



Green Action Week (India) 2018

'Sharing Community'

Activity Completion Report



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1. Background

The Green Action Week (GAW) Fund India is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS in 2017 and continuing in 2018. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness of environmental issues. The GAW campaign takes place during the first week of October. GAW is a global campaign to promote sustainable consumption. In 2018, 46 civil society organisations (CSOs) from 30 countries participated in the campaign globally. The goal is to ensure everyone's right to a healthy environment and a better quality of life. With the theme 'Sharing Community', GAW seeks to highlight practical examples of more sustainable ways to access goods and services.

SDG 12 – 'Sustainable Consumption and Production' concerns material use, hazardous chemicals and waste, sustainable business practices, and consumer behaviour. With increasing use of natural resources, air, water, soil pollution, and ever-growing amount of waste, it is clear that our current way of consumption and production has to change fundamentally. To reach the goal, world leaders have agreed on targets, such as improved resource efficiency, reduced waste and better awareness of sustainable lifestyles.

One way to improving access to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism, waste can be reduced and resource efficiency improved. Sharing is a concrete example of a more sustainable consumption culture which also enables development and entrepreneurship.

2. About the Campaign

CUTS International in partnership with the Swedish Society for Nature Conservation implemented GAW Campaign 2018 (India) on the theme 'Sharing Community'. The project was initiated in August 2018 and concluded in October 2018. The aim of the campaign is to promote strong and collaboration in communities while increasing access to goods and services without further stressing the planetary boundaries. By setting examples of cultures of sharing, one can learn from each other about sustainable development and lifestyles.

3. Theme

After recognising the potential by generating attention and interest on one issue simultaneously in different countries, there is a common theme for all organisations participating in GAW. In 2018, SSNC has decided the theme 'Sharing Community' to promote the sustainable consumption as access to goods and services are unequal and

planetary boundaries are being breached. It would be an attempt to challenge the norm of private ownership and consumerism through creation of strong, collaborating communities. To fulfill the purpose and relevance of the GAW Fund India for organisations, following criteria have been taken into account:

- The definition and framing of the problem is relevant and common to consumers at local level
- There are practical solutions that can be promoted amongst consumers and policymakers at the national and local level
- Projects shall promote the culture of community sharing and collaboration to create sustainable access to good and services.
- Projects must have an environmental focus

4. Aim and Objective

The aim of the GAW India is to make a valuable contribution towards advancing sustainable development and reducing poverty, by promoting worldwide awareness and advocacy activities, which encourage sustainable patterns of consumption. The purpose of the GAW Fund India is to strengthen the role that consumer and environmental organisations can play as a vibrant part of civil society to raise awareness of the environmental and other impacts of consumption and promote and contribute to sustainable patterns of consumption amongst consumers, policymakers and other key stakeholders. Other than this some major goals are as mentioned below:

- Raise consumer awareness on the environmental impacts of consumption and promote sustainable patterns of consumption
- Minimise the waste and reduce pressure on natural resources
- Empower people to create, trade, swap, access and share goods, services and resources among themselves
- Promote the cultures of sharing and collaboration
- Motivate the community to adopt new technique for conservation of resources for sustainable consumption
- Initiate and implement social and community development activities through natural and other available resources conservation among all sections of the society.
- Bring about a change in the society by changing the behaviour of people by involving them in this process of change

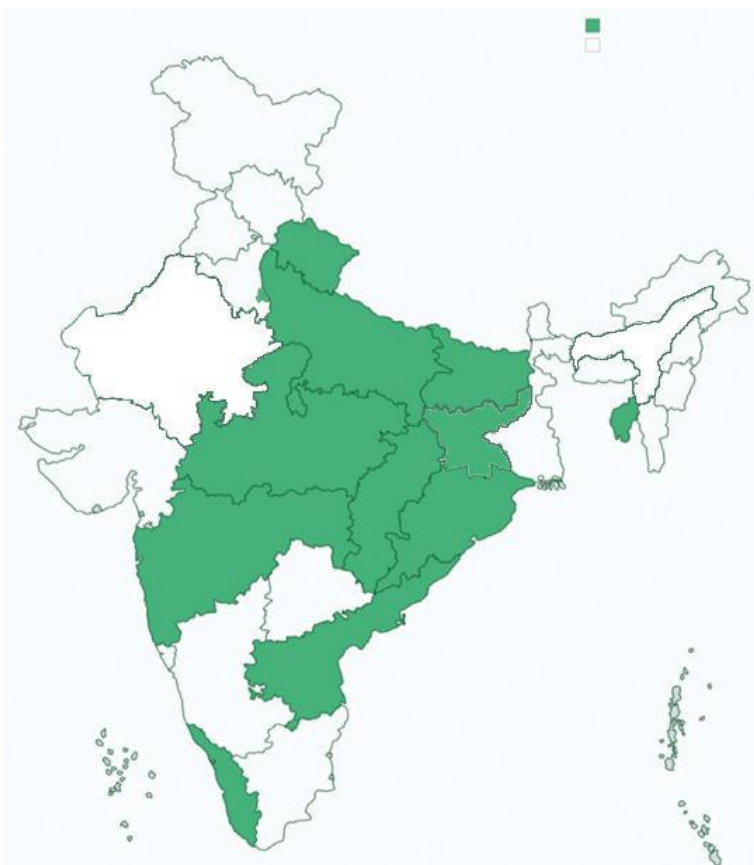
5. Process

Announcement was released and shared with wider groups of CSOs in states, including members of various networks, such as consumer councils, resource agencies of Ministry of Environment and CUTS network partners etc. to apply for GAW India Campaign. Total 50 organisations from different parts of the country applied, out of which 12 were finally shortlisted and awarded the grant in August 2018. Shortlisted CSOs were asked to revise

activities and budget after which formal MoU was signed between CUTS and partner organisations. Different activities were conducted by partners in September-October 2018.

6. Coverage of GAW India

For celebrating GAW (India) 2018, 11 states were selected besides Jaipur (Rajasthan) and 12 organisations are partnering which widens the profile of the campaign both at National and State level with enhanced responsibilities to achieve envisioned targets. 11 states covered under GAW (India) 2017, amounts 60 percent of the total area of the country. The selection of states keeps a 'North-South-East-west' approach and provides reasonably dynamic penetration to the campaign throughout the nation. The area of states covered (green) under GAW (India) can be shown in the map of India as following:



7. Activities

7.1 Rural Action for Social Service, Andhra Pradesh

Rural Action for Social Service (RUFSS) is a registered NGO working for women, children, and deprived sections of the society. During GAW 2018 (India) the organisation conducted a training workshop in which guidelines on sharing community and sustainable consumption were shared. Group discussions were held focussing on generating awareness about sharing community and rallies on eradication of plastic and prevent environmental pollution were conducted. Public meetings were held, IEC material was disseminated, competition was organised and prizes were distributed. These activities were organised to generate awareness. The co-ordinators and volunteers conducted the programme successfully.



7.2 Jan Kalyan Parishad Ambikapur, Sarguja, Chhattisgarh

Consumer awareness camps were organised in the Sarguja district of Chhattisgarh during September 15, 2018-October 15, 2018. Meetings were conducted to discuss the strategy about implementation of programmes; awareness on sharing community was raised through school rallies and workshops; and slogans and pamphlets were distributed to the public. Follow up programme was also conducted. Discussions were held on the adoption of pro-organic farming. The partner explained the importance of collective sharing for the purpose of sustainable development by setting an example of wall of kindness and also by sharing of resources within the community.



7.3 Environment & Social Research Organisation (ESRO)- Delhi, India

ESRO provides integrated solutions to complex problems by 'Community Sharing Approach' in diverse areas of environment, health and social development. It focusses on creating the behaviour of sharing by using their unused resources or materials by bringing about a change in the society involving people in this process of change, work towards sustainable development for protection of the environment, make natural resources available for the general welfare of the society. Certain activities were conducted, such as awareness campaigns through rallies, folk play among community of project site, display of banners, and distribution of pamphlets, workshops on sharing community, quiz and drawing competition etc.

The impact was that large group of students and 250 community members participated in awareness campaign rallies/folk play/quiz and drawing competition. Some challenges were faced, such as outreach to community to create awareness about natural resource conservation and

optimum utilisation of resources through community involvement was a difficult task for any organisation.



7.4 Association for Sustainable and Human Initiatives, Ranchi, Jharkhand

Ranchi, known as the summer capital of undivided Bihar, is currently known as the capital of Jharkhand, consisting of mostly tribal population where community is more important than individuals. The basic approach to community sharing is raising awareness about the sustainable consumption and increasing consumption of those items which are harmless to the environment. The organisation is focussing on two goals – Explore, Exchange, Engage (EEE) & Reduce, Refuse, Reuse (RRR). However, some of the challenges were also faced, such as lack of awareness amongst people, inadequate time and budget, lack of scope for long-term approach. There were also some achievements -- school outreach programmes were held involving various stakeholders, including young minds, activists, politicians, journalists, thinkers, filmmakers, writers, women best-practitioners from NULM, NGOs and Church-based institutions.



7.5 Centre for Environment and Sustainable Development, Kerala

During the GAW 2018 different schools were pursued with project activities conducted on concept of sharing amongst children, parents and teachers. A three-day training programme on community sharing was held with the support team of six persons (selected from teachers and public community). They also conducted collective action programmes, personality development and

orientation programme for teachers and also initiated the concept of community library etc. Impact of these activities were that concrete measures were initiated to upgrade a government lower primary school in the locality, community people implemented lessons of sharing their resources, time, skill, money etc.



7.6 National Centre for Human Settlements & Environment (NCHSE), Bhopal, Madhya Pradesh

NCHSE is working for the sustainable development as it conducted activities like development of resource book on organic food festival. The organisation conducted a workshop on 'Safer and More Sustainable Food' in Bhopal on October 24-25, 2018. The idea of expanding information on common sharing platform (What's App) having more than 100 members was initiated; food festival and workshop on sharing community was organised in October. NCHSE has created a network of progressive farmers doing organic farming and urban consumers having belief in organic food for mutual benefit and exchange information.



ऑर्गेनिक क्रॉप्स, फ्रूट्स उगाने वाले किसानों से लोगों ने जाने इनके फायदे
 ग्रीन एक्शन वीक के तहत लगा ऑर्गेनिक फूड फेस्टिवल

सिटी रिपोर्टर | भोपाल

नेशनल सेंटर फॉर ह्यूमन सेटलमेंट्स एंड एन्वॉयर्नमेंट और स्वदेशी सोसायटी फॉर नेचर कंजर्वेशन विषय पर ग्रीन एक्शन वीक के तहत बुधवार को ऑर्गेनिक फूड फेस्टिवल का आयोजन किया गया। यहां लोगों को ऑर्गेनिक डिशों खाने को नहीं दी गई, बल्कि उन्हें ऑर्गेनिक क्रॉप्स, फ्रूट्स और वेजिटेबल्स प्रोड्यूस करने वाले किसानों और उत्पादकों से सीधे मुलाकात करने का मौका दिया गया। फेस्टिवल में 50 से अधिक ऑर्गेनिक फूड प्रोड्यूसर्स ने अपने स्टॉल्स लगाए।

श्रीम है शेयरिंग कम्युनिटीज

इस फेस्टिवल में डेयरी प्रोडक्ट्स में गाय का घी, दूध, दही, मक्खन, श्रीखंड और घी के साथ ऑर्गेनिक हनी, राइस, गुड़, चने व मूंग की दाल, ज्वार व मक्के का आटा समेत तरह-तरह के तेल भी आए। दुनियाभर में लोगों में हेल्दी लिविंग को लेकर प्रमोट करने के लिए यह फेस्टिवल आयोजित किया जा रहा है, जिसका श्रीम शेयरिंग कम्युनिटीज रखी गई है। जिसका अर्थ है कि लोग अपने समुदायों के सस्टेनेबल डेवलपमेंट के तरीकों को दूसरी कम्युनिटीज के साथ भी शेयर करें। दो दिनों का फेस्टिवल दोपहर 12 से शाम 8 बजे तक जारी रहेगा।

7.7 Vaishvik Vikas Sanshtha, Maharashtra

During the GAW 2018 'Share to Save the Environment' was a project implemented in the community of Umarkhed and Pusad Block of Yavatmal district of Maharashtra during September 01, 2018-October 31, 2018. Some of the activities conducted were: school students participated in awareness rallies and essay competitions were organised at college level. Biodiversity committees were formed to maintain and protect the environment and training programmes were organised to

share the idea of sharing community and capacity building of community. College professors shared their experiences to motivate and promote the concept of 'Sharing Community'. A campaign on sharing community was organised by college students and street plays were held to spread the message of sharing community in different villages. 'SMRUTI VAN' is a part of sharing community wherein plants were shared amongst the people. The impacts were far reaching: people agreed to share seeds to needy farmers from their total farming production. Training programme was also the key activity which spread the idea of sharing. Some challenges faced were that initially people denied sharing books, seeds etc. but they were convinced through awareness campaigns and street plays and understood the importance of sharing.



7.8 Youth for Social Development, Odisha

Major activities conducted by this organisation were: a city level multi stakeholder consultative workshop on sustainable lifestyle and other meetings on collaborative consumption were conducted and IEC materials (leaflets and posters) designed and printed. Youth for Social Development organised a college level awareness campaign on 'collaborative consumption' along with a signature campaign.

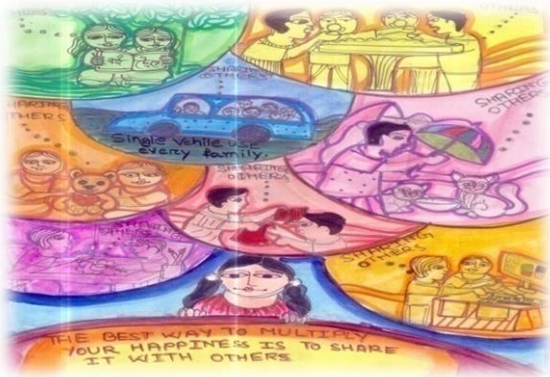
Impact of the activities conducted were: More than 2,000 people were made aware of collaborative consumption, harmful effects of waste and plastic on health and environment and benefits of sharing community. Recommendations to promote sharing community practice was proposed to the local government in the multi stakeholder dialogue. Current practices of 'sharing community' like wall of kindness, sharing ride, sharing books in Berhampur city have set examples of sharing goods and service to protect environment. Information, Education and Communication (IEC) material was prepared under this initiative is itself-explanatory and has reached to wide variety of consumers and citizens which enhanced their understanding on the benefits of 'sharing community'. There was active participation of CSOs, local NGOs and media to help replicate and sustain the campaign. This also created an opportunity for further discussion on 'sharing community' and sustainable consumption in Berhampur city.

Therefore, there is a need to design and implement a strategic campaign to increase the demand for ‘collaborative consumption’ policies and provisions among consumers. Training should also be provided to civil society and government officials on SDG Goal-12 as its implementation will help consumers and citizens to practice and advocate for financial provision along with technical and skill support to the government in order to implement collaborative and sustainable consumption.



7.9 Mankind Awareness Platform, Tripura

In Tripura, this organisation has conducted several activities based on sharing community under GAW(India)2018. It organised a signature campaign, drawing competition, state level seminar, IEC programme with college students and market survey on organic food products. The impact of these activities were that Agriculture Department of Government of Tripura has agreed to work with the organisation. Agriculture Research Station also inspired them by providing funds to organic programme on natural farming. The organisation established eco-friendly productive unit which would led to betterment of farmers and inculcates sharing attitude in them towards natural farming. However, some challenges were faced. However, to continue the spirit of community sharing, this organisation is working to mobilise the theme of ‘community sharing’ from nursery school to university level, and setting up an eco-friendly project like plant extract products such as plate, carry bags, glass etc. By spreading the message of sharing collectively the civil society will reduce the production leading to lesser harm to the environment.



7.10 Mount Valley Development Association, Uttarakhand

It is a grassroots organisation working for the upliftment of Gharwal Himalayan region inspired by Sarvodaya Movement for a holistic enhancement of people of Bhilangana valley with the mission to improve the quality of life of rural people especially women and the disadvantaged in the Garhwal region of Uttarakhand. The organisation motivates local farmers to adopt organic farming practices; consumers to act responsibly; advocates and encourages farmer federations, community organisations and other local civil society groups to establish and develop outlets; creates platforms of organic food products so to make them available to general public; creates awareness about how their daily choices as consumers affects sustainability of life on the planet. Some of the activities conducted were: interaction with school and college students, awareness towards the food pattern and organic farming amongst students, promote collective farming and exchange of knowledge, meetings with SHGs and community members.



7.11 Rural Litigation and Entitlement Kendra, Dehradun, Uttarakhand

On November 09, 2000, Uttarakhand became the 27th state of The Republic of India, being created from Himalayan and adjoining northern districts of Uttar Pradesh. Formerly known as 'Uttaranchal', in August 2006.

Some of the activities which RLEK conducted in GAW 2018 (India) were: plantation drive, environment awareness rally, two-day workshop on the theme of 'Sharing Community' with the title 'Environmental Sustainability: A road to inclusive access and consumption, consumer awareness and community sharing'. The impact of these activities: Target groups, including school students, citizens and nomadic tribes understood their roles and responsibilities as consumers and took up the same in their respective villages or ward level and propagated their traditional knowledge, sustainable access and community sharing. Challenges which were faced during the week were: local residents were least interested and due to onset of winters made locals busy in their domestic works. In the future, RLEK plan to promote the Seed Bank in different areas, create awareness on dissemination of segregation of waste into biodegradable and non-biodegradable, promote training to SHGs women members on compost making so as to reduce the waste in their areas, encourage local public to take small steps towards community sharing in the form of carpooling etc. The organisation is planning to form a Citizen's Forum which will function as community level institution.



7.12 Shohratgarh Environmental Society, Uttar Pradesh

For GAW (India) 2018 this organisation had certain specific objectives that is to deepen understanding of concept of community sharing and to overcome the challenges related to sustainable consumption and sharing community among people of Lucknow, to encourage dialogue between different stakeholders in relation to consumption and environment, to enhance critical thinking of stakeholders such community school going children through discussions and intellectual challenges to develop an online platform where community can share useful items.

Under GAW (India) 2018 different activities were conducted both at school level and community level as this organisation has launched ushare.com (online platform for sharing). U-share initiative aligns with Sustainable Development Goal 12 (responsible consumption and production). Sustainable consumption and production aims at increasing net welfare gains from economic activities by reducing resource consumption and degradation resulting into increase in the quality of life. Till December 2018, 40 items were shared, swapped and are uploaded on wish list of U-Share. However, different challenges faced were misunderstanding amongst people. The impact of GAW (India), 2018 was that good exposure of U-Share (online platform) amongst the people, there was a shift from various environmental issues to sharing community and in future the organisation plans to engage in other programmes of SES and promote issues through U- share.



8. Partners Evaluation Meet, 2018

To share the learning among all GAW partners and evaluate activities conducted by partner organisation, a meeting was organised at Jaipur on December 14, 2018. Amar Deep Singh welcomed the participants and George Cheriyan delivered opening remarks in the meeting. He also shared global perspective of GAW campaign as well as relevance in the Indian context. Each partner organisation presented their activities with highlights and challenges. Presentations were followed by question answer session and discussion.



9. Conclusion

There is huge gap in distribution of resources and consumption level of different societies in which many of them strive to join luxurious lifestyle and on other hand second group of people who lack access to even basic goods and services. The perspectives and capabilities of low, middle and high income contexts are essential to take into account when addressing consumption and production patterns. SDG 12 is assisting India to avoid getting locked in unsustainable lifestyles, and communities to use the resources effectively and efficiently.

GAW (India) 2018 mainly focuses on sharing within communities, rather than on the systems through which they are shared. In this way, the aim is to promote strong and collaborating communities while increasing access to goods and services without further stressing the planetary boundaries. And by setting good examples of cultures of sharing, one can learn from each other about sustainable development and lifestyles. One way of improving accessibility to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism, one can reduce waste and improve resource efficiency. Sharing community is, in other words, a concrete example of a more sustainable consumption culture enables development. Throughout the campaign, there was good media coverage, and activities were conducted successfully in all the states.