



BOOSTING ENVIRONMENTAL CONSCIOUSNESS

8th September 2014

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8th September marks International Literacy Day and this year's activities focus on the links between literacy and sustainable development. The Endangered Wildlife Trust (EWT) has earmarked this day to promote conservation and environmental literacy at primary schools.

According to the United Nations Organization for Education, Science and Culture (UNESCO), literacy is a fundamental human right and the foundation for lifelong learning and is essential to social and human development in its ability to transform lives.

The EWT's International Literacy Day event took place at Lefofa Primary School, Mosaledi Primary School and Reneilwe Primary School on 8th September in Hammanskraal north of Gauteng where learners and teachers were inspired to protect the fragile nature of our environment.

"We have no doubt that boosting conservation literacy will lead to more environmentally responsible citizens. The EWT is committed to increasing awareness and mainstreaming environmental considerations into the daily lives of people," said Alison Janicke, EWT Human Resources Manager.

International Literacy Day at the primary schools started off with an interactive session on conservation literacy with grade 7 learners and teachers, followed by reading of poetry. The learning areas that were highlighted include the importance and benefits of planting indigenous trees as well as environmental activity for the next generation and its impact.

The EWT also handed out conservation educational and reading material to add to the school libraries. The day ended off with conservation exercises: the learners got to plant indigenous trees and also learnt how to construct birdfeeders utilising recycled cold drink plastic bottles.

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The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

NPO Number: 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.

"This event will become an annual fixture on the EWT's calendar and over the years we hope to witness not only the growth of the children's conservation literacy but also the growth and bearing of fruit of the food-trees." concluded Janicke.

The EWT has been collecting conservation related books and posters which will be donated to other select underprivileged schools and will continue to do so please donate any unused educational items to the EWT for use in this campaign.

For further information about the EWT's Conservation Literacy Day please contact Alison Janicke on alisonj@ewt.org.za. Thanks to the EWT members who donated conservation literacy materials towards this initiative.

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