IT'S OUR BUSINESS to MAKE A BETTER WORLD

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Calling all social entrepreneurs!

Hello, I'm Jonah.

I taught myself to crochet when I was five years old, and since then I have started a business called Jonah's Hands which has a goal of bringing the world together, one stitch at a time.

My parents adopted me from Ethiopia when I was six months old and I was given opportunities that my brothers and sisters in Ethiopia were not. So I decided to be the change I wanted to see. I teamed up with Roots Ethiopia to build a library and a science centre in the region where I was born using the proceeds of my crocheted items.

The children in this book teach us that when each of us takes action, we can help to resolve social problems or work to save the planet.

You don't have to wait until you are a grown-up to start making a social impact. You could do something close to home or – as in my case – halfway around the globe. The future of our world begins with you... today!

JONAH LARSON
Social entrepreneur and Founder of Jonah's Hands



In this book, meet
12 real-life children...



Maya from the USA

Fighting fast fashion



Fabiënne from the Netherlands

Reducing paper waste



Aahan and Amal from the UK

Putting a stop to single-use straws



Archie From Australia

Ambassador of the Seabin Project

Lena from Germany

Working to end period poverty

Jiahua From China

Redistributing food destined for landfill

Jefferson From Kenya

Growing food through sustainable farming

Reyhan From Azerbaijan

Promoting green energy



Chmba From Malawi

Supporting women and girls through arts and education



Chaeli From South Africa

Campaigning for disability access



Thomas From France

Protecting our oceans



Omid From Italy

Making healthcare more accessible

End the trend for fast fashion...

Maya from the USA was concerned about the environmental impact of 'fast fashion' – when cheap clothes are made very quickly, only to be worn for a short time and thrown away. So, at eight years old, she launched eco-fashion brand Maya's Ideas to sell clothes made from organic, recycled and vintage materials. She also spends her time educating others about the impact that the fashion industry has on the planet.

Cheap clothes can often mean that the way they were made was harmful to the environment, such as the use of synthetic materials, like polyester and acrylic.

Globally, three out of five items of clothing end up on a landfill site within a year of buying them.

Fashion is one of the most environmentally destructive industries in the world.

Maya's Ideas

NAME: Maya Penn
COUNTRY: USA
CHANGEMAKER FOR:
Reducing the environmental footprint of fashion

CREATE

Maya explains why it's important to wear sustainable clothes.

DREAM BIG!

Around the world, huge quantities of fresh water are used to dye synthetic materials to make clothes.

When synthetic clothes are washed, they shed tiny microplastic particles which can travel to the ocean and be swallowed by fish, making them sick.

Reduce paper waste...

Fabiënne from the Netherlands was roused to action after watching videos of forests being cut down all over the world. When she was seventeen years old, she started Grow a Wish and began to sell greetings cards made from recycled paper that contain a surprise inside: seeds! Instead of throwing the greetings card away, it can be replanted and grown into basil, tomatoes or summer flowers to help the environment.

NAME: Fabiënne Overbeek

COUNTRY: Netherlands

CHANGEMAKER FOR:
Creating greetings cards which can be planted rather than discarded

Greetings cards can feature embellishments such as ribbons, glitter or foil which cannot be recycled.

We live in a society which uses products for a short time and then disposes of them, known as a throwaway culture.

Plants clean our water, soil and air – making our environment a healthier place to live.

Fabiënne sells a greetings card that will grow into a beautiful plant.

Around the world, an estimated 4 billion trees are cut down every year for the making of paper products.

By growing your own garden, you can decide what goes into the soil, preventing harmful chemicals from polluting our environment.

Say no to single-use plastic...

After seeing plastic straws littering the ocean while on holiday, British brothers Aahan, thirteen, and Amal, seventeen, decided to set up their own straw business, The Last Straw Cheltenham. They sell bamboo and wheat straws to shops, restaurants and cafes as a sustainable alternative to single-use plastic straws. They also campaign to inform others of the devastating effects of plastic on the oceans.

Bamboo is the world's fastest-growing plant. It is an environmentally friendly alternative to plastic as it is durable and compostable.

In most places, plastic straws cannot be recycled and many end up in the oceans.

The best way to fight plastic is to avoid buying it in the first place.

Around the world, millions of plastic straws are used every day, and each one can take 200 years to biodegrade.

Amal hand-delivers bamboo and wheat straws to his local cafe.

Made from natural and organically grown wheat-plant stems, wheat straws are fully compostable.

Aahan explains the impact of plastic straws on the oceans.

NAME: Aahan and Amal Patel

COUNTRY: UK

CHANGEMAKERS FOR:
The elimination of single-use plastic straws