



Earth–Mates Dialogue Centre (EMDC)
We need to talk... We need to listen

The Muslim 7-Year Action Plan (M7YAP) To Deal with Global Climate Change

Prepared by the Earth-Mates Dialogue Center, London, UK,
with the United Nations Development Program (UNDP) and
the Alliance of Religions and Conservation (ARC)

EMDC Registered in England & Wales No. 5927785
P.O. Box 58003
London
W10 5RD

Website: www.dialogue4all.com
E-mail: Earthmates@hotmail.co.uk
Tel: + 44 208 960-7158



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Introduction and Background

The environmental crisis is the world’s most challenging problem. The crisis has united most segments of humanity and constitutes a common concern of a worldwide movement. In the West, groups are campaigning against the abuse of the environment. They exert pressure on their governments to enact legislation to limit pollution and prevent over-exploitation of nature. However, the task of protecting the environment depends not only on legislation, but also on the awakening of conscience and acts of serious self-censorship.

Islam regulates the relationship between humans and the Creator, between humans and humans, and also between humans and the world, and all its components. There is no doubt that in Eastern societies, religion can play a major role in protecting the environment chiefly because of belief in an afterlife. This is mainly because it engenders a sense of internal religious censorship.

Earth Mates Dialogue Centre (EMDC) is a non-profit organization based in the UK. EMDC is concerned with the major challenges facing the world: the environment,



poverty, human rights...etc. EMDC works with the earth partners to find solutions based on religious bases for such challenges. As Climate change is one of the most important issues challenging mankind, EMDC has tried to respond by working on the preparation of a M7YAP.

The Challenge of Climate Change

The phenomenon of global warming is the increase in the average measured temperature of the Earth's near-surface air and oceans as a result of a change in the movement of thermal energy from and to the atmosphere. Some scientists claim that it is a natural phenomenon and that the Earth's climate has normal periods of high and low temperatures. This interpretation would satisfy many irresponsible companies, allowing them to use such scientific explanations to evade the responsibility for their role in rising temperatures. A large proportion of those scientists do not deny that global warming has become accentuated because of the release of polluting gases and carbon dioxide.

Other scientists and environmental specialists explain the causes of this phenomenon as being solely due to pollution. They call it the "greenhouse" effect, they also agree that these gases and pollution strengthen the heating effect of sunlight. In greenhouses the thermal energy of the sun raises the temperature within the greenhouse. Heat cannot escape at the same rate, leading to a rise in temperature inside the greenhouse. Also, the harmful gases emitted from factories, oil refineries and vehicle exhausts cause the same phenomenon, and increase global warming.

Despite advanced techniques and modern research, the phenomenon of global warming in the atmosphere surrounding the Earth is still a mystery, particularly the rise in global temperatures of half a degree Celsius during the past century. This causes the polar ice caps and ice over mountain peaks to melt. At the same time, many climate scientists have noticed that during the last three decades winters have become warmer and shorter. This is due to the greenhouse effect. It has also been noted that the trees in the regions nearest the two poles have an increase in height over a quarter-century ago. This would be an early warning indicator for the rest of the world. The increase in greenhouse gases may cause environmental damage in other areas and have worse consequences, such as the complete disappearance of polar ice during this century.



Scientists refer to the development of intense hurricanes in previously unaffected places as a consequence of the global warming phenomena. Pollution affects the characteristics of the sea due to increased acidity caused by the absorption of carbon dioxide. The temperature of the earth depends on the nature and characteristics of the surface of land and sea, on the presence of ice at the poles or on mountain tops or on soil moisture and ocean water, without all of which the Earth's temperature rises. Global climate depends on a complex system of mechanisms, factors, and variables in the atmosphere or the ocean surface. Scientists estimate that melting ice at the poles caused by global warming will lead to the flooding of many coastal cities around the world.

The rise in the Earth's temperature will change global climate and result in the desertification of large areas of land. Reports from the Environmental Protection Agency of the United Nations expect that the sea level will rise 48 cm, which could threaten buildings, roads and power lines and other infrastructure in areas at risk. The rise in sea level, described in the report, could drown the neighborhood of Wall Street in Manhattan, New York. Glacier retreat may cause the development of hazardous lakes particularly in the Andes and the Himalaya.

Our planet is in great danger as a result of human behavior towards the natural resources that God created for us. These resources have become threatened by continued human encroachment and careless use of energy. These also exacerbate environmental problems such as air and water pollution, soil erosion, destruction of forests, and reduction in biodiversity of animal and plant life. As a result of air pollution damaging the ozone layer, dangerous cosmic rays will be directed onto the earth surface causing serious damage to humans and animals. This is in addition to the greenhouse gases that threaten to change our planet.

Islamic View of Climate Change and how Muslims can help

The Islamic law code underpins the daily lives of Muslims, so the supporters of nature rely on it to prevent abuse of the environment. Despite the availability of texts and teachings and rules in the Islamic literature, the scholars of Islam have been slow to enact environmental laws that are derived from the Holy Qur'an. They are also slow in shaping Islamic environmental jurisprudence. Moreover, they do not include any mention of the environment and climate change in their sermons in mosques.



Qur'an calls for the preservation of nature, the enjoyment of its beauty and the prevention of distortion of the earth, God says in the Qur'an:

"...But do thou good, as Allah has been good to thee, and seek not (occasions for) mischief in the land: for Allah loves not those who do mischief."

It is forbidden to act in a way that corrupts or does any harm to the environment or any of its components such as air or water, whether living or non-living, either directly or indirectly. Islam is not only asks humanity to take responsibility to protect and conserve the environment, it also invites mankind to respect, cherish and enjoy nature. Prophet Mohamed (Peace be upon him) confirmed this sense of concern in the Hadith-Sharif (the Muslim should honor his palm tree as if it is his aunt). As well as in the Hadith-Sharif it says "Mount Uhod loves us and we (the Prophet) love it". More important is the Hadith in which the Prophet says "If anyone of you witnesses the day the world ends and in his hand is a seedling to plant then let him plant it".

There are many components of the environment - plants, animals, soil - which overlap and interact with each other in a complex web of mutual relationships, and any change or damage to any one of these elements leads to a change in the others. Thus, any kind of corruption, such as the destruction of forests by logging or destroying crops and poisoning water, which leads to the elimination of life forms, whether plant or animal, would affect that balance.

We believe that all the creatures in the universe were created in a balanced way and that this reflects the wisdom and creativity of the Creator. Air, water, gas, plants, birds and insects have all been created in proportion, as has the amount of solar radiation reaching the Earth, which controls the atmospheric temperature on the planet. Almighty Allah said: in AL Talaq chapter (divorce) in verse 3:

"...for all things has Allah appointed a due proportion" The entire universe is designed according to a carefully laid plan: the sun and planets, the moon and stars. He says: in the Ar-Rahman (The Merciful) chapter verse 5 "The sun and the moon follow courses (exactly) computed"

Throughout Islamic history, there are examples of care for the environment. Many Muslim scientists and scholars have explained that the issue of Taskhir (harnessing the earth for humankind) does not give humankind the rights or the power to exploit the universe and corrupt it. Taskhir, in fact, constitutes an invitation to discover and invest



in the universe and enjoy it and feel its beauty. Early Muslims understood these meanings, and we can find many models in Islamic civilization, which emphasize how

Muslims dealt with the environment. They were the first to invent the idea of recycling and the reuse of material to reduce waste and thus the impact on the environment. The system of lighting and ventilation in the Sulaimaniye Mosque, which was designed by the architect Sinan, is one example of this great heritage.

The Project

The Kuwait workshop:

Some 22 key participants - from Islamic NGOs, academics, government figures and Muslim environmental activists and specialists from 14 countries- met for three days in Kuwait at the end of October 2008 to discuss drawing up a Seven Year Plan for Islamic action on the environment (M7YAP). The workshop was the first step of a project initiated by EMDC with ARC/UNDP to harness the teachings, values and ethical law of the Islamic faith in the service of humanity, in order to meet one of the most serious challenges in the contemporary world – the changing climate of the planet.

The project's first aim is to develop such plan and implement it in the Islamic world. To that end leaders representing the spectrum of different Islamic communities and Islamic symbols both formal and informal, were brought together to adopt and declare a seven year action plan. The objectives of the workshop can be summarized as follows:

1 – To provide an Islamic vision with regard to the environment in general and climate change in particular.

2 - To identify and study the interactions of Islamic civilization with the environment and offer models for those experiences.

3 – To discuss the challenges facing the world particularly global warming and climate change.

4 – To state the characteristics of the Islamic world in general and the particular characteristics of the different countries in fighting these challenges.

5 – To present projects and experiments that took place in the Islamic world to deal with climate change and global warming.

6 – To survey the different resources and tools stemming from the Islamic



religion and to identify the ones that could be used in carrying out the operational plan for dealing with the problem.

7 – To develop a final draft and blue print of a seven year action plan that may be applied in the Islamic world to confront the phenomenon of global warming and climate change. Such plan would contain potential tools, specific targets and a timetable for implementation.

The Muslim Seven Year Action Plan (M7YAP)

The Kuwait workshop's attendees started by developing the vision and mission statement of the plan. Then they discussed the SWOT analyses. After that they set the strategy, the strategic objectives, and the actions for each objective.

Vision

We envision a world that is environmentally safe for our children and the next generations where all nations of all religions live in harmony with nature and enjoy justice and fair share of God's bounties.

Mission

Mobilize all the resources of the Islamic Umma to contribute to the ongoing global efforts dealing with Climate Change based on a 7 Year Environmental Conservation Action Plan that reflects Islamic Principals and Values.

The Situation Analysis (SWOT)

1. Strengths

- Wealth of Islamic Literature supporting the idea
- Existence of a lot of historical and current activities in the field
- Reach out for Islamic Leaders
- Existence of some success stories in the Muslim World
- Existence of several Muslim scientists who are doing research in the field
- Reach out for Schools and grass root levels, training
- Capacity for Networking



2. Weaknesses

- Fade of energy in implementation
- Lack of authority and control over addressed issues

3. Opportunities

- Islamic International Wakf
- Islamic Model will help resolve conflicts between developed and developing countries
- Existence of a common cause and global understanding of the issue

4. Threats

- Resistance from different bodies
- Long term plans make them susceptible for events that may change them

The Strategy

- Focus the efforts on selected Islamic Leaders and Institutions
- Partner with key relevant Institutions of other religions
- Compliment and Integrate with ongoing efforts of National, Regional and Global Bodies
- Focus on Formal and non-Formal Educational Systems and Masjids in Muslim Communities
- Focus on Pertinent Government Agencies
- Utilize existing assets
- Use all available means of communication
- Use available relevant Networks
- Develop a Communication Advocacy Plan
- Establish a sustainable Monitoring, Verification and Evaluation Mechanism
- Divide the Plan to Short, Medium and Long-term Objectives



- Act on Institutional Development and Amendment of Laws and regulations
- Induce best practices through gain of knowledge and change of attitude and behavior
- Focus on Legislative Bodies as agents of change

Strategic Goals

1. Establish Institutional Enabling Framework
2. Develop our overall Capacity to deal with Climate Change and Environmental Conservation
3. Develop and Enhance Communication, Outreach, and Partnerships
4. Activate and Revive Implementation of Previous Initiatives, Plans, and Declarations

Action Plan for Strategic Goals

I. Establish Institutional Enabling Framework

1. Establish evaluation and umbrella institution
2. Create a Wakf in 1 year for CC action
3. Revive old Wakfs
4. Establish Islamic Labels for different products
5. Establish an umbrella organization to manage the CC plan
6. Establish an international fund to implement the CC Plan
7. Develop an Annual International Prize for research related to environmental conservation
8. Advocate constitutions amendments to include environmental conservation
9. Give small grants to organizations that are conducting workshops on Islamic values of Conservation



II. Develop our overall capacity to deal with Climate Change and Environmental Conservation.

1. Sponsor 10 students to work on MS and PhD about Islam and CC over the next 5 years (1 for a journalist)
2. Acquire post-doctoral scientists and exchange fellowships in world-class academic institutions to do forefront research in CC
3. Establish a chair for professorship in dealing with CC in a famous institute sponsored by the Wakf
4. Develop 3 Guide Books for teachers in Primary, Middle and Secondary schools over the next 3 years
5. Support publishing relevant literature
6. Establish a Database for completed and running research on CC
7. Develop a best practice environmental guide for businesses
8. Survey fact finding to develop base-line
9. Develop a scope and sequence chart for the curricula
10. Prepare guidelines and train Imams
11. Survey bibliography of available literature
12. Support lectureships on Environmental Conservation in Islamic Studies
13. Encourage and support applied research
14. Develop educational materials for different targets of non-formal education in 3 years
15. Prepare and Publish different supplementary text books for dealing with
16. CC concepts for Universities according to their respective specialization including Muslim contributions to the environment
17. Support the translation and publishing of relevant scientific books
18. Support research in Quran and Sunna related to CC



19. Capacity building for those who are dealing with CC
20. Establish inter-disciplinary studies in Islamic Studies Department
21. Support a fresh Tafseer of the Quran in a contemporary context using current knowledge
22. Apply the environmental principals in the publication of the Quran
23. Build a model for environment friendly masjid in different environments
24. Benefit from existing eco projects in the Muslim world

III. Develop and Enhance Communication, Outreach, and Partnerships

1. Develop the Content of our Message
2. Develop a website for the CC plan and use it for networking
3. Develop relationships with respectful global environmental groups, including Clinton Global Initiative and Prince's Rainforest Project and other relevant Organizations
4. Establish a network of Muslim Journalists interested in the area, encourage them to communicate with other Journalists
5. Deliver our message using TV Programs, Magazines, and other Media
6. Organize 2 conferences to advocate the CC Plan
7. Re-introduce Islamic rituals from an environmental perspective
8. Establish a special TV channel for Islam and the Environment to be broadcasted in different languages
9. Document and Publish success stories
10. Produce a Film about the future effects of CC on Islamic countries in 1 year in cooperation with National Geographic Society and Discovery Channel
11. Prepare and Publish a guide for Media experts to show how they can deal



with CC concepts in their jobs

12. Choose 10 cities in Muslim worlds to implement the plan

13. Organize International Mobile exhibition on Islam and Environment

14. Advocate environmental (Tax /Cess) to finance eco projects

15. Slow the growth rate of transportation emissions in the near future, to better understand the impacts of transportation programs and projects on overall emissions, and to seek ways to reduce these emissions.

IV. Activate and Revive Implementation of Previous Initiatives, Plans, and Declarations

1. Investigate, enlist and establish a database of previous initiatives, strategies, etc
2. Assess the level of commitment and implementation of the above strategies (Situation Analysis)
3. Identify our intervention points in viable strategies and initiatives and develop action plans

The Necessary Actions

For each strategic objective the plan presents many actions. All the actions have been discussed from different aspects: the priority of the action, the action output, the target group, the players, the time frame, the input, and indicators for evaluation of accomplishment.

We have attached all the actions in the appendices. Just as an example, for the strategic objective of “*Slow the growth rate of transportation emissions in the near future*”, the necessary actions could be:

- ❖ Promote the shift to higher efficiency vehicles, lower carbon fuels and advanced technologies through the use of incentives and education.



- ❖ Disclose GHG emission impacts from new publicly funded passenger and freight transportation projects and alternatives.
- ❖ Promote compact development and transit/pedestrian development and other “smart growth” measures to encourage local communities to consider the energy impacts of development and infrastructure construction.
- ❖ Undertake programs designed to manage and reduce transportation demand in communities.
- ❖ Enhance mass transit infrastructure, intermodal connections, optimizing existing services and, where feasible, boosting ridership.
- ❖ Encourage shifts to lower-carbon fuels and advanced vehicle technologies for all transit services.
- ❖ Examine opportunities in freight transportation that would improve the energy efficiency of the movement of goods across the regions.
- ❖ Support the development of inter-connected regional, state, provincial, and local greenway and bicycle/pedestrian pathway systems to promote non-fossil transportation alternatives.

The Next Steps

1) Collect feedback and revise the plan

- a) Circulate the plan for ideas and comments
- b) Retype and revise the plan
- c) Collect feedback from Governmental organizations
- d) Discuss the plan with Islamic scholars



2) Establish MACCA:

- a) Decide Location, register and establish HQ office
- b) Call for membership
- c) Set MACCA's goals, including:
 - i) Establish Islamic labels for different products
 - ii) Develop an annual International prize for research related to environmental Conservation
 - iii) Work with the Muslim countries to Advocate constitutions' amendments to include Environmental Conservation.
 - iv) Organize different media campaigns to increase awareness.etc.
- d) Time Frame for Establishing MACCA: 3 Months starting November 2008.

3) The Istanbul Conference

- a) Collect funds for the conference
- b) Decide the participants
- c) Issue the call for the conference
- d) Declare the plan

4) Establish the Waqef foundation for plan implementation

- a) Research for location and bylaws
- b) Look for founders, call for donations
- c) Form the trustee board and the executive board.



APPENDICES



SG.1 Establish Enabling Institutional Framework

SO.1. Establish an umbrella institution and a fund organization to manage the C.C. Plan

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
A	Establish a temporary group of NGO's to manage developing the ongoing umbrella situation	A protocol of cooperation signed	Islamic and relevant NGO's, Experts, Interested Personalities	EMDC	3 months	Earth mates	Adequate protocol with clear commitments and time frame to establish the UI
A	Develop the plan to a level of good presentation	Final Plan	Scholars, Governments, Research institutions, UN, NGO's	EMDC	4 months	EMDC and other members of the TG	Plan Finalized
	Organise an Islamic International Conf. That includes scholars, NGO's, Government Environmental Agencies to advocate plan and adoption	Conference held and documented	All relevant Islamic partners	EMDC	7 months	Temporary group + \$250, 000	Conference documents
A	Establish the main umbrella institution-based on conference outputs. Establish a fund to implement the plan	Agreement signed, fund established	All relevant parties, Governments, UN, Donor Agencies, Waqf Bodies	Earthmates MACCA	9 to 12 months	Temporary group umbrella institution	Signed Accord Fund establishment documents and operation procedures



SO.2. Establish a special waqf institution to finance environmental conservation in Islamic countries

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
A	Investigate the administrative and legal arrangements of establishing the waqf in one or more countries (with branches in other countries)	Extensive report	Relevant institution in Islamic countries	MACCA	15 months	UG	Needed information
A	Investigating potential donors in the Islamic countries with minimum base of \$20 million	Extensive report	Donor agencies and persons	MACCA	16 months	UG	List of donors
A	Establishing waqf	Waqf established	Competent authorities in the host country	MACCA	20 months	UI	Establishment documents
A	Start Waqf operation	Operation	Competent authorities in the host country	MACCA	24 months	UI	Operation proceeded



SO.3. Advocate legal changes in Islamic countries to include environmental conservation

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
C	Conduct situation analysis on selected Islamic countries to identify gaps and advances and propose changes to governmental agencies	Situation Analysis report	Competent NGO's in selected countries	MACCA, local NGO's and consultants	24 months	\$30,000	Report
C	Design and implement a campaign to advocate and facilitate needed changes in fewer selected countries- with local NGO's (2 to 3 workshops)	Workshops conducted and impact assessed	Environmental agencies in selected countries, UN organization and local NGO's	MACCA, local NGO's and consultants, government officials	36 months	\$60,000	Number of initiatives
C	Monitoring verification and evaluation of advocacy efforts	Reports	Local NGO's	MACCA, local NGO's and consultants, government officials	84 months	\$50,000	Number of successful initiatives



SO.4. Provide 60 grants (\$20,000 each) to local/national NGO's to contribute to implementation of the plan

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
B	Conduct a call for proposal and select competent NGO's based on criteria and release grants	Process completed and grants awarded	Local/National NGO's	MACCA, local and national NGO's	36 months	UI, consultants and \$250,000	Number of projects supported
B	Umbrella Institution monitor the process and assess the impact of implementation	Monitoring and evaluation reports	Local/National NGO's	Local/ National NGO's	84 months	Local NGOs' costs and consultant's fees	Number of successful projects-considering sustainability of impact



SO.5. Develop and conduct an annual international prize for significant accomplishments in environmental conservation and plan implementation

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
B	Design prize awarding system	Design document	Actors in environmental conservation	MACCA and consultants	36 months	Consulting fees	Design documents
B	Announcing the prize	Advertising in media	Actors in environmental conservation	MACCA and consultants	42 months	UI	Media coverage
B	Regular annual process of prize awarding	Annual prize awarding	Actors in environmental conservation	MACCA	84 months	UI	Regularity of awards



SO.6. Establish and promote Islamic labels for environmentally friendly products

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
C	Survey labelling systems and design an Islamic environmental labelling system (AlTayeb model) considering strict authenticity standards	System design	Business community	MACCA, business community and consultants	36 months	Consulting fees	System design
C	Promote designed labels	Media campaigns	Media, business community, NGO's	MACCA, business community and consultants	60 months	\$500,000	Number of uptakes of labels
C	Monitor and evaluate the initiative	Regular reporting	Business community	MACCA, business community and consultants	84 months	\$60,000	Value of sales and change of behaviour and attitude



SG.2 Develop our overall capacity to deal with Climate Change and Environmental Conservation

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
1	Develop educational materials for different targets of formal and non-formal education in 3 years	Educational materials available for users	Curriculum developers in Muslim countries	MACCA, educators, consultants, institutions	3 Years	Budget	*Number of educational materials developed *Number of schools using the material
2	Develop 3 guide books for teachers in Primary, Middle, and Secondary Tertiary institutions	Guidebooks for teachers in Primary, Middle, and Secondary Tertiary institutions over the next 3 years	Curriculum developers in Muslim countries	MACCA, University, research and private institutions, relevant expertise	5 years	Compile data based on existing guide books and literature	*Number of guide books developed *Number of institutions using them
3	Organize series of trainings and seminars, Training of trainers on Islam and the environment	Enhance the skills and knowledge to the target groups	Imams, teachers, journalists, students, members of NGO's	Experts, consultants, education institutions	Year 2 to year 7	Curriculum, Coordination, Mechanism, Host Partners	2 regional and 1 international training seminars organized every year, numbers of people trained



Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
4	Prepare and publish supplementary books about environmental concepts including Muslim contributions to the environment	Supplementary text books for dealing with C.C. concepts made available for universities and effectively used in trainings	Researchers, scholars, universities, students	Researchers, scholars, universities	2 years	Budget for development, implementation (including dissemination and trainings) and evaluation	Number of text books dealing with environmental concepts published and disseminated
5	Prepare guidelines and train Imams and potential Imams	*Guidelines developed and disseminated *Imams trained and advocate environmentally friendly behaviour	Imams	Researchers, scholars, universities, MACCA	3 years	Budget	*Number of guidelines produced and distributed *Number of Imams trained in at least 20 countries
6	Support lectureships on Environmental Conservation in Islamic Studies	Lectureships on Environmental Conservation in Islamic Studies effective	Professors, students	Researchers, scholars, universities, MACCA	3 years		At least 5 academic institutions host effective lectureship on Environmental Conservation in Islam



Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
7	Establish a chair for professorship in dealing with Environment and Islam in a famous institute	A chair created in well-known universities	Universities	MACCA, University, research institutes, private institutions	7 years	Wakef	Chair established
8	Sponsor 10 students to work on MS and PhD about Islam and C.C.	Muslims become experts on C.C. and contribute to achieve objectives	Students from Muslim countries	MACCA, University, research and private institutions	5 years	Scholarships, funding	Number of graduate students
9	Develop a twinning program on Environment and Islam to be endorsed and used in world class Islamic universities	*Program developed by team of experts *MoU signed with academic institutions *Program on Islam and Environment taught in more universities	Universities from Muslim countries	MACCA, University, research institutes, private institutions	7 years	Budget	Number of programs, number of students
10	Establish interdisciplinary studies in Islamic Studies Department	Multidisciplinary studies is widely part of the program in Islamic Studies Department across the world	Researchers, scholars, universities, students	MACCA, University, research institutes, private institutions	5 years		Number of Islamic Studies Departments which have adopted and implemented interdisciplinary studies



SG.3 Develop and enhance communication, outreach and partnerships

Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
H1	Develop and disseminate the content of our message	1. A comprehensive Islamic view of the environment in different levels of intellectual discourse 2. Disseminate in a monthly electronic Newsletter	*Other Organizations *Imams *Muslim Students *School teachers *Journalists *Community leaders	MACCA	6 months	1. Define Islamic principles regarding the environment 2. Collect relevant data from authentic Islamic resources 3. Survey existing literature and documented experiences 4. Synthesizing all of the above	1. Newsletter on time with interesting information 2. Increase of Newsletter membership to 100,000 during the first 6 months 3. Increase traffic on website to 1,000,000
H2	Develop a website for the Climate Control Plan and use it for networking	1. Delegate to development team for Tech 2. Delegate to research team for content	The World	MACCA	3 months	1. Content 2. User-friendly website 3. Preliminary design	1. Easy to use 2. Functional 3. Content comprehensive



Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
H3	Develop relationships with global environment groups, Clinton Global Initiative and Prince's Rainforest	1. Choose at least 3 Organizations 2. Develop a Joint Project with each 3. Encourage Muslims to be active members- 100 Muslims per Org	The Organizations	MACCA	6 months	1. List of Orgs 2. Clear message 3. Well defined objectives 4. Will to cooperate	1. 3 Orgs with 3 joint projects 2. 300 Muslims active members
H4	Advocate Green Hajj	1. Prepare materials and plan 2. Approach Saudi Minister of Hajj 3. Approach other Hajj Institutes to advocate the same message	Hajj authorities	MACCA	2 years	Brainstorming current issues and suggesting solutions	Saudi authorities accept the idea



Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
M1	Establish a network of Muslim journalists interested in the area, encourage them to communicate with other journalists	<ol style="list-style-type: none"> 1. Develop a list of Muslim journalists interested in the field 2. Attract young journalists to the topic 3. Organize regional seminars to educate journalists 4. Have journalists compete on one of the scholarships 5. Launch a network of Muslim journalists 	Muslim journalists	MACCA	6 months	Material developed specifically for journalists (from H1)	The Network is up and running including a minimum of 25 journalists
M2	Deliver our message using TV/radio programs, magazines and other media	<ol style="list-style-type: none"> 1. Identify TV/radio channels and magazines to target in cooperation with above journalists 2. Develop the message and intelligently prioritize it chronologically 	Media professionals	MACCA	1 year	1. List of media outlets	<ol style="list-style-type: none"> 1. 100 media outlets accept our message 2. Developed network 3. Consider the production of our own programs



Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
M3	Organize 2 conferences to advocate the C.C. plan	Identify target audience, timing, location, themes, speakers, program objectives	Target Muslims in the 1 st , potential partners in the 2 nd	MACCA	3 years	Survey of stake holders	1. Conferences held on time 2. Level of participation 3. Extent to which conference objectives met
M4	Re-introduce Islamic rituals from an environmental perspective	1. Prepare material 2. Utilize Hajj season to distribute 3. Workshops/seminars to train Imams 4. Ideas of Friday Khotbas	Imams and scholars	MACCA	3 years		