

The Clean Green Champions Programme (CGCP)

AWF (Pvt.) Ltd, in collaboration with UNICEF and Ministry of Climate Change (MoCC) is the lead architect of CGCP, officially launched by Mr. Imran Khan, the Prime Minister of Pakistan on 15 November 2019. The CGCP aims to ensure the support and backing of the citizens to the civic bodies for this national effort. The CGCP is designed to seek the participation of the citizens voluntarily for keeping the cities clean,



improving civic amenities and creating in them the spirit and sense of owning their habitats and cities. Any citizen of Pakistan aspiring to be the Clean Green Champion will volunteer to contribute activities under the key five pillars of Clean Green Pakistan. To encourage the volunteer participation of the citizens of Pakistan in the CGP, a system of points and other benefits has been evolved. Each action will award the volunteer a set score/point, and based on the earned points, the Clean Green Champions will be ranked under the following five categories:



In addition to other learning benefits and awards for various above categories, the volunteers reaching the category of Platinum and Diamond will get the opportunity to meet the President and the Prime Minister of Pakistan. Their volunteer contribution to the CGP and winning the title of champions will also be acknowledged and appreciated by arranging ceremonies in their honor and invitation to related official functions. This CGCP provides a platform for all the citizens of Pakistan to play their role in making Pakistan clean and green.