



ORGANISATION PROFILE

EST 2019



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[activate_green](https://www.instagram.com/activate_green)

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Welcome Address



Welcome to the Activate Green Trust community! We are thrilled to have you join us on this incredible journey towards a more sustainable and empowered future. As the founders of Activate Green Trust, our vision was born from a deep passion for environmental sustainability and a strong desire to make a positive impact on our world.

What began as a small initiative in 2019 has now grown into a global youth movement, uniting individuals and communities in the fight for a cleaner, greener planet. We believe that every action, no matter how small, can create significant change.

Our mission is to educate, empower, and mobilise youth globally to take meaningful steps toward environmental preservation. From our tree-planting campaigns and waste management drives to educational programs and global partnerships, each project is a testament to the power of collective action.

We are incredibly proud of what Activate Green Trust has accomplished so far, but our work is far from done. With your support, we will continue to push boundaries, innovate solutions, and inspire change-makers around the world.

Thayu Wainaina & Sheila Kiarie
Founders Activate Green Trust

ABOUT US



Who We Are

Activate Green is a visionary youth led environmental organisation dedicated to creating a sustainable future through the empowerment and education of local communities. Our initiatives focus on mobilisation efforts, including educational empowerment. Founded at Brookhouse Schools in Kenya, Activate Green Trust has grown significantly under the leadership of Thayu Wainaina and has expanded its reach globally, introducing different programmes and projects to enhance education in countries that are MIC's NIC's and HIC's.

Our Vision

To unite communities, empower individuals, and foster conscious decisions that enhance sustainability efforts, while addressing climate adaptation and climate change.

Why We Do What We Do

We have recognised that waste management practices in low-income countries are often overlooked, leading to significant environmental issues, including increased air pollution from gases like CO₂ and methane, especially from food waste and mixed trash. Activate Green has identified that these waste management challenges disproportionately affect vulnerable local communities due to a lack of education and awareness. Our goal is to educate youth, empowering them to understand and address waste pollution with sustainable solutions.

Our Mission

We hope to align our efforts with the United Nations' Sustainable Development Goals (SDGs), particularly those related to climate action (SDG 13). Through these initiatives, we aim to create a sustainable, clean future that empowers vulnerable communities in low-income countries.

Our Ethos

At Activate Green Trust we are:

Innovative Collaborative Driven

Innovative

We believe in constantly seeking new and creative ways to tackle environmental challenges, from developing sustainable waste management practices to promoting alternative solutions that reduce our ecological footprint. Our commitment to innovation ensures that we are always evolving and finding better ways to make a positive impact.

Collaborative

We understand that achieving environmental sustainability requires collective effort. By working closely with partner organisations, local communities, and individuals, we create a network of shared knowledge and resources. Together, we amplify our impact and drive meaningful change on a global scale.

Driven

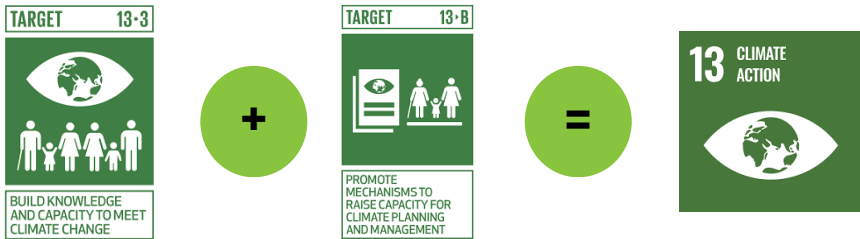
We believe that the most effective solutions come from within the communities we serve. By empowering local populations with the education and tools they need, we enable them to take ownership of their environmental future. Our projects are designed to be inclusive and responsive to the unique needs of each community, ensuring that our efforts are sustainable and impactful.



Our focus extends to environmental restoration through annual waste management drives, tree planting projects, and youth dialogue funded by our waste paper collection strategy. We align our efforts with the United Nations Sustainable Development Goals (SDGs), particularly those related to climate action (SDG 13). Through these initiatives, we aim to create a sustainable and clean future that empowers vulnerable communities in low-income countries.

We are pleased to align our initiatives with specific United Nations Sustainable Development Goals, particularly **SDG 13 (Climate Action)**. Our focus includes:

- **SDG 13.3:** Enhancing education, awareness, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning systems.
- **SDG 13.b:** Promoting mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing states, with a particular emphasis on women, youth, and local and marginalised communities.



Programmes and Projects

The programs and initiatives at Activate Green are designed to provide every member with a comprehensive understanding of the UN Sustainable Development Goals and their implications within local environments. This objective has been successfully achieved through various projects and programs that Activate Green offers.

The International Representative Programme

Our international representatives are integral to supporting and amplifying Activate Green's mission and vision beyond borders. Given that Activate Green is headquartered in Kenya, these representatives play a crucial role in mobilising environmental initiatives globally. Their efforts are instrumental in fostering sustainable futures for communities worldwide, not just within Kenya. Currently, we are honoured to have had representatives from Gabon, India, Brazil, Nigeria and the United States, each contributing to our collective goal of environmental sustainability on an international scale.



Aanushreya Namdev
International Representative, India

ECO LOCI IX



On May 26th, 2024, we collaborated with two organisations, Greener is Cleaner and ECB Sustainable Youth Foundation. This conference was based on Tribute to the International Day for Biological Diversity that took place on May 22nd. Around 20 people from India, South Korea, Mexico, Nigeria, Ecuador, Indonesia, and Timor-Leste gather with us to discuss about Biodiversity. Biodiversity is a topic that we sometimes ignore, and we have to remind ourselves that without it, we wouldn't be here to thrive and appreciate it.

The theme of the conference was **"Biodiversity Beyond Borders: Uniting Nations for Conservation and Sustainability."** We had the opportunity to hear from Darien Castro from Ecuador, a biologist, about endemic species, which are a property of an ecosystem to be considered a high-priority conservation centre. The presence or absence of these species during a time like this Holocene can give us a pathway or route to describe the side effects of human activities and the indirect influence of ecosystem degradation by the climate crisis. We focused on Ecuador and Brazil since they are considered hotspots of biodiversity. We learned that, in particular, Ecuador can contribute to proportional biodiversity per area that, in terms of surface measures, can be higher than the US and Canada together in just one acre.

Rhino Charge

The Rhino Charge is an annual off-road 4x4 competition held in Kenya that raises funds to support the activities of the Rhino Ark Kenya Charitable Trust, an NGO which works towards the conservation and protection of Kenya's mountain range ecosystems, the so-called "Water Towers".

Activate Green was privileged enough to take part in Rhino Charge, which occurred in June 2023. The Programme raised a remarkable KES 325 million KES /2,524,271.84 USD for the conservation of Kenya's mountain ecosystems and smashing all the previous fundraising records, where Activate Green Trust contributed a total of 2,145USD/300,000KES



Rhino Charge
June 2023

Paper Drive Initiative

Activate Green has consistently focused on sustainable practices, and one of our cornerstone initiatives is the annual Paper Drive. This initiative plays a vital role in our mission to reduce waste and promote recycling, particularly in local communities and educational institutions.

The Paper Drive is a comprehensive strategy to minimise paper waste, raise awareness about recycling, and fund our environmental projects. We collect a wide range of paper materials, including cardboard, office trimmings, old exercise books, and other types of waste paper. By encouraging individuals and organisations to contribute their waste paper, we help reduce the amount of paper that ends up in landfills, thus decreasing the environmental impact associated with waste.

The success of this initiative has not only supported our tree planting and waste management projects but has also fostered a culture of recycling within the communities we engage with. The funds raised from the collected paper directly contribute to our environmental restoration projects, such as the tree planting sessions and educational outreach programs.

Each year, the Paper Drive grows stronger, thanks to the increasing involvement of local schools, businesses, and individual supporters. It stands as a testament to the power of collective action and the importance of small, consistent efforts in creating significant environmental change. Through this initiative, Activate Green continues to lead by example, demonstrating how community-driven efforts can make a substantial difference in the fight against environmental degradation.



Paper Drive
July 2024



Paper Drive
July 2025

The Sustainable Development Goals



Source
United Nations

What are the SDG goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Source
United Nations Department of Economic and Social Affairs

The Sustainable Development Goals

Activate Green and the SDGs

Activate Green Trust aligns its mission and activities with the United Nations Sustainable Development Goals (SDGs) by actively contributing to key areas of environmental sustainability, community empowerment, and climate action. Our initiatives directly support several SDGs, including:



SDG 13: Climate Action

Activate Green Trust raises awareness and implements projects aimed at mitigating climate change through tree planting initiatives, waste management programs, and climate education workshops. We work with communities to build resilience against environmental challenges.



SDG 15: Life on Land

Through afforestation and reforestation projects, Activate Green Trust promotes ecosystem restoration in regions affected by deforestation and land degradation, ensuring the preservation of biodiversity and the rehabilitation of unproductive lands.



SDG 4: Quality Education

Through the GreenPath Series, we prioritise environmental education by empowering communities with knowledge on sustainable living, fostering eco-conscious mindsets, and promoting actionable solutions to environmental challenges.



SDG 17: Partnerships for the Goals

Activate Green Trust collaborates with various institutions, including local communities, youth led organisations, to amplify the impact of our sustainability efforts and foster a collective approach towards achieving the SDGs.

Our Team

Trustees/Management



Thayu Wainaina
Law LLB
Founder, Head of Strategy
and Oversight

Thayu Wainaina, the Founder of Activate Green Trust, has been at the forefront of environmental advocacy and community empowerment since stepping into leadership in 2021. Alongside Sheila Kiarie, Thayu has played a pivotal role in shaping Activate Green's mission and driving its impact on global sustainability efforts.

With a profound interest for environmental policy, Thayu is committed to addressing critical environmental issues through both grassroots initiatives and policy reform. His dedication to creating a sustainable future is evident in Activate Green's diverse projects, including waste management drives, tree planting campaigns, and educational outreach programs.

As Thayu goes to further his expertise in environmental policy by pursuing a law degree at the University of the West of England (UWE) Bristol, he aims to deepen his understanding of legal frameworks and advocacy strategies. This academic endeavour will enhance his ability to influence environmental legislation and support Activate Green's mission on a broader scale.



Sheila Kiarie
BA Media Studies
Co Founder, Head of Governance
and Team Support

Sheila Kiarie, the Co-Founder of Activate Green, has been instrumental in the establishment and growth of the organisation since she stepped into leadership in 2021. Collaborating with Thayu Wainaina, Sheila has been a driving force behind Activate Green's mission to promote environmental sustainability and community empowerment.

With a deep-rooted passion for environmental advocacy, Sheila has utilised her skills to elevate the organisation's impact through innovative and engaging media strategies. Her commitment to environmental causes is evident in the diverse projects and campaigns she has spearheaded, aimed at raising awareness and fostering positive change.

As Sheila goes to pursue a Bachelor's degree in Media Studies at the University of British Columbia (UBC), she is excited to integrate her passion for environmental advocacy with her media expertise. This academic journey will enable her to harness the power of media to amplify environmental messages, reach broader audiences, and drive impactful change.

Our Team

Trustees/Management



Pranjul Sharma
Masters in Environmental Science
Head of International Representatives
and Global Teams

Pranjul Sharma has been a International Representative of Activate Green since December 2023, where she has leveraged her expertise in environmental sciences to contribute significantly to the organisation's mission of sustainability. With a strong background in Environmental Science (Master's degree, 2020-2022), Pranjul brings a wealth of knowledge and commitment to environmental causes. As the Head of International Representatives and a Trustee at Activate Green, she plays a pivotal role in promoting environmental initiatives on a global scale.

Her expertise in environmental welfare is evident in her various contributions, such as writing articles addressing critical issues like waste management and climate change's intersection with poverty, while managing Activate Green's Gloabl teams such as the international representatives ambassadorial programs and GreenPath Series Partnerships. Pranjul's involvement has been instrumental in supporting Activate Green's core values of sustainability and environmental justice.

Core Team



Nadya Shatir
Law LLB
Projects Manager



Marcus (Kun-Lung) Lee
BSc (Hons) Computer Science
Digital Innovation and Technology Director



Maxim Samoilenko
Law LLB
Social Media and Digital
Communications Manager



Jan Štoviček
Team Member Support Manager

Our Patners

We are privileged to have partnered with renowned youth organisations, hosting impactful online conferences that empower young people and align perfectly with our goals and values. These collaborations have been instrumental in fostering youth empowerment and environmental stewardship. We are proud to work alongside the following esteemed organisations: Greener is Cleaner, ECB Sustainable youth foundation and Pacy Advocates LLP. Through these partnerships, we continue to drive meaningful change and inspire the next generation of environmental leaders.



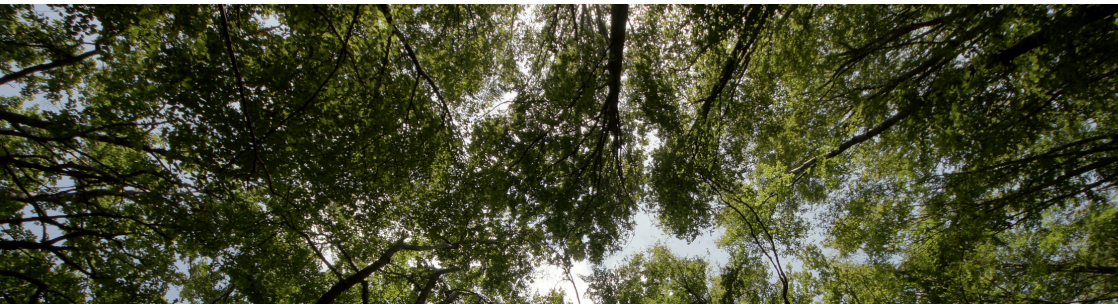
Testimonial



Jan Šťovíček

“

Representing Activate Green was an essential part of my personal development. Thanks to the encouragement and support from this organisation I dedicated myself to volunteering in my area, such as planting bushes, setting up waste management booth and designing cards with waste management explanations and guidance for people in my community. While my initiatives were humble and changed my own perception, I was still able to add a helping hand where it was needed and provide information to those who would not receive it otherwise.



News and Events

This year Activate Green has planned numerous and events. These events are there to enlighten you on the UN Sustainable development goals in depth , whilst giving you the opportunity to be immersed in global affairs, specifically climate change and its effects.



The GreenPath Webinar Series 2025 - Community Climate Conversations

Embark on a transformative exploration of climate change with this comprehensive series of webinars, panel discussions.

Webinars:

Climate Change 101

Saturday 22nd March 2025:

Build a strong foundation in climate science, understand historical trends, and grasp the critical role of greenhouse gases.

Waste Wise Protect the Future, Don't Sell It Out:

Friday 11th April 2025

Waste Wise is a short, engaging webinar focused on the importance of sustainable waste management in the fight against climate change. It explores how reducing, recycling, and recovering waste can protect the environment, conserve resources, and support global climate goals. The session empowers participants with practical knowledge and everyday actions to help build a cleaner, greener future.

Climate Solutions: A Deep Dive

Saturday 17th May 2025:

Discover cutting-edge solutions, including renewable energy technologies, energy efficiency strategies, and innovative approaches like carbon capture.

Policy to Practice

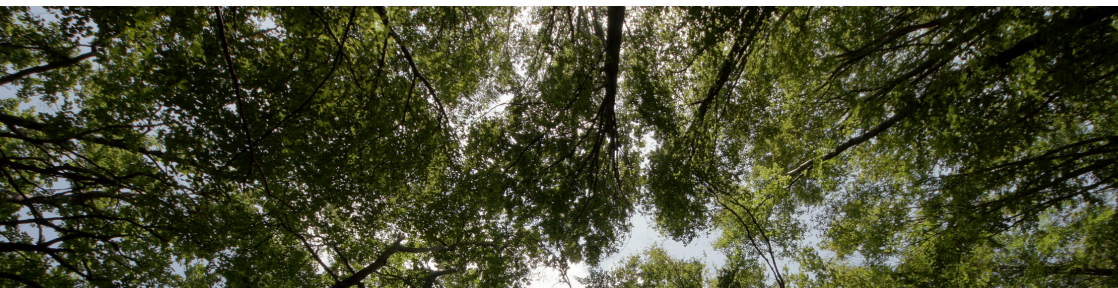
Saturday 13th September 2025:

In depth discussions into the role of environmental sustainability in the education sector, cutting through SDG 4 as a main topical issue in achieving sustainable development whilst seeking sustainable solutions

A Sustainable Future: Understanding and Implementing the SDGs

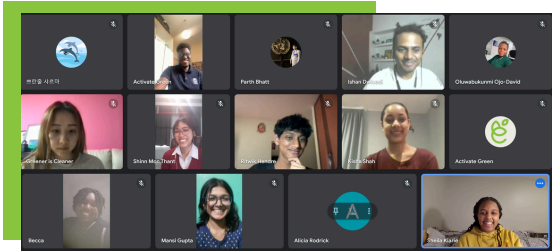
November: TBC

In depth discussions into the United Nations' Sustainable Development Goals, learn how they interconnect, and discover practical steps for individuals, organizations, and governments to contribute.



News and Events

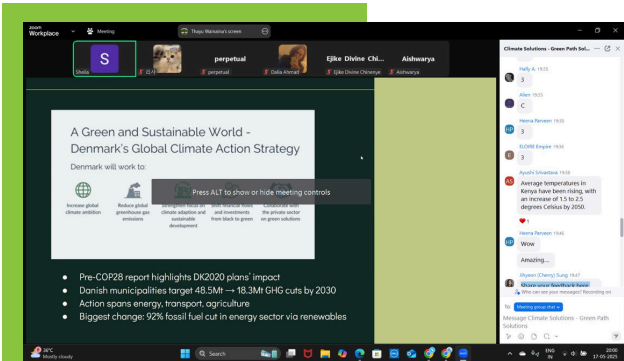
The GreenPath Webinar Series 2025 - Community Climate Conversations Gallery



Climate Change 101
Saturday 22nd March 2025



Waste Wise 2025
Friday 11th April 2025

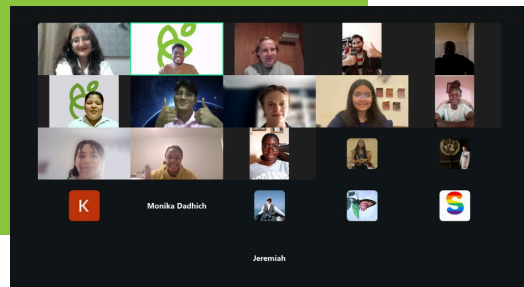


Climate Solutions
Saturday 17th May 2025



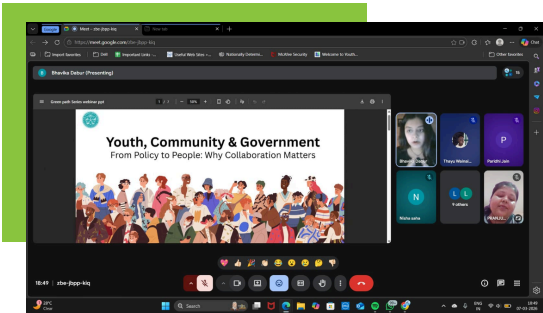
News and Events

The GreenPath Webinar Series 2025 - Community Climate Conversations

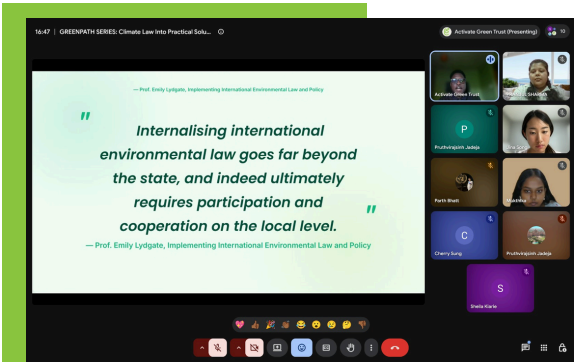


Policy to Practice
Saturday 13th September 2025

The GreenPath Webinar Series 2026 - Action Resilience and Co-Creation



Youth Community and Government
Saturday 7th March 2026



Climate Law
Saturday 27th and Sunday 28th June 2026



Get Involved



The International Representatives Programme

The International Representatives initiative is integral to Activate Green Trust, fostering global communities while embracing cultural differences. Our trust welcomes learners, activists, and volunteers from all seven continents to represent their local regions while working on the environmental issues in their respective regions. The international representatives initiate the work on the policy of the United Nations, Sustainable Development Goals, specifically SDG 13, **(CLIMATE CHANGE)** therefore, the IRs are required to promote Activate Green's agenda, combating climate and promoting environmentally sustainable practices, also facilitating collaboration with local/international organisations.

International Representatives are committed to working as 'Team Leads' & 'Team Members' on a contractual basis, without a stipend. Activate Green IR Contract provides the benefits of receiving participation and experience certificates with a letter of recommendations and also provides various opportunities to gain hands-on experience, enhancing their knowledge and skills development while promoting Activate Green missions and visions for advocacy by initiating workshops, community engagement and networking events, coordinating global campaigns, making reports, organising webinars, and local events such as tree plantations, paper drives, and clean-up drives.

If a person is passionate about working to represent his/her region and has a keen interest in environmental management or related streams and report making, they are welcome to join the Activate Green International Representative Program. To join, scan the QR code to register your interest.



Apply Here

Get Involved



Activate Green Core Membership

Core membership at Activate Green offers an unique opportunity to play your role in driving the organisation's mission from behind the scenes. As a core member, you will contribute to our backend operations by managing essential functions such as website maintenance, social media outreach, and email campaigns, ensuring our message reaches a broader audience effectively. Additionally, you will assist with crucial fundraising efforts and grant writing, helping to secure the resources needed to sustain and expand our impactful initiatives. Core members work closely with the leadership team, gaining valuable experience in organizational management, strategic planning, and communications, all while making a tangible difference in advancing environmental sustainability. This membership tier is perfect for individuals who are passionate about contributing their skills and expertise to support the growth and success of Activate Green from within.

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ActivateGreen

QR codes which will take you to our main communication channels, where updates will be posted.



Instagram



Twitter

