

# Final Narrative Report

## Green Action Week (India) 2021

*Theme: Sharing Community*

Consumer Unity & Trust Society (CUTS)

*in partnership with*  
Swedish Society for Nature Conservation (SSNC)



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## 1. Background

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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 2021. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness of environmental issues. The GAW campaign was from September -October 2021 to promote sustainable consumption. In 2021, 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 'Sharing Community' theme, 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. World leaders have agreed on targets to reach the goal, such as improved resource efficiency, reduced waste, and better awareness of sustainable lifestyles.

One way to improve 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 enables development and entrepreneurship.

## 2. About the Campaign

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In partnership with the Swedish Society for Nature Conservation, CUTS implemented GAW India Campaign 2021 on 'Sharing Community'. The project was initiated in June 2021 and concluded in December 2021. 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 about sustainable development and lifestyles.

## 3. Theme

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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 2021, SSNC decided on the theme 'Sharing Community' to

promote sustainable consumption as access to goods and services is unequal and planetary boundaries are breached. It would be an attempt to challenge the norm of private ownership and consumerism by creating strong, collaborating communities. The following criteria have been taken into account to fulfil the purpose and relevance of the GAW India for organisations,:

- 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**

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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 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

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GAW India's announcement of call for Application was released in July 2021 and shared with wider groups of CSOs in states, including members of various networks, such as consumer councils, resource agencies of the Ministry of Environment, and CUTS network partners, etc. This year, an overwhelming response was received from CSOs and 47 individual consultants of various organisations from different parts of the country applied for GAW India.

The call for Application was also sent to all previous year's applicants, and 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, media coverage, etc.

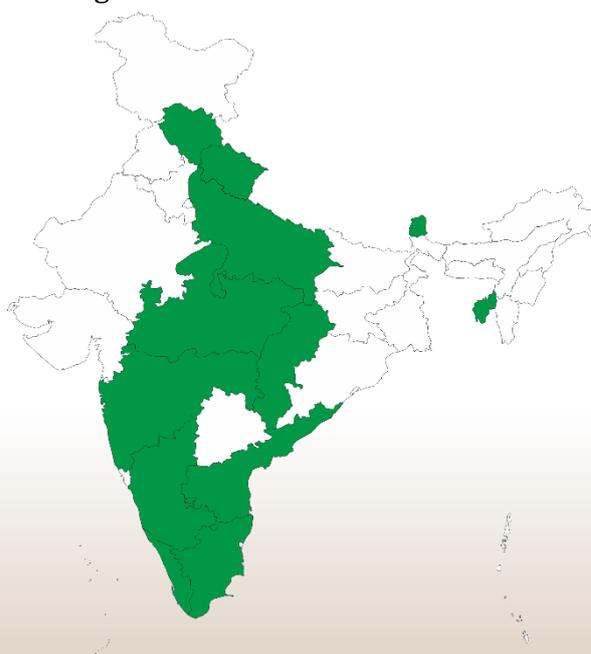
Since there were limited resources, 12 applications were finally shortlisted. The Government of India amended the Foreign Contribution Regularity Act (FCRA) on September 28, 2021, making some essential sub granting to NGOs. Due to these changes, this year, contracts were signed with individual consultants from the recognised organisations. The selection was announced by August 15, 2021.

All 12 selected partners organise the GAW India activities on the ground. Before commencing activities, a round of consultation was held with all partners about the theme and local issues. An online orientation was also conducted for partners on August 26, 2021. Based on the discussion, partners were asked to revise activities and budget. A formal contract was signed between CUTS and the partner (consultant) after submitting the revised action plan by them. Partners conducted different activities in September-October 2021. CUTS team members attended physical activities organised by partners in various states as part of the monitoring visits.

## 6. Coverage of GAW India

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For observing GAW (India) 2021, 12 partners were shortlisted for partnering, which widens the campaign's profile at the National and State levels with enhanced responsibilities to achieve envisioned targets. 12 partners from 12 states covered under GAW India 2021 campaign amounts to almost 33 percent of the country's total area. The selection of states keeps a holistic



approach and provides reasonably dynamic penetration to the campaign throughout the nation. The area of states covered (green) under GAW (India) can be shown on the map of India here.

### Shortlisted Partner Organisations under GAW India 2021

State	Consultant, CSO
Andhra Pradesh	P. Chitti Babu, Secretary Rural Action for Social Service (RUAFFS)
Tripura	Sanjoy Kumar Das, President Mankind Awareness Platform (MAP)
Chhattisgarh	Sanjay Sharma, Managing Trustee Anmol Foundation
Himachal Pradesh	Promila Sharma, Director, PLAN Foundation
Karnataka	Sr. Rosy Lopez FMA, Director CDEW Society
Kerala	Danesh Kumar, RASTA
Madhya Pradesh	Manju Bala Joshi, Secretary CECOEDECON
Maharashtra	Ajay Vasudevrao Zarkar, Vaishvik Vikas Sanstha
Sikkim	Swarup Ghosh Tomorrow's Foundation
Tamil Nadu	Dr. C. Packia Lakshmi, Women Consumer Protection Association
Uttarakhand	Damini Mangain, Abhivyakti Society
Uttar Pradesh	Abhishek Srivastava, Consumer Guild

## 7. Activities

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### 7.1 Rural Action for Social Service (RUAFFS), Andhra Pradesh

The objectives behind the GAW campaign conducted by Andhra Pradesh-based organisation, **RUAFFS**, were to achieve sustainable environmental management, develop responsible consumers to 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 workshop on sharing community and sustainable consumption was conducted to promote health and the environment. This programme was held at AP Tourism Conference Hall, Cherlopalli of Chandragiri Road on October 07, 2021, with 68 participants, including representatives of NGOs, SHG Women's leaders, Youth, Department of Health, Environmental Department and other government officials. Amar Deep Singh, Senior Programme Officer, CUTS, attended the programme and delivered opening remarks.

Training for women leaders and youth was held at Ramanaidupalli SC Community, K. Nasampali, and Z.P. High School of G.D. Nellore Mandal. The programme information was provided about reuse, reduce and recycle to various types of home garbage, including kitchen waste and many others generated by the public. Kalajatha eams also performed street dramas and collected and donated unused products to needy people.

### 7.2 Anmol Foundation, Chhattisgarh

The campaign's objective 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 information directly to 1000 individuals in four colonies (Dagania, DDU Nagar, Kota, and Tilda) of Raipur city to raise awareness about sustainable consumption, production, and community sharing.



Four capacity-building camps were being organised on various themes to raise public awareness and teach people how to manage various types of domestic garbage. Participants learn about Kitchen Waste Management, Paper Waste Management, Reuse of Old Clothes, and E-Waste Management in depth.

A stakeholder workshop was conducted to share experiences of the campaign and suitable governance level SDG 12 related actions. NGOs, community-based organisations, media, government officials, and community people participated.

In terms of the sharing community, more and more people have realised that they should adopt sharing words in their lives. Waste materials should be recycled, and the remodeled product should be available to needy individuals. People's life will alter when they only buy what they require, at which point production will decrease, minimizing environmental impact.

### **7.3 PLAN Foundation, Himachal Pradesh**

Plan Foundation's major goal is to raise household awareness about environmentally beneficial behaviour. Mats and other items are made from discarded clothing.

The emphasis of the camps was environmentally responsible behaviour at home, such as composting kitchen waste, reusing, recycling, and sharing unwanted or surplus materials. Segregation of garbage at the source was a crucial component of the awareness campaign.

At the grassroots level, the PLAN Foundation developed three cloth banks. The garments were gathered from the community, and new/usable clothes were distributed to those in need. Unusable clothing is preserved and transformed into rags and matting. CBOs will be given the recycled materials to use in their social work or community distribution.



At Hotel Rocky Knob Shimla, a state-level consultation workshop was held. Various stakeholders and CBOs attended the event. Best practices were discussed at the workshop. Traditional activities that were environmentally friendly but no longer practiced were discussed and their value. The CBO/NGO participants were educated on the importance of promoting such practices.

In the way it was conceived, the awareness campaign was a success. The message was quite clear, and it covered over 5000 individuals by going to 250 houses directly and over 1000 families indirectly.

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

CDEW conducted several activities for GAW India 2021 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.

Manjunath, Executive Officer of Bangalore East Taluk, launched the Green Action Week 2021- Sharing Community Campaign on September 24, 2021. George Cheriyan, Director of CUTS, delivered the presidential address. Sr. Rosy Lopez, Director of the CDEW Society, gave out plants and fruit tree seedlings to encourage participants to plant trees for a more sustainable environment and planted two fruit trees on the school grounds to commemorate the GAW Sharing Community Campaign 2021. The main thoughts brought forward were the importance of saving water, upcycling resources, and

avoiding consumerism. Awareness on Eco-friendly Sustainable Lifestyle and Eco-Justice was raised among all the programme participants.



On October 04, 2021, UPS Doddabanhalli hosted an awareness programme for children and youth on living an eco-friendly, sustainable lifestyle. The programme had 120 children, 25 youth, seven teachers, and five SDMC members. The resource person was Benedict, the Programme Coordinator of FIDES Bangalore. Using videos and PowerPoint presentations, he explained the concept of sharing and how it helps to eco-friendly, long-term sustainability.

An essay writing and drawing competition were conducted at Doddabanhalli School as part of Green Action Week India 2021. The competition's theme was "Sustainable and Eco-Friendly Life Style". 95 students participated in the drawing competition and 60 in the essay writing competition which made the programme successful.

Capacity building on eco-friendly healthy lifestyles was conducted on October 10, 2021. The programme was arranged for the women. Sr. Rosy Lopez addressed the participants and shared the importance of nurturing and caring for our environment and community. 95 women attended the programme from various villages of Doddabanhalli *Gram Panchayat*. The resource person emphasised the importance of having a kitchen garden, saving water, reducing consumerism and going green for a sustainable healthy lifestyle. An awareness rally was conducted at Doddabanhalli on November 06, 2021, to make people aware of Eco-Friendly Sustainable Lifestyle and Eco-Justice.

The campaign activities highlighted the issues of consumerism, the importance of a sustainable environment and eco-justice to reduce the use of natural resources, and the need for environmental protection. Sessions were conducted on eco-friendly sustainable lifestyle and eco-justice, including responsible consumption and production, strengthened networks and promoted community sharing, influenced local authorities to implement a proper solid waste disposal system in the school.

The campaign resulted in a positive mindset and attitudinal change in the community, particularly in the minds of children, youth, and women.

### 7.5 Rural Agency for Social and Technological Advancement (RASTA), Kerala

The objectives of the project are to:

- inspire people to work together to create a responsive community to meet challenges
- form a group of devoted individuals to address the challenges
- work closely with the ideas and concept of Sharing Community
- promote Digital Literacy to reduce travel to banks and government offices
- promote Water Literacy to build a resilient community of stakeholders and see their new role in perspective for protecting their commons
- adopt the principles of Sharing Community to reduce unwarranted practices and safeguard their commons, and to reduce carbon footprint

During this campaign, house visits were done by four animators in Kottathara *Panchayat* to spread awareness on the principles of Sharing Community, reduction of wasteful practices in households, Water Literacy, and its activities to secure participation in the workshops and meetings in the upcoming activities of farmers groups.



Stakeholder consultations was organised with Farmer Groups of different *Panchayats* for sharing the principles of Circular economy, Concept of Sharing Community, reduction of unwarranted practices, the need of protection of their Commons (CPR), Water Literacy, Attitudinal & Behavioural Change (ABC) & Ground Water recharging from Rooftops runoff through Barrels. The question-answer session provided an opportunity for participants to raise their queries and find the right resolve. 22 participants attended the workshop.

Households and Farmers Groups in Kottathara agreed with the concepts of "Sharing Community," and added ideas of water literacy to their responsibilities in maintaining

resources. Groups expressed interest in establishing collection centres to distribute usable things to those in need.

## 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 generate awareness among community members about bringing back the local culture of sharing.

Five awareness-raising camps were held in five different places. Around 250 people have been encouraged to adopt sustainable consumption habits and the concept of sharing communities has been pushed. Residents in these areas are encouraged to practice trash management and embrace sharing community. The residents were able to understand better the culture and value of sharing communities in avoiding excessive waste generation and embracing sustainable consumption behaviours. A signature campaign was also organised during the awareness-raising programmes. A message of tackling COVID-19 was also promoted through awareness-raising camps.



Street plays were organised at five prominent places in Indore city to spread the sharing community among the larger masses. The message of sharing communities and sustainable consumption was widely disseminated. The team communicated the message of sharing community through their play and other interactive activities.

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., was helping improve their dietary habits and save costly vegetable purchases from the market.

One advertisement for promoting the concept of sharing community is printed in local newspapers, which generated awareness at the mass level. This advertisement reached more than 50,000 families of Indore city and nearby areas.

One stakeholder consultation was organised at Indore on October 09, 2021. Representatives of different stakeholder groups, such as Municipal Corporation, government officials, researchers, policymakers and representatives of community groups, participated in this stakeholder consultation. Usha Thakur, Minister of Culture, and Vikas Dave, State Minister Director Sahitya Parishad, Government of Madhya Pradesh, graced the event, and all stakeholders shared their valuable experiences of sharing communities. Deepak Saxena, Assistant Director, CUTS, also presented and addressed the participants in the meeting.

### **7.7 Vaishvik Vikas Sanstha (VVS), Maharashtra**

VVS did a campaign for green care community sharing rooftop gardens for sustainable consumption and lifestyle. The campaign's objective was to make society aware of Sharing Community Concept, minimise the use and needs of electronics and other hazardous gadgets, Mass campaigning of Sharing Community Project, Mass campaigning for Recycle, Reuse, E-waste Problem and its effects on planet.

VVS held a poster competition with the theme of Sharing Community. The competition drew a total of 58 artists. The winners of the previous awards have been distributed.



People were given plants and seeds to share to raise awareness about sharing and maintaining the planet by protecting trees and the environment. Cloth bags were distributed to the community, and bags of unused saree were stitched. It aided in spreading the message of cloth recycling and reuse.

Government officials, social activists, teachers, and students all are working together to promote a community sharing project. Session was held at GN Azad MSW College in Pusad, and several social workers, government officials, and the president of the Rotary Club attended. Workshop was attended. Everyone agreed to grow trees and share resources on a large scale. VVS had "GREEN Clubs" to Collect all things which can share,

they appeal to students and people to give them remaining blank pages from old notebooks so they can rebind those pages and make notebooks. They also appeal to people to share used Cycles that are not useful for them. So they can share it with needy students.

In the project region, an awareness campaign was successful on a big scale, and people enthusiastically participated in the initiative and were aware of the importance of community sharing.

### 7.8 Tomorrow's Foundation, Sikkim

Raising Citizen and Stakeholders Awareness on 'Sustainable Consumption and Lifestyle' by Developing Kitchen Garden at Home and Managing Home Bio-waste in Gangtok city in Sikkim, India

A total of 20 families from the urban locality (Gangtok city) has been selected for training on making fertiliser from the Kitchen wet waste programme. Children of those households who are college-going age participated in the training.



The objective of the whole campaign is to promote the management of waste in the home. Converting waste into fertiliser is an important step in its management. Training has been imparted on how to convert kitchen waste into fertiliser. Trainees actively participated, learned and pledged to continue in their homes.

The procedure includes collecting garbage in a bucket, making liquid fertiliser, and preparing solid waste by keeping residues. Here, waste refers to vegetable cuttings that have been left out, tea leaves, and other similar items but not cooked food waste.

Following the training, each of the 20 participants received a set of seeds, fertilisers, and a bucket for collecting and converting kitchen waste into fertiliser. This activity inspired them to put what they had learned about vegetable gardening and fertiliser production into practice.

A workshop was organised at Gangtok on October 06, 2021 with the theme defining civil responsibility on their household waste management. The focus was on 'Home biowaste management' and E-Waste management'. In the workshop, some people from Swatch Bharat Mission (Rural), Municipality Chief Engineer and Supervisor (looking at the waste collection at Gangtok Municipal Corporation), some hotel representatives, and a vegetable vendor participated. Also, representatives from a Student forum participated (Name Blooming Sikkim- A collective of students gather to work for environment safeguard and disaster relief for people).

The workshop's objective is to spread awareness on waste management at source importance of proper segregation of waste at source (household level), understanding of classification of household waste and management (handling) of different types of waste at the household level.

### 7.9 Mankind Awareness Platform, Tripura

The campaign's objective was to raise awareness about the importance of reducing industrial production. An essay competition was arranged at women's college, Agartala, Tripura, with an awareness programme conducted at the college campus's gallery hall (geography Dept.). Biplab Majumder (Department of Environmental Science) delivered his speeches clearly about the subject. More than 200 students of different streams of science participated in this programme.



A two-day training programme on mushroom production as organic value-based food was held at Vidysagar club in Jogendranagar, Agartala, with 11 SHG group home ladies participants. A state-level seminar on the topic sharing community was organised at Samar Smriti hall, Bankumari, Agartala, Tripura, on October 22, 2021. Hon'ble Pranjit Singh Roy, Minister of Agriculture, Government of Tripura; George Cheriyan, Director, CUTS; Anjan Sengupta, Senior Scientist of Biotech Department, Government of Tripura;

Amritlal Saha, President of Consumer Protection Association, Agartala, and others dignitaries participated. More than 150 people participated in this programme.

In each school's assembly session, a meeting between the students and teachers was conducted to showcase the mission of sharing community.

The bio village study tour provides a new travel lesson in a small area, and they may naturally gather all of their daily needs using various methods. It is entirely eco-friendly and safe for the environment and human life. Scrap park is raising awareness among traditional artists by artistically repurposing electrical waste and other materials to create an oriental atmosphere around us.

### **7.10 Women Consumer Protection Association (WCPA), Tamil Nadu**

The major goal of the campaign was to raise consumer awareness about ethical consumption, hydroponic farming, a soil-free project that will help to ensure a sustainable future using hydroponics, establish a balance between the community and the environment. Women in rural and urban regions should be empowered as an alternative source of income within their common communities.

Ten target areas with a mix of rural and urban areas were chosen, and demonstrations of hydroponic farming were held. Over 20 women were present in each region and given hydroponic kits. Rallies were organised to bring together school children and rural women to advocate an alternative farming practice. The students were enthralled and enthusiastically participated. The growth of plants was observed regularly in ten places, and any obstacle encountered by coordinators.



The hydroponics farming initiative was a resounding success, and many ladies and students are still using this technology to cultivate microgreens in their homes. The results produced by the co-coordinated efforts impressed district officials who attended state-level stakeholders symposium, and they are willing to support future ventures.

After attending the stakeholder consultation, consumer activists, women activists, self-help groups, youth, and students were very enthusiastic. Many have started promoting this in their homes, schools, and other places. George Cheriyan, Director, CUTS, also attended the programme and delivered opening remarks.

### 7.11 Abhivyakti Society, Uttarakhand

The campaign's goals were to raise awareness of the growing threat of garbage and waste in the neighbourhood; develop an action plan for proper rubbish disposal in collaboration with the community and Swachhta Divas (October 02) participate with schoolchildren and community residents through an active cleaning effort. Waste disposal should be included in the function of *Panchayats* in rural areas. Through government and non-government officials, raise awareness and encourage community sharing at the block level. The purpose of this project is to create materials for the IEC. To bring together significant people, including legislators, principals, and opinion leaders, to talk about the necessity of solid waste management.



The contact programme was held at the state inter-college in Maldevta, Raipur Block. Our current initiatives, fundamental ideas, community sharing, etc. was discussed. Afforestation, solid waste management, water conservation, and other issues were considered. It was accomplished by sharing our compassion with the environment and ensuring we take from it and give back to it. As the children of today are the future of tomorrow, sensitising them will begin the process of a long-term transformation in our chosen field. The notion of repurposing garbage was also explained to them, and members of team Abhivyakti taught them how to construct Eco bricks out of plastic bottles, scrap plastic, wrappers, and other materials.

Abhivyakti Society organised a Cycle Rally to raise awareness about the environment and communities' obligation to protect it. Children were encouraged to participate, and

the negative effects of fossil fuel exhaust and its rapid depletion were discussed with them. Children's lifestyles have become sedentary in today's society due to several new and intelligent technologies available, all of which negatively impact their health. Cycling is a healthy and environmentally responsible strategy to promote good health and environmental conservation. Because children can transmit information across generations, this event successfully spread the message of ecological conservation.

One day community sharing camp was organised on October 05, 2021, where items collected by the team were displayed, such as clothes, books, shoes, utensils, bags, boxes, and electronic equipment, etc., lying unused in the houses in working condition.

Stakeholders workshop was held on October 12, 2021 at the block office of Raipur, presided over by Block Development Officer Dheeraj Singh Rawat, representatives of eminent organisations, such as Gati Foundation and Waste warriors working in the field of waste management.

### **7.12 Consumer Guild, Uttar Pradesh**

The campaign's major goal was to foster a culture of sharing and collaboration to encourage sustainable consumption. The aim is to motivate consumers and establish a network of educated consumer activists and community leaders to promote sustainable consumption.

Lucknow's eight awareness programmes were held as part of the Green Action Week 2021 theme. With the collaboration of educational and other institutions, some awareness programmes conducted included signature campaigns, pamphlet distribution, plant sharing, and book distribution to promote the idea of sharing to minimise environmental burdens and to present their ideas for sustainable consumerism and community sharing for a safe and healthy environment.



In cooperation with CUTS International, Consumer Guild hosted a stakeholder consultation/workshop on October 05, 2021. During this programme, plants and law books were distributed to encourage community sharing and sustainable consumption.

Consumer Guild developed pamphlets and handouts for distribution, and for the Green Action Week campaign, chose educational institutions, coaching institutes, dance academies, and law firms to participate in outreach events. We have disseminated information about sustainable consumption through modern means, such as social media.

The Sharing Community Awareness Generation Campaign has significantly influenced the younger generation and professionals, which aims to promote sustainable consumerism. Students, professionals, and other participants in GAW-2021 activities presented their recommendations and ideas for a greener world. They are willing to adopt the concept of sharing to alleviate the strain on the Earth.

## **8. Partners' Meet, 2021**

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A meeting was organised to share the learning among all GAW partners and evaluate partner organisations' activities at Hotel Zone by the Park, Jaipur, on December 10, 2021, under GAW India. Amar Deep Singh, Senior Programme Officer, CUTS, welcomed the participants and briefed them about the campaign and highlighted the importance of the Partners' Meet. He made a presentation on the overall campaign and said that this meet gives a Nationwide perspective due to its outreach. This was a campaign on circular economy and sustainable consumption. He also briefed about past years' experience and activities under Green Action Week. This year, the theme for GAW 2021 is sharing community.

George Cheriyan, Director, CUTS, delivered the opening remarks and stressed upon Earth Overshoot Day, which marks when we have used all the biological resources that the Earth can renew during the entire year. This year, Earth Overshoot Day falls on July 29, 2021, which means we are using the resources of 1.7 Earths, or humanity currently uses 74 percent more than what the planet's ecosystems can regenerate. Our biological regeneration needs are comparable to the planet's complete yearly regeneration between January 01, 2021 and July 29, 2021.

India is now officially the world's third-biggest e-waste generator, producing over 3.23 million metric tonnes of e-waste per year, behind the US and China. The novel coronavirus disease pandemic (COVID-19) will severely negatively impact most of the United Nations-mandated Sustainable Development Goals (SDGs). The pandemic impacts are visible. There is pressure to loosen up regulations on the circular economy,

postpone the adoption of new measures, and increase plastic pollution (e.g., used to produce personal protective equipment). The concept of sharing community and caring for others is the hour's need to deal with the COVID pandemic.



All 12 partners presented their activities through PowerPoint presentations followed by open discussion. The participants critically analysed each presentation of partners for its impact, effectiveness, and outreach. Challenges faced by the partners were also discussed during the meeting. Sustainability of the campaign is important and all need to keep engaged in the related activities and discussion for addressing the issue within their local context. It was emphasised that the campaign should have practical activities to create examples for society.



Human Rights Day was also observed during the meeting as “Light for Defenders” manifestation to highlight the plight of environmental and land defenders. The campaign will raise awareness of the environmental defender’s role in protecting land and the environment, said George Cheriyan, CUTS International.

## 9. Conclusion

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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 lacks access to even essential goods and services. The perspectives and capabilities of low, middle and high-income contexts are imperative to take into account when addressing consumption and production patterns. The concept of sustainable consumption & production (SDG12) helps India avoid getting locked in unsustainable lifestyles and communities to use the resources effectively and efficiently.

GAW India 2021 mainly focuses on sharing communities rather than 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. Setting good examples of sharing cultures can teach 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's overwhelming response was received from the CSOs and 47 consultants from various country organisations applied for the GAW India campaign. Call for Application was also sent to all previous year's applicants, and 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, media coverage, etc. CSOs are also facing shortages of grants and CSR funds as priorities have shifted due to the COVID pandemic.

### Highlights

- This was the second challenging year due to the pandemic and restrictions of gathering and travel. But still, the campaign was well managed by following COVID guidelines.
- Consultancy contracts were signed with individual consultants as a new amendment in FCRA rules disallowed sub granting.

- There were consultants ' due to the new set up of consultancy contracts with individuals. Lots of discussions happened on this.
- It was observed that more focused activities were conducted by partners this year as theme 'Sharing Community' has been continuing for the last four years
- Global people's campaign was one of the project's highlights, 12 states in India represented in the campaign.
- The campaign's theme was very relevant to the Indian and local context, and it was realised that traditional practices are need of the hour.
- Stakeholders appreciated the relevance of the theme.
- A large number of organisations are interested in participating in the campaign
- A huge number of media coverage could come from all representative states.