

Environmental  
Awareness  
Initiative



# SAND CHALLENGE



#Our Land. Our Future  
We are  
#GenerationRestoration



WORLD  
ENVIRONMENT  
DAY

UN   
environment  
programme

Kingdom of  
Saudi Arabia  
2024



# Introduction

This edition marks the occasion of the Kingdom hosting World Environment Day in 2024, as part of the Environmental Awareness Initiative focusing on land reclamation, desertification, and resilience to drought.

**Desertification:** The degradation of land in arid, semi-arid, and dry sub-humid areas, resulting from various factors including climate variations and human activities.

**Hence, our beautiful planet is experiencing desertification and losing its beauty!**

How does desertification affect the environment?

Desertification diminishes the beauty of our environment by reducing the presence of trees, flowers, and plants, affecting grasses, crops, and weeds which are swept away by floods.

**Therefore, there must be reasons that lead to all this, namely:**

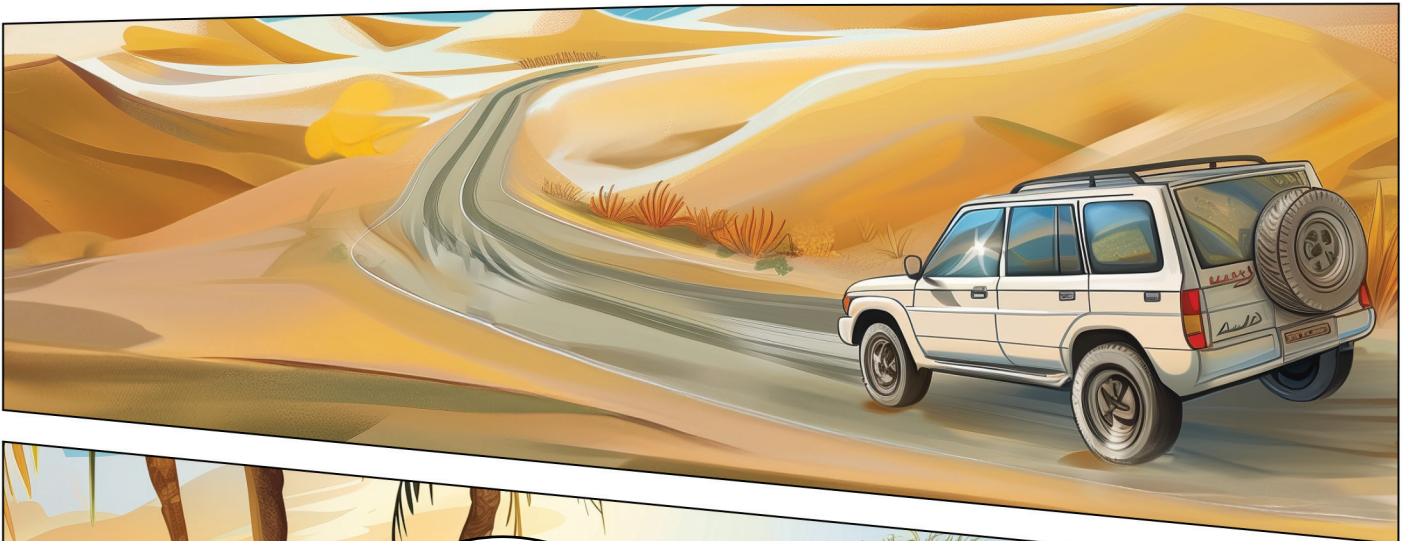
Collecting firewood, Overgrazing, unplanned urban expansion, unsustainable agricultural practices, and decreased rainfall coupled with increased drought.



# IT'S RAINING!

Indeed, dear Sama,  
I am so excited, so I  
will put on my white  
dress and my green  
watch!

The most beautiful day is when we visit  
our grandparents! I will wear my blue  
dress and put the red ribbon in my hair.

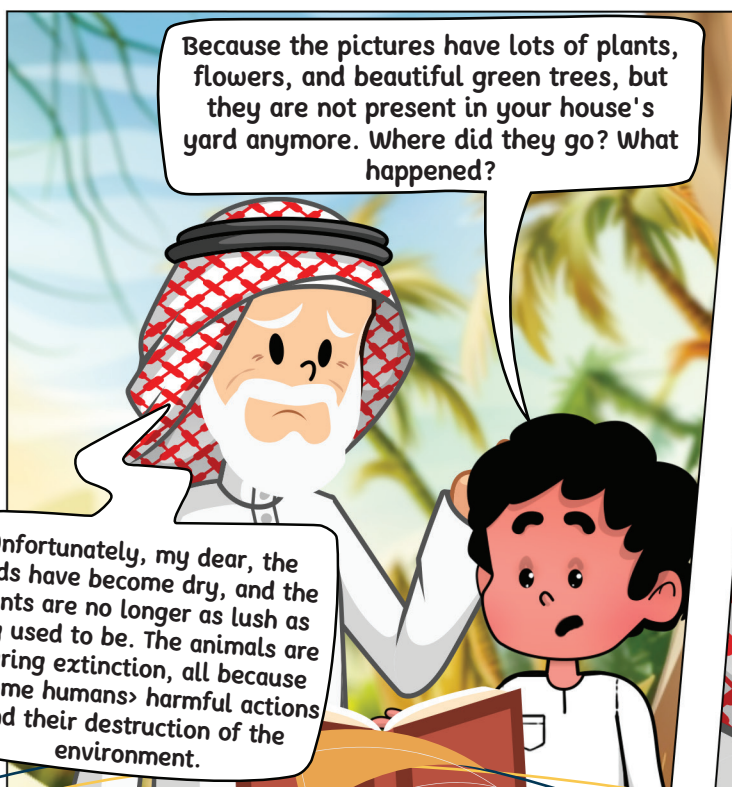
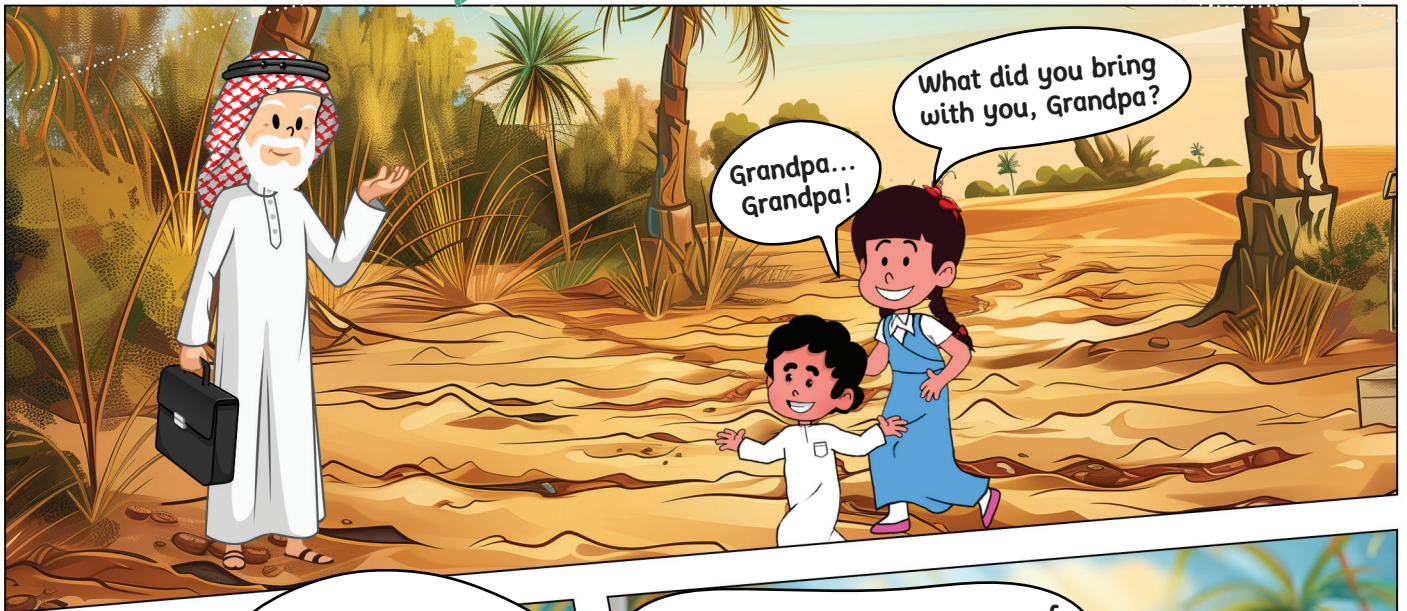


Thank you for your  
kindness, Grandpa!

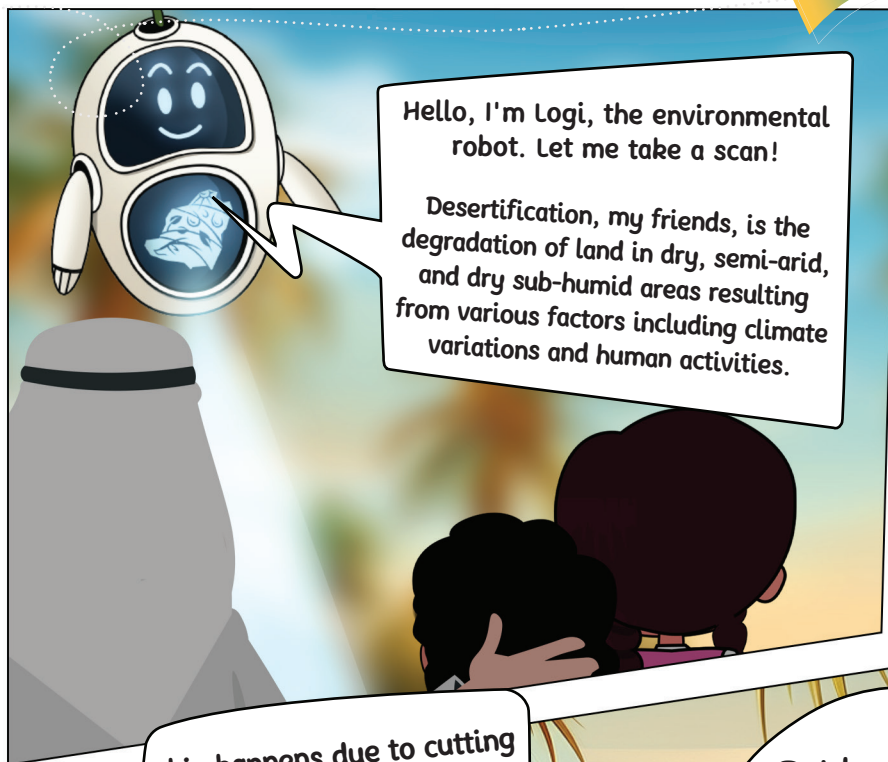
Welcome, my dears, seeing  
you delights me like seeing  
the rain.











Hello, I'm Logi, the environmental robot. Let me take a scan!

Desertification, my friends, is the degradation of land in dry, semi-arid, and dry sub-humid areas resulting from various factors including climate variations and human activities.

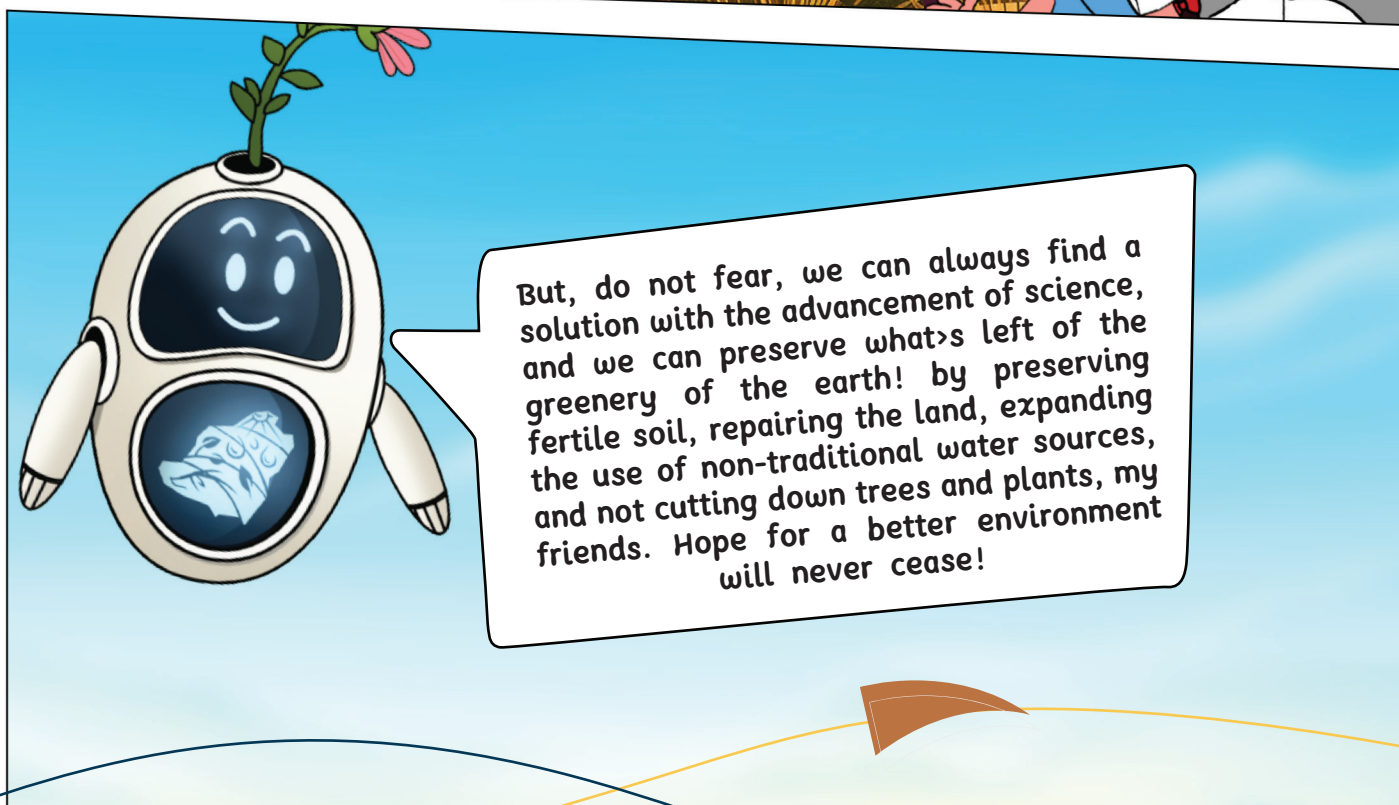


It's desertification!



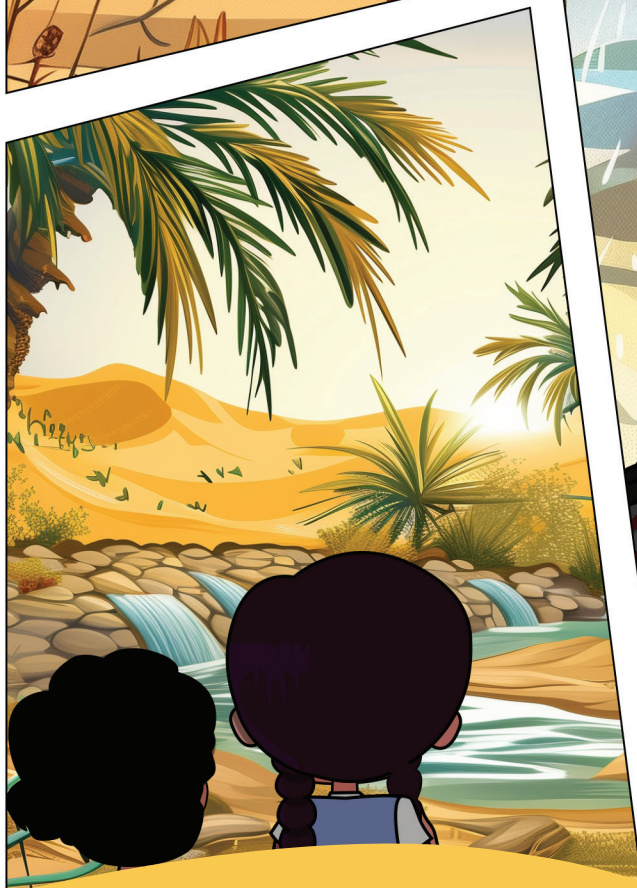
This happens due to cutting down trees, excessive use and wastage of water resources.

But how does all of this happen? And how can we avoid it?

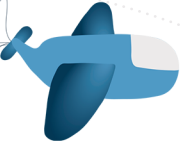


But, do not fear, we can always find a solution with the advancement of science, and we can preserve what's left of the greenery of the earth! by preserving fertile soil, repairing the land, expanding the use of non-traditional water sources, and not cutting down trees and plants, my friends. Hope for a better environment will never cease!

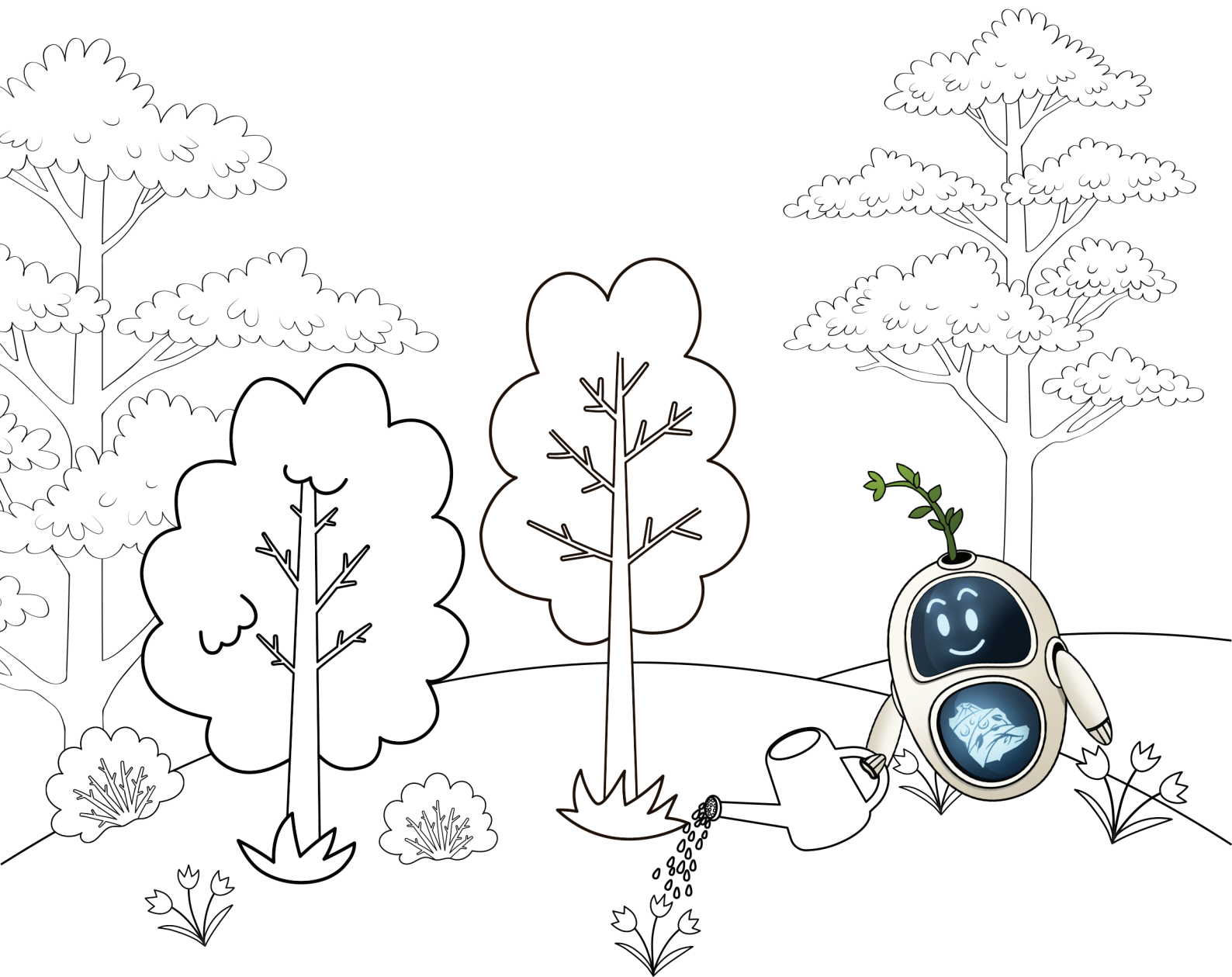








We protect our land  
and make it green again





## Let's think with Sama

And match the problem to the solution





Is the earth  
sad or happy?







**Learn with Sama the  
difference between  
the desert and  
desertification:**

The desert, my friends, is the beautiful place characterized by sandy dunes and is part of our beautiful environment.

Desertification is the result of drought, lack of rainfall, and human activities such as cutting down trees of forests, making the land infertile and deteriorating, without trees.



## Land Degradation

It is the decline in the productive capacity of the land and the loss of vegetation cover and biodiversity



On the way, she couldn't stop imagining the lush trees, beautiful flowers, seeing beehives, and a flock of sheep.



One sunny summer day, Sama woke up very excited to participate in a school trip called (Green Trip)



I brought you here, my little ones, to tell you that what you had in mind about a beautiful and green land was true, but that was decades ago. What you see now is called (land degradation).



But upon arrival, the shock was that there was nothing green! The land was completely dry, and there was no green colour as everyone had imagined!

Now, I want you, my friends, to write down solutions to eliminate these problems so we can make our land green again, like the dream we imagined

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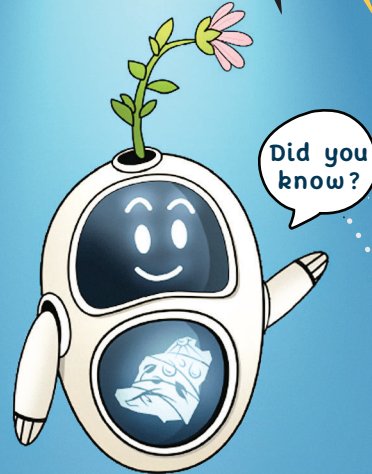
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Exciting information  
about the Kingdom's  
efforts to combat  
desertification:



We have **rehabilitated 100 hectares of land!** This is for its use as a (natural laboratory) to test various methodologies for environmental rehabilitation in arid environments.



We planted **4 million lemon trees** and irrigated them with treated wastewater.



We successfully **cultivated millions of mangrove trees** along coastal areas, enriching biodiversity



We planted **30,000 trees in the vicinity of 100 mosques** and irrigated them using treated grey water.



We preserved **8 million hectares of pastures across 26 sites**, mitigating the impact of sandstorms and improving public health, contributing to the restoration of plant and animal biodiversity. The area of natural reserves has increased to 18%. Treated and renewable water was also used for planting wild trees.

Source

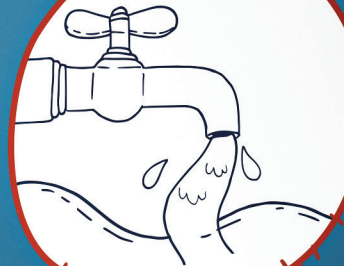




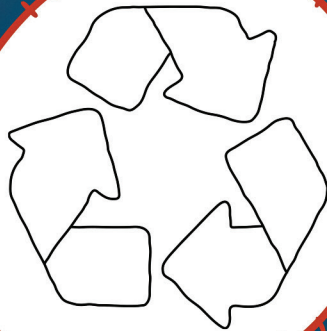
**Let's think together about our duty towards our environment to reduce desertification**



Try planting plants and flowers in your home; this will make our environment greener!



When you finish using tap water, don't leave it running without using it; this behaviour increases water wastage and harms the environment.



When you finish using something new, recycle it to create a great idea that protects your environment!



On your next picnic with your family, don't cut down trees; this will help our soil become fertile again!



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@Enva\_mewa

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