

Awareness Campaigns

Iqbal Badruddin, Fridays for Future Pakistan
Pakistan

☀ Call to Action

Create awareness of climate change in your community. Take Action. Support Iqbal's Awareness Campaign @Fridays4FuturePK on FB Fridaysforfuturepk@gmail.com.

☀ Values

- Educator
- Communicator
- Leader
- Visionary
- Activist
- Environmentalist

☀ Lessons Learned

You are never too young to start teaching people about the issues that affect their community; and you are never too old to start learning about the impact humans have on the environment.

There is an important link between ecological disasters and poverty.

It is always possible to find a way to use your skills to fight for a common goal.

Learning needs to come from within the community, through active participation and listening to each other.

Iqbal Badruddin knows how important education is: his family moved from his hometown to the capital of Pakistan when he was a boy so he could get the best education.

The activism that he practices now, as the founder of Fridays For Future Pakistan, is aimed at the roots of his country's main climate-change problems—through educating the people and protecting their water. “Without water we cannot survive,” he says. His Awareness Campaigns are focused on reaching 12- 14-year-olds. “They're the ones who will have to live with the consequences of what we do—or don't do—today,” he says. The Awareness Campaigns are teaching people about the importance of taking a broad and varied approach to fighting climate change, from minimizing food waste and using public transportation and bicycles, to planting trees. “We all have to pitch in. It's the only way to secure our future,” he says.

☀ Language Arts

Create the written content for the website of an imaginary organization that teaches people about the importance of water conservation in your community. You must include an “About Us” page; an “Education Resources” page (this page must contain at least three links to websites that help explain the issue of water conservation around the world, and the challenges many countries face); a “FAQs” page; a “Ways to Get Involved” page; and a “Blog” link (with one blog post).

Write a research paper about how the terrain of a specific geographical area, like Pakistan, can make that place more or less susceptible to problems of accessing clean water. You must use at least two sources, document all the information using MLA formatting, and include a Works Cited page at the

end.

What environmental threats can you see in your community and other communities in the US? (Like, for example, Flint, Michigan, and various tribal lands?) What is being done to educate people about this issue? Write a three-minute speech to encourage people in your own community to educate themselves about this problem, and take action.

STEM Activities

One way that Iqbal was able to engage his community was through the use of Awareness Camps. Create an awareness camp for your classroom that includes 2-3 eco-activities, and explain how the activities are teaching people about things that are important for them to understand.

Research the United Nations Sustainability Goals. Select one of them, and create a presentation explaining why you think this is the most important goal for the United States to focus on, and how we can target and reach this goal.

One major component of Iqbal's climate action plan is his desire to build higher and more sustainable buildings so that more space can be used for tree planting, which would reduce greenhouse gases. Create an eco-friendly building and explain the design aspects you would include in order to help to meet your climate change goals.

Sustainability Innovations

Iqbal is not the only innovator who is focused on sustainable design and higher buildings. [The Council on Tall Buildings and Urban Habitat](#)¹ is the world leader in developing vertical growth through increased urban density, taller buildings, and sustainable design.

In addition to the standard work of the Council on Tall Buildings and Urban Habitat, they host an annual summit for networking, learning about current innovative design, and collaborating to maximize the effects of this growing industry. This summit is better known as the [Tall+Urban Innovation Conference](#)².

Iqbal is not alone in focusing on improving education for the future of Pakistan. Through Global Giving, the Fatima Memorial Hospital has started a fund to help educate underprivileged students. [Continuing Malala's Dream - Educating Pakistan](#)³ is one of the many ways organizations are trying to quickly and successfully improve education for Pakistani students.

Organizations and bodies such as the [Smart Cities Council](#)⁴ are also vital to improving the sustainability of cities from a systematic development stance. Through the success of such endeavors, cities in Pakistan as well as others around the world can begin to reap the benefits.

Sustainability Career Pathways

Sustainable Urban Planner. Iqbal notes that Islamabad is cutting down trees to expand horizontally; he argues that it would be better to grow vertically instead. How a city grows is shaped in large part by urban planners. Urban planners often work for governments (or as consultants) to help identify cities' needs and to develop both short-term and long-term growth plans (or even de-growth plans in the case of shrinking cities). They create plans, reports, and maps; engage with city officials and citizens; and play an important role in the process of shaping urban development. Interested in learning more? [Start here](#)⁵.

Green Architect. Iqbal argues that building more densely may help save nature; but this will require trained architects. Architects

can play a huge role in creating a more sustainable future. For example, designing energy efficient, passive solar, healthy buildings means that less energy will be needed for heating and cooling. Interested in designing buildings? [Learn how to become an architect here](#)⁶.

Community Environmental Educator. Many communities offer environmental education to their members-- whether through local governments, parks, museums, or even neighborhood associations. Do you love teaching? Working with volunteers? Organizing community events? Then this could be the career for you. [Learn more about community environmental education here](#)⁷.

Camp Counselor. Summer camps are a really valuable educational tool, and can be used to teach children about sustainability issues. While few can make a career out of camp counseling, it is a great summer job for college students and future educators, and can lead to full-time jobs in directing camps, museums, parks, or other educational programs. [Read more here on how to become a camp counselor](#)⁸.

1 <https://www.ctbuh.org/>

2 <https://www.tallinnovation.com/>

3 <https://www.globalgiving.org/projects/continuing-malalas-dream-educating-pakistan/>

4 <https://www.smartcitiescouncil.com/>

5 <https://www.thebalancecareers.com/urban-planner-or-regional-planner-526078>

6 <https://www.environmentalscience.org/career/architect>

7 <https://naace.org/cepro/blog/community-environmental-education>

8 <https://www.zippia.com/camp-counselor-jobs/>

