

Catherine Constantinides: Former Miss Earth and Climate Activist– 21 ICONS

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21 Icons Season 3 – Episode 4: Catherine Constantinides



“We can each be a building block to the kind of South Africa we believe is possible if we all live as active citizens, every single day.”

Former [Miss Earth](#), executive director of Lead SA and an Archbishop Tutu African Oxford Fellow, Catherine Constantinides is climate activist and social entrepreneur who aims to create a sustainably “green” continent by educating the youth and empowering young women to counteract the destruction of our indigenous heritage and create a new generation of socially active citizens.

A born leader and entrepreneur Cathrine began her ventures in grade 1, selling pistachios shells with prestik inside them as fake nails to other pupils. At age sixteen she started her own event, marketing and branding company, **SA Fusion**, aimed to help create awareness for social and environmental issues in South Africa.



“We have to preserve our environment right now, Africa will be the hardest hit by a change in climate, it already has started to happen, how are we going to be the generation that stands up to fight for the protection of our only home”

As her business grew, so did her passion for educating the communities about proper development and climate change. This led to her co-founding Generation Earth, an international youth leadership initiative focused on creating conversations between students around solutions to sustainable development, low-carbon futures and resource management – specifically in Africa. As a result she was given the Mail & Guardian’s Greening the Future award in 2013; a prestigious accolade acknowledging efforts towards creating a cleaner planet.



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Catherine has also won a host of other accolades such as the *Eco-Warrior Award 2014*, *Top Young Female Entrepreneur 2013*, *South African Youth Entrepreneur at the South African Premier Business Awards* and *Mail & Guardian's Top 200 Young South Africans for 2014*.

Portrait: 'Against All Odds'



Catherine is pictured gazing towards the afternoon sky, surrounded by the environment she fights to protect. A wreath of indigenous flowers encircle her head, emphasising her connection and love for Africa's natural state and her passion to preserve it.

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21 Icons behind the scenes is on SABC every Sunday from 6 September at 19:27. Alternatively follow their movements on [Facebook](#) and [Instagram](#).

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