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The Relations Manager
United Nations Global Compact
NAIROBI, KENYA

Dear Madam,

RE: COMMUNICATION ON ENGAGEMENT

This is in regard to your policy for Communication on Engagement. I wish to inform you that “**Global Climate and Sustainability**” changed its name to “**Global Solutions Media – Africa.**” Our vision, mission and commitment to support the UN Global Compact Ten (10) principles involving Human Rights, Labour, Anti-Corruption, Environment e.t.c has not changed but still remain the same. We have only expanded our organizations goals to involve other aspects. We have been a signatory to the UN Global Compact since April 22, 2016.

As we continue to engage with UN Global Compact on these issues, our activities majors on implementation of Sustainable Development Goals and finding solutions to Global Issues through Communication, Public Relations, Education and Community Development Projects. Our work revolves around the following projects: -

(1) Description of our Activities

- (i) Community Development projects targeting Sustainable Development Goals in the areas of water and sanitation, health, education, environment, energy, gender equality, e.t.c, for example; creating public awareness on benefits of Rain Water Harvesting and installation of water tanks both in urban and rural areas.
- (ii) Panel Discussions on Sustainable Development Goals in institutions of learning.
- (iii) Conducting Interviews/engagement with stakeholder's e.g United Nations agencies, Embassies, International organizations on Sustainable Development Goals and Global Issues.
- (iv) Protecting Environment, Climate and Empowering Women in energy initiatives that involve public awareness (Training,Workshops,Seminars) and creating a thriving market for Clean and Efficient Cooking.

(1) Outcome Measurements

We are committed to engaging and creating formal partnership with other likeminded organizations that subscribes to UN Global Compact principles to further our activities, for example, in the area of Environment and Climate, we work with Global Alliance for Clean Cook stoves. We are also reaching out to other organizations like the Ministry of Education, Ministry of Water, UNDP, UNESCO e.t.c. Other specific areas we are involved in are joining, engaging, supporting and participating in UN Global Compact special initiatives, work streams, local events and local networks.

For further clarification, you can reach us through telephone numbers 0755 190269 or 0771 826543 or 0721 897238. Our email is gsolutionsmedia@gmail.com or jomukenya@gmail.com.

Yours sincerely,

J.M-Samuel

JOSEPHINE MUHONJA – SAMUEL
GLOBAL SOLUTIONS MEDIA – AFRICA

According to statistics, Kenya's global development agenda Vision 2030 is expected to face challenges from low awareness levels of the Sustainable Development Goals (SDGs) among the youth in the country. Despite the low levels of awareness for SDGs, the youth in Kenya overwhelmingly back SDGs as solutions to social, economic and environmental problems. Youth involvement is paramount in the attainment of Sustainable Development Goals. Africa is facing global issues and challenges. Discussions on climate change, are much more important today than they were 30 to 40 years ago. Other unresolved issues Africa is facing are, are such as poverty, violations of human rights, rapid urbanisation, gender inequality, food insecurity, violent conflict, political fragmentation, high rates of corruption, water shortages. The weight of the past is a major handicap for Africa. Poverty is still massive and deeply rooted, and the processes that lead to exclusion and marginalization of large segments of African societies are still ongoing. Exclusion and political marginalization of individuals, groups and entire social classes are, as we know, among the root causes of many of the violent conflicts that have ravaged several African countries, while aggravating underdevelopment and international dependence.

Global Solutions Media - Africa Project vision and mission is to shape, further and champion the above mentioned global agendas by implementing and creating a sustainable world and future for all humanity. It accomplishes these initiatives through the following programme activities: -

- (i) Community Development projects targeting Sustainable Development Goals in the areas of water and sanitation, health, education, environment, energy, gender equality, e.t.c, for example; creating public awareness on benefits of Rain Water Harvesting and installation of water tanks both in urban and rural areas.
- (ii) Education on Sustainable Development Goals in institutions of learning e.g Panel Discussions.
- (iii) Conducting Interviews/engagement with stakeholder's and businesses e.g United Nations agencies, Embassies, local and International organizations on Sustainable Development Goals and Global Issues.
- (iv) Protecting Environment, Climate and Empowering Women in energy initiatives that involve public awareness (Training,Workshops,Seminars) and creating a thriving market for Clean and Efficient Cooking.

1: COMMUNITY DEVELOPMENT PROJECT – RAIN WATER HARVESTING

Kenya is one of the countries that is experiencing water scarcity and insecurity in rural and urban areas. With a rapidly growing population and unpredictable climate, the citizens find themselves in an increasingly dire situation of water insecurity. The resultant water insecurity in Kenya means that many, particularly women, girls and children, spend as much as one-third of their day walking to get water. In times of extreme drought, citizens can be forced to walk more than nine miles in search of fresh water. However, Global Solutions Media is tapping into recent innovations using rainwater harvesting systems towards changing that and eliminating water insecurity in Kenya. By implementing Rainwater Harvesting projects, the country is experiencing advancement in food security, availability of water and access to clean drinking water.

- ✚ This is picture of Women in Rural Kenya walking long distances to fetch for Water. Many have to carry their children with them to rivers and this is endangering their lives due to insecurity.



- ✚ An Example of Rainwater Harvesting Projects Global Solutions Media – Africa is involved in at local level.



2: EDUCATION ON SUSTAINABLE DEVELOPMENT GOALS IN INSTITUTIONS OF LEARNING, AND COMMUNITIES



Education plays a foundational role in the Sustainable Development Goals (SDGs). In addition to serving as the focus for SDG 4 (“ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”), education directly contributes to the goals addressing poverty reduction and reduced inequalities, human rights, labour, anti-corruption, environment, health and nutrition, economic growth and labor market opportunities, as well as peace building and the promotion of democratic institutions. Awareness creation forms part of a change-oriented communication in which all the sustainable development goals (SDGs) and targets must be communicated to institutions of learning, businesses, civil society organizations (CSOs), and marginalized community groups in response to the 2030 Agenda for Sustainable Development. In response, this multi-stakeholders become stimulated to contribute their own ideas and energies, thus contributing to live debates on sustainable issues. To achieve this, Global Solutions Media organizes, panel discussions in institutions of learning, community mobilizations, CSOs/ government interactive sessions on the SGD’s and their targets, media platforms on print/electronic media, capacity building for community stakeholders and government MDAs, publications, banners, flyers, t-shirts, brochures, and the creation of social network platforms, and promotional materials (manuals) with graphic work for the semi-literate and illiterate community members.

3: CONDUCTING INTERVIEWS/ENGAGEMENT WITH STAKEHOLDER’S; UNITED NATIONS AGENCIES, EMBASSIES, INTERNATIONAL ORGANIZATIONS ON SUSTAINABLE DEVELOPMENT GOALS AND GLOBAL ISSUES

Global Issues like environmental degradation, climate change, HIV and AIDS, Water Scarcity, War and Conflicts, Human Rights, Labour, Environment and Climate Change can contribute to social and political instability, which can lead to security issues. This is not currently being addressed appropriately by the foreign policy of many nations. As the effects of globalization are creating further disparities and inequalities, around the world we are seeing an increase in violence and human rights abuses as disputes about territories, food and water are spilling into wars and internal conflicts.

People are fighting for basic needs. Organizations like United Nations and its agencies, governments, have been on the frontline to forge lasting solutions to such global challenges facing humanity. Some of their work has been documented and still a lot has is not being highlighted and features in the media to inform and educate the public.

Global Solutions Media is using social media platforms where it is able to link up and connect with these stakeholders on face to face engagement through interviews and dialogues to reach out to the public.

FACE TO FACE INTERVIEWS



4: PROTECTING ENVIRONMENT, CLIMATE AND EMPOWERING WOMEN IN ENERGY INITIATIVES THAT INVOLVES AWARENESS RAISING (CAMPAIGNS, TRAINING, WORKSHOPS, SEMINARS) AND CREATING A THRIVING MARKET FOR CLEAN AND EFFICIENT COOKING

Education and public awareness-raising enable informed decision-making, play an essential role in increasing adaptation and mitigation capacities of communities, and empower the youth, women and men to adopt sustainable lifestyles. Global Solutions Media has been stepping out to influence change by engaging the youth, adults, policy makers and politicians. Awareness campaigns for behavioural change involve actions that promote awareness for the altered conditions under climate change and adaptation. However, not all stakeholders are aware and informed about their vulnerability and the measures they can take to pro-actively adapt to climate change. Awareness raising is therefore an important component of the adaptation process to manage the impacts of climate change, enhance adaptive capacity, and reduce overall vulnerability. Public awareness is important to increase enthusiasm and support, stimulate self-mobilization and action, and mobilize local knowledge and resources. Raising political awareness is important as policy makers and politicians are key actors in the policy process of adaptation. Awareness raising requires strategies of effective communication to reach the desired outcome.

The combination of these communication strategies for a targeted audience for a given period can broadly be described as 'awareness raising campaign'. The aim of awareness raising campaigns most often differs between contexts but generally includes increase concern, informing the targeted audience, creating a positive image, and attempts to change their behaviour.



Clean Cook Stoves

Every day millions of women and girls around the world breathe in harmful smoke while cooking and spend hours walking far distances to secure cooking fuel. Reliance on inefficient cookstoves and fuels leads to health challenges and economic burdens that disproportionately impact women and girls.



A reduction in time spent collecting fuel and cooking enables women to spend more time with their children, tend to other responsibilities, enhance existing economic opportunities, pursue income-generating or educational opportunities and leisure activities and rest – all of which contribute to poverty alleviation. Women also play a crucial role in the widespread adoption and use of clean household cooking solutions because of their central responsibility for managing household energy and cooking.

As consumers and users of cookstoves, women are not just victims but a critical component of the sector's ability to scale. Women must be fully integrated into the process of designing products and solutions because without their opinions and input, products will not meet their needs and will not be used. Global Solutions Media – Africa, has implemented a strategy to increase the role of women and address gender issues to scale adoption. Gender-informed practices help enterprises understand the impact of gender dynamics on their business, and help cooking sector players leverage opportunities to empower women and promote gender equality.



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