

**Final Narrative Report**

**Green Action Week (India) 2020**  
***Theme: Sharing Community***



**Consumer Unity & Trust Society (CUTS)**  
*in partnership with*  
**Swedish Society for Nature Conservation (SSNC)**

*Written by:*

**Amar Deep Singh**, Senior Programme Officer, CUTS  
**George Cheriyan**, Director, CUTS International

# Contents

---

<b>1. Background</b>	<b>3</b>
<b>2. About the Campaign</b>	<b>3</b>
<b>3. Theme</b>	<b>4</b>
<b>4. Aim</b>	<b>4</b>
<b>5. Process</b>	<b>5</b>
<b>6. Coverage</b>	<b>5</b>
<b>7. Activities</b>	<b>7</b>
7.1 Environment & Social Research Organisation (ESRO)- Delhi	7
7.2 Centre for Development & Empowerment of Women (CDEW), Karnataka	8
7.3 CECOEDECON, Madhya Pradesh	8
7.4 Jeevan Rekha Parishad (JRP), Odisha	9
7.5 Peace Trust, Tamil Nadu	10
7.6 Rural Agency for Social and Technological Advancement (RASTA), Kerala	11
7.7 Rural Litigation and Entitlement Kendra (RLEK), Uttarakhand	12
7.8 Sahbhagi Samaj Sevi Sansthan (SSSS), Chhattisgarh	13
7.9 Shohartgarh Environmental Society (SES), Uttar Pradesh	14
7.10 Swayam Shikshan Prayog (SSP), Kerala	15
7.11 Youth for Social Development, Odisha	15
<b>8. Partners Evaluation Meet</b>	<b>16</b>
<b>9. Conclusion</b>	<b>17</b>
<b>10. Media</b>	<b>19</b>

## 1. Background

---

The Green Action Week (GAW) Fund India is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS in 2017 and continuing in 2020. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness of environmental issues. The GAW campaign took place from September 28-October 04, 2020. GAW is a global campaign to promote sustainable consumption. In 2020, 50 civil society organisations (CSOs) from 30 countries participated in the campaign globally. The goal is to ensure everyone's right to a healthy environment and a better quality of life. With the theme 'Sharing Community', GAW seeks to highlight practical examples of more sustainable ways to access goods and services.

SDG 12 – 'Sustainable Consumption and Production' concerns material use, hazardous chemicals and waste, sustainable business practices, and consumer behaviour. With the increasing use of natural resources, air, water, soil pollution, and ever-growing waste, it is clear that our current way of consumption and production 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.

One way to improving access to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism, waste can be reduced and resource efficiency improved. Sharing is a concrete example of a more sustainable consumption culture that also enables development and entrepreneurship.

## 2. About the Campaign

---

In partnership with the Swedish Society for Nature Conservation, CUTS International implemented GAW India Campaign 2020 on the theme 'Sharing Community'. The project was initiated in June 2020 and concluded in December 2020. The campaign aims to promote strong and collaboration in communities while increasing access to goods and services without further stressing the planetary boundaries. By setting examples of sharing cultures, one can learn from each other about sustainable development and lifestyles.

### 3. Theme

---

After recognising the potential by generating attention and interest on one issue simultaneously in different countries, there is a common theme for all organisations participating in GAW. In 2020, SSNC decided on the theme 'Sharing Community' to promote sustainable consumption as access to goods and services are unequal and planetary boundaries are being breached. It would be an attempt to challenge the norm of private ownership and consumerism through the creation of strong, collaborating communities. To fulfil the purpose and relevance of the GAW Fund India for organisations, the following criteria have been taken into account:

- The definition and framing of the problem is relevant and common to consumers at the local level
- There are practical solutions that can be promoted amongst consumers and policymakers at the national and local level
- Projects shall promote the culture of community sharing and collaboration to create sustainable access to goods and services.
- Projects must have an environmental focus

### 4. Aim and Objective

---

The GAW India aims 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 GAW Fund India is to strengthen consumer and environmental organisations' role to raise awareness of the environmental and other impacts of consumption and promote and contribute to sustainable consumption patterns amongst consumers, policymakers, and other key stakeholders. Other than this, some significant goals are as mentioned below:

- Raise consumer awareness on the environmental impacts of consumption and promote sustainable patterns of consumption
- Minimise the waste and reduce pressure on natural resources
- Empower people to create, trade, swop, access and share goods, services and resources among themselves
- Promote the cultures of sharing and collaboration
- Motivate the community to adopt a new technique for conservation of resources for sustainable consumption
- Initiate and implement social and community development activities through natural and other available resources conservation among all society sections.
- Bring about a change in society by changing the behaviour of people and involving them in this process of change

## 5. Process

---

Announcement of the GAW India 2020 campaign was released and shared with wider groups of CSOs in states, including members of various networks, such as consumer councils, resource agencies of Ministry of Environment and CUTS network partners, etc. This year, the overwhelming response received from the CSOs and 143 organisations from different parts of the country applied for GAW India.

Call for Application was also sent to all previous three years applicants. This year it was also circulated through various social media platforms and networks. GAW India is also getting popular among CSOs/NGOs through their participation in GAW activities across the country, media coverage, etc. NGOs are facing shortages of grants and CSR funds as a priority has shifted due to COVID.

Since there were limited resources, 12 CSOs were finally shortlisted. The Government of India amended the Foreign Contribution Regularity Act (FCRA) on September 28, 2020, made some essential provisions regarding sub granting to NGOs. Due to these changes, this year, only 11 CSOs could be finalised under GAW India. All 11 selected organisations organise the GAW India activities on the ground.

Before commencing activities, a round of consultation was held with all shortlisted CSOs about the theme and local issues. Based on discussion, CSOs were asked to revise activities and budget. A formal MoU was signed between CUTS and partner organisations after submission of the revised action plan by CSOs. Partners conducted different activities in September-October 2020. CUTS team members attended physical activities organised by partners in different states as part of the monitoring visits. Some of the activities were attended virtually.

## 6. Coverage of GAW India

---

For observing GAW (India) 2020, 11 partner organisations were shortlisted for partnering, which widens the campaign's profile at the National and State levels with enhanced responsibilities to achieve envisioned targets. 11 organisations from 10 states covered under GAW (India) 2020 amount to 33 percent of the country's total area. The selection of states keeps a 'North-South-East-



west’ approach and provides reasonably dynamic penetration to the campaign throughout the nation. The area of states covered (green) under GAW (India) can be shown in the map of India as follows:

### Shortlisted Partner Organisations GAW Fund India 2020

<b>Assam</b>	<b>Chhattisgarh</b>
<b>ENVIRON</b> House No. 60, LNB Road, Hatigaon, Guwahati-781038 Assam	<b>Sahbhagi Samaj Sevi Sansthan (SSSS)</b> NH-30, Charama District- Uttar Bastar- Chhattisgarh
<b>Delhi</b>	<b>Karnataka</b>
<b>Environment &amp; Social Research Organization (ESRO)</b> A-325, Gali No.-2, Near 25 Futa Road, A-Block Meet Nagar, New Delhi-110094	<b>CENTRE FOR DEVELOPMENT AND EMPOWERMENT OF WOMEN (CDEW) SOCIETY</b> Salesian Sisters, Avalahalli, Bandapura, Virgonagar, Bangalore
<b>Kerala</b>	<b>Madhya Pradesh</b>
<b>Swayam Shikshan Prayog (SSP)</b> MTC Building, Pallikkunnu P.O – 673122 Kalpatta, Wayanad, Kerala	<b>CECOEDECON</b> F 159-160, Sitapura Industrial and Institutional Area, Tonk Road, Jaipur
<b>Odisha</b>	<b>Odisha</b>
<b>Jeevan Rekha Parishad (JRP)</b> Plot no 387 Damana Square, C.S. Pur, Bhubaneswar, Odisha-751016	<b>Youth for Social Development (YSD)</b> 9 <sup>th</sup> Govinda Vihar, Lochapada, Berhampur, Ganjam- Pin-760001
<b>Tamil Nadu</b>	<b>Uttarakhand</b>
<b>Peace Trust</b> Near Police Colony, Dindigul 624005 Tamil Nadu	<b>Rural Litigation and Entitlement Kendra (RLEK)</b> 68/1, Suryalok Colony, Rajpur Road, Dehra Dun- 248001, Uttarakhand
<b>Uttar Pradesh</b>	
<b>Shohartgarh Environmental Society (SES)</b> MS-1/17, Ground Floor, Sector-A, SBI Colony, Lucknow-226021	

## 7. Activities

---

### 7.1 Environ, Assam

The objectives behind the GAW campaign conducted by Assam-based organisation, Environ, were to achieve sustainable environmental management, develop responsible consumer to achieve sustainable consumption, promote decentralised waste management, prevent the spread of diseases, and utilise plastic waste as a resource at source by making different decorative and usable products.

The first capacity building programme on “Waste Management and Organic Farming” was held in Tatimara Village, Kamrup Metro District of Assam on October 01, 2020; second one in Kajalichaki Village, Kamrup Metro District of Assam on October 04, 2020; and third one was held in Kajalichaki Village, Kamrup Metro District of Assam on October 11, 2020. These villages were also developed as model villages by Environ on solid waste resource management to achieve environmental sanitation under the Swachh Bharat Mission, Gramin.

On November 19, 2020 a stakeholder meeting was organised comprising the government officials of Swachh Bharat Mission (SBM), senior government officers, community leaders and the representative of beneficiary households of Guwahati City practicing waste management and organic farming. The objective was to highlight the GAW programmes' goal and gather positive suggestions to develop a positive action plan for the future course of action. The stakeholder meeting was held on the rooftop organic garden situated at the premises of Environ office.



## 7.2 Sahbhagi Samaj Sevi Sansthan (SSSS), Chhattisgarh

The objective of the campaign organised by SSSS was to encourage sustainable consumption, and more people should adopt a sharing community to make people aware and motivated. Also, to adopt the secular economy principle to improve the environment, motivate the useless and unusable goods to be prepared for reuse and shared with the needy. It was also aimed to promote the changes in the lifestyle of consumers for sustainable consumption.

An effort was made to give the people information by distributing posters in meetings, camps and government offices. SSSS also conducted a study in Raipur city on the subject of sustainable consumption and production. 50 people have been interviewed in this study. The objective of the study is to find out the status of continuous consumption and production. Webinars were also conducted on sustainable consumption, e-waste, solid waste, kitchen waste and the environment. A signature campaign was organised by SSSS, which aims to make people aware of sustainable consumption and production and sharing community. Five demonstration camps of reused materials were organised in Raipur. In these, people were informed about the methods of residual management. SSSS concluded its activities by organising a stakeholder consultation at Raipur where 45 participants including government officials, representatives of CSOs working on environmental issues, academia and media participated. Amar Deep Singh, Senior Programme Officer, CUTS delivered opening remarks and talked about the emerging issues of unsustainable consumption.



## 7.3 Environment & Social Research Organisation (ESRO), New Delhi

ESRO has established Yamuna Sharing Community Centre at Meet Nagar, Delhi, to collect old and used material (electric and electronic gadgets, books, toys, clothes, etc.) as a community resource. Preparation and distribution of bags made from old or unused clothes, minimising plastic bags from community and wall writing, and displaying posters, flaps among community and schools were organised by ESRO. ESRO also organised plantation programs with the support of community leaders. Activities were

conducted to generate awareness by organising quizzes, IEC materials, drawing competitions, and workshops on sharing community online and physically.

After organising this awareness programme, ESRO volunteers collected 245 old books and 430 old unused clothes, 50 electrical and electronic items. More than 2500 bags stitched from old clothes were distributed to the community. Around 300 students and community members participated in an awareness campaign/quiz, drawing competition, and other motivational programmes. Around 83 community members participated in three workshops held at Yamuna Vihar, Meetnagar and Durgapuri, Sahadhara New Delhi for an awareness programme on Community Sharing.



#### **7.4 Centre for Development & Empowerment of Women (CDEW) Society, Karnataka**

CDEW conducted several activities for GAW India 2020 campaign in Karnataka. There are specific objectives: to build the atmosphere of sharing in the communities, educate all the stakeholders on SDG-12 and its significance, and promote an organic kitchen garden. Some activities are: awareness generation on pipe composting at Bandapura, awareness generation on waste management and circular economy at Ulsoor and Kaverinagar, distribution of 20 bins and demonstration on organic manure production at Ulsoor and Kaverinagar. CDEW also organised a cycle rally at Kaverinagar to generate awareness about GAW. CDEW concluded its activities by organising a stakeholder consultation where George Cheriyan, Director, CUTS, also participated and interacted with the community.

According to CDEW, all the stakeholders understood the GAW 2020 theme: Sharing Community Campaign. All project activities were implemented with the stakeholders' help and it built up a sense of togetherness to share and care for others. Direct and indirect participants are aware of the REDUCE, REUSE, and RECYCLE concepts and how it reduces solid waste and protects the environment. Special invitees have come forward to network with CDEW to implement the proposal of waste management.

Young minds are always receptive and capable of transforming society. The youth took the initiative to conduct a cycle rally to spread the message.



## 7.5 Swayam Shikshan Prayog (SSP), Kerala

The campaign's objective was to establish a shared space in every Panchayat with buyers, sellers and producers for responsible and sustainable products, sharing agriculture and other value-added products that are recyclable and reuse. Also, develop a resilient community that foresees sharing and caring to achieve sustainability and promote the local products.

The organisation created a green chain in the context of the COVID-19 pandemic for addressing harmful waste and its management, involvement with various local stakeholders to create a healthy and clean Kottathara under GAW 2020. SSP has established a common Action Week platform for a healthy environment through local action in partnership with buyers, sellers, producers, *Gram Panchayat*, Kudumbashree, Haritha Karmasena, Sakhi Farmers Group and other civil society organisations. The activities conducted under the campaign were orientation and training on eco-bricks making, bio-waste and its management, sharing platform creation meeting with stakeholders, the printing of awareness stickers and guide on waste management.



## 7.6 CECOEDECON, Madhya Pradesh

The campaign was designed to promote a culture of community sharing and collaborative consumption practices to support the achievement of SDGs in the long run and to generate awareness among community members about bringing back the local culture of sharing

Awareness generation camps were organised in 4 different locations. Approximately 200 consumers are motivated to adopt sustainable consumption practices and promoted the concept of sharing communities. Residents of these locations are motivated to adopt waste management practices and the concept of sharing communities. This awareness generation session helped the residents understand the culture of sharing community in detail. They also realised the importance of sharing community to avoid unnecessary waste generation and adopting sustainable consumption practices. A signature campaign was also organised during awareness generation programmes. The message of precautions from COVID 19 was also communicated through awareness generation camps.

Street plays were organised at four prominent places of Indore, Madhya Pradesh, to spread the message of sharing community among larger masses.

Efforts were made to increase the participation of women in the promotion of kitchen gardens among urban communities. Growing vegetables in the vicinity of the homestead, balconies, terraces, roofs, etc., will help improve their dietary habits and save costly vegetable purchases from the market.

One stakeholder consultation was organised at Indore on November 25, 2020. Representatives of different stakeholder groups, such as Municipal Corporation, government officials, researchers, policymakers and representatives of community groups, participated in the consultation. Honourable Cabinet Minister Usharani Thakur, Minister of Culture, Government of Madhya Pradesh, graced the event and shared her valuable experiences of sharing communities. The stakeholder consultation was also used as a platform to share experiences of mass mobilisation.



## 7.7 Jeevan Rekha Parishad (JRP), Odisha

JRP did a campaign for green care community sharing rooftop gardens for sustainable consumption and lifestyle of elderly in Bhubaneswar. The objective of the campaign was to enable 25 senior citizens in Bhubaneswar (urban areas) to combat isolation and depression due to the COVID pandemic and to lead a healthy and productive life through sustainable, eco-friendly community sharing activities, such as organic rooftop and kitchen gardening and beekeeping.

JRP conducted several activities based on sharing community, such as 25 senior citizens in Bhubaneswar interested in gardening, beekeeping, and crop pollination. They were identified and assisted in setting up 25 individual rooftop gardens with beehive boxes. Two special digital trainings in organic gardening and beekeeping and one physical meeting-cum-training were organised with support from Odisha University of Agriculture and Technology (OUAT) and City Farmers Association. A webinar was held to enable senior citizens' participation to engage with, exchange learning, and learn about community sharing, sustainable consumption, and circular economy.

JRP concluded its activities by organising a stakeholder consultation at Nectar Garden of Bhubaneswar on November 24, 2020, where a special campaign on sharing community was organised. More than 40 people from the UN, government and NGO sectors, including 25 senior citizens participated. The programme was also attended by Amar Deep Singh, Senior Programme Officer, CUTS. He delivered the opening address and spoke about the need for consumer participation and laid stress on sharing community which is a means of sustainable consumption. A visit to some rooftop gardens developed under the project was also organised.



## 7.8 Youth for Social Development (YSD), Odisha

YSD organised the activities of the GAW campaign at Berhampur city in Odisha. It is the third-largest city in Odisha, with a population of 355823. The campaign's objective was to understand existing practices of sharing community and sustainable lifestyle through a community-based survey and document. And, to promote sharing approaches, best practices, a culture of sharing and success stories of 'collaborative consumption and sustainable lifestyle' to communities and citizen, civil society and local authorities through awareness creation

The campaign's major activities include the Demonstration Model of E-waste bin, wall of sharing, virtual awareness and consultative workshop, public awareness, and IEC activities. YSD has installed four Demonstration Models of E-waste bins in prominent electronic market areas. Two wall-of-sharings were installed in four places in the city (Berhampur). YSD mobilised communities and organised six awareness campaigns, including in slums, resident welfare associations, college students, civil society, NGOs and academics. YSD has raised awareness among 500 people, including 60 percent of women, 20 percent of young people, and 30 percent of adult men. Amar Deep Singh also attended community awareness camps and installation of e-waste bins at market place by YSD.

Berhampur Municipal Corporation (BeMC) has agreed to replicate these in other places. YSD has organised virtual awareness and consultative workshops for three different groups on sharing community and circular economy. More than 300 students, academicians, and civil society members participated and discussed the circular economy, its impact and best practices.



## 7.9 Peace Trust, Tamil Nadu

The campaign's objective was to minimise food waste, reduce pressure on natural resources, make an effective understanding of sustainable consumption practice, and strengthen people to share resources among themselves.

Peace Trust conducted an awareness workshop on the kitchen garden, distributed seeds, refuse plastics, sharing a ride, cycle, two-wheeler, sharing books/magazines, sharing excess organic food, the joy of giving, groceries, used bicycle, used iron box and cooking materials. Peace Trust also undertook planting saplings (palm tree saplings), promoting jute bags (distributed jute bags) and community library. Awareness programme on sharing a ride, in particular sharing two-wheeler, the bicycle was held in September 2020.

The importance of saving mother earth by reducing material used requirements, especially to keep the environment clean air, reduced use of fuel such as petrol and diesel. This programme has a good response. However, the public has little understanding but has not realised its benefits. The highlight was riding a bicycle and sharing the benefits of cycling with the individuals and the environment.

A programme captioned avoid plastics and do not waste food was organised on FM Radio. Due to cyclone NIVAR and Bruvi, Peace Trust has faced challenges while organising the above activities. Peace Trust concluded its activities by organising a stakeholder consultation.



## 7.10 Rural Litigation and Entitlement Kendra (RLEK), Uttarakhand

RLEK did a campaign named 'Awareness generation for responsible consumption and production: Efforts towards sharing community'. The objective was to motivate the target group to switch to reusable products and inculcate the feeling of sharing community, generate awareness which is action-oriented on sharing community and circular economy regarding waste management. It was also aimed to help Dehradun's people reduce electric wastage by motivating them to share electronic goods, utensils, books with other community members towards a sustainable environment.

Under the campaign, seven awareness generation campaigns-cum-meetings were organised by RLEK with 30-35 people in each ward in three municipal wards in Dehradun during September 28-October 13, 2020. RLEK organised a camp for creating a 'Wall of Kindness' where the targeted group came together with their old and used electronic items, utensils and books. A one-day stakeholder's consultation on the theme 'Sharing Community' with the title 'Awareness Generation for Responsible Consumption and Production: RLEK organised efforts Towards Sharing Community" under GAW 2020 on December 04, 2020, at RLEK Auditorium, Rajpur Road, Dehradun. The workshop was attended by 38 participants from all walks of life.



## 7.11 Shohartgarh Environmental Society (SES), Uttar Pradesh

Campaign 'Sharing Community: Awakening to the possibility of an entirely new way of living' was organised by SES in Lucknow city of Uttar Pradesh. The campaign's objective is to spread awareness on sustainable consumption and promote the habit of sharing resources among the community to get people to buy less or buy so that it has a less environmental impact.

A community sharing meeting among the three communities in Lucknow was organised. A discussion was made on sharing community. They were informed about finite resources on earth and how sharing a community can ensure a better future for the

coming generation. They were explained how exploitation of natural resources has an adverse impact on the environment.

Stakeholders Consultation meeting was organised at Lucknow on November 24, 2020. This consultation meeting's objective was to advocate for a shift in policy towards sustainable consumption and optimum consumption in the context of the unprecedented situation of COVID. 35 representatives from civil society, consumer organisations, and government functionaries participated.

Three community sharing meetings were held in residential areas. 400 community members participated in meetings. This meeting's objective was to sensitise the community on 'sharing community' and disseminate the importance of this campaign.



## 8. Partners Evaluation Meet, 2019

---

A meeting was organised to share the learning among all GAW partners and evaluate partner organisations' activities at Jaipur on December 22, 2020, under GAW India. Amar Deep Singh welcomed the participants and briefed them about the campaign and highlighted the importance of the Partners' Meet. This meet will give a Nationwide perspective due to its outreach. This was a meeting on circular economy and sustainable consumption. He also briefed about past years' experience and activities under Green Action Week (GAW). This year, the theme for GAW 2020 is sharing community.

Cheriyam delivered the opening remarks and said that COVID-19 had thrown travel plans worldwide into disarray. He appreciated the courage that the participants have shown. He spoke about GAW, a global campaign to promote sustainable consumption. It is an initiative by the Swedish Society for Nature Conservation (SSNC), starting in

Sweden in 1990 and growing to become an international partnership from 2010 and carried out in coordination with Consumers International (CI).

He also mentioned that due to COVID-19, the Asia Pacific region fails to meet Sustainable Development Goal-12, sustainable consumption and production. Asia Pacific region must speed up action on SDGs and arrest the depletion of its natural resources. The meeting was beneficial in evaluating the effectiveness of each activity conducted by Partner in targeted areas. It was also helpful for organisations to learn from each other's and innovative approaches adopted for the campaign. Participants and CUTS could understand the local context while discussing the challenges faced by a partner during the campaign. Meeting also provided an opportunity to learn from the partner organisation's experience and accordingly design a better plan for future activities, keeping those learning in mind.



## 9. Conclusion

---

There is a considerable gap in the distribution of resources and consumption levels of different societies. Many of them strive to join a luxurious lifestyle. On the other hand, the second group of people lacks access to even essential goods and services. The perspectives and capabilities of low, middle and high-income contexts are essential to take into account when addressing consumption and production patterns. SDG 12 helps India avoid getting locked in unsustainable lifestyles and communities to use the resources effectively and efficiently.

GAW India 2020 mainly focuses on sharing within communities rather than on the systems through which they are shared. In this way, the aim is to promote strong and collaborating communities while increasing access to goods and services without further stressing the planetary boundaries. By setting good examples of sharing cultures, one can learn from each other about sustainable development and lifestyles. One way of improving accessibility to goods and services without increasing the planet's stress is to share. By challenging the norm of consumerism, one can reduce waste and improve resource efficiency. Sharing community is, in other words, a concrete example of a more sustainable consumption culture that enables development. Throughout the campaign, good media coverage and activities were conducted successfully in all the states.

This year overwhelming response received from the CSOs and a total of 143 organisations from different parts of the country applied for the GAW India campaign. Call for Application was also sent to all previous three years applicants. This year it was also circulated through various social media platforms and networks. GAW India is also getting popular among CSOs through their participation in GAW activities across the country, media coverage, etc. CSOs are also facing shortages of grants and CSR funds as a priority has shifted due to the COVID pandemic.

