

About IDEA

IDEA was founded on July 11, 2011 by Mrs. Leyla Aliyeva, Vice President of the Heydar Aliyev Foundation – one of the leading non-governmental organizations in Azerbaijan. Her vision was to bring young people together from across the globe to promote dialogue, cooperation, education and action on environmental issues.

IDEA MISSION and VISION

IDEA is a real and virtual community of young people, regionally and internationally, with a shared passion for the environment. IDEA believes in the power of young people to make changes in their respective communities. Its vision is to release the power of youth to create greater harmony with global environment.

IDEA aims at holding a number of environmental actions to draw attention of young people to the necessity of protecting our fragile planet. The mission of IDEA is to nurture virtual community through an open dialogue which provides information, inspiration and practical calls for environmental actions.

IDEA structure

IDEA Campaign has its central office in Baku with Board as the main body of the organization headed by Chairman. The Board is responsible for leading general policy of the organization and carrying out general administration, as well as coordination with IDEA Advisory Board. IDEA Advisory Board consists of 5-15 prominent representatives of Azerbaijani society in order to promote the public awareness on environmental issues.



Leyla Aliyeva
IDEA Founder

OUR PROJECTS

Mobilizing Azerbaijani Youth for Rio+20

On October 21, 2011, the Heydar Aliyev Foundation and the United Nations Development Program signed a Cooperation Agreement on "Mobilizing Azerbaijani Youth for Action in Preparation for the Rio+20 Summit in 2012". This one-year project aims to encourage young people to participate in the preparatory process for the United Nations Conference on Sustainable Development, to be held in Rio-de-Janeiro, Brazil, in 2012. It also aims to help young people share their views and ideas on how to tackle the challenges of sustainable development in Azerbaijan.



International Camp of Young Environmentalists, 2011

85 environmentalists from 35 countries participated in the International Camp of Young Environmentalists, held in Gabala, in November of 2011. The Youth Camp was held for three days through an opening ceremony and three different workshops. Participants adopted "Gabala Declaration" – calling on the people around the world to take personal responsibility on ecological problems and urging to bring environmental action and thinking into their daily lives.



OUR PROJECTS

"Maiden Tower" project

During renovation works at the Maiden Tower – the main landmark of Baku and a 12th century cultural monument, workers came across numerous bird nests. Flocks of swifts, highly aerial birds, had built approximately 200 nesting sites on the monument. The start of the conservation process on the Maiden Tower threatened the existence of these nests. In order to ensure their safety, IDEA campaign, together with the "Ichari Shahr" State Historical and Architectural Reserve, launched the project on creating special simulated nests for these birds, while the renovation works continued on the Maiden Tower.



Round Tables and Lectures

In 2012, IDEA gathered all environmental non-governmental, governmental and international organizations together. General environmental state of the country and sustainable development issues were discussed.

Environmental education of young generation is a guarantee for sustainable future. Awareness raising programs of IDEA have been welcomed by students as one of the most interesting initiatives of the campaign.



Baku Debate Forum

The Baku Debate Forum, organized by the IDEA campaign, "Tamiz Shahr" JSC and "Debate in Civil Society" Public Union, was launched in March 2012 and included trainings, debate contests and expert meetings for the students of 15 universities in Azerbaijan. During these trainings the theory of "3R" (Reduce, Reuse, Recycle) was discussed in order to develop progressive green thinking in the society.



INEPO-AVRASIYA competition in Baku

The sixth INEPO-AVRASIYA environmental protection projects competition for schoolchildren was held in Baku on April 6-7, 2012. During this event the organizers and jurors of the competition presented the Special International Honorary Award for Environmental Protection to Ms. Leyla Aliyeva in her capacity as a founder of IDEA initiative. The competition aims to make the younger generation aware of, and sensitive to, environmental problems and environmental protection, to develop an environmental outlook, to nurture enthusiasm to protect the natural, cultural and aesthetic heritage and to involve children in different projects to tackle environmental issues.



Youth 21: Global Youth Leadership for Change Forum

On March 15-18, 2012, the United Nations organized "Youth 21: Global Youth Leadership for Change Forum" in Nairobi, Kenya. This high-level event was attended by prominent leaders of national and international youth NGOs, UN agency representatives, Member States, private sector and foundations. IDEA delegation participated at this event. The main purpose of the forum was the discussion of youth engagement in sustainable livelihoods, economic and political governance and assessment of perspectives on global youth issues.



IDEA Campaign at the House of Lords

During the official reception at the House of Lords on March 23, 2012, the members of British parliament, as well as representatives of diplomatic corpsuses in Great Britain got acquainted with the recent activity of IDEA Campaign. The initiator of the campaign Mrs. Leyla Aliyeva gave detailed information about environmental projects realized by IDEA in Azerbaijan.



Young Tree for Young Spirit

IDEA participants launched a campaign under a slogan – “Young tree for Young Spirit” – according to which, 300.000 trees were planned to be planted in 2012. Volunteers have already made a huge progress and initial mass tree-planting took place on the Zikh highway. On April 22, 2012, International Earth Day, Minister of Ecology and Natural Resources of Azerbaijan Huseyngulu Bagirov participated at one of these tree-planting events.



Send your message to Rio+20

The essay competition for students “Send your message to Rio +20” had its aim to mobilize Azerbaijani youth to the “Rio+20” summit and to encourage them to think about the current global environmental problems. IDEA essay competition attracted new people to our initiative and significantly strengthened our position among young people in Azerbaijan. The winners of the competition were announced at the award ceremony on April 27, 2012.



Protect the “Caucasus Big Five”

IDEA identified the “Caucasian Big Five” – five animals that are under the threat of extinction – bear, eagle, wolf, gazelle and Caucasian leopard. Together with the Ministry of Ecology and Natural Resources of the Republic of Azerbaijan and the Heydar Aliyev Foundation, IDEA launched a project to protect and resettle gazelles in their natural habitat. The gazelles are provided with special sensors that allow the movements of these graceful animals to be monitored. Through these sensors it is possible to record the illegal hunting of gazelles and to take proactive measures to protect them.



The “Big Five Exhibition”

As the part of the “Caucasus Big Five” project IDEA, jointly with Baku Museum of Modern Arts, the “Qiz Qalasi” Art Gallery, Baku Magazine and “Ichari Shahar” State Historical and Architectural Reserve, organized the “Big Five” exhibition of gazelle models in May 2012. Correlating with the IDEA Campaign’s “One Earth – One Future” slogan, the gazelle models had been painted by different artists from 23 countries of the world.

The opening of the IDEA Resource Center

The opening ceremony of the new IDEA Resource Center was held at the Academy of Public Administration under the President of Azerbaijan on May 19, 2012. The center is aimed at hosting short and long term training courses, seminars, roundtables and lectures on environmental topics both for students and specialists in this field. The well-equipped resource center includes designated areas specifically for reading, researching and discussions, as well as for getting some rest. It will also subscribe to a number of international journals and bulletins in order to secure up-to-date information on environmental matters and make a difference through innovation, leadership and proactive actions.



EYEDEA Photo Contest

IDEA campaign, in cooperation with a famous photographer and humanitarian Mr. Reza Deghati, initiated the EYEDEA annual International Children and Youth Photo Contest that will promote the concept of raising awareness on environment issues by showing it through the children's eyes, as well as unite children and youth from around the world in one common idea of secure nature. The contest will be held in October 2012.

"Birdhouses Design" project

In observance of the World Migratory Bird Day, IDEA, in collaboration with the Ministry of Ecology and Natural Resources of Azerbaijan, announced a "Birdhouse Design" tender. The goal of the project is constructing a number of birdhouses in and around Baku to provide nesting birds with safe shelters to lay eggs and raise fledglings, and to shelter birds from harsh weather conditions when they are not raising young birds. The winners of the tender will be announced in September 2012.

"Environmental Textbook" project

In 2012 the environmental textbook project was launched by IDEA, jointly with the Ministry of Ecology and Natural Resources, Ministry of Education, and Ministry of Youth and Sport of the Republic of Azerbaijan. The project is aimed at developing the book that will address the most important and challenging environmental issues and the basic concepts of environmental sustainability. Publication of the book is scheduled for early 2013.

IDEA website – the website of ideas

Carbon footprint Calculator: By entering your personal data into the carbon calculator located on the web site of IDEA, you can easily find out the amount of green house gases emitted as a result of your daily activity.

Environmental tips are presented to everyone to reduce the negative impact of your activities on the environment.

Climate Change page: Science proves that change is an ongoing process in the global environment. IDEA is drawing attention of the international community to the global warming problem by presenting a climate change page on its web site. First ever carbon meter was installed and presented on the web site of IDEA.

IDEA in social media

You can find us on facebook  www.facebook.com/ideacampaign.org

IDEA twitter  www.twitter.com/IDEAcampaign

