



**IDEA**





Leyla Aliyeva  
IDEA Founder



International  
Dialogue for  
Environmental  
Action

## Welcome to IDEA!

International Dialogue for Environmental Action is an international campaign launched by Leyla Aliyeva on July 12, 2011 in Baku.

IDEA is all about working with young people to put environmental awareness and action at the heart of family, community and national life.

Campaign is mainly focusing on the power of youth and considers it as an important tool to change the way we behave and consume our surrounding natural world.

IDEA is based on the principles of dialogue, action, leadership and education – all essential ingredients for equipping a generation to create positive and sustainable environmental change.

IDEA aims at holding a number of environmental actions to draw attention of young people to the necessity of protecting our fragile planet. It also envisages empowering the youth working towards sustainable future.



## What's the big IDEA?

## IDEA Goals

**Dialogue:** Exchange of ideas through regular forum events and local groups – both in Azerbaijan and internationally

**Action:** Participation in youth camps, events and specific environmental projects around the region

**Leadership:** Encouraging and recognizing young leaders, who can effectively spread the word and lead others in our environmental endeavors

**Education:** Providing resources to schools, groups and communities, to empower them to protect their environment better

One of our main objectives is to create a real and virtual community of young people, regionally and internationally, with a shared passion for the environment

Nurture virtual community through an open dialogue, which provides information, inspiration and practical calls for environmental actions  
Empower each member of this community to become an ambassador and leader for local environmental awareness and action

- ✓ Children's Eyes on Earth Youth Photography Contest
- ✓ Children's Eyes on Earth Youth Photography Festival
- ✓ Gabala Camp of Young Environmentalists
- ✓ International Youth Environmental Camp
- ✓ Environmental textbook Project
- ✓ IDEA "Birdhouse Design" Project
- ✓ IDEA Instagram Photo Contest
- ✓ Green Graffiti Festival
- ✓ Green Week

## International Projects



- ✓ Essay competition: "Deliver Your Message to Rio+20"
- ✓ "Recycling for environment" Youth Summer Camp
- ✓ Eco-historical project: "Maiden Tower" birdhouses
- ✓ Mobilizing Azerbaijani Youth for the Rio +20
- ✓ "The future you want" project competition
- ✓ "Green Corps" Summer School
- ✓ Eco Summer School in Shaki
- ✓ IDEA Green Conversation club
- ✓ Green Economy Youth Camp
- ✓ Caucasus Big Five Exhibition
- ✓ Young tree for Young Spirit

## Local Projects

- ✓ IDEA for Green Azerbaijan
- ✓ IDEA Eco cinema club
- ✓ Earth Hour Azerbaijan
- ✓ Baku Debate Forum
- ✓ IDEA Lecture Series





## How do we contribute to the environment?

We implement diverse kind of projects to draw the attention of young people to the preservation of the nature

We use only recycled paper

We save energy at the office

We sort the rubbish at the office

We plant more than 10 000 trees every year

We clean up more than 5 tons of litter every year



Ella Wagner, 22  
IDEA member, Vienna, Austria



Will Hawkes, 17  
Bronygrarth, Wales, UK

“IDEA is a green world. It is a great organization which campaigns for the environment and international exchanges”

“IDEA is an organization which has given me huge opportunities with nature photography! Of which I am very grateful”



Lala Darchinova, 19  
Baku, Azerbaijan



Michael Theodric, 11  
Indonesia

“IDEA changed my lifestyle. Now I am more-environmentally friendly in daily life”

“I visited Azerbaijan, learned more about nature photography and importance of saving environment due to IDEA. Now I also call other children think green”





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