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“Shir Sultan” Works with Kabul Children to Clean and Green the City for Earth Day



“Shir Sultan” the “Cleaning and Greening” Hero of Kabul Celebrates International Earth Day.

“Shir Sultan” (Lion King) marked his first International Earth Day event on the 22nd of April at the International School of Kabul where H.E. Mayor Nowandish introduced the children’s mascot and hailed the role children play in communicating the need for a cleaner and greener city for their future.

Kabul is Afghanistan’s window to the world, a rapidly growing city of five million with major challenges in city service provision and in maintaining a clean environment and green public space, especially after decades of war. The Kabul Municipality and the USAID-funded Kabul City Initiative (KCI) launched the “Cleaning and Greening Campaign” to animate both young and old to get their hands dirty and help make Kabul a cleaner and greener city for all. Through his adventures, “Shir Sultan” will teach the children of Kabul how to plant trees, clean the city and keep the city a beautiful place for years to come.

“Shir Sultan” made his first public appearance with a kickoff event for the “Cleaning and Greening Campaign” where the H.E. Mayor Nowandish and the KCI Chief of Party distributed coloring books that tell the story of how garbage is collected by the municipality (the books were developed by the International Solid Waste Management Association and translated and printed by KCI with permission).

During the next few months while the campaign is ongoing children will follow “Shir Sultan’s” adventures as he teaches them how to properly dispose of garbage in the dumpster, wash their hands daily after touching trash, and how to help their parents plant and water trees. Not only does “Shir Sultan” appear in coloring books, he will soon be showing up on billboards, posters, and on TV to pass his message to the children of Kabul.

“Shir Sultan” and all brochures, posters, fliers and billboards for this campaign are being designed, developed and produced by local Afghan companies.

Telling Our Story

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