than any single entity could on its own, inspiring collective action for a sustainable and inclusive future.

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

My ultimate aspiration is to create a global and lasting impact, driving meaningful change that transcends borders and generations. In the near term, I am focused on positively impacting the quality of life for 100 million children worldwide.

This ambitious goal is grounded in my belief that education, creativity, and sustainability are transformative tools. By leveraging innovative approaches, such as arts-based interventions, technological solutions, and collaborative partnerships, I aim to foster environments where children can thrive mentally, emotionally, and physically, while nurturing a deeper connection to the planet.

Through initiatives like The Cornelius Arts Foundation (TCAF) and Démocrates Sans Frontières (DSF), I work to develop systemic, scalable, and decentralised solutions that address pressing global challenges. My aspiration is to empower individuals and communities to take ownership of their futures, creating a ripple effect of positive change within each individual that extends benefits far beyond their immediate ecosystem.

I remain committed to advancing sustainable entrepreneurship that integrates creativity, innovation, and inclusivity. Currently, I am developing a social enterprise aimed at addressing the alarming levels of anxiety individuals experience around control over their lives. This initiative focuses on decentralised solutions (web3) designed to foster empowerment and resilience.

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 we celebrate the progress achieved, we acknowledge that not all Voices were able to report their advancements for reasons such as:

- No progress made
- Progress not significant enough for reporting
- Insufficient time to prepare a report

To address this, we will provide more time for Voices to report, evaluate the root causes behind minimal or no progress, and identify ways to support Voices in achieving meaningful outcomes.

J.B. DONDOLO
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