

Green Action Week – 2019

“Sharing Community”

Activity Completion Report

Executive Summary

Green Action Week (September 30- October 06, 2019) is a global campaign to promote sustainable consumption. Each year in October, organisations around the world take joint action to promote a common cause. Last year 50 civil society organisations (CSOs) in 30 countries in Africa, Asia, Europe, and the US participated in the campaign.

“Organic Food and Farming for All” was the campaign focus for the Green Action Week 2013-2017. Sustainable production requires sustainable consumption. If you eat more organic, producers will produce more organic!

The new theme for 2018 and onwards is the ‘Sharing Community’. The significance of this is to ignite cultures of sharing and collaboration to make sure that everyone has sustainable access to goods and services.

Green Action Week is an initiative by the Swedish Society for Nature Conservation (SSNC) and carried out in coordination with Consumers International (CI).

Objectives

The objectives of the campaign are to:

- raise consumer awareness on the environmental impacts of consumption and promote sustainable patterns of consumption;
- generate awareness among consumers about organic vegetables and fruits that would encourage consumers to shift towards organic agricultural products and sustainable consumption;
- ignite cultures of sharing and collaboration, as a way to create sustainable access for more people;
- minimise the waste and reduce pressure on natural resources;

- increase the supply of goods and services, making them more affordable;
- empower people to create, trade, swap, access and share goods, services and resources among themselves; and
- challenge the norm of private ownership and consumerism through the creation of strong, collaborating communities.

About the Campaign

This year, the theme *Sharing Community* was targeted at urban consumers to expand the outreach in two localities (Triveni Nagar & Purani Basti) in the city of Jaipur. The major activities of this year includes setting up of e-waste bins, Kitchen Gardening, School Campaign, Meetings with Women Groups, Street Plays, Community Library, Wall of Kindness (*Saanjha ki Deewar*), Community Level Stakeholder's Consultation and a District Level Stakeholders Consultation Meeting. The first activity commenced on August 30, 2019, and the whole campaign got culminated on October 15, 2019, with Stakeholders' Consultation. 50 kitchen gardens and 6 e-waste collection bins were the main outcomes of this year's campaign. The maximum participation of a mixed group of people and their enthusiasm to know about organic farming (kitchen gardening) shows that the level of awareness among people is now rising as compared to previous years.

Awareness workshop on 'E-waste'

An awareness workshop on E-Waste was conducted by ETCO for GAW partners, local NGOs and volunteers on September 30, 2019. The main objective of the workshop was to make the partners aware of the harmful effect of E-waste and get their support to spread awareness in their respective working area and for becoming a part of the campaign.



Kitchen Gardens

Two different communities (Triveni Nagar & Purani Basti) were recognised in Jaipur, where 25 households were identified in each community and meetings were held with the women of the households to sensitise them on the benefits of kitchen gardening. The participants were of diverse backgrounds ranging from housewives to women entrepreneurs, homemakers, and consumers belonging to different socio-economic groups including *Aanganwadi* workers.



To start with, an introductory meeting was held with the women to brief them about the aims and objectives of the campaign and also provide technical inputs on developing kitchen gardens at their houses by using minimum and available resources. The resource person for these meetings was Amit Sharma, who provided technical inputs to participants about kitchen gardening. Seed kits (four seasonal vegetable seed packets) and manure (10 kg/person), seedling tray and sprayer were distributed among participants during the meeting.

A second meeting was held to discuss the challenges faced by women in setting up kitchen gardens. During the meeting, they informed that seedlings prepared in seedling trays were shared with other community members. At last, one feedback meeting was organised to know the interest of women in the concept of the kitchen garden.



Community Library

Under the concept, a library was set-up in Meenawala for the people to share old books, including school books and other knowledge resource material so that others benefit from it. People were urged to share old books with the library instead of selling them in scrap. The concept yielded good results as people started sharing resource materials.



Wall of Kindness (Sanjha Ki Deewar)

To promote the idea of sharing in the society and with the community, a “Sanjha Ki Deewar”(Wall of Kindness) was set-up in the Shyam Nagar area. Through meetings, people were encouraged to share their not-so-usable household items at the wall instead of selling them in scrap. The idea was to create a sense of sustainable consumption of products that might be usable for other members of the community. The idea drew a good result as items worth Rs 2-3 lakh were shared and swapped within the members of the community in a month’s duration.



Community Level Stakeholder's Consultation

To further propagate and promote the idea of sharing, a community level stakeholder's meeting was organised in which ward councillors were invited to understand initiatives and disseminate it with the people in their respective areas. The aim was to sensitise people within communities to come forward and adopt the practice of sharing products and unusable household items with others. The consultation was also aimed to acknowledge the work of members, who contributed to the cause and further motivate them to expand their horizons and keep the campaign running.



School Campaign

In a run-up to sensitise and create awareness among youth targeting students using organic food in their consumption pattern, two school meetings were organised in the schools of selected communities. The students were mainly from 6th to 12th class. The services of subject experts were taken to facilitate these meetings.



Street Plays

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of the theme of 'Sharing Community', Four street plays were organised at various commercial places of Jaipur. Through these street plays, actors depicted the importance of sharing. The script of the play was very coherent in terms of involving every aspect of sustainable consumption and actors gave a vivid representation. Also, places were very

appropriate, where these plays were organised in terms of attracting a large number of people. The audience comprised of all age groups, from different socioeconomic backgrounds and gender thus catering to the needs of the entire consumer group as a whole.



Stakeholder's Consultation

To mark the conclusion of GAW activities, CUTS organised Stakeholder's Consultation Meeting at Jaipur on October 15, 2019. The objective was to disseminate the work done during the campaign at a wider level, where more than 83 representatives from civil society/consumer organisations, farmers' groups, media, and government departments participated. Mementos were presented to the partners. Signature campaign banner was displayed in the event. Pots (made out of old jeans) with live plants were presented to the guests instead of bouquet.



Setting up the E-Waste Bins

This year's campaign in Jaipur was mainly focused on the collection and disposal of E-waste, as common man doesn't know about how to dispose of E-waste or take it to recycle centres. In India, Rajasthan comes as the 6th largest E-waste generator. Also, only 0.036 million tonnes of India's 2 million tonnes of E-waste were treated and 95% of India's E-waste is recycled in the informal sector in a crude manner. E-waste contains toxic components such as lead, mercury, and cadmium, which could lead to severe issues, such as birth defects, kidney failure, cancer, etc.



Looking at the seriousness of the issue, CUTS in collaboration with ETCO E-Waste Recycler Pvt. Ltd. (An authorised recycler and dismantler for E-waste by State pollution control board, Rajasthan) has undertaken an awareness campaign and installed six e-waste collection bins at different localities of Jaipur, which can be used to deposit electronic as well as electrical waste items, which are of no use and worth for effective disposal of them.

Below given are six locations of E-waste bins:

1. D-218 A, Bhaskar Marg, Bani Park, Jaipur (CUTS International office)
2. D-117, Amababari, Jaipur (EtcO E-Waste recycler Pvt. Ltd. office)
3. Alankar Plaza, Main Gate, Ground Floor, Vidhyadhar Nagar, Jaipur
4. E-9, Gokhale Marg, C-Scheme, Jaipur (Mac Photo Printers)
5. G-202, Anand Chambers, Near Raiser plaza, Indra Bazar, Jaipur (Pure Tech Business System)
6. H1- 240-243 & H1- 252-255, EPIP, RIICO Industrial Area, Sitapura, Jaipur

Awareness Workshops on “Sharing Community” in other Districts of Rajasthan

This year, the activities were extended beyond Jaipur to other ten targeted districts of ProOrganic-II project, like Chittorgarh, Pratapgarh, Bhilwara, Dausa, Jodhpur which was the highlight of the whole campaign. Several School campaigns and cottage meetings were organised during the campaign period in these districts. A District level workshop was organised at Banswara on October 3, 2019, where District Education Officer, Mavji Khant was the Chief Guest and Madhusudan Vyas, Member, Child Welfare Committee was present as special Guest.



Concluding Remarks

The activities were successfully accomplished under the campaign. It generated good and positive responses from participants. CUTS developed 50 kitchen gardens and six e-waste collection bins successfully in different localities of Jaipur.

Partners

- Pehchan Santhan, Jaipur
- Vikasonmukh Sansthan, Jaipur

Highlights

- Maximum participation of women's group and students
- Reached out to major parts of the walled city and outer areas of Jaipur through different activities
- Developed 50 kitchen gardens
- Setting up of Community Library and Saanjha ki Deewar
- Setting up six E-waste collection bins in Jaipur.
- Good media coverage during the campaign.

Key Observations

- Sharing is in our culture, but we are just moving away from this.
- People of Jaipur are willing to come together to work collectively.
- People are willing to share their things and ideas.
- Absence of a proper mechanism to do so.
- More awareness of E-Waste disposal is required.
- People are interested in developing kitchen gardens.
- The majority of people are aware of organic food as well as its health benefits.
- Need to **reduce** unnecessary consumption.

