

Green Action Week Campaign-2019

Stakeholders' Consultation Report



October 15, 2019, 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 2019-*Sharing Community***'. The project was initiated in August 2019 and concluded in October 2019. Globally, the week is celebrated during the 1st 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-2019 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 school children, Kitchen Gardens, Meetings with women groups, Street Plays, setting up E-Waste bins, 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 15, 2019. 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 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 highlighted that this year’s campaign was more focused on collection & disposal of E-waste, as common man doesn’t know about how to dispose of e-waste or take it to recycle centres. He shared that in India, Rajasthan comes as 6th the largest e-waste generator and also stressed upon only 0.036 million tonnes of India’s 2 million tonnes of e-waste treated and 95% of India’s e-waste is recycled in the informal sector and in a crude manner.

He 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 (Purani Basti & Triveni Nagar) in the city of Jaipur. The major key activities of this year were School Campaigns, Meetings with

Women Groups, Street Plays, Community Library, Wall of Kindness (Saanjha ki Deewar), 2 Community Level Stakeholder's Consultation and a District Level Stakeholder's Consultation Meeting. 50 Kitchen Gardens and 6 E-waste bins 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.



Dr. Vijay Singhal, Chief Environmental 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. He pointed out that unnecessary utilisation of plastic packaging should be reduced. Singhal 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.

Mayor of Jaipur, **Vishnu Lata** as Chief Guest enumerated "Sharing of resources can help in achieving Sustainable Development". Lata said '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. He 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. He also



said, "At present, we need synergy between political and social community for effective implementation of schemes and policies related to sustainable development" He admired the consumer awareness program initiated by CUTS International. He was speaking in the stakeholder consultation marking the conclusion of Green action week 2019.



Dr. Santosh Kumar from Gramin Samajik Vikash Sansthan said that Sharing Community has already been introduced before independence by Mahatma Gandhi. He enlightened the thought of horizontal power sharing. He told about E-waste management and requested people to sell old electronics, donate and maintain them. He asked people to think of "it is a need or more of a want" before buying any item. There is a need to keep ourselves away from consumerism.

Balram, ETCO briefly explained that advancement in technology, fashion and status is responsible to produce E-Waste in a huge amount. CUTS is partnering with ETCO for disposal of e-waste in Jaipur. He told appropriate method and advantages of recycling the E-Waste in a proper manner. Dismantling E-Waste incorrectly can cause dangerous diseases and pollute the environment as well.



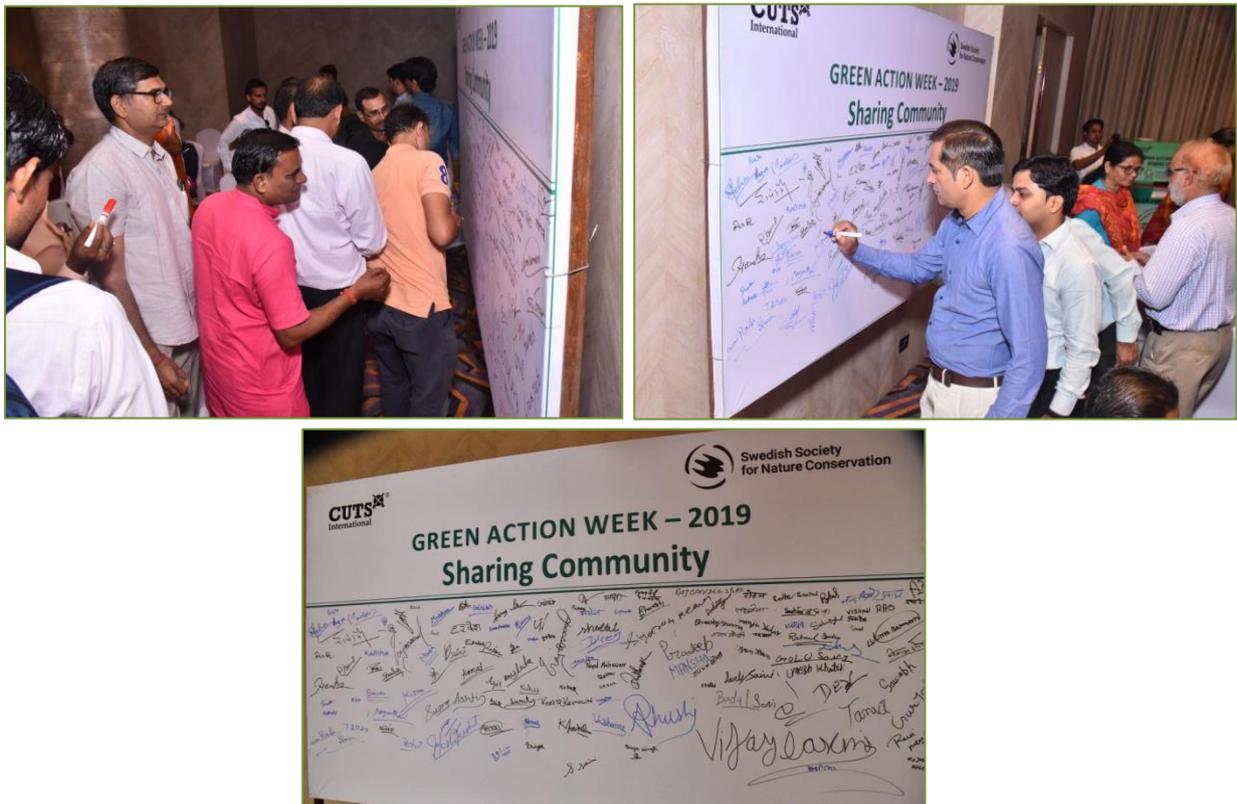
The Event witnessed the inauguration of E-Waste bin.



Mementos were presented to 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.



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.

List of Participants

S.No.	Name	Name & Address of the Organiation
1	Gopal Singh	Lok Sambhagi Sansthan, Virat Nagar, Jaipur
2	P.R. Acharya	Anuvrat Sansthan, Himmat Nagar, Tonk Road, Jaipur
3	Pradeep Rathore	Vivekanand Sansthan
4	Bansi Bairwa	Prayas Kendra, Harsoli, Dudu, Jaipur
5	Sangeeta Singh	Consumer Activist
6	Bahadur Singh	D- 39, Sawai Madho Singh Road, Banipark, Jaipur
7	Manoj Jain	G- 45, Tarun Path, Shyam Nagar, Jaipur
8	Shalu Saini	C- 25, Shubham Vihar, Mahesh Nagar, Jaipur
9	Om Mali	C- 25, Shubham Vihar, Mahesh Nagar, Jaipur
10	Rajesh Malakar	Vikasonmukh Sansthan, Naraina, Dudu, Jaipur
11	Ritu Jain	Kanoria PG Girls College, Jaipur
12	Suleman Sheikh	Gramin Manav Kalyan Shikshan Sansthan, Kachroda, via-Phulera, Jaipur
13	Ashok Kumar	Shivaji Sansthan, NIwai, Tonk
14	Dr. Santosh K.	Gramin Samajik Vikas Sansthan, Jaipur
15	Raj Sharma	Sakar Sanstha, 30, Suraj Nagar (E), Civil LInes, Jaipur
16	Jitendra Sharma	Navjeevan Society, Jaipur
17	Ashok Kumar	PSS Aadhar, Jhalana Doongari, Jaipur
18	Meenu Bairwa	PSS Aadhar, Jhalana Doongari, Jaipur
19	Sharda Saini	Vikasonmukh Sansthan, Narayana
20	Sunita Kanwar	Vikasonmukh Sansthan, Narayana
21	Vandana	Vikasonmukh Sansthan, Narayana
22	Seema	Kauarappa Gram Swaraj Sanstha, Jaipur
23	Asha Wadhwan	Chandra Society, Jhotwara, Jaipur
24	Shyoji Ram Gurjar	Sangharsh Sansthan, Dhandholi
25	Manish Saxena	WORLD
26	Ritu Tiwari	CECOEDECON, Jaipur
27	Sukhpal Dhabhai	CRDC, Thali
28	Satya Narain Sharma	Gramin Arthik Samudayik Puna Nirman Sansthan, Sananer
29	Dr. Sunita Shekhawat	Kanoria PG Mahila Mahavidyalaya, Jaipur
30	Man Mohan Sharma	Shiv Shikshan Sansthan, 64/303, Pratap Nagar, Jaipur
31	Avinash Bhardwaj	Manav Vikas, Sanganer
32	Neetu Sharma	P.No.36, Ganesh Vihar
33	Hanuman Singh Rathore	Bhivaneshwari Vatika Viastar- D, Meenawala
34	Ashok Kumar Verma	P.No. 1504, Sanjay Nagar, DCM, Ajmer Road, Jaipur
35	Beena Pareek	137, Tikkarmal ka Rasta, Jaipur
36	Ratan Paree	138, Tikkarmal ka Rasta, Jaipur
37	Arjun Yadav	145, Arun Nagar, Durgapura, Jaipur
38	Yogesh Choudhary	145, Arun Nagar, Durgapura, Jaipur
39	Shivani	WORLD Organisation, Jaipur
40	Dharam Raj	VP- Dudhli, Teh.- Bassi, Distt.- Jaipur
41	Nand Kishore Dubey	D- 237, Prem Nagar, Jhotwara, Jaipur

S.No.	Name	Name & Address of the Organiation
42	Subhash Jain	ETCO E-Waste Recycler, D- 117, Ambabari, Jaipur
43	Karan Singh Gaur	ETCO E-Waste Recycler, D- 117, Ambabari, Jaipur
44	Lalit Bhardwaj	Saojani Naidu Sanstha, Jaipur
45	Ashok	Honhaar Sanstha, 49, Rameshwar Dham, Murlipura,
46	Kedar Sharma	P. No.36, Ganesh Vihar
47	Bhoop Ram Sharma	Hardev Shikshan & Jan Kalyan Sansthan, Jaipur
48	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura, Jaipur
49	Vishnu Lata	Mayor, JMC, Jaipur
50	Dharmendra Haldenia	Aparna Shodh Sansthan
51	Santosh Pareek	Durgapura, Jaipur
52	Manisha Pareek	Durgapura, Jaipur
53	Narain Pareek	Durgapura, Jaipur
54	Amit Sharma	D- 204, Murlipura, Scheme, Jaipur
55	Raj Sharma	Sakar Sanstha, 30, Suraj nagar (e), Civil lines, Jaipur
56	Raj Kumar Choudhary	Lokita Welfare Society
57	Vijay Singal	State pollution control board, Rajasthan
58	Bhim Singh	Vikasonmukh Sanstha, Naraina, Jaipur
59	Jitendra Sharma	Navjeen Society, C- 4, Sharma Colony, Hawa Sarak, Jaipur
60	Pukhraj Acharya	Anuvarat Sansthan, 111, Himmat Nagar, Jaipur
61	Honhaar Sanstha	49, Rameshwar Dharm Murlipura, Jaipur
62	Lalit Bhardwaj	Sarojani Naidu Mahila Vikas Sanstha, Opp. Laxmi Mandir Cinema, Tonk Road, Jaipur
63	Pushpa Raj Choudhary	Sheopur, Sanganer
64	Balram Vaishnav	ETCO E-Waste Pvt. Ltd., D- 117, Ambabari, Jaipur
65	Ashok Kumar	PSS Aadhar Centre, B- 49, Panch Batti, jaipur
66	Kuldeep Singh	Lok Shabhagi Sansthan, Khora Lad Khani, Shahpura, Jaipur
67	Abhishek Pareek	Penachan, Jaipur
68	Yogendra K. Joshi	Anubhav Muk Shakti Abhibhavak Sansthan, 69, Goverdhan Coony, New Sanganer Road, Jaipur
69	Adv. Harsha Chandani	291- A, Sindhi Colony, Banipark, Jaipur
70	Heena Harsan	Jhotwara, Jaipur
71	Vinod Kumar Sharma	ATMA Sanstha, Jagmalpura, Jaipur
72	Manoj Jain	Pehchan, Jaipur
73	Kedar Sharma	Ganesh Public School, Gopalpura, Jaipur
74	George Cheriyan	CUTS International, Jaipur
75	Deepak Saxena	CUTS International, Jaipur
76	Dharmendra Chaturvedi	CUTS International, Jaipur
77	Rajdeep Pareek	CUTS International, Jaipur
78	Nimisha Sharma	CUTS International, Jaipur
79	Amit Babu	CUTS International, Jaipur
80	Pooja Panwar	CUTS International, Jaipur