

5.6.2012

# WORLD ENVIRONMENT DAY



## Green Economy: Does it include you?

The United Nations Environmental Program defines green economy as the one that pursues human welfare and social equity, reducing significantly environmental risks and ecological damage. In simple words, green economy means low carbon emissions, efficient in resources, and social inclusive.

Green economy's income growth and employment opportunities are generated by private and public investments that reduce carbon emissions and pollution, improve energy and resources efficiency, and avoid biodiversity loss and ecosystem services. These investments might be supported by specific expenditure politics, and regulation changes.

**How does it involve you?** Well, if green economy means social equity and inclusion, then technically it all depends on you! You may ask yourself if your country is part of a green economy.

## Celebration Program: Environmental Day Machu Picchu 2012

### Radio Broadcast Environmental Day Celebration

Inkaterra, the Ministry of Culture and SERNARP sponsored a radio program at SonLatina Radio. The program had the aim to raise awareness on the environmental defense and protection through environmental education, setting examples of green actions among the habitants regarding the usage of natural resources in Machu Picchu Pueblo (Aguas Calientes).



SERNANP, Ministerio de Cultura  
Inkaterra, Radio SonLatina

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ITA  
›INKATERRA‹  
ASOCIACIÓN

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AUTHENTIC NATURE TRAVEL  
1975

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MACHU PICCHU PUEBLO HOTEL  
PERU

## Lecture Season: Environmental Day

### Environmental Contamination

18.00 - 18:30 p.m.

Lecturer Professor Mrs. Elizabeth Dávila Mendoza, and the SERNANP team (National Service of Natural Protected Areas).

SERNANP  
Environmental Contamination



### Climate Change

18:40 - 19:10 p.m.

Lecturer Mr. Braulio Poma.

Inkaterra  
Climate Change



### Biodiversity in Machu Picchu Historical Reserve

19:20 - 19:50 p.m.

Lecturer Biologist Carmen Soto from ITA - Inkaterra Asociación.

Inka Terra Asociación – ITA  
Biodiversidad SHM

