

Beat: Vips

Millennial and actors in the fight against climate change since COP22

Mohammed VI Foundation for environnement

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USPA NEWS - His Majesty King Mohammed VI created the Mohammed VI Foundation for Protecting the Environment, of which he entrusted the presidency to Her Royal Highness Princess Lalla Hasna. It places education and awareness-raising issues at the heart of its mission, in line with the objective set by Rio Summits

MILLENNIALS AND ACTORS IN THE FIGHT AGAINST CLIMATE CHANGE-----

Despite the powerful role they give to states, African millennials also want to act for the environment. 69% of young people surveyed consider waste management as the most effective way of combatting global warming. They also advocate the spread of recycling (65%) and limiting the use of plastic containers (64%). In Morocco, for example, the "Zero Mika" campaign was launched in June 2016 with the support of COP22, in order to contribute to a real change in daily behaviour and to thus adopt a sustainable development attitude.

SCHOOLS AND UNIVERSITIES DO NOT PROVIDE SUFFICIENT INFORMATION ON CLIMATE CHANGE-----

The fight against global warming also involves knowledge. Traditional media (television, radio, newspapers) are the main source of information for African millennials (48%), far ahead of the Internet and social networks (15%). It should be noted that schools and universities seem to have only educated 13% of African youth on climate issues.-----

THE MOHAMMED VI FOUNDATION FOR THE PROTECTION OF THE ENVIRONMENT IN LINE WITH THE RIO SUMMITS OF 1992 AND 2012-----

It is partly to offset this deficiency that His Majesty King Mohammed VI created the Mohammed VI Foundation for the Protection of the Environment, of which he entrusted the presidency to Her Royal Highness Princess Lalla Hasna. The foundation places education and awareness-raising issues at the heart of its mission, in line with the objectives set by the Rio Summits of 1992 and 2012 and Johannesburg in 2002 in terms of education for sustainable development, which Morocco advocates. The study was carried out from 7 to 16 November 2016 by CG Consulting on behalf of the COP22 Steering Committee in 19 African countries: Algeria, Angola, Cameroon, Democratic Republic of Congo, Egypt, Ethiopia, Ghana, Ivory Coast, Kenya, Malawi, Morocco, Mozambique, Nigeria, Republic of the Congo, Rwanda, South Africa, Tanzania, Zambia and Zimbabwe

The Sample for the Study from many African countries are based on the following :

- 1,156 responses
- Urban and rural areas
- Men (53%), women (47%)
- Age bracket: 18-22 (25%), 22-26 (36%) and 27-30 (39%)

The Methodology relies on a scientific approach with the following process :

- Online and mobile questionnaire
- Seven questions

CG Consulting, based in Cape Town, South Africa, is the market leader in B2B prospects and lists of corporate databases in Africa. Source UNFCCC

Article online:

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