

Final Narrative Report

Green Action Week (India) 2022

Theme: Sharing Community

Consumer Unity & Trust Society (CUTS)

in partnership with
Swedish Society for Nature Conservation (SSNC)

Contents

1. Background	3
2. About the Campaign	3
3. Theme	3
4. Aim	4
5. Process	5
6. Coverage	5
7. Activities	7
7.1 Rural Action for Social Service (RUFSS), Andhra Pradesh	7
7.2 Anmol Foundation, Chhatisgarh	7
7.3 PLAN Foundation, Himachal Pradesh	8
7.4 Centre for Development & Empowerment of Women (CDEW) Society, Karnataka	9
7.5 Rural Agency for Social and Technological Advancement (RASTA), Kerala	11
7.6 Consumer Legal Protection Forum (CLPF), Assam	12
7.7 Vaishvik Vikas Sanstha (VVS), Maharashtra	13
7.8 Prayavaran Mitra, Gujarat	14
7.9 Mankind Awareness Platform, Tripura	15
7.10 Women Consumer Protection Association, Tamil Nadu	16
7.11 Abhivyakti Society , Uttarakhand	16
7.12 Consumer Guild, Uttar Pradesh	17
7.13 Peace Forum, Telangana	17
7.14 Utkal Youth Association for Social Development (UYSAD), Odisha	18
8. Partners' Meet	19
9. Conclusion	21

1. Background

The Green Action Week (GAW) Fund India is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS since 2017 and continuing in 2022. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness of environmental issues. This year, the GAW India campaign was from September-October 2022 to promote sustainable consumption. In 2022, 58 organisations from 33 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

In partnership with the Swedish Society for Nature Conservation, CUTS implemented GAW India Campaign 2022 on 'Sharing Community'. The project was initiated in June 2022 and concluded in December 2022. 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

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 2022, 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, state 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 objectives are as mentioned below:

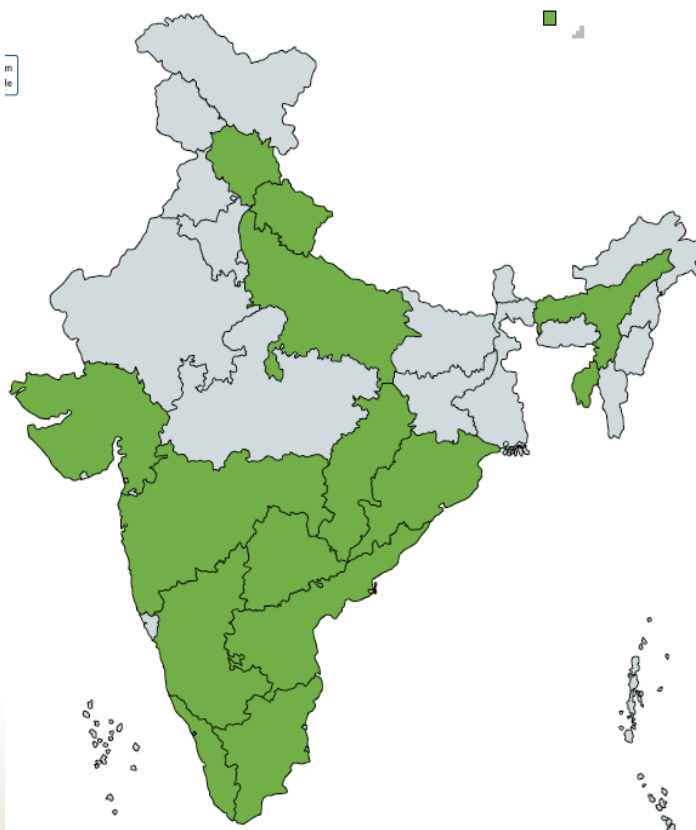
- Raise consumer awareness on the environmental impacts of consumption and promote sustainable patterns of consumption
- Minimise the waste to reduce pressure on natural resources
- Empower people to create, trade, swop, access, and share the goods, services, and resources among themselves
- Promote 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
- Identify and promote the traditional or modern practices of resource conservation and community sharing in different locality
- Bring about a change in society by changing the behaviour of people and involving them in this process of change

5. Process

GAW India's announcement of call for Application was released in July 2021 and shared with wider groups of civil society organisations (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 24 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.

Since there were limited resources, 14 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, 2022.

All 14 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 18, 2022. They also attended global story gathering webinar organised by SSNC on August 31, 2022 and learned how and what story should be gathered for Green Action Week. 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 2022. Main activities were planned during the Global Green Action Week which was from October 3 to 9, 2022. CUTS team members attended physical activities organised by partners in various states as part of the monitoring visits.



6. Coverage of GAW India

For observing GAW (India) 2022, 14 partners were shortlisted for partnering, which widens the campaign's profile at the National and State levels with enhanced responsibilities to achieve envisioned targets. 14 partners from 14 states covered under GAW India 2022 campaign amounts to almost 38 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 (RUFSS)
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
Maharashtra	Ajay Vasudevrao Zarkar, Vaishvik Vikas Sanstha
Tamil Nadu	Dr. C. Packia Lakshmi, Women Consumer Protection Association
Uttarakhand	Damini Mangain, Abhivyakti Society
Uttar Pradesh	Abhishek Srivastava, Consumer Guild
Assam	Ajoy Hazarika, Consumers' Legal Protection Forum
Gujrat	Mahesh Pandya, Paryavaran Mitra

Odisha	Siba Prasad Routray, Utkal Youth Association for Social Development (UYSAD)
Telangana	Haliga Dayanand, Peace Forum

7. Activities

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

The activities of the campaign were organised at Chittoor city in Andhra Pradesh. RUAFFS organised a training cum workshop on Sustainable Consumption and Life Style Sharing Community during GAW India 2022. A public meeting at Ramanaidupalli, focussing on sustainable consumption, sensitising the public to know how to use and reduce the usage of natural resources consumption without damaging the environment. It conducted a meeting and awareness programme on sustainable consumption with students, teachers, SHGs and the community. The organisation concluded its activities by organising a stakeholder consultation.



7.2 Anmol Foundation, Chhattisgarh

An effort was made to give information to the people by distributing posters in meetings, a signature and awareness campaign on sharing community, and a capacity-building camp of reuse materials. This campaign has a direct reach to 4000 people and 5000 people got information about sharing community indirectly through the campaign. The Foundation networked with various voluntary organisations, self-help groups, government departments, media, students, voluntary traders, community to join this campaign. People have shown interest in donating old things, but their maintenance and distribution are a big problem. Various institutions, CSR and local government departments were part of the local intervention. Campaign concluded by organising a stakeholder consultation.

7.3 PLAN Foundation, Himachal Pradesh

Organisation conducted several activities based on sharing community with support from the Women and Child Development Department, and Clothes distribution from clothes bank. During the campaign, the government imposed an election code of conduct at Shimla. The campaign is helping to build networking with self-help groups

(SHGs) and women groups. PLAN Foundation concluded its activities by organising a stakeholder consultation.

The awareness campaign was successful in the way it was planned. The message was very clear and was taken to the 200 houses directly and more than 900 families indirectly and covered around 4000 people.

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

CDEW conducted several activities for GAW India 2022 campaign in Karnataka. There are certain specific objectives as strengthening neighbourhood networks, promoting community sharing, and creating awareness of eco-friendly sustainable lifestyles and eco-justice. During the GAW campaign, Doddbanahalli *gram panchayat* agreed to set up a proper waste disposal system in the school. CDEW has developed a networking system in the village to work in a sustainable environment. CDEW concluded its activities by organising a stakeholder consultation.

CDEW Society inaugurated 'Green Action Week India 2022- Sharing Community Campaign' on 26th September 2022 at Bandapura village Bangalore and conducted various programmes for different target groups at Avalahalli, Bandapura and Maradiyur villages of Karnataka state. 250 children, 45 youth and 275 women enhanced knowledge on sustainable consumption and how 'Sharing' reduces environmental impacts through lectures programmes and group discussions. The participants were motivated to take up this issue and work with one year action plan to make sure that they continue the activities to make sure sustainable environment. Children-representatives of various clubs of Auxilium School Bandapura, Youth and Women groups who all attended the GAW campaign activities prepared one year action plan and presented during the meetings. Teachers-in charge of clubs and volunteers have agreed to provide guidance and follow ups of these initiatives.

The stakeholders meeting also was effective as the local panchayat leaders were made aware of the importance of sustainable consumption and need of proper waste management for environmental protection and promised their support for the campaigns in future.

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

The survey carried out of the Kamabalkkad shops, to understand the mindset of the various stakeholders in the community, after the imposing ban on the single use carry bags. During the survey and after the analysis, first hand information was received, the reluctance and negative attitude of various members of the community after the ban was imposed. Based on the findings, on sustainable consumption, emphasise on reducing the single use carry bags, what strategy can be used for finding alternatives among youth.

The session with Schools and colleges, leftover food after lunch, was an issue, the personnel from Suchitwa MISSION suggested methods of its safe disposal. Following SDG 12, wants to put the Green Protocol for beautification of their Institutional surroundings by managing waste generated ,

Women groups are keen to make their village plastic free zone, willing to work Haritha Sena (Green Army) for proper segregation, turning the biodegradable into manure. All are willing to adopt method. The idea of Sustainable Consumption can be practiced in their daily life and made into a reality, and rational for improving their living.

A consultation with stateholders on Sustainable Consumption was organised which was attended by Simi TB, CUTS, Dr N Anil, Expert on Sustainable Development Goal 12 and Shri Anoop, Expert on Solid and Liquid waste.

7.6 Consumers' Legal Protection Forum, Assam

Consumers' Legal Protection Forum, Assam conducted activities at Guwahati. It includes consumer awareness meetings with local community members; a Bicycle rally to promote sustainable transport by involving youth; demonstrations of sharing community models; an awareness programme with different community members and final stakeholders' consultation.

Campaign could generate awareness among consumers about organic food that would encourage them to shift towards organic food products and sustainable consumption. It also promotes policy and practice for promoting the use of organic food products thereby contributing towards a sustainable pattern of consumption.

7.7 Vaishvik Vikas Sanstha (VVS), Maharashtra

The major objective of the project to make aware people about the Importance sharing community. Also to aware community about need of sharing community. VVS appealed people to donate old useful books for Sharing to needy students. Also Collect blank Pages from students and rebind notebooks and distribute to needy students. Many people and students shared books and blank pages of old notebooks. Also, organised stakeholders consultation for Govt. officials , NGO and Social Organizations to create awareness. The Chairman of Municipal Corporation Anita Manohar Naik attended consultation programme with MC officers. Also ready to work on sharing Community concept. Many other NGO and Social workers also present

Poster Competitions increased the awareness in project area as well as it also helped to create opportunity to involve more stakeholders in the process. Many creative ideas shown in posters.

Sharing of old Books and Notebooks was helpful to needy people and it will help to save environment . The students felt very happy when we shared notebooks.

Green Club activity helped to promote the Sharing Community Project. Green Club established in school and college and students made seed balls and share to people. Green Club members collected old books and pages of old notebooks and rebind notebooks. Also two people shared old bicycles to needy students.

7.8 Prayavaran Mitra, Gujarat

Stakeholders consultation was organised in Ahmedabad city which was attended by stakeholders concerned with the Ban on Single-Use Plastic, Gujarat Pollution Control Board, Swachh Bharat Mission (Urban), Ahmedabad Municipal Corporation, Gujarat Chamber of Commerce and Industries, plastic and other waste recyclers, CSOs, academicians and youth. Amar Deep Singh, CUTS was one of the speaker the programme.

Another activity was the Capacity-building Workshop for Green Catalyst on Sustainable Consumption and Waste Management. They also prepared a pamphlet related to the ban on Single-Use Plastic. The trained Green Catalysts interacted with the plastic waste pickers and informed them about government policies. He further added that the campaign created awareness and action on the ground. There is the empowerment of informal waste pickers, involvement of youth, dialogue with the future generation, stakeholders' linkages and citizen's involvement.

7.9 Mankind Awareness Platform, Tripura

Mankind Awareness Platform (MAP), Tripura did awareness campaign by organising quizzes, IEC materials and drawing competitions and workshops on sharing community online and physically. MAP has established book banks in eight schools in Agartala City, and has organised a two-day training on mushroom cultivation. It has set up Scrap Park at Agartala in collaboration with the local administration. The campaign has strengthened outreach with government departments. However, this concept will take time to implement on a large scale. MAP concluded its activities by organising a stakeholder consultation.

7.10 Women Consumer Protection Association (WCPA), Tamil Nadu

Women Consumer Protection Association (WCPA), Tamil Nadu, conducted an awareness workshop on Hydroponic-Soil farming in 10 targeted areas. Organising the awareness-generating meeting, permission from local authorities and the district administration was a major challenge during the pandemic. WCPA will incorporate more events for rural and urban women and youth participants to protect the planet

and sustain the environment. WCPA concluded its activities by organising a stakeholder consultation.

Campaign organised by WCPA was helpful to create an opportunity for the school student to learn with peaceful environment by stress reduction strategy while watering and maintaining to the plants. And to utilize the used plastic bags to grow tree saplings, to make the students to understand the reuse strategy of plastic bags. It created awareness on environmental conservation among the school students.

7.11 Abhivyakti Society, Uttarakhand

Positive impact of the programme was in area of Banjarawala where SHGs were trained regularly associated organization WASTE WARRIOR is picking up single use plastic waste. Two weekly workshop conducted under the GAW India campaign, have started developing eco bricks which they are utilising school campus itself.

Talk on tea and book bank drive helped to collect approximately 300 kg of used clothes, old shoes slippers and 120 old books were collected and unused copies were collected. More and more parents are giving calls to collect old school books which is of great help to MASOOM organization through books, they are giving evening classes to drop out students.

Two more drives will be conducted for spare out clothes from societies, beneficiaries are getting warm clothes. Clothes are reaching direct to really needed people.

Stakeholder meet was the most important part of the drive in which Waste Warriors assured regularly to collect solid waste from our targeted area. Panchayati Raj assured ragpickers regular work in closed area at new solid waste disposal sites. Panchayati Raj Department coordination is of great help, in month of February they are starting compost unit and they are inviting rag-pickers to work regularly with at them at there site.

7.12 Consumer Guild, Uttar Pradesh

Consumer Guild, Uttar Pradesh organised eight awareness programmes at Lucknow on sharing community involving educational and other institutions. This campaign has significantly impacted younger students, professionals, and others who participated in GAW-2022 activities. They have shared their ideas for a greener planet also. Media also provided more comprehensive coverage of the campaign. Consumer Guild concluded its activities by organising a state-level consultation on sustainable consumption and sharing community.

Awareness Generation Campaign on sharing community and sustainable consumption to promote sustainable consumption has created the huge impact especially among selected various Women self-help Groups and Voluntary Consumer Organisations and NGOs. Self -help groups were sensitized to promote sustainable consumption by making alternate products through waste or reusable material.

Professionals like Lawyers also Students, also took part in activities and campaign have shared their suggestions and ideas for the greener planet and they are ready to adopt the idea of sharing to reduce the burden on Earth.

Various important stakeholders like Uttar Pradesh Pollution Control Board, State Bio Diversity Board, Industry Leaders, Environment experts and Activists of Uttar Pradesh state took part in the campaign and discussed the issue and policies in length, Media also took part the initiative by the way of information dissemination.

7.13 Peace Forum, Telangana

Peace Forum, Telangana did a campaign with SHG women groups against plastic pollution was aimed to promote the interest of all its members to attain social and economic betterment through self-help and mutual aid by the cooperative principles. Another Stakeholders' consultations meeting was aimed at the preservation of a healthy environment and ecological balance is everybody's concern. To promote environmental awareness among the people, the help of different stakeholders is needed. These stakeholders are the public, the media, NGOs environmental groups, corporations, and the government.

One stakeholders' consultation was organised by the PEACE Forum at the HASS training centre in Secunderabad under the GAW campaign. Essay writing and elocution competition conducted in classes with nearly 150 senior and junior high school children were present. She addressed the participants and declared the names of the winners: overall 6 students from the essay competition and six students from the competition were given notebooks and school bags and 10th-class students were given executive files. A seminar on the role of the judicial community in protecting and promoting environmental justice was held at Secunderabad Bar Association, Civil and Criminal Courts Secunderabad on October 28, 2022.

7.14 Utkal Youth Association for Social Development (UYASD), Odisha

Utkal Youth Association for Social Development (UYASD), Odisha first time participated in Green Action Week India campaign. Four capacity-building camps have been organised in different areas and participants were trained about the management of old newspapers, kitchen waste, household waste, and coir materials. Four signature

campaigns on 'Say No To Single Use Plastic' were organised at Badagada Brit colony, Darada, Khandagiri & Bankuala High School of Bhubaneswar. Three rallies have been organised at different places with school children, village women and youth groups.

A demonstration programme was organised at Darada of Bhubaneswar on making wealth from waste and trained 35 women farmers from three *Panchayat* of Balipatna, Bhubaneswar on the preparation of organic manure. Activities show impacts, such as empowering 300 women to work on issues of ecology, environment and micro-entrepreneurship; 5000 people were sensitised about the adverse impact of polythene; 60 PRI members got sensitised on single-use plastic; and 10 women SHG got training on paper bag making and coir crafts. 10 grassroots NGOs became active in the process waste to wealth concept.

8. Partners' Meet, 2022

This year CUTS selected 14 individual consultants of CSOs from different states of India as partners for implementing the campaign in their respective areas. Partners conducted various activities in October-November 2022 focussing on the theme. A meeting to evaluate campaign activities conducted by partner organisations of GAW India was held at Jaipur on December 15, 2022, in which 13 partners participated and presented their activities.

Amar Deep Singh, Senior Programme Officer, CUTS welcomed the partners of GAW India. He spoke about the campaign and highlighted the importance of the partner meeting. This meeting on circular economy and sustainable consumption will give us a nationwide perspective due to its outreach. He made a PowerPoint presentation and shared past years' experience, this year's activities, challenges and highlights of the campaign.

This year, the theme for GAW 2022 is sharing community. The specific objective of the campaign is to strengthen the role that consumer and environmental organisations play in raising awareness of environmental and other impacts of consumption and promote sustainable consumption amongst consumers, policymakers and other key stakeholders. He shed light on the highlights of the GAW and activities conducted in 14 states of India. He further stated that the campaign's theme is very relevant in the Indian context and many NGOs applied for the campaign, though only 14 were selected.

George Cheriyan, Director, CUTS explained GAW which is a global campaign to promote sustainable consumption. GAW is an initiative by the SSNC, starting in Sweden in 1990 and growing to become an international partnership in 2010. This year, 58 CSOs in 33

countries in Africa, Asia, Europe, Australia, and America will participate in the campaign. The theme since 2018 has been 'Sharing Community'. He stressed on two challenges while observing the GAW 2022, i.e., the unprecedented pandemic and the recently amended Foreign Currency Regulation Act (FCRA). He also discussed innovative ideas like best out of waste, kitchen gardens, garbage café, hydroponic farming, etc.

Nils Viklund, Programme Manager, SSNC interacted with the participants and asked questions during the presentations of partners. He appreciated efforts made by partner organisations to conduct relevant activities in their respective states. Grassroots-level organisations are more effective to take the ideas up to the end users. He congratulated all partner organisations to organise an effective and vibrant campaign in different parts of India.

All 14 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.

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 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 2022 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.

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

- Fortunately, there was no impact of covid this year on the campaign as well in the general
- Applications received this year were less compare with last year.
- Consultancy contracts with partners is working well and there is no problem for the process of campaign.
- It is found that more focused activities are proposed by partners as theme Sharing Community is continuing since last five years
- 14 Indian states representation in the global people's campaign is a large coverage.
- Theme of the campaign was very relevant to Indian context. There are traditional practices of sharing in India however less in urban context.
- Governments policies are contributing towards the campaign and vice versa as recently prime minister of India launced campaigns like ban on single use plastic, Lifestyle for Environment (LiFE) campaign, year of millet etc.
- Participation of shop keepers, businesses and industry associations, manufactures, hotel associations is one of the good step
- Circular economy ideas being promoted through book bank, cloth sharing, bicycle sharing and other activities organsied under GAW India
- Participation of policy makers in most of the activities is very effective for the purpose of advocacy
- Large number of media coverages appeared in different parts of the country is making campaign successful in term of its outreach.

This report has been prepared by: Amar Deep Singh, Senior Programme Officer, CUTS International as part of the project entitled "Green Action Week India 2022" in partnership with Swedish Society for Nature Conservation (SSNC).