

# Announcement of Call for Applications

## 'Sharing Community'

### The Green Action Week Fund – India 2021

A partnership between the Swedish Society for Nature Conservation (SSNC)  
and CUTS International

Last Date of Submission

31<sup>st</sup> July 2021



Consumer Unity & Trust Society (CUTS) invites applications for small financial assistance under its programme **Green Action Week Fund- India** for the year 2021.

The theme is “**Sharing Community**”.

Applications are invited from individual consultants of registered non-governmental organisations, civil society organisations and voluntary consumer organisations working in the field of environment and sustainable development in India for conducting awareness campaign and activities, such as workshops, stakeholder consultations, talk shows, camps, signature campaign, virtual activities, preparation of Information, Education and Communication (IEC) material for creating mass awareness etc. on the identified theme.

Under the campaign, activities will be based on 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.

The guideline with [Proforma of Application](#) for submission can be downloaded from CUTS website or sending request through email to project coordinator of GAW-India at CUTS.

The campaign will be implemented during September-October 2021 mainly focussing global Green Action Week, i.e. Sept. 27-Oct. 3, 2021.

The **Green Action Week Fund India** is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS International since 2017. The purpose of the support is to fund short-term campaigning activities to raise consumer awareness on environmental issues.

Green Action Week, which is Sept. 27 to Oct. 3, 2021, is a global people's 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 in 30 countries in Africa, Asia, Europe and the America participated in the campaign.

CUTS, which is an Indian origin international consumer organisation, headquartered in Jaipur, Rajasthan, is partnering with SSNC since 2013 in the implementing a project titled 'Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan' (ProOrganic II) in 10 districts of Rajasthan. Since 2011, CUTS is observing GAW in Rajasthan.

SSNC is Sweden's largest environmental organisation with 226 000 members and about 40 partners all over the world. Since 1909 SSNC has been working at local, regional, national and international level, creating opinion and challenging business leaders and politicians to take action.

Last date of submitting the complete application to the CUTS office is **31<sup>st</sup> July 2021**. Applications received after the last date will not be entertained under any circumstance. Please note that the decision regarding approval/rejection of the application, including the quantum of financial assistance to be provided will be taken by the CUTS and will be final.



Please download application proforma through below mentioned web link  
For more information and submission of application, please contact:

### **CUTS International**

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