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LINK TO INSTAGRAM POST

🌍 Greenhouse on Instagram: "Big change begins when small communities act with the disci..."

1. What is C40's Commitment?

C40 is a global network of nearly 100 of the world's largest cities, all committed to reaching net-zero carbon emissions by 2050 in alignment with the 1.5°C target of the Paris Agreement. Their Net-Zero Carbon Buildings Accelerator focuses on transforming how cities build and use energy — since buildings are responsible for about 40% of urban emissions.

The movement is built on a powerful promise:

“If cities lead, the world will follow.”

2. Who They Engage or Influence

C40's success depends on strategic engagement across multiple layers:

- **Mayors & City Leaders:** They act as visible champions who set policies, allocate budgets, and rally public support.
- **Developers & Architects:** They are guided to design energy-efficient, low-carbon buildings.
- **Businesses:** Encouraged to adopt green construction standards and energy audits.
- **Citizens:** Engaged through awareness campaigns, mobility incentives, and job opportunities in clean industries.
- **National Governments & Global Bodies (UNFCCC, IPCC):** C40 influences higher policy by proving local change works.

In short, they motivate through proof and pride — making sustainability a badge of leadership for cities.

3. How They Motivate Action

C40's motivation model is built on four levers:

1. **Commitment and Public Declarations:** City mayors sign binding pledges — this creates accountability and inspiration.

2. **Knowledge Sharing:** C40 runs academies, webinars, and case studies to help cities learn from each other's successes.
3. **Funding Access:** Partnerships with the World Bank, UNDP, and Bloomberg Philanthropies provide financial and technical support.
4. **Recognition:** Cities that achieve milestones receive awards, visibility, and case features — reinforcing motivation through positive storytelling.

C40 doesn't guilt people into action — it empowers them with data, support, and recognition.

4. What Partnerships Make It Possible

C40 thrives through cross-sector collaboration — no one works alone.

Key partners include:

- Bloomberg Philanthropies (financial backing and leadership training)
- Arup & Siemens (technical innovation in clean infrastructure)
- ICLEI & UN-Habitat (policy and sustainability frameworks)
- Youth Climate Networks (mobilizing citizen engagement and awareness campaigns)

Partnership = the oxygen of the movement.

Every partner brings either *knowledge, funding, technology, or legitimacy*.

5. Lessons for Roots Reborn 2.0

C40's framework directly mirrors what I am building — just scaled to cities instead of communities.

Here's how i am applying their success model to my Theory of Change:

C40 Strategy	Application for Roots Reborn 2.0
Public commitments by mayors	Public pledges by schools and students (Eco Learning Circles).
Partnerships with global institutions	Partnerships with UB Green Club, ERuDeF, and Buea Council for logistics and training.
Data tracking and recognition	"Green Track Dashboard" to record planted trees and celebrate participants.
Citizen engagement	Involve youth, farmers, and families through clean-up events and storytelling.
Knowledge exchange	Create student-to-student learning hubs across universities and schools.

Just like C40, **Roots Reborn's power lies in collaboration** — if you get schools, farmers, and local councils to “own” the movement, it will outlast you.

Summary.

“Big change begins when small communities act with the discipline of cities.”

C40 Cities showed me that commitments become movements when they are shared, measured, and celebrated.

For my project, Roots Reborn 2.0, success will depend on building the same structure of accountability and pride — where every tree planted, every student trained, and every farmer empowered becomes a brick in a larger climate wall of hope.

Partnerships make promises possible; collaboration turns vision into roots.

Roots Reborn 2.0 — Theory of Change

Focus: Plant and sustain 500 indigenous trees through Eco Learning Circles at the University of Buea and nearby schools within 12 months.

Column	Details
Outcome (Measurable Goal)	<i>Plant and maintain 500 indigenous trees through three Eco Learning Circles at the University of Buea and nearby schools, achieving at least 80 % survival after one year. Train 50 students and 10 farmers in agroforestry and waste upcycling.</i>
Targets (Who must act or change to make this possible)	1. University of Buea Green Club & Administration → <i>Action:</i> Approve Eco Learning Circles as an official campus sustainability activity; allocate space for tree nurseries and provide communication support for student events. 2. ERuDeF Cameroon (Environment and Rural Development Foundation) → <i>Action:</i> Offer technical guidance on indigenous tree species, agroforestry methods, and biodiversity monitoring. Help Roots Reborn integrate with existing local reforestation programs. 3. Local Farmers & Women's Groups (Community Custodians) → <i>Action:</i> Participate in workshops, provide compost materials, and help care for saplings after planting. Promote sustainable land practices that align with project goals. 4. Buea Municipal Council & Local Government → <i>Action:</i> Support by providing seedlings, tools, and transport assistance. Endorse the initiative publicly to encourage replication in other communities and schools. 5. Youth & Students (Eco Learning Circle Members) → <i>Action:</i> Take leadership in planting, maintenance, and data tracking. Act as peer educators by expanding awareness on waste reduction and tree

	care within their schools and neighborhoods.
Why These Targets Matter	Each of these groups mirrors the collaborative framework of C40 Cities — combining policy (UB & Council) , expertise (ERuDeF) , community ownership (farmers and women) , and youth energy (students) . Together they form the network needed to sustain Roots Reborn 2.0 beyond awareness into lasting impact.
Indicators of Collaboration Success	• 3 official Eco Learning Circles recognized by the university. • Signed partnership note with ERuDeF for training sessions. • 50+ youth and 10+ farmers participating in maintenance. • Municipal Council provides annual recognition or seed support. • Documented mentorship chain among student leaders.

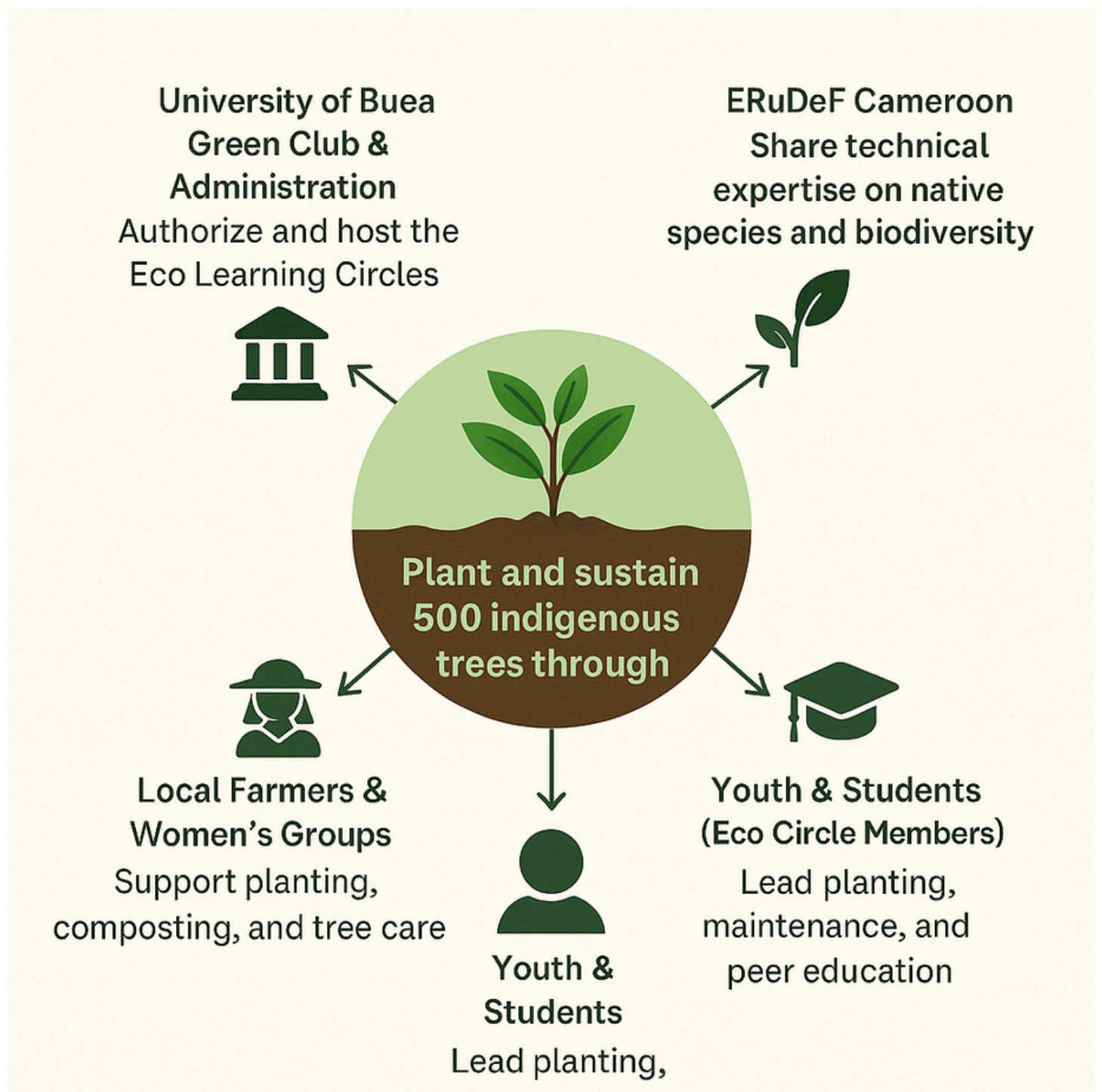
Large movements like **C40 Cities** succeed because they connect leadership, knowledge, and community participation. Applying that lesson, my project — **Roots Reborn 2.0** — identifies five essential partners whose actions will transform a student initiative into a citywide sustainability model. My targets represent the “roots” of this change — each with a role in keeping our promise to the planet alive and growing

Which target is the most important to start with and why.

The most important target to start with is the **University of Buea Green Club and Administration**.

They are the foundation that gives Roots Reborn 2.0 structure, visibility, and legitimacy. Without the university’s approval and support, the Eco Learning Circles cannot access space for nurseries, organize student workshops, or officially collaborate with other partners like ERuDeF or the Council. Beginning here creates an institutional home for the project — turning it from a personal initiative into a recognized campus program. Once the university embraces

it, others will follow, because youth leadership backed by education systems has the power to inspire entire communities.

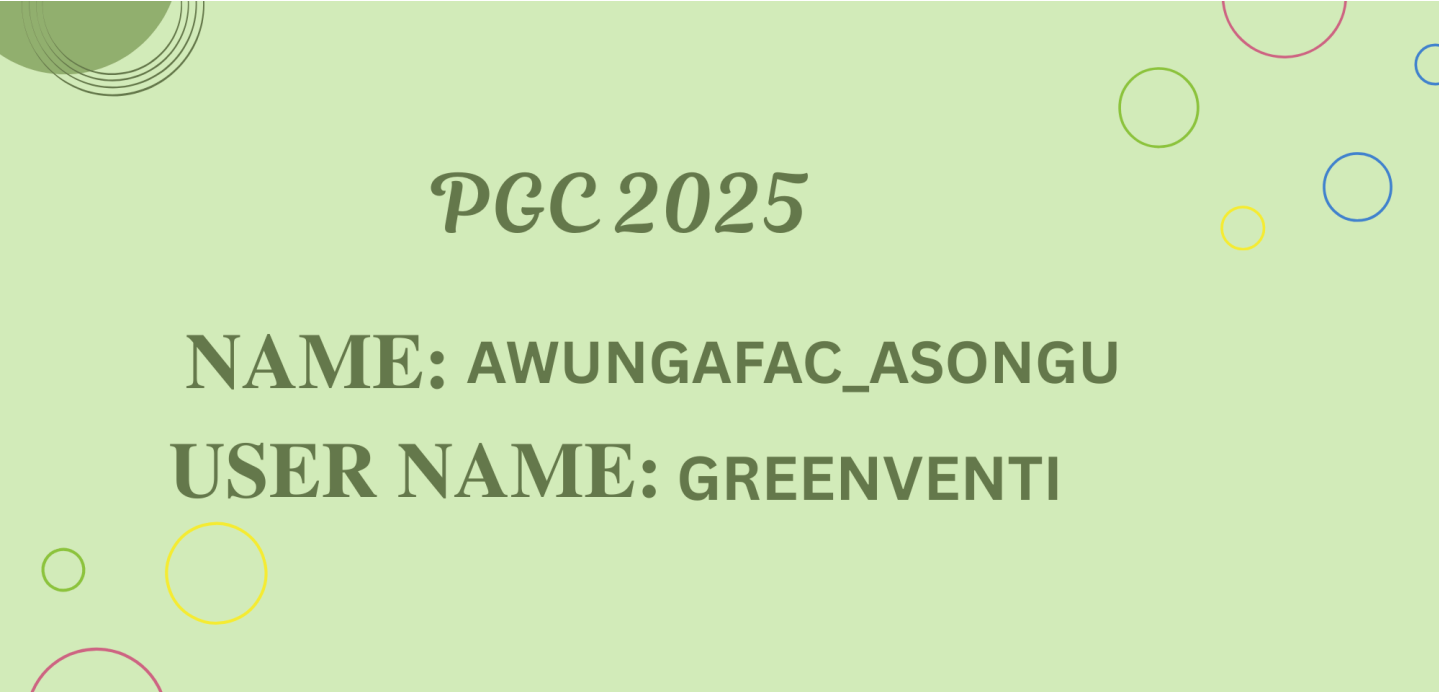


ROOTS REBORN 2.0 – Target Network

Each partner plays a vital role in planting and sustaining 500 indigenous trees through Eco Learning Circles in Buea.

Collaboration between the University, ERuDeF, local farmers, and students transforms reforestation into a community legacy.

#PGC2025 #RootsReborn #YouthForNature #GreenCommitment #SustainabilityInAction



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