



Logan City Council's 2012 WORLD ENVIRONMENT DAY POSTER COMPETITION

World Environment Day Theme Description

(Information adapted from UNEP website - www.unep.org/wed)

The United Nations Environment Program (UNEP) has declared the 2012 World Environment Day theme to be: **'Green Economy: Does it include you?'**. The United Nations (UN) chose this year's theme to raise awareness and encourage people to find out more about the subject of 'Green Economy'.

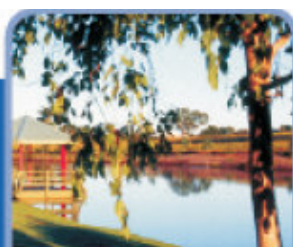
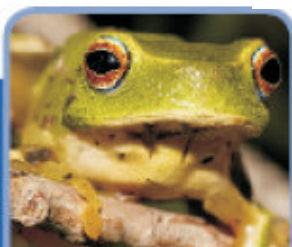
The UN define a Green Economy as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. It is an economy whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be accelerated and supported by targeted public expenditure, policy reforms and regulation changes. Simply speaking, a Green Economy can be thought of as one which is low carbon, resource efficient and socially inclusive. Typical Green Economy sectors can include:

- renewable energy;
- low-carbon transport;
- energy-efficient buildings;
- clean technologies;
- improved waste management;
- improved freshwater provision; and
- sustainable agriculture, forestry, and fisheries.

But what does all this mean for you? Well, essentially this is what the second part of the theme is all about. If the Green Economy is about social equity and inclusiveness then technically it is all about you! The question therefore asks you to find out more about the Green Economy and assess whether you are being included in it.



WORLD ENVIRONMENT DAY | 05 JUNE
Green Economy: Does it include you?





World Environment Day Poster Competition outline

Each year, Logan City Council hosts a World Environment Day Poster Competition for students attending primary schools within Logan City. To be eligible to win a competition prize, students must produce a poster which addresses issues associated with the 2012 World Environment Day theme (**'Green Economy: Does it include you?'**). Examples of issues relating to the theme that the students could investigate and illustrate (both through pictures and words) on their posters include:

- **What is a Green Economy?** Explore ways to use pictures and words to describe what a Green Economy is to those who may be unfamiliar with the term. Ways to do this could include illustrating a 'traditional' economic sector and then the same sector operating within a 'green economy' framework eg traditional agricultural or forestry practices with 'unsustainable' methods versus a farm/plantation which is utilising sustainable methods.
- Discuss and illustrate the **'Tragedy of the Commons'** scenario (as outlined on WED website - <http://www.unep.org/wed/greeneconomy/>)
- Discuss and illustrate some of the **Green Economy Success Stories** that can be found at www.unep.org/greeneconomy/SuccessStories
- **Green products and services:** Draw some of your favourite green products, activities or services, such as eco-tourism, eco-labelled products (think recycled toilet paper, sustainably sourced seafood), and describe how they contribute to a healthy planet and economy.
- **Greening cities:** Draw some ways that cities can, and do decrease their environmental impact and thus improve the health and economic benefits for residents. For example green rooftops, conserving and improving the parks and environmental reserves, retaining and planting trees in backyards, encouraging public transport use etc.
- **Does it include you?** How can you contribute to a Green Economy? What choices and actions can you take to help support a healthy ecosystem and economy and in turn a healthy you? Examples may include choosing products with minimal packaging, buying energy efficient products for your home, sourcing your fruit and vegetables from local farmers who undertake sustainable agricultural practices, buying Australian made or fair trade products, choosing sustainable seafood, using public transport, planting a native garden and installing a solar energy system.
- **Agricultural industry:** Discuss and illustrate the methods and benefits of 'green' or sustainable agricultural practices. This could include practices such as reducing chemical use, alternatives to pesticides, reducing water usage, reducing food spoilage through improving food storage and processing. Economic outcomes/benefits of such practices include enhanced food security, reduced poverty, improved nutrition and health, creation of rural jobs and reduced pressure on the environment.
- **Fisheries industry:** Discuss the current over-fishing challenges in this industry and what could happen if fishing continues along a 'business-as-usual' approach. Illustrate what sustainable seafood is and some sustainable fishery practices such as aquaculture or only fishing fast growing, highly productive species. See www.amcs.org.au for more information
- **Forests:** Forests are a foundation of a Green Economy, sustaining a wide range of sectors and livelihoods. Discuss and show some of the forest goods and services that support the economic livelihoods of over 1 billion people worldwide (such as food, fuel, medicine, clean water, building materials, etc). Explore the essential life-sustaining values that forests provide and the intrinsic link between our quality of life and the health of forest ecosystems. Illustrate some of the beneficial



economic mechanisms and markets that could help the forestry industry contribute to a green economy, such as certified timber schemes, certification for rainforest products, payments for ecosystem services, benefit-sharing schemes and community-based partnerships. Examples of these include where landholders receive more money for conserving their forest than if they were to clear the forest for farming or other means, carbon offsetting schemes where people are paid to create bigger and better forests, showing how people can make a living through protecting and sustainably utilising the forest rather than cutting it down (eg tourism opportunities, Agroforestry)

- **Renewable energy:** What is renewable energy? How does it help contribute to saving the planet and a creating a Green Economy? Renewable energy has social and environmental benefits, including mitigating or avoiding many health problems and impacts on ecosystems caused by the extraction, transportation, processing and use of fossil fuels. Explore and illustrate some of the traditional energy resources (and their negative impacts) versus the many different forms of renewable energy (such as hydro, wind, solar, biogas systems)
- **Manufacturing:** Manufacturing has a large material impact on economy, environment and human health. Explore why (eg use of scarce resources such as oil and metals, amount of energy used to produce a single product, including its base materials) and how this sector can move towards sustainable practices thus contributing to a Green Economy. Examples of this include re-design of products to extend their life-span/shelf-life, use of cleaner technologies that reduce emissions, and product recovery and recycling.
- **Waste:** Explore the waste cycle and how recycling can play a part in creating jobs, reducing landfill, reducing use of resources in the first place and ultimately move this industry towards a Green Economy in which material use and waste generation is minimised, unavoidable waste is recycled or remanufactured, and any remaining waste is treated in a manner least harmful to the environment and human health, or even in a way which generates new value such as energy recovered from waste.
- **Building:** The building sector is one of the largest contributors to global greenhouse gas emissions. Show us what measures you would take to construct a new green building or retrofit an existing building (and what your building would look like) to encourage a Green Economy in this sector. This could include the building design, the type of fittings (eg energy-efficient lights, solar panels), manufacturing of material supplies, the construction process, buildings operation and maintenance as well as the disposal, recycling and reuse of building, construction and demolition waste. Discuss and illustrate the benefits of greening buildings, such as health, liveability, job creation and productivity improvements.

There are **many more issues and activities** (other than those outlined above) that we can consider when trying to create a Green Economy, therefore Council encourages teachers to discuss a broad range of issues with the students as they choose which one to base their poster entry on.

Some websites which may assist you:

- United Nations World Environment Day website - www.unep.org/wed
- United Nations Environment Programme (Green Economy website) - www.unep.org/greeneconomy
- The Economics of Ecosystems and Biodiversity www.teebweb.org/
- The International Society for Ecological Economics www.ecoeco.org/ - teaching material and links
- International Union for Conservation of Nature (IUCN) www.iucn.org/what/tpas/greeneconomy/
- International Institute for Environment and Development www.iied.org/ - search Green Economy
- WWF Australia - <http://www.wwf.org.au/> and WWF International <http://www.panda.org/> - search Green Economy
- Conservation International - www.conservation.org - search Green Economy
- Worldwatch Institute www.worldwatch.org/programs/global_economy/



Submitting entries

Posters are to be **no larger than A3 in size** and students should include with their poster **a brief description of what they are depicting in the poster**. This can be done by a brief paragraph, a poem, or simply one sentence.

Each school is requested to collect and register all poster entries by year level. From this pool of entries, the school is requested to select and **forward to Council only the 5 best entries in each grade by Wednesday 18th April 2012**, for final judging by Logan City Council. Each submitted posters should ensure the entry form is attached to the back, lower left hand corner of each poster. Entry forms can be found on Council's website.

By forwarding **only 5 from each grade**, you greatly assist us in the difficult task of judging the very large number of entries we receive every year. If more than 5 entries per grade are received, all entries will be returned and the school asked to re-submit only the 5 best entries in each grade. However, every participating student receives a prize (even if entry is not in the top 5).

*Therefore each poster created should be recorded by the school and the **total number of students from each grade who participated** in the competition should be supplied to Council so that every student who participates can receive a prize.*

Posters which contain spelling errors will not be accepted.

Winning entries

There will be 13 major student prize categories - The Mayor's choice, Mayor's choice runner up and 11 winning entries will each receive a cash prize as well as a major prize pack AND will all feature in Logan City Council's 2013 World Environment Day calendar (available free from Council in late 2012). Also, other outstanding entries will be chosen to receive a 'Highly Commended' award and prize pack. In addition, every student participating in the competition, regardless of whether entry was or wasn't in the 5 best entries chosen by the school for judging, receives a prize.

Award presentation ceremony

An awards presentation is scheduled to be held on Sunday 3rd June 2012, at Logan City Council's annual environmental event, **LEAF** (Logan **E**co **A**ction **F**estival) (further details will be provided closer to the event). At this presentation ceremony all major winners and highly commended entrants will be presented with their prizes.

The winning entries will be displayed at **LEAF** as well as in the Logan City Art Gallery.

Further information

For more information on Logan City Council's 2012 World Environment Day poster competition go to: <http://www.logan.qld.gov.au/environment-and-waste/environmental-conservation> or contact the Council's Environment & Sustainability Branch on (07) 3412 4859 or email council@logan.qld.gov.au