

We are



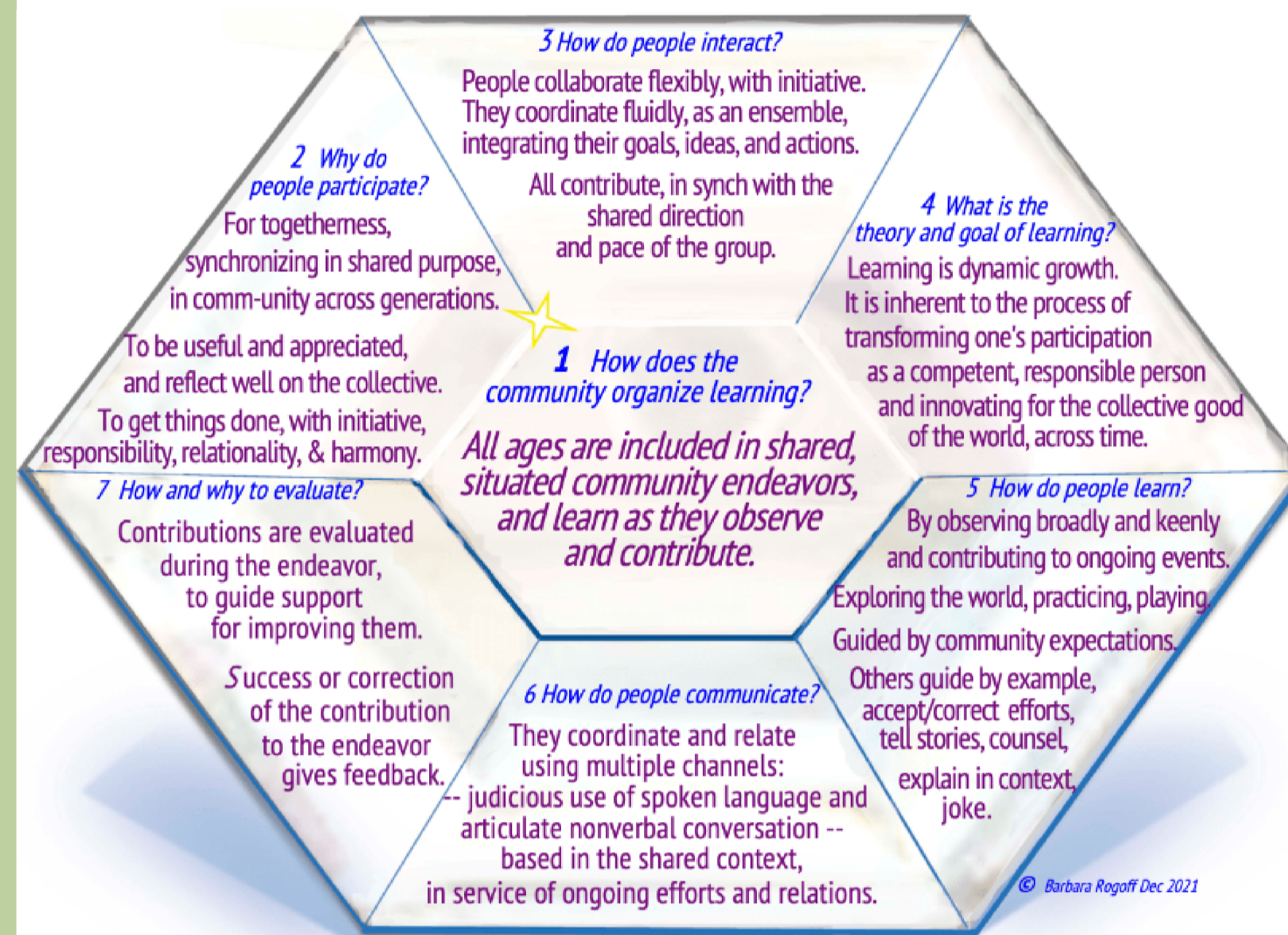
Joint Action for Diversity and Engagement (JADE), a nonprofit organization based in Minnesota, USA, led by 12 adult board members, three youth board members, and three advisors.

We believe that climate work is intergenerational. Adults must care about the environment while offering space for younger minds to dream, try, and make mistakes.



01. MODEL : LOPI

The Process of **Learning by Observing and Pitching In** to family and community endeavors (LOPI) (Rogoff et al., 2015)



02. CULTURAL WAY: STORIES

Stories help us to understand who we are and why we are doing what we do.

“**The Chirps in Gaohong’s Pipa**” by Peng, Gaohong, and Shuazong is a bilingual multimedia picture book that explores embodied echo grief. The authors and creators partnered with JADE to bring the story to life through community engagement, featuring live music by the esteemed composer and musician, Gaohong, and interactions with the creators to inspire continuous intergenerational storytelling and active listening in the immigrant community.



At cultural events like the Asian Fair, JADE has created exhibitions on nature and human harmony that feature stories and folk tales. Emphasizing the beauty of languages in both their forms and as living narratives, designer Grace from JADE utilized translations from individuals across various Asian cultures and regions to create a 'language-flower' invitation, which symbolizes the solidarity of the Asian community and celebrates its diversity.



03. REDUCE & REUSE

At the West Metro Asian Fair, which attracted 7,000 participants—40% of whom were youth—JADE introduced the Minimum Waste Event Initiative, and plans to broadcast the concept to other community events:

- training both youth and adult volunteers in proper recycling techniques and developing sustainability leadership
- advocating for food vendors to adopt sustainability measures and educating small businesses on sustainability strategies
- Collaborating with local environmental groups to host a learning hub that sparks conversations between climate specialists and youth.
- engaging fairgoers in immersive recycling learning experiences at multiple touch points at the fair



- actively collecting posters from youth across the USA and around the world to exchange innovative ideas on recycling and upcycling, aiming to encourage a rethinking of product lifecycles and responsible consumption

04. GIS STORYMAP & OUTDOOR ACTIVITIES

Collaborating with the University of Minnesota Twin Cities, JADE organizes GIS StoryMap training for Asian K-12 students to empower them with strong visual and geographic communication skills for solving social and environmental issues.



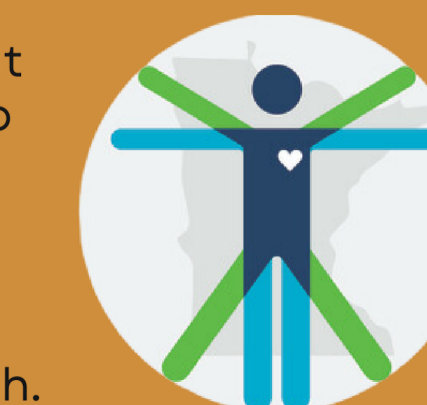
JADE organized environmental engagement programs that target families as units to participate in park and trail cleanups during nature walks. While working towards a common goal, these programs

- deepen our connections with the land and wildlife,
- cultivate intergenerational conversations on climate action
- and building community bonding



On Mother’s Day, JADE partnered with running clubs to co-organize a family run involving multiple generations, with an emphasis on appreciating families and the outdoors.

JADE actively engages with the state government agency, contributing community perspectives to the development of the new Statewide Health Improvement Framework. We advocate for incorporating nature-based learning and sustainable living practices as tools for self-reflection and methods to enhance mental health.



Be the **change** you wish to see in the **world**