



UN Launches campaign to know how Brazilians care about the environment

What are you doing to take care of the environment? This is the question raised by the United Nations to the Brazilian people through the **GREEN UN** campaign, which will be launched on the 64th anniversary of the Organization, celebrated worldwide on 24 October 2009. The campaign counts on the support of TIM Mobile Company, which will send about eight million text messages inviting its subscribers to participate, and also the support from MTV, that will announce the initiative and broadcast the five most creative videos received. The International Policy Centre of Inclusive Growth (IPC-IG) is part of the interagency group that coordinates the campaign.



IPC-IG team participates in the UN Day celebrations in Brazil. IPC Photo / Ana Mendes

All those who wish to participate should answer the question "**What are you doing to take care of the environment?**" Participants will be submitting up to three photos - taken with cell phone - or a short film followed by a 100-word report of the proposed action. These materials will be published by the participant on the site <http://www.onuverde.org.br> . After sending your suggestions, the participant will receive a UN online certificate, with the phrase: "**I do my part.**"

The campaign will be open until June 1st 2010, when the Selection Committee - composed of five representatives from the agencies and programmes of the UN System in Brazil - will select the 10 photos and 5 videos that best reflect the theme of the campaign. The result will be available at this site starting on 5 June 2010.

The selected photographs will be widely disseminated by the communications network of the United Nations in Brazil and abroad, and the five winning videos will be presented on MTV during the World Environment Day 2010 (5 June).

More information about the campaign, the regulation, and details about registration can be found at <http://www.onuverde.org.br>

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