

Our Land, Our Future

KIRTIPUR MUNICIPALITY'S PLACARD
CAMPAIGN FOR WORLD ENVIRONMENT DAY

2025



On June 6, 2024, the usually calm streets of Kirtipur turned into a vibrant wave of green advocacy. With placards in hand, 191 students from 17 schools stood united with one powerful message: "Our Land, Our Future."

This impactful event, part of the Institutional Capacity Strengthening for Safe Schools and Climate Action program led by UNICEF-NSET, was organized in collaboration with Kirtipur Municipality, World Vision, and Good Neighbors.

This wasn't just another campaign. It was an environmental movement **led by students**. Locals signed commitments to commit to better waste management methods and joined the initiative. Thanks to the voices of young change-makers, bamboo dustbins were set up, and important talks were started.

Our Land, Our Future



Lessons & Reflections

Lesson Learned

Route and resource coordination is an essential aspect of the placard campaign. Thus, proper communication and coordination are deemed important.

Follow up Actions

The eco-club members will share their experiences with their peers in the school and advocate for environment conservation and proper waste management. The students will also actively utilize the awareness materials provided to them as a part of awareness.

Challenges

Route coordination was a big challenge during the placard campaign as 17 schools were engaged in it. It was difficult to deliver materials to all schools on time due to which there were issues during the campaign coordination. Also, the emphasis on private schools over government schools was very prominent.

