



A.C.T.



A SUSTAINABILITY PROJECT BY **EARTH5R**



ABOUT EARTH5R

Earth5R is a Mumbai based Socio-Environmental Organisation operating in 35 cities across India with a community base of 26,000 members. Starting from Mumbai, now it has presence in 25 countries globally.

AN INCLUSIVE APPROACH TO SUSTAINABLE DEVELOPMENT

Earth5R projects raise green, zero waste localities and develops sustainable livelihood for marginalised communities.

LOCAL PARTNERSHIPS

Based on the UN Agenda 2030, Earth5R works on the idea of building partnerships for the goals.



Earth5R founder Saurabh Gupta was chosen to be part of Young Leaders, France- India by the French President Emmanuel Macron.

THE A.C.T. PROJECT

ACTION
COLLABORATION
TRANSFORMATION

MISSION

To take action through collaborations with **citizens and local stakeholders** to transform localities into Green, Zero Waste and reduce the poverty.



RESPECT • REDUCE • REUSE • RECYCLE • RESTORE

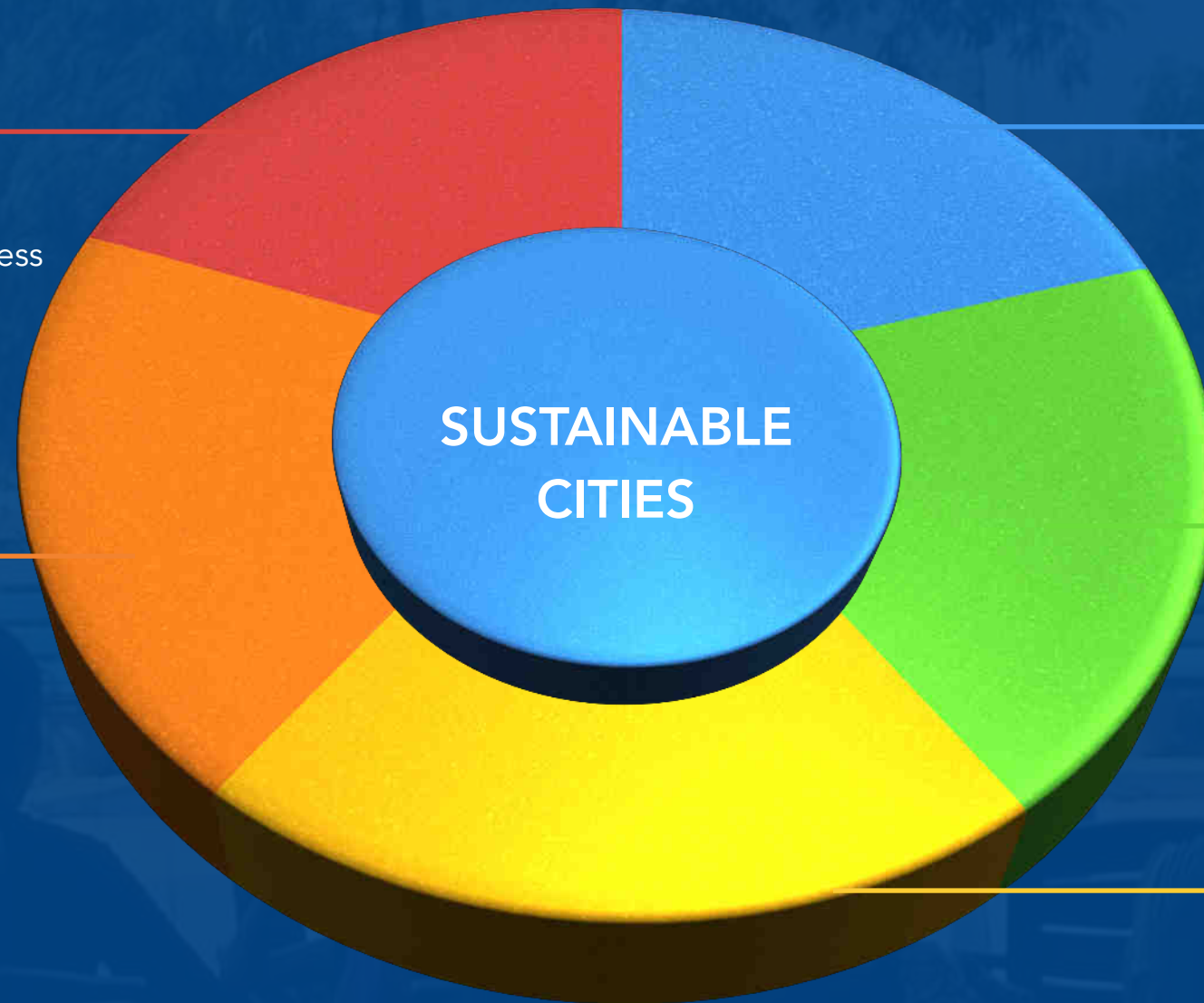
THE EARTH5R APPROACH

RESTORE

- Restoring the natural ecosystem through Cleanliness and Plantation Programs

RECYCLE

- Collecting and recycling dry waste.
- Processing wet waste at building levels to make compost



RESPECT

- Behaviour change through awareness trainings and creative communication to control **littering**.
- **Waste segregation trainings**

REDUCE

- Behaviour change through awareness trainings and creative communication to reduce **waste generation at source**.

REUSE

- Upcycling training workshops for residential buildings and butterfly communities to Reuse discarded resources.

IMPLEMENTING THE U.N. SUSTAINABLE DEVELOPMENT GOALS

ACT project involves citizens in meeting needs and addressing sustainability issues that affect their local ecosystem. With the help of citizens and various stakeholders Earth5R team develops new localised solutions that scale the impact to global level in a replicable model, while implementing UN Sustainable development Goals.



COLLABORATION

ACTION

TRANSFORMATION

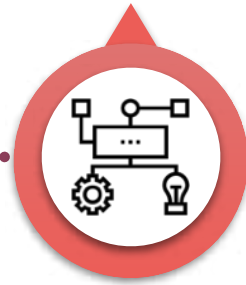
Identification of Area



Research and Survey



Project Management Plan



Building Stakeholder's Network



Sustainable Livelihood for Underprivileged Communities



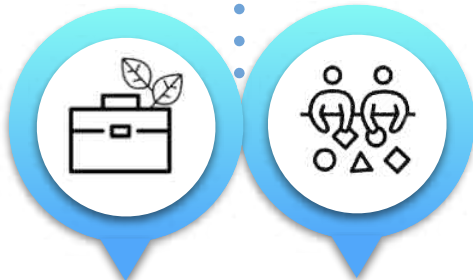
Awareness Program for Citizen Volunteers



Leadership Program for Children and Youth

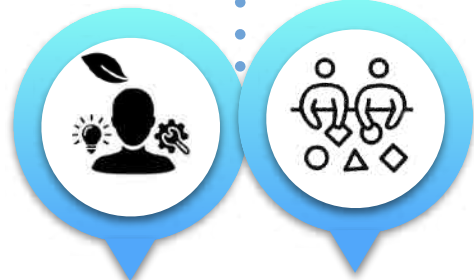


SDG Training & Consulting for Businesses



Green Jobs

Waste Management Program
(Upcycling to Make New Products)



Social Ecopreneurship

Waste Management Program



Waste Management Program
(Composting and Recycling for Zero Waste)

Afforestation and Organic Gardens



Green Services

Sustainable Businesses



Sustainable Localities and Circular Economy

THE ACT MODEL





ACTION • COLLABORATION • TRANSFORMATION

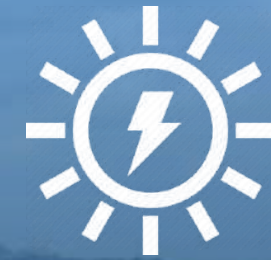
LOCAL SUSTAINABILITY ISSUES



Compostable Waste
ends up in landfills



Recyclable Waste
from ends
up in landfills



Renewable Energy
potential goes waste



Pollution level in the
local water bodies
much higher than the
safe limit



Loss of green cover
resulting in poor air
quality



Large pool of unskilled
people to be a part of
the formal economy.



ACTIVITIES UNDER ACT PROJECT

• SLUM COMMUNITIES

- Waste to livelihood - Entrepreneurship training
- Zero Waste Slums

• RESIDENTIAL BUILDINGS

- Community based waste management
- Mobilising ragpickers for dry waste
- Community based exhibition stalls

• LOCAL BUSINESSES

- Environmental Hackathons

• EDUCATIONAL INSTITUTIONS

- Environmental workshops
- Garbage Bins
- Water purifier bottles
- School gardens
- Solar power generation

• ECO SYSTEM

- Lake cleanup
- Plantation



ACTIVITIES PERFORMED
BY **EARTH5R** UNDER
ACT PROJECT



ACTION • COLLABORATION • TRANSFORMATION



SLUM COMMUNITIES

WASTE TO LIVELIHOOD - ENTREPRENEURSHIP TRAINING

- Training on Livelihood skills, Financial literacy, Product designing skills, Quality management and Supply chain, Providing training & Material.
- One month training in making handcraft products like cloth bags, wall hangings, newspaper bags, dolls. 8 sets of training within the month.
- Sewing Machines and other Equipments.
- Monitoring, Evaluating & Market Outreach.
- Products from the training program will be sold in kiosks as part of two months program.

ZERO WASTE SLUMS

- Garbage Bins (240 Liter capacity) for the slum localities.
- Installation of home based composting units and training of women.
- Compost to be collected and sold to schools, local nursery and for local plantation programs.

PURPOSE

- To make slum community self sustainable
- Improve the quality of life by providing them a chance to be included in formal economy
- Solving the waste issue

RESOURCES

Particulars	
Composting Kits & Training	
Garbage Bins	
Livelihood Training	
Sewing Machines & Equipments	





RESIDENTIAL BUILDINGS

ZERO WASTE PROGRAM

- Training on waste segregation and waste processing- composting for local buildings in the area.
- Setting up of cloth and newspaper collection boxes.

MOBILIZING RAG PICKERS FOR DRY WASTE MANAGEMENT

- Identifying, mobilizing and training and induction of ragpickers
- Kits Material and equipments, badge (uniforms, Footwear, first aid kit, hand gloves and sacks for whole year)

COMMUNITY BASED EXHIBITION STALLS

- Display & Selling of Eco-Friendly Products as a result of 'waste to Livelihood'
- Targeted sale of cloth bags (520 Plastic bags replaced per cloth bag)

PURPOSE

- To aid communities to move towards Zero Waste
- To set up a Self- Sustaining ecosystem including local stakeholders such as buildings, ragpickers and micro entrepreneurs

RESOURCES

Particulars	
Zero waste training workshops for buildings	
Local ragpickers inclusion program	
Community exhibitions	





LOCAL BUSINESSES

ENVIRONMENTAL HACKATHON

- Representatives of local businesses eg Restaurants, Banks, Offices etc get involved
- 30 minutes Hackathon to develop local solutions to local environmental issues.

WORKSHOP ON CIRCULAR ECONOMY

- A workshop that helps companies learn about circular economy, how they can be part of local sustainable development efforts.

WORKSHOP ON UN SUSTAINABLE DEVELOPMENT GOALS

- Learning about SDGs and how the company can align with SDGs

PURPOSE

- Sensitisation and community engagement for local businesses
- Developing local solutions for local problems

RESOURCES

Particulars	
Hackthons	
Circular economy workshops	
SDG Workshops	





PURPOSE

- Hands-on knowledge & awareness on waste management, upcycling, recycling.
- Effective Waste disposal system
- Improved health by access to clean water
- Solar energy production at local level

RESOURCES

Particulars	
Environmental workshops for children	
School Garbage bins	
Water bottles with purifier	
School Gardens	
Rooftop Solar Panels	

EDUCATIONAL INSTITUTIONS

ENVIRONMENTAL WORKSHOPS

- School children receive practical workshop in sustainability, waste management.
- One month project work under which they move their homes towards zero waste, and submit project report.
- They receive environmental certificate.

GARBAGE BINS

- 2 sets per school for Dry, Wet, Refuse waste collection = 6 bins per school (120 L)

WATER PURIFIER BOTTLES

- Distribution of Water purifier antimicrobial filter bottles.
- Roughly 1/3 of children participating in environmental workshop are from Municipal schools and given the bottles.

SCHOOL GARDENS

- Developing school gardens in Municipal schools using plastic bottles and other non recyclable waste plastic.

SOLAR ENERGY PRODUCTION

- Rooftop solar panels in Municipal schools.





RESTORATION OF ECOSYSTEM

CLEANUP OF THE ECOSYSTEM IN THE LOCALITY

- Involve citizens in weekly lake cleanup, segregation, recycling programs.
- Weekly cleanups of local ecosystem.
- Waste Recovery, Segregation and Recycling.

PLANTATION

- Weekly Plantation events.
- 800 trees per event.
- Post plantation care.

PURPOSE

- Increase citizens involvement in restoring and sustaining the local environment, e.g. Weekly lake cleanups
- To increase the green cover of the locality

RESOURCES

Particulars	
Lake cleanup events	
Plantation events	





ECOBRIK GARDENS

SEGREGATION AND COLLECTION OF PLASTIC

- Involve citizens and children in routine collection of plastic bottles and non recyclable multilayer packaging.

MAKING ECOBRICKS

- Children in local schools undergo workshop for making EcoBricks.

MAKING ECOBRICKS GARDEN

- With the help of Earth5R volunteers school children construct their own EcoBricks Gardens.

PURPOSE

- Multilayering packaging based plastic is non recyclable and it ends up in public places and landfills.
- School children and local citizens solve this problem by constructing EcoBrick Gardens.

RESOURCES

Particulars	
Collection, Storage, Transportation of plastic	
Cement, Wire mesh	
Training	



OUR GOAL - SUSTAINABLE LOCALITY

ACT.
पवई



MAKE LOCALITIES A GLOBAL ROLE MODEL OF CIRCULAR ECONOMY

IN NUTSHELL

Slum Communities - Waste Management and Livelihood Generation, Construction of structures with EcoBricks

Residential Buildings - Waste Management and Community Engagement

Local Businesses- Community Engagement to develop Local Solutions

Educational Institutions- Environmental Education, Waste Management, Plantation, Energy Conservation, Access to clean drinking water

Restoration of Ecosystem- Cleanup and Plantation

ENVIRONMENTAL, SOCIAL & ECONOMIC IMPACTS OF THE PROGRAM

WET WASTE

Slums
process the organic waste
at family level

Residential Buildings
process the organic waste
at building level

DRY WASTE

Slums
recyclable waste collection for
revenue generation
Residential buildings
recyclable waste given to
ragpickers for recycling
Cloth/Paper Bags Making
Plastic bags
replaced

ECOSYSTEM

Lake Cleanup
Weekly waste recovery
Ragpickers employed
Plantation
Shortage of trees covered
through citizen led plantation
programs

CLEAN ENERGY

Rooftop Solar Panels
Electricity generation from
municipal schools
for carbon offset

LIVELIHOOD

Slum families
Increasing the revenue of
families upto 11,000 Rs
per month by upcycling the
waste

HEALTH

Clean Water
Children get access to
clean drinking water

Clean Air
Encouraging public
transports, bicycling and
increasing the green cover
of the locality

A.C.T. PROJECT WAS SELECTED UNDER PROJECT LEADERS CATEGORY FOR THE FIRST PARIS PEACE FORUM

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A.C.T. Global Project is the only Citizen-led Sustainable Development initiative selected from all over the globe.

24

One among 24 environmental projects selected from around the world.

121

One among 121 total projects selected from around the world.



NOVEMBER 2018
November 11-13, 2018

PARIS
PEACE
FORUM

A global
platform
for Governance
projects



**ACT MODEL WAS PRESENTED AT THE
TEDx FORUM AT PARIS
BY EARTH5R FOUNDER
SAURABH GUPTA IN MARCH 2019**



**LARGE-SCALE CHALLENGE REQUIRES
LARGE-SCALE ACTION**



**FOR PARTNERSHIPS AND
COLLABORATIONS CONTACT:**

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