

Title of event: Green Asia Network Campaign for the World Day to Combat Desertification

Organized by: Green Asia Network Headquarters

Date: 17 June 2017

Venue: Seodaemun Independent Park

Event Description:

- i) Goal
 - a. To raise awareness about desertification by exhibiting pictures of degraded areas in Mongolia
 - b. To encourage people to plant trees in desertified areas and to develop their own resolutions to curb desertification around the world
 - c. To help understand the diverse efforts of Green Asia Network and the UNCCD to combat desertification
- ii) Campaign
 - a. In order to enhance recognition of the severity of desertified areas in Mongolia, Green Asia Network exhibited pictures that depicted degraded land and the impact this has had on the lives of Mongolians. Accompanying these images were photos of Green Asia Network's afforestation efforts with nomads and Korean companies and organizations such as "The Cass Forest of Hope" which has been afforested with Oriental Brewery Co. since 2010.
 - b. In order to promote the importance of environmental protection, people stamped leaves onto a small drawing of a bare tree and then posted it onto a barren Mongolian map, which was meant to signify greening the earth and showing that everyone has a role to play.
- iii) Pictures



