

Mongolia

Raising Green Growth Awareness among Youth in Mongolia

In 2018, a collection of short animated videos brought Mongolia's green growth plans directly to new audiences and advocated for environmentally-friendly policies and practices.

Mongolia faces a number of ecological challenges. The country has a high dependence on fossil fuels for electricity, heating, cooking, and transportation. Moreover, water scarcity and land degradation (nearly three-quarters of the country is at some stage of desertification) are driving an exodus from rural areas into urban centers. In cities like the capital, Ulaanbaatar, local authorities are wrestling to adequately provide sanitation and decrease dramatic air pollution.

However, Mongolia has a vision for a green, sustainable future. The Sustainable Development Vision 2030 (SDV) and National Green Development Policy (NGDP), as well as related sectoral laws and programs, map out this greener future. The government aims to invest 2% of its GDP in green development and generate 14% percent of its electricity from renewable sources by 2030, as compared with a business-as-usual scenario. The NGDP also targets better energy efficiency, aiming to achieve a 40% reduction in wasteful heat loss from buildings.

Successfully hitting these targets will bring clear co-benefits in the forms of better air quality and public health as well as increased productivity. As often is the case, raising awareness and participation by the general population—and civil servants throughout the government—are vital to achieving these goals.



АМЬДАРЧ БУЙ БАЙР БАЙШИН, ИДЭЖ БУЙ ХООЛ ХҮНС, УНАЖ БУЙ УНАА ТЭЭВЭР, ӨМСӨХ ЗҮҮХ,
АЯЛАХ, ХЭРЭГЛЭХ ГЭЭД АЛХАМ ТУТАМДАА ЭРЧИМ ХҮЧ, НӨӨЦ ХЭРЭГЛЭЖ БАЙДАГ.



GGGI in Mongolia: Bringing green growth awareness to the youth

Sixty percent of the country's population is younger than 35 years old. To reach this tech-savvy audience in an engaging and accessible way, the Ministry of Environment and Tourism, together with other government institutions, commissioned a series of short animated videos that appeal to children and young adults, who can in turn educate older generations about the importance of a green lifestyle.

The 19 videos produced so far cover topics such as saving energy and water, waste recycling, and preventing air pollution. They have been viewed on Facebook, Twitter, and YouTube more than 800,000 times and shared approximately 30,000 times—more than 70% of Mongolians are active social media users.



GGGI in Mongolia: Producing animated videos to encourage sustainable development

Uranchimeg Tserendorj, head of the Green Technology and Investment Department at the Ministry of Environment and Tourism, says her office, in association with Ulaanbaatar City Environment Department, is using the videos to support ecological training in schools. In 2018, they reached 1,990 students in 20 secondary schools and 90 eco clubs.

The ministry has also organized public screenings in the capital city while other government ministries and agencies have hosted showings for their staff. As a result, all ministries are now actively contributing their inputs to green growth actions. Further, a recent monitoring exercise by the ministry revealed that public awareness of the NGDP is much higher.

“Collaboration amongst key ministries was very poor in the past. Other ministries thought the National Green Development Policy was none of their business,” said Tserendorj. *“We attribute the increased level of awareness to the videos which were enjoyed by members of the public and government employees.”*

The Global Green Growth Institute played a leading role in preparing and producing the videos for the government, as part of its longstanding support to Mongolia in promoting the mainstreaming of green growth among government institutions and the general public.

“Targeting leaders and citizens of tomorrow and youth as a social force for change will help pave the way for a greener future and ensure decision-makers of tomorrow have the knowledge and skills to take action,” said GGGI’s Country Representative in Mongolia, Romain Brillie.

Seven of the videos also have English subtitles to make them accessible beyond Mongolia’s borders. Tserendorj hopes that other countries around the world can adopt similar strategies to raise awareness about green development.

“This project has been a success in raising awareness, and we are happy to continue working with GGGI in advocating for the importance of securing Mongolia’s green growth future,” said Tserendorj.