

Green Action Week Campaign-2018

Stakeholders' Consultation Report

October 11, 2018, 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 2018-*Sharing Community***'. The project was initiated in August 2018 and concluded in October 2018. Globally, the week is celebrated during October 01-09 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-2018 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 workshops with school children, Kitchen Gardening, Meetings with women groups, Street Plays, Awareness rally with students, setting up compost units, community library, *Saanjha ki Deewar*, community level stakeholder's consultation and a district level Stakeholders Consultation Meeting were held in various parts of Jaipur city.

To mark the conclusion of the GAW Campaign, a State Level Stakeholder Consultation based on the theme '*Sharing Community*' was organised at Jaipur, on October 11, 2018. 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 46 civil society organisations. Saxena highlighted how CUTS has succeeded in developing 50 kitchen gardens 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 in the Consultation explained the context of the theme “Sharing Community”. He said that under Right to Healthy Environment, UN has included Sustainable Consumption in the year 1999, which is the “use of good and services, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs of future generation”. He highlighted how the ‘Circular Economy’, which promotes ethical consumption, has become a popular word in the global economy as an alternative to presently practiced linear economy model. He said, natural resources are very limited and the current model of linear economy demands perpetual growth, which is a mathematical impossibility in a finite system like Earth. Linking with the Circular Economy, he said, Sharing Economy is an economic activity, where assets and services are shared between two or more individuals, either free of cost or for a nominal price.



Cheriyan also said that, *Daan* and *Seva* (Charity and Philanthropy) are ethos of Indian Culture and even *Bhagwat Gita* says, “If one enjoys the abundance without sharing with others, he is a thief”. There are various examples from the life of people like Mahatma Gandhi and ancient kings who recognized the importance of sharing and respectful use of resources according to need rather than greed. He also highlighted, that in modern times there are three main drivers of Sharing Economy, i.e. social, economic and technology. In the present era, there are several online platforms such as Uber, Lending clubs, Airbnb etc. At the end, he concluded by mentioning that there is a need for serious thought on how we can share our resources instead of continuously taking from the nature and degrading the environment.



Nimisha Gaur, Programme Associate, CUTS International, made a presentation on a brief overview of the campaign and responses generated during its course. She apprised the audience that the reach of the campaign this year was extended to women and children by conducting ‘awareness activities’ in schools and households. This year, the theme of *Sharing Community* was targeted at urban

consumers in order to expand the outreach at two localities (Ramnagar & Meenavala) in the city of Jaipur. The major key activities of this year were Kitchen Gardening, School Campaign, Meetings with Women Groups, Street Plays, Awareness Rallies with Students, Setting up Compost Units, Community Library, Wall of Kindness (*Saanjha ki Deewar*),

Community Level Stakeholder's Consultation and a District Level Stakeholder's Consultation Meeting. 50 Kitchen Gardens and 10 Compost Units 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.



Aakansha Choudhary, Programme Associate, CUTS International made a PowerPoint presentation on "Sustainable Consumption, Culture, Practices and Lifestyles in India" highlighting case studies from different states of India which have the potential of replication at a wider level directly supporting the concept of Goal 12: Sustainable Consumption & Production along with other 16 Goals of SDG. The project was supported by SSNC and CUTS CART was involved in the project since October 2017.

Former Mayor of Jaipur, Jyoti Khandelwal as special guest enumerated "Sharing of resources can help in achieving Sustainable Development". Khandelwal 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. Khandelwal also said that at present, the waste is just being transferred from one place to another and not segregated, recycled or managed, which is leading to huge heaps of garbage. To promote the idea to manage plastic waste in the city, she suggested for an incentive based model or plastic waste ATM kind of machine, where people get an amount in return of depositing plastic waste like bottles. Khandelwal concluded by saying that, she is ready to support any effort by the community and CSOs, where the concept of Sharing Community and Circular Economy are promoted to achieve SDGs.



Vikas Sitaramji Bhale, Commissioner, Department of Agriculture of Rajasthan Government, speaking as the Chief Guest of the event briefly explained about the state of Rajasthan, which enjoys traditional advantage to switch to organic farming as the present use of chemical fertilisers especially in western Rajasthan is still 10 kg/hectare as compared to 40 kg/hectare in India due to its default organic soil but there are challenges related to production, demand and certification, which needs to be handled to switch to organic way of life. Bhale said that to feed the

population of 125 crores without using chemical fertilisers and pesticides introduced during the Green Revolution and shift back to organic produce is a huge challenge, which needs to be addressed immediately. Bhale further highlighted initiatives taken by the government in the form of *Paramparagat Krishi Vikas Yojana* in which 1150 clusters of 50 hectares each are selected to be converted into organic.

Prof. Somana Dutta from Rajasthan University put forward her views on the theme through a power point and cited several examples from all over the World and India, where this concept is being practiced and gaining huge success. She said that in the city like Jaipur sharing can be of bicycles, cars, tools, clothes, toys, books, seeds and plants etc. She also gave an example of Jaipur farmers market where plant seeds are shared by locals who visit the farmers market. Anyone can pick up seeds from the seed box and can voluntarily drop vegetable, flowers seeds for others to use free of cost. Sharing a hot meal at temples and *gurudwara* with other members of the community is an age old tradition in India. Dutta also said that companies offering shared workspaces, storage, delivery and logistics platforms are required in our cities. Vehicle-sharing and fashion-sharing services have also received significant backing. Pet sharing, kennel services, drivers and house help sharing can also be explored.



The Event witnessed the unveiling of Booklet on SC Case Studies. Mementos were also presented to partners.



Open Discussion

The discussion was followed by an open session, where participants shared their views on sharing community.



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.

सामुदायिक साझेदारी से सतत् विकास संभव



Nav Xpress

सामुदायिक साझेदारी को अगर दैनिक जीवन में उतारा जाए तो यह सतत् विकास एवं आर्थिक विकास के लिए महत्वपूर्ण सिद्ध होगी। ये कहना है जयपुर की पूर्व महापौर ज्योति खण्डेलवाल का। खण्डेलवाल ने कट्स की ओर से आयोजित राज्य स्तरीय परिचर्चा में बताया कि हमारे जीवन में शेयरिंग परम्परा शुरू से ही रही है, अगर हम इसे अपना लेते हैं तो प्राकृतिक संसाधनों का भरपूर उपभोग कर सकते हैं, इससे पर्यावरण संरक्षण भी होगा, साथ ही साथ जन समुदाय में साझेदारी की भावना जागृत होगी। परिचर्चा को सम्बोधित करते

हुए कट्स के निदेशक जॉर्ज चेरियन ने बताया कि साझेदारी की भावना हमारे पूर्वजों में विद्यमान थी, परंतु धीरे-धीरे हम इसे खो रहे हैं। उन्होंने शेयरिंग कम्युनिटी की थीम पर जोर देते हुए बताया कि ऐसे बहुत सारे तरीके हैं जिनके द्वारा हम समाज में साझेदारी की भावना को जागृत कर सकते हैं। कट्स की कार्यक्रम अधिकारी निमिषा गौड़ ने बताया कि ग्रीन एक्शन वीक-2018 के दौरान हमने जयपुर शहर में रामनगर एवं मीनावाला में 50 परिवारों के साथ काम करके उनके घर पर किचन गार्डन बनवाये तथा उन परिवारों में दस के यहां पर कम्पोस्ट यूनिट लगवाकर रसोई से निकलने वाले कचरे से खाद बनवाई।

List of Participants

S.No.	Name	Name & Address of the Organiation
1	Swati Singh	Parivar Seva Sanstha, M.I. Road, Jaipur
2	Gopal Singh Rao	Lok Sabhagi Sansthan, Khora Ladkhani
3	A.R. Sharma	ATMA Sanstha, Vil.- Jagmalpura, P.- Jorpura, Via- Jobner, Jaipur
4	Pooja Sharma	ATMA Sanstha, Vil.- Jagmalpura, P.- Jorpura, Via- Jobner, Jaipur
5	Sukhpal Dhabhai	CRDC, Thali
6	Rajesh Malakar	Vikasonmuh Sansthan, Nraina
7	Dharmendra Sharma	Aprna Sodh Sansthan, 7891510220
8	Rekha Sharma	Shiv Shikshan Sansthan, Pratap Nagar, Jaipur
9	Chagan Lal	SDGC,
10	Bhagwan Sahai Dadhich	Kisan Seva Samiti Mahagangh, Jaipur
11	Dr. Kiran Prajapat	Deepshikha Mahila Bal Utthan Samiti, Jaipur
12	Vinod K. Kumawat	Jaipur
13	Dr. B.L. Prajapati	Deepshikha Mahila Bal Utthan Samiti, Jaipur
14	Ashok Kumar	Aadhar, Jaipur
15	R.K. Sharma	Navjeevan Society, Jaipur
16	Suresh Vyas	Unnayan Vihar, Jaipur
17	Aakansha Choudhary	CUTS International
18	Geeta Saini	SCPN, 133-A, Ayodhya Path, Ram Nagar
19	Gayatri Devi	SCPN, 133-A, Ayodhya Path, Ram Nagar
20	Manju Kanwar	SCPN, 133-A, Ayodhya Path, Ram Nagar
21	Sharda Mathur	SCPN, 133-A, Ayodhya Path, Ram Nagar
22	Suman Jain	SCPN, 133-A, Ayodhya Path, Ram Nagar
23	Moti Devi	SCPN, 133-A, Ayodhya Path, Ram Nagar
24	Anamika Sharma	SCPN, 133-A, Ayodhya Path, Ram Nagar
25	Rekha	SCPN, 133-A, Ayodhya Path, Ram Nagar
26	Nimisha Sharma	CUTS International
27	Deepak Saxena	CUTS International
28	Dharmendra Chaturvedi	CUTS International
29	Om Prakash Sharma	Bhartiya Kisan Sangh, Kotkhavada
30	Raj Sharma	Saar Sanstha, 30, Suraj Nagar (E), Civil Lines, Jaipur
31	Nikita Sharma	Aadhar Parivar Seva Sansthan, Jhalana Dungari
32	Pukhraj Acharya	Anavarat Sansthan, Jaipur
33	Arena Ali	Jaipur National University
34	George Cheriyan	CUTS International

S.No.	Name	Name & Address of the Organiation
35	Dr. Amit Kumar	Kumarappa Sansthan
36	Bhoop Ram Sharma	Hardev Shikshan & Jan Kalyan Sansthan
37	Deen Dayal	Hardev Shikshan & Jan Kalyan Sansthan
38	Ghan Shyam Sharma	Hardev Shikshan & Jan Kalyan Sansthan
39	Sandeep Sharma	Dainik Navjyoti
40	Ram Sharma	Play Artist
41	Deepak Sharma	Records
42	Khagual Bhardwaj	SCPN, 133-A, Ayodhya Path, Ram Nagar
43	Reeta Pathak	SCPN, 133-A, Ayodhya Path, Ram Nagar
44	Rakesh Godara	Kisan Call Centre
45	Gagan Mishra	Orion Greens
46	Lalit Bhardwaj	Sarojani Naidu Mahil Vikas avam Kalya Sansthan, Jaipur
47	Vinod Kumar Sharma	ATMA Sanstha, Vil.- Jagmalpura, P.- Jorpura, Via- Jobner, Jaipur
48	Amit Sharma	Kisan Call Centre
49	Hanuman Sahay Sharma	Kisan Union
50	Neeta Upadhyay	Orion Greens
51	Umesh Kumar	IFFCO Kisan
52	Syoji Ram Gurjar	Sangharsh Sansthan, Dhandholi
53	Ram Niwas Sharma	Bhartiya Kisan Sangh, Bassi
54	Rajdeep Pareek	CUTS Internatioal
55	Soumana Data	University of Rajasthan, Jaipur
56	Gyan Saini	Shorya Samajsevi avam Swa Vavsaya Prashikshan Sansthan, Jaipur
57	Mohan Saini	Shorya Samajsevi avam Swa Vavsaya Prashikshan Sansthan, Jaipur
58	Jyoti Khandwal	Former Mayor, Jaipur
59	Vikas Sitaramji Bhale	IAS
60	Arun Joshi	Maulik Foundation
61	Sarujeet Kour	IFCO
62	Sankar Lal	IFCO