



# MEDIA KIT: POLICY FORUM GUYANA 1.5 LIFESTYLE CAMPAIGN LAUNCH



**1.5° C LIFESTYLE**



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# **POLICY FORUM GUYANA**

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## **OVERVIEW**

### **Introduction to Policy Forum Guyana:**

**Policy Forum Guyana is a secular, non-profit organization that was established on April 22, 2015, with the mandate to focus primarily on accountability and transparency issues related to natural resources, climate change, and extractive industries while promoting environmental education through the 1.5°C lifestyle.**

### **Summary of the 1.5 Lifestyle Campaign:**

**The 1.5 Lifestyle Campaign aims to encourage sustainable living practices that align with the global goal of limiting temperature rise to 1.5°C. The campaign will involve educational workshops, community events, and a robust social media presence to raise awareness and inspire action.**



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## PRESS RELEASE

### For Immediate Release

### Policy Forum Guyana Launches 1.5 Lifestyle Campaign to Combat Climate Change.

Policy Forum Guyana is proud to announce the launch of its 1.5 Lifestyle Campaign, a groundbreaking initiative designed to promote sustainable living practices among Guyanese citizens. This campaign aligns with the global goal of limiting global warming to 1.5°C above pre-industrial levels, as outlined in the Paris Agreement.

"Climate change is an urgent issue that requires immediate action at all levels of society," said Jasmine Crawford, 1.5 Coordinator of Policy Forum Guyana. "Our 1.5 Lifestyle Campaign is an opportunity for everyone to contribute to a sustainable future by adopting practical, everyday actions."

The launch of the 1.5 Lifestyle Campaign occurred on June 1, 2024, in the National Library's Conference Room and saw the attendance of over 40 individuals. The campaign will feature a series of educational workshops, and social media engagements aimed at raising awareness and inspiring action. Key partners include Teleperformance Guyana, Darthan Investments, Jars Zero Waste, EcoDen, Survival Supermarket, Fragrance De-lite, Khayr Refillery, Suri Trading and the National Library. Additionally, the 1.5 influencers who played a major role in spreading awareness of the 1.5°C Lifestyle Kit: Elsie Harry, Romario Hastings, Nicolette Fernandes, Gabriel Gilkes, Dr. Dave Lalltoo, Shemina Peroune, Nuriyyih Gerrard, Joel Simpson, Sonia Noel, Aruna Sookdeo, Shamola Ally (Mola), and Matthew Gaul.

For more information, visit [policyforumgy.org](http://policyforumgy.org) or contact Jasmine Crawford at 227-4908 or [policyforumguy@gmail.com](mailto:policyforumguy@gmail.com).

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## **FACT SHEET**

### **Key Facts about Climate Change and the 1.5°C Target:**

- Global temperatures have already risen by 1.1°C since the late 19th century.
- The Paris Agreement aims to limit global warming to well below 2°C, with efforts to keep it under 1.5°C.

### **Overview of Guyana's Environmental Challenges and Opportunities:**

- Guyana is highly vulnerable to climate change impacts such as sea-level rise and extreme weather events.
- Opportunities for renewable energy and sustainable agriculture are growing.

### **Goals and Objectives of the 1.5 Lifestyle Campaign:**

- Promote energy efficiency and renewable energy use.
- Encourage sustainable consumption and waste reduction.
- Foster community resilience to climate impacts.



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## FACT SHEET

### Timeline of Key Events and Milestones:

- **November 12, 2021: Launch of the Change Lifestyle, Not Climate Pledge**
- **December 3, 2022: Climate-Friendly Lifestyles needed by Guyanese to address the Climate Crisis.**
- **April 22, 2023 : Launch of 1.5 Campaign - Earth Day Celebration**
- **May - August 2023: Glass-It-Up Competition**
- **November - December 2023: 1.5 Crew Training Kit**
- **April 2024- ongoing : Green Screen: Shining a Light on Sustainability**
- **April 21, 2024: Sip and Create Event - Earth Day Celebration**
- **June 1, 2024 - Launch of 1.5°C Lifestyle Kit**

### Upcoming Events:

- **October 2024: Trash the Runway**
- **September 2024: World Rivers Day**



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## STAKEHOLDERS AND PARTNERS

**Darthan Investments**



**Teleperformance - Guyana**



**EcoDen**



**Jars Zero Waste**



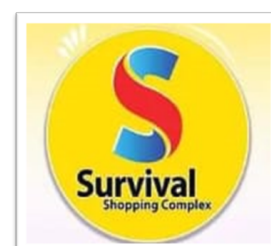
**Suri Trading**



**Sleepy**



**Survival Supermarket**





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## STAKEHOLDERS AND PARTNERS

**The Khayr Refillery**



**Fragrance De-Lite**







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## KEY MESSAGES

### Core Messages:

- Embracing a 1.5°C Lifestyle.
- Every action counts in the fight against climate change.
- Sustainable living is achievable and beneficial for all.
- Guyana can lead by example in the global effort to limit warming to 1.5°C.

### Quotes:

**“A 1.5°C lifestyle means recognizing that our everyday choices big and small play a role in protecting our planet and ensuring a sustainable future for current and future generations. If we are to keep global warming below critical levels, we must live consciously and act responsibly.” - Benita Davis (Coordinator - Policy Forum Guyana)**

**“Young people have the power to lead the way in creating a sustainable future. Embracing a 1.5°C lifestyle is not just about reducing emissions; it's about transforming our lifestyle to a more sustainable and climate friendly one . If we neglect to do this we jeopardize our future generations.” - Jasmine Crawford (1.5 Coordinator - Policy Forum Guyana)**

**“Sustainability is no longer about doing less harm, its about doing more good.” - Jochen Zeitz**

**“A nation that destroys its soils destroys itself. Forests are the lungs of our land, purifying the air and giving fresh strength to our people.” - Franklin D. Roosevelt**



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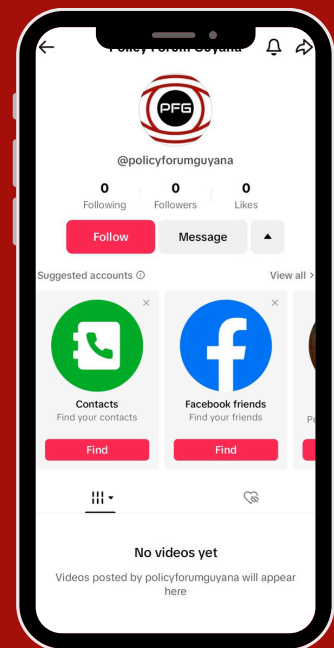
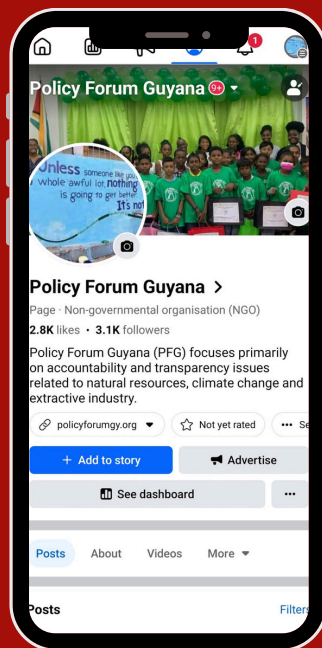
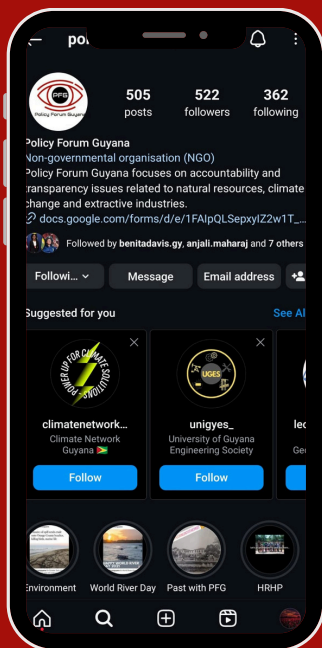
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## HOW TO SHARE YOUR STORY?

Post your video to social media either via TikTok, Facebook, or Instagram.

Your post may be shared by the campaign's organisers, you must tag the accounts below:

Facebook	Instagram	TikTok
Policy Forum Guyana	policyforumguyana	policyforumguyana



Use Hashtags: **#1point5LifestyleGY** **#1point5LifestyleKitGY**  
**#My1point5LifeGY** **#Sustainability** **#PolicyForumGuyana**



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## HOW TO SHARE YOUR STORY?

To add the campaign filter to your video, click the button below:

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