



# THE GREEN DEEN CAMPAIGN

"nurturing the relationship between Islam and the environment"

An initiative of the MSA Union

Email: greendeen@msa.org.za

Facebook: GreenDeenSouthAfrica

2 July 2013

In the name of Allah, the beneficent, the merciful

*Assalamu'alaikum warahmatullahi wabarakatuh*

## What is the Green Deen Campaign?

The Green Deen Campaign is an MSA Union initiative started by us, a few Muslim youth comprising the Green Deen Committee, in order to raise awareness in the **South African Muslim community** about current environmental issues focussing on the relationship between Islam and the environment.

We initiated this campaign in the midst of the current environmental challenges facing the world, realising that the role of the environment in Islam is essential and that the Ummah can contribute greatly to the care of Allah SWT's creation. We as Muslims need the environment - it is part of our Deen.

## What are the objectives of the Green Deen Campaign?

- 1 - To raise awareness about current environmental issues amongst the Muslim community.
- 2 - To highlight the **role of the environment in Islam** and implications thereof.
- 3 - To provide proactive tools for caring for their natural environment that the Muslim community can adopt.
- 4 - To create an ongoing platform that foster this environment-Islam bond into the future by allowing for education, collaboration and motivation amongst the South African Muslim community.

## How are we going to achieve this?

- 1 - Designing and distributing a **booklet-manual** that will introduce and educate South African Muslims to environmental issues, the role of the environment in Islam, and their role in caring for the environment.
- 2 - Hosting a **Green Deen Week** (7-13 October 2013)- a week of lectures, friendly marchers and community projects to raise awareness and unity in the Muslim community.
- 3 - Setting up and maintaining a platform for Muslims to engage with each other about the environment.

## Who are we targeting in the Green Deen Campaign:

Well, we would like every South African Muslim to be involved..but specifically:

- Muslim students through university campuses, Madressahs and schools
- Muslim communities through masaajids, community-based Islamic organisations and the media (radio, TV)

## We need you at the Green Deen Campaign!

- To **spread the word!** To advise us! To lend helping hands! To support us! To feel the green-deeness...
- **Email us** please! greendeen@msa.org.za. Offer help or ask to be on the mailing list.
- Like our page on Facebook: GreenDeenSouthAfrica
- Follow the MSA Union for tweets related to the campaign (@MSA\_Union)

## Oh wait...who are we at Green Deen Campaign?

Your Green Deen Committee consists of six strong flag-bearers: Adela Itzkin, Lutfiyah Suliman, Nasreen Mayet, Tasneem Variawa, Aisha Variawa and Tazkiyyah Amra. And me, Fatima Ragie, your project manager.

Waiting for your email...

Fatima Hassen Ragie  
Green Deen Project Manager