


Global **Minga**
for the **Environment**
The Call of Life



www.mingamundialporelambiente.com



Minga, an Andean concept that unites the world

Minga is a collective action for the restoration of nature that invites us to participate locally and in coordination worldwide.

This Andean-origin concept integrates community service with the values of caring for life, putting humans and nature at the center.

Minga is a practice of reciprocity, trust, solidarity, and community.

Minga is us, human beings united to regenerate.

It is essential to restore the intrinsic connection between humans and nature, water, and animals, through empathy, spirituality, joy, and hope.

ABOUT THE GLOBAL MINGA FOR THE ENVIRONMENT

The **Global Minga for the Environment** is a call to action for a shift in consciousness regarding water conservation, ecosystem restoration, and solid waste management.

This collective mobilization will promote a participatory environmental culture with citizen engagement, ensuring the protection of water, forests, and biodiversity. Additionally, it will promote the fight against plastic pollution.

On **April 26**, we will unite in
Mingas around the world

The areas to be intervened will be: San Pablo Lake (Imbabura), Danube River (Serbia), Xochimilco Lake (Mexico), Atitlán Lake (Guatemala), Cajas Lagoon (Cuenca), San Pedro River (Quito), Galápagos beaches and submarine platform



Cajas Lagoon
Cuenca - Ecuador



San Pablo Lake
Imbabura



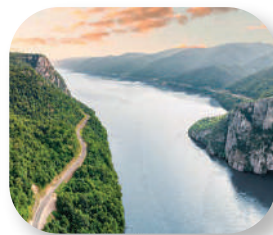
Galápagos beaches
and submarine
platform



Atitlán Lake
Guatemala



Xochimilco Lake
México



Danube River
Serbia



El Tena
Ecuador



Beach of Salinas
Ecuador



San Pedro River
Quito



El Puyo
Ecuador



Beach of Manta
Ecuador



MISSION

To generate **community participation** actions, as well as **educational** and awareness campaigns for the protection and restoration of water sources, forests, biodiversity, and responsible consumption.

VISION

To create a **global movement** that raises awareness about the value of water, biodiversity, and responsible consumption through education, mingas, and advocacy.



OBJECTIVES

- 🌿 Create a global **citizen mobilization** for the protection of water sources and mass planting of native trees.
- 🌿 Promote activities to reduce plastic and non-biodegradable solid waste pollution.
- 🌿 Drive global **edu-communication** actions that build new environmental attitudes and practices.
- 🌿 **Raise awareness** of the importance of restoring nature's cycles and the interconnectedness with ecosystem cycles.
- 🌿 Encourage local organization within a global integrative framework.
- 🌿 Coordinate knowledge management and the exchange of experiences from each initiative to **foster a sustained** and growing movement.

GOALS

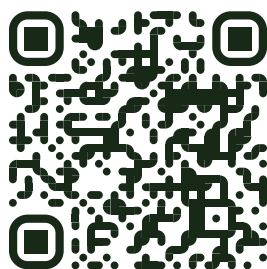
- ✔️ Involve **20** countries.
- ✔️ Benefit **100,000** students.
- ✔️ Organize **100 clean-up mingas** for water sources and beaches, tree planting, and solid waste collection.
- ✔️ **150 participating** Rotary clubs.
- ✔️ Reach **500,000** people on social media.
- ✔️ Achieve **2,000** participants in the mingas.

INTEGRATE YOUR COMMUNITY INTO THIS GLOBAL MINGA!

Requirements to join

- 🍃 Involve at least 30 people.
- 🍃 Clean beaches, rivers, and streams, as well as reforest in ecosystem restoration or urban tree planting projects.
- 🍃 Self-manage and coordinate logistics and resources
Document the process in videos.
- 🍃 Follow the brand manual to create promotional materials.
- 🍃 Share the documented content on the official minga channels.
- 🍃 Register your membership in the following form.

¡Subscribe here!



EDU-COMMUNICATION MATERIALS AT YOUR REACH



We know that education is the foundation of **transformation**.

By joining the Global Minga for the Environment, you will receive:

- Ecosystem Restoration Projects Manual
- Zero Waste Culture Manual for my community
- Waste classification tutorial
- Tree planting tutorial
- Webinars and training sessions

This material will support initiatives worldwide.

ORGANIZERS

Rotary International, Johannes Kepler School, and the Arcandina Foundation join forces to create this project coordination mechanism at a global scale.

Rotary



Rotary International we are a global network with 1.2 million Rotarians ready to change the world.

We have more than 46,000 clubs in nearly 200 countries, funding sustainable projects.

Under our motto "We are people of action," we have accumulated 47 million hours of volunteer work that transform communities.



arcandina
FUNDACION PARA LA EDUCACION AMBIENTAL

Arcandina Foundation for Environmental Education, we are the creators of the TV series "Arcandina," broadcasted internationally.

We are recognized by UNESCO, the National Wildlife Federation, and the Schwab Foundation for our environmental edu-communication strategies.

We have made history in sustainable communication and production in Ecuador.

COLEGIO
Johannes
Kepler



Johannes Kepler School we are the only school in Latin America to receive the UN's SDG certification.

We are a benchmark in education for sustainable development, and in 2023, we were recognized as the World Best School Prize.

We are the creators of the reforestation initiative "Siembratón" and the recycling initiative "Reciclatón." Our activities have brought together 4,500,000 students and 60 public and private stakeholders in favor of environmental conservation.



WHAT DEFINES US

Passion, commitment, and innovation in education. Johannes Kepler School and Arcandina Foundation are leaders and pioneers in environmental education and have trained several generations as agents of change.

The prestige, global presence, and commitment to community service of Rotary International and the Rotary Environmental Action Group.

The experience of having implemented 22 successful mingas and actions for the rescue of San Pedro and Machángara rivers, as well as the first Global Minga for the Environment organized between Arcandina and Rotary International.





Global **Minga**
for the **Environment**
The Call of Life

Organized by:



Ministerio del Ambiente,
Agua y Transición
Ecológica

Ministerio
de Educación

COLEGIO
**Johannes
Kepler**



#JOINUS



es aliarnos con un mismo propósito