

# Green Action Week Campaign-2020 Stakeholders' Consultation Report



January 08, 2021, Jaipur

## Background

---

Within the framework of the Sustainable Development Goals (SDGs), world leaders have agreed on tackling our unsustainable consumption and production patterns. By minimising the use of natural resources and the emissions of waste and pollutants, the goal is to ensure everyone's right to a healthy environment and a better quality of life. With the theme "Sharing Community", Green Action Week seeks to highlight practical examples of more sustainable ways to access goods and services.

In 2015, the United Nations adopted Agenda 2030 for Sustainable Development. The agenda consists of 17 SDGs that address the challenges the world is facing – such as climate change, inequalities, poverty, and environmental degradation – and will guide global development until 2030. Currently, governments, communities and individuals all over the world are taking action in order for the goals to be reached.

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, and soil pollution, and ever-growing amounts of waste, it is clear that our current way of consuming and producing 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. SDG 12 is closely related to other goals, such as SDG 4 – "Quality Education", SDG 11 – "Sustainable Cities and Communities" and SDG 13 – "Climate Action".

However, access to goods and services is unequal. While many people consume on very high levels, and many more strive to join that lifestyle, there are people who lack access to even basic goods and services. And while over consumption is an attribute of mainly high-income countries, its consequences in the form of climate change and environmental degradation tend to impact low-income countries the most. The perspectives and capabilities of both low, middle and high-income contexts are essential to take into account when addressing consumption and production patterns. SDG 12 can help lower-income countries avoid getting locked in unsustainable lifestyles, and instead leapfrog communities to more resource efficient and sustainable consumption cultures.

One way of improving people's access to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism, we can reduce waste and improve resource efficiency. Sharing is, in other words, a concrete example of a more sustainable consumption culture. And in addition, the sharing economy enables development and entrepreneurship.

## About the Campaign

---

CUTS International in partnership with the Swedish Society for Nature Conservation implemented a month-long project entitled ‘**Green Action Week Campaign 2020-*Sharing Community***’. The Campaign was initiated in September 28, 2020 and concluded in January 8, 2021. Globally, the week is celebrated during the 1<sup>st</sup> week of October every year.

Green Action week wants to ignite cultures of sharing. The focus is on communities, rather than on the products themselves or on the systems through which they are shared. In this way, the aim is to promote strong and collaborating communities – while increasing people’s access to goods and services without further stressing the planetary boundaries. And by sharing good examples of cultures of sharing, we can learn from each other about sustainable development and lifestyles.

The Green Action Week (GAW) Campaign-2020 aimed to facilitate awareness generation among consumers of Jaipur city of Rajasthan about sustainable consumption. The campaign was specifically targeted at women and youth amongst consumers.

With the rationale of influencing consumer behaviour in favour of sustainable consumption various activities in the form of awareness workshops with youth, Kitchen Gardens, Meetings with women groups, strengthening E-Waste bins, community library, *Saanjha ki Deewar*, community level stakeholders’ consultations were held in various parts of Jaipur city.

To mark the conclusion of the GAW Campaign, a District Level Stakeholder Consultation based on the theme ‘*Sharing Community*’ was organised at Jaipur, on January 8, 2021. The aim of the consultation was to advocate for a shift in policy towards sustainable consumption.

## Proceedings

---



The event commenced with **Deepak Saxena**, Assistant Director, CUTS International, welcoming guests and participants. He briefed participants about CUTS and its various interventions in the field of sustainable development. He also highlighted the need of campaigns, such as GAW, which is an annual civil society campaign being organised in 30 countries with involvement of 50 civil society organisations. Saxena highlighted how CUTS has succeeded in observing the campaign in Jaipur city and motivating several people, especially women and children, who will lead the movement of change. He thanked all stakeholders for being part of and making the campaign successful.

**George Cheriyan**, Director, CUTS International in his opening address, briefly started with the introduction of Green Action Week and speaking on the theme of campaign, he said that 'Sharing Community' with the focus on three main ideologies i.e. calling masses to reduce consumption of natural resources, educating people for reducing waste and advocating with people for developing a habit of sharing. Green Action Week wants to ignite cultures of sharing. The focus is on communities, rather than on the



products themselves or on the systems through which they are shared. In this way, the aim is to promote strong and collaborating communities, while increasing people's access to goods and services without further stressing the planetary boundaries. And by sharing good examples of cultures of sharing, we can learn from each other about sustainable development and lifestyles.

“This year's campaign was positioned in the context of the pandemic, which has severe negative impact on sustainable consumption. The pandemic had resulted in tremendous increase in plastic consumption; single-use plastic has made a big comeback in India due to increased use of masks, gloves, face shields, PPE kits, sanitizer bottles etc. The plastic waste is expected to be 9.4 million tons in 2020. Since work and education had gone online, use of electronic gadgets increased tremendously, sale of laptops in the state of Kerala itself increased by 400 percent and in Rajasthan increased by 200 percent. It is estimated that India will generate 5.2 million tons of e-waste by 2021. Use of personal vehicles, due to lack of public transport and physical distancing norms, increased to more than the pre pandemic levels. There is 70-80% increase in the production and consumption of organic products, as consumers consider immunity as ammunition to fight the virus. This year the campaign was focused on addressing some of these issues, said George Cheriyan, Director, CUTS International.

Highlighting water usage in the state like Rajasthan, George said that it contributes to 1.15% share of the whole country. As per ground water year book 2019-20, out of 295 blocks, only 45 blocks are in safe category, 33 blocks are critical, 29 are semi critical and 185 blocks have already exceeded replenishable level.

The recent solid waste management report of Jaipur Municipal Corporation (2019-20), which says that Jaipur generates 1477 tons of waste per day, out of which 834.1 tons are wet waste and 642.8 tons are dry waste. Only 20% waste of total waste is collected, segregated and processed rest goes in landfills. Quoting an example of Indore city, he reiterated for a joint effort to curb the menace of waste and it's not a sole responsibility of municipal corporation. This joint responsibility should be adopted for all the kinds of pollution, weather it is plastic, or e-waste or hospital waste etc. These three categories have shown an enormous growth during the pandemic time, so the situation is grave.

Cheriyar further elaborated and spoke on the 'Earth Overshoot Day', which from an economic standpoint, is the day when humanity reaches a deficit in its ecological spending. This deficit is maintained by humanity in a number of ways, such as accumulating waste (especially carbon dioxide) and liquidating ecological resources. From an ecological perspective, EOD represents the day when humanity simply exceeds the environment. In 2019, EOD occurred in July. However, this date varies by year, since human use of earth's resources is not consistent every year.



**Nimisha Sharma**, Programme Officer, CUTS International, made a presentation on a brief overview of the campaign and responses generated during its course. This year, the theme of Sharing Community was targeted at urban consumers in order to expand the outreach at four localities (Jaganathpuri, Sanganer, Meenavala & Dhawas) in the city of Jaipur. The major key activities of this year were Meetings with Women Groups, Community Library, Wall of Kindness (*Saanjha ki Deewar*), Four Community Level Stakeholder's Consultation and a District Level Stakeholder's Consultation Meeting. 100 Kitchen Gardens were the main outcome of this year's campaign. Maximum participation of mix group of people and their enthusiasm to know about kitchen gardening and sustainable consumption shows that the level of awareness among people is now rising as compared to previous years.

**Sukhpreet Bansal**, Ward Councillor, Ward No. 51 of the Jaipur Municipal Corporation Greater was the special guest in the event. She said that 'Preserving our traditional knowledge and culture', which can help in achieving sustainable development and it is a need of the hour to preserve the traditional knowledge and practice. Bansal said that concept of Circular Economy is practiced in every household in the country; especially, the women make optimum use of every product available to them. Women 'Reuse' everything and the role of community cannot be ignored to promote this concept. "Sharing of resources can help in achieving Sustainable Development". She admired the consumer awareness program initiated by CUTS International and showed her interest in taking this campaign forward in her ward.



**Ravi Tiwari**, Engineer, Rajasthan State Pollution Control Board, speaking as the Special Guest of the event briefly explained that there is a need to review the concept of development and promote ways to reduce, reuse & recycle waste materials. Tiwari further highlighted initiatives taken by the government in the form of the start-up scheme for organizations and individuals for coming up with innovative ideas to reduce waste from our environment.

**Mementos were presented to partners**



**Best Kitchen Gardeners were awarded with mementos**



## Open Discussion

---

The discussion was followed by an open session, where participants got a chance to put their views as well as discuss their doubts with the experts in the panel.



## Vote of Thanks

---

**Dharmendra Chaturvedi**, Programme Officer, CUTS International, summarised discussions and delivered vote of thanks to all participants. He stated that GAW, a complimentary programme of Pro Organic II, touched upon the urban population and its level of awareness and need for sustainable consumption through sharing. He emphasised on the need for campaigning among all stakeholders to promote habit of sharing at all levels. The consultation generated a good response from participants.



## List of Participants

S.No.	Name	Name & Address of the Organisation
1	Hemraj Sharma	Marudhar Gramodyog Kala Vikas Sansthan, Jaipur
2	Sunil Gupta	Anavarat Sansthan, Jaipur
3	Raj Sharma	Saakar Sanstha, Civil Lines, Jaipur
4	Abhishek Pareek	Pehchan, Shyam Nagar, Jaipur
5	B.R. Sharma	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
6	Meena Sharma	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
7	Anita Sharma	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
8	Santosh Devi	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
9	Man Mohan Sharma	64/303, Pratap Nagar, Sanganer, Jaipur
10	Dharmendra Sharma	VP- Paota
11	Jitendra Sharma	Navjeen Society, Jaipur
12	Hemraj Singh	LADO NGO, P.No. 40, Teen Dukan
13	Manoj Jain	C- 45, Shyam Nagar, Jaipur
14	Nand Kishore Dubey	LADO Society
15	Harish Chandra	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
16	Suman Sharma	Hardev Shiksha evam Jan Kalyan Sansthan, Jaipur
17	Kuldeep Singh	Lok Sahabhagi Sansthan
18	Meenu Prajapat	Vikasonmukh Sansthan, 87-A, Ayodhya Nagar
19	Sharda	Jagannathpuri- III
20	Anita	Jagannathpuri- II
21	Samta	Mangyavas, Mansarovar
22	Dr. Vinod Upadhyay	14-H-8, Indira Gandhi Nagar, Jaipur
23	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura, Via- Jobner, Jaipur
24	Dr. Seema Joshi	Maulik Foundation, Jaipur
25	Amit Sharma	D- 204, Murlipura Scheme, Jaipur
26	Ravi Tiwari	RSPCB
27	Shivani Saini	Vikashan Sansthan, Narayan Vihar, Madrampura
28	Santosh Saini	Vikashan Sansthan, Madrampura
29	Ramavatar Sharma	SSSR, Madrampura
30	Rajesh Malakar	Vikasonmukh Sansthan
31	Prabhakar	Sri Gopal Nagar
32	Lalita	Neelkanth Vihar
33	Manisha	19 Mgal

<b>S.No.</b>	<b>Name</b>	<b>Name &amp; Address of the Organisation</b>
34	Sukhpreet Bansal	Vaishali Nagar
35	Durgesh Rathore	Vaishali Nagar
36	Preety Joshi	Mahatma Gandhi Nagar, Jaipur
37	Ram Raj	Sangharsh Sansthan
38	Kainahya Puri	Gramin Vikas Shodh and Takniki Kendra
39	Dinesh Kumar	GVSTK Sansthan
40	Hemlata Pareek	Sodala
41	George Cheriyan	CUTS International, Jaipur
42	Deepak Saxena	CUTS International, Jaipur
43	Dharmendra Chaturvedi	CUTS International, Jaipur
44	Rajdeep Pareek	CUTS International, Jaipur
45	Nimisha Sharma	CUTS International, Jaipur

