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## Increased awareness vital to fight environmental issues: SACEP

ISLAMABAD: Minister for Climate Change Zahid Hamid on Wednesday said increased awareness at all levels was vital to cope with environmental issues for achieving sustainable socio-economic development goals.


"Although awareness of environmental issues has increased in the last few years, there is still a lot of work to be done to increase public awareness, particularly in South Asian countries like Pakistan, Sri Lanka, Nepal and India, where environmental degradation is at its height and is blocking the efforts aimed at achieving sustainable development goals," he said during his keynote address at the launching ceremony of the weekly environmental news bulletin of South Asia Cooperative Environment Programme (SACEP).


The ceremony was held in the Ministry of Climate Change on Wednesday and was attended by representatives of different government and non-governmental organisations and media. "Pakistan is currently the chair of the Governing Council of SACEP and about two years ago, on December 5, 2013, I had the honour and privilege of chairing the 13th Meeting of the Governing Council in Islamabad," he added. On that occasion, Maldives Minister Thoriq Ibrahim and Mostapha Zaher from Afghanistan were also present.

The minister told the participants that environmental awareness campaigns are most successful when targeted to specific groups or populations. "Many people do not pay much attention to environmental problems because they do not understand how the problem would affect them or their lifestyle.

Showing people how much money they could save by purchasing a hybrid or installing a solar panel has helped to 'convert' people who normally would not have paid much attention to environmental problems," Zahid Hamid highlighted.

 Staff Report

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