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- [Sport](#)
- [World](#)
- [Letters](#)
- [Editorial](#)
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[/ Front page / Features](#)

Let's help cool the Earth

Atasa Moceituba

Monday, June 05, 2017



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A young boy plants to keep his village safe in the years to come. Picture: SUPPLIED

IN its effort to address climate change the Foundation for Rural Integrated Enterprises & Development (FRIEND) launched its "Be Cool — Cool the Earth" initiative program in late April this year.

A statement issued by FRIEND states that the move was to help raise awareness on the continued further degradation of our earth and its resources because of climate change.

Introduced by its director and founder Sashi Kiran, the program was an opportunity for various communities such as business houses, villages, community groups and schools to take part in the programs provided.

"Every one of us is complaining about how hot it is. We seem to be finding it hotter and it becomes unbearable at times. What is bringing about the changes? What is causing this? It's climate change. And we need to raise awareness on this immediately," she said.

And European Union ambassador to the Pacific Andrew Jacobs urged the public to take note of the changes taking place in our environment.

He made the following comments while launching the initiative with the unveiling of the banner depicting the theme and the logo during the Earth Day activity in Naviyago Village in Lautoka in April.

"This is a great initiative. It's really good that this awareness is being done to keep putting out the message that we need to be aware of the changes in our environment," Mr Jacobs said.

Young people of Naviyago Village planted mangroves, assorted trees and grass along the river bank particularly where the soil had eroded into the river as well as community members who came out to support the project including the wife of the Tui Vitogo Ratu Viliame Sovasova.

The initiative's awareness program involves a "selfie" competition' where people were asked to create their own "selfie" frames and take group shots with it with a caption of what they have done to contribute to the fight against climate change.

The statement states that there were three main awards for the competition.

"The gold, silver and bronze awards will go to the groups that undertake unique and effective projects detailing every step of their procedure. For example, if they picked up rubbish along the shore, they have to also show how they disposed of it responsibly," it stated.



This would be a long-standing competition and the awards will be given each time an entry is made.

Conditions for entry include there being a clearly detailed caption of activity, clear photos showing every person.



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