



GLOBAL CLIMATE Pledge

FOR IMMEDIATE RELEASE: MAYA is the First Zimbabwean Organization to sign the Global Climate Pledge and Partner with the U.S. Green Chamber of Commerce

Manicaland Province, Zimbabwe— The [Manica Youth Assembly \(MAYA\)](#) has partnered with the U.S. Green Chamber of Commerce (USGCC) by signing the [Global Climate Pledge](#), making a commitment to continually work at preserving the environment. Moreover, MAYA is the first organization from Zimbabwe to take the Pledge, expanding the Pledge’s international environmental network.

“We are thrilled to have the Manica Youth Assembly sign the Pledge,” said Michelle Thatcher, CEO of the USGCC. “The work they are doing in environmental outreach is crucial for everyone, but especially the youth. Increasing the engagement of young community members is pivotal, as they pass on climate-conscious ideas and habits to future generations.”

A growing cooperative of organizations and businesses worldwide are banding together to obtain signatures from 2 billion individuals and companies on this Global Climate Pledge by 2022. The Pledge is the first climate movement to take an inclusive and ambitious approach, breaking boundaries and engaging billions of people around the world in climate action.

The Manica Youth Assembly was formed in 2018 and is a non-profit trust operating in Zimbabwe. The organization has partnered with numerous local city councils on environmental programs, including tree planting initiatives, bolstering natural disaster responses, and community education regarding sustainable development goals. Altogether, MAYA prioritizes the intersection of human peace and environmental protection — if the environment is being degraded, that will further degrade peace in our communities.

“For MAYA, biodiversity is the last line of defense for humanity,” said Jussa Kudherezera, MAYA’s media representative. “As a result, we believe that climate management is the nerve centre of sustainable development and growth.”

In addition to getting youth involved in environmental activism, policies and local government, MAYA was also recently included in a [statement](#) against police brutality in Zimbabwe during its COVID-19 lockdown, furthering their advocacy regarding issues that negatively impact our human community.

MAYA's focus on advocacy and fighting for humanity at large complements the goals of the Global Climate Pledge. The Pledge does more than reiterate environmental problems; it guides individuals and organizations on how to alter their habits to immediately become part of the solution. In this way, the Pledge is forging an international collective of inspired people to draw attention to causes worth noticing and caring about.

The Pledge is at the forefront of forging new relationships between individuals, organizations, and the planet. The inclusion of the Manica Youth Assembly highlights the building of an international environmental community, as well as showing that the Pledge is accessible to almost anyone, anywhere.

The [Individual Pledge](#) involves its signers taking immediate action. Several of these actions include: joining or supporting a local climate organization — like MAYA — voting for positive climate initiatives, and supporting local businesses. Signers of the Pledge can interact with the Manica Youth Assembly to fulfill environmental objectives, allowing both organizations to build off of each other to promote change.

The Global Climate Pledge aids the Manica Youth Assembly in providing resources to committed members of both organizations. Visit their [Facebook](#) or [GivingWay](#) pages to learn more about their current projects.

“Continuous deforestation will culminate in dehumanization,” says Jussa. “It is against this backdrop that MAYA joins other national, regional, continental and international boards in environmental awareness campaigns, such as the Global Climate Pledge.”

Expanding environmental education is one way international communities can exponentially increase our positive impact on the earth, also a core tenet of the Global Climate Pledge. Climate change at its face is overwhelming to most people and can feel scientifically and ecologically inaccessible, which is why the Global Climate Pledge was created.

“Learning about the impact that we personally have on the planet, in addition to the impacts of society, is invaluable,” said Thatcher. “That knowledge helps us gain perspective about what we can do not only for the people around us, but the planet at large.”

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For inquiries, please contact:

Michelle Thatcher, +1 407-310-1744, MichelleT@USGreenChamber.com

Jussa Kudherezera, manicayouthassembly@gmail.com

The U.S. Green Chamber of Commerce represents the voice of hundreds of thousands of small, mid sized and large American businesses and global corporations who understand that:

- Business success and sustainability go hand-in-hand
- Shareholder value and social consciousness co-exist side-by-side
- Long-term business profits, global leadership and environmental stewardship are inseparable from each other.

USGCC’s goal is to achieve the Triple Bottom Line: Profitable Financials, Prosperous People, and a Healthy Planet. Helping both established and emerging companies, the USGCC improves operational efficiency, implements environmentally sustainable practices, and taps into unexplored markets and opportunities.

Michelle Thatcher is the CEO and co-founder of the U.S. Green Chamber of Commerce. Under her leadership and direction, USGCC

Manica Youth Assembly (MAYA) was created in 2018 and registered as a trust catering to youth and their full involvement in governance. MAYA operates in Manicaland Province and has been involved in weekly community dialogues targeting cleaning the environment in the province around water, sanitation, mining and land degradation.

MAYA is fully geared to respond to the impact of climate change and the environment on sustainable peace. Whenever the environment is threatened then the peaceful existence is also threatened. If environmental protection is not taken seriously, security will be threatened to the country and affect the region as a whole. Environmental consciousness of citizens is critical to the existence of environmental protection committees so that businesses, governments and others are responsible for their actions.

MAYA is mobilising a critical mass for practical action to stop environmental degradation, deforestation by artisanal miners, multinational companies and individuals so

has inspired, educated, and connected thousands of sustainability leaders, helping them to build more sustainable and competitive businesses. With six chapters, USGCC and its members know that businesses offer the best solution to a healthier planet, more fulfilled lives, and a thriving economy.

that the environment is protected at all costs. It is our expected vision that MAYA together with other relevant stakeholders will be able to take the environmental protection projects to greater heights considering that every individual depends on a clean environment and hence need to be sensitive to the needs of others for safe spaces. Where the environment is threatened, it also threatens the peaceful coexistence of people in it.