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## Bike Tour Campaign cycles through the Philippines to promote Sustainable Lifestyles

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[Laiden Pedrina, Young Artists Fellowship for the Environment \(YAFE\)](#), 25/05/2007



The Young Artists Fellowship for the Environment (YAFE) and Otesha, a Philippine and Canadian-based youth environmental organisation, conducted a YAFE-Otesha Bike Tour to bike for five days through the province of Laguna in the Philippines. The event set out to advocate sustainable lifestyle issues to young people. The sustainable lifestyle campaign emphasised the importance of a dignified life for everyone.

“While there are many environmental issues I feel I should get involved in, I also believe that I should be conscious in my own actions, and how my lifestyle, for instance, has an affect on other people,” said Laiden Pedriña, President of YAFE.

During the event, which visited 20 towns and covered over 250 kilometers, YAFE and Otesha stopped at one to two places each day, where people convened and participated in different programs. There were games, films, cultural shows and forums at each stop. Another important highlight of the event was the Call-to-Action Tiles, where everyone, young or old, was encouraged to draw or write their personal commitment for a sustainable lifestyle. Over 2000 tiles were collected.

Overall objectives included:

- to raise awareness on Sustainable Consumption and Development, Ethical Purchasing and Pressing Environmental Issues across ages and social classes and strengthen multi-sectoral collaborations to achieve long-term environmental projects,
- to bring together NGOs, government agencies and corporations, as well as elementary to college students, academia, young professionals, company executives, individuals, and lawmakers, on different environmental issues and activities,
- to strengthen and intensify other existing advocacies of YAFE by incorporating the issues in the different Programs during the Bike Tour,
- to advocate the UN Millennium Development Goals,
- to raise funds and call for sponsorship for the Educational Program of YAFE and continuous environmental projects in 2007.

The YAFE-Otesha Bike Tour 2006, held from 3-7 December 2006, was supported by the International Youth Foundation (IYF) and the United Nations Environment Programme (UNEP).

**Links:**

[YAFE](#)

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