

Green Action Week Fund India-2018

Application form

To be submitted to CUTS by 15 August 2018

Background

The Green Action Week Fund-India is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS International in 2018. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness on environmental issues. For over 20 years SSNC has carried out an annual 'Shop and Act Green' campaign in Sweden, of which the focal point Green Action Week, has led to very good results. Campaign always takes place during the first week of October. It always promotes the consumer has an alternative choice, different ways of consuming and acting and where it's possible for the consumer to make a difference.

Theme for Green Action Week

Recognising the potential for greater campaigning impact by generating attention and interest on one issue simultaneously in different countries, there is a joint theme for all organizations participating in Green Action Week. In 2018 SSNC has decided the theme '**Sharing Community**' to promote the sustainable consumption. Access to goods and services are unequal and planetary boundaries are being beached. Campaign wants to ignite cultures of sharing and collaboration, as a way to create sustainable access for more people and at the same time reduce stress on the planet. It would be an attempt to challenges the norm of private ownership and consumerism through creation of strong, collaborating communities.

To fit the purpose and relevance of the Green Action Week Fund India for organisations, we have taken into account the following criteria:

- 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 policy makers at the national and local level
- Projects shall promote culture of community sharing and collaboration to create sustainable access to good and services.
- Projects must have an environmental focus.

Aim and purpose

The aim of the Green Action Week Fund 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 Green Action Week 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, policy makers and other key stakeholders.

Application criteria

Applications that do not comply with the instructions will be rejected

- Submit your proposal in the Application Form provided by CUTS. Do not make any changes to the format or delete any part of it. Responses should be within the word limit required for each section.
- Proposals should be submitted in word copy. Organisations' logos or any photographs are not required on the application form.
- Organisation can submit only one application since funding is limited to one project per organisation.
- GAW winners are encouraged to actively participate in knowledge-sharing and networking with the wider Green Action Week campaign (by email, website, and social media).

Eligibility

Green Action Week Fund-India is open for any registered non-governmental organisations, civil society organisations and voluntary consumer organisations working in the field of environment and sustainable development in India.

Primary Criteria

1. The campaign to be implemented must have a clear consumer perspective focusing on environmental issues.
2. The campaign should promote culture of community sharing and collaboration to create sustainable access to good and services.
3. The campaign should be implemented during the period September – October 2018, with some outreach activity taking place during global Green Action Week, i.e. October 01-07, 2018.

Evaluation Criteria

1. The campaign to be implemented should be solution oriented.
2. The grant can either support consumer awareness action alone or be used to support a well defined and justified advocacy activity to complement the consumer awareness action.
3. The campaign should encourage a gender balanced¹ focus as appropriate.
4. The activities should be of general interest and is not focused on a small group² of consumers.
5. The campaign should have clear, specific and realistic aims, objective and outcomes which can be achievable in time bound manner.
6. The budget should be detailed, realistic and clearly linked to the activity/campaign.

¹ Men and women, girls and boys shall have equal rights of participation and influence in the planning and implementation of the grantee project. The project should, to the extent possible, aim to strengthen gender equality and/or women's and girls' position and participation.

² The campaign must aim to reach a wide variety of consumer groups and the relevant stakeholders responsible for effecting policy changes that will benefit the campaign objectives.

Application Form

Name of Organisation	
Email	
Contact Person	
Full Address, Phone, Mobile	

Project title:

1. Project summary (no more than 150 words)

Please give a brief summary of your proposed project, including background context, and establishing a clear link to the Green Action Week theme '*Sharing Community*'.

2. Problem statement (no more than 150 words)

Please describe the problem you will address and your proposed solution.

3. Impact and objective(s) (no more than 200 words)

Describe the specific objective(s) of the project, as well as the overall impact that the project will contribute to.

Objectives:

Impact:

4. Activities and outputs (no more than 300 words)

Describe the activities to be undertaken and your outputs (i.e. the 'product of your activity, for example, number of participants, number of reports, number of IEC activities etc.)

Activities and their outputs:

5. Target group(s), roles and responsibilities (no more than 300 words)

Describe the target group(s), the results you expect to achieve on your target group(s), and how they will contribute to achieving the project objective(s). Include details of the roles and responsibilities of relevant actors and stakeholders.

6. Budget

The budget should be **not more than Rs. 100,000**. Please outline below the costs for this activity, broken down into relevant budget lines. Break down as much as possible and add additional lines if required.

Budget item	Amount
Total Cost	

7. Submission and contact

Submit the application to CUTS by **15 August 2018** at below mentioned address through email or post along with registration certificate and profile of organisations. Successful applicants will be notified before 30 August 2018. If successful, this will be included in a separate Memorandum of Understanding and a revised action plan between CUTS and the organisation.

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