

Report

# Partners' Meet

## Green Action Week India 2021

December 10, 2021, Jaipur, India



## Background

The Green Action Week (GAW) Fund-India is a joint partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS International in 2020. The purpose of the grant is to fund short-term campaigning activities to raise consumer awareness on environmental issues. For over 20 years, SSNC has conducted an annual ‘Shop and Act Green’ campaign in Sweden, of which the focal point Green Action Week has led to outstanding results. The campaign always takes place during the first week of October. It always promotes the consumer has a choice, different ways of consuming and acting and where the consumer can make a difference. GAW is a global campaign to promote sustainable consumption. In 2021, 50 civil society organisations (CSOs) from 30 countries participated globally.

Under the GAW 2021 campaign, ‘Sharing Community’ was the theme to promote sustainable consumption. Access to goods and services are unequal and planetary boundaries are being beached. The campaign wants to ignite cultures of sharing and collaboration to create sustainable access for more people and, at the same time, reduce stress on the planet. It would be an attempt to challenge the norm of private ownership and consumerism by creating strong, collaborating communities.

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.

CUTS selected 12 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 2021 focussing on the theme. A meeting to evaluate campaign activities conducted by partner organisations of GAW India was held at Jaipur on December 10, 2020, in which all partners participated.

## Proceedings

### Welcome Address & Overview of the GAW India 2021 Campaign

**Amar Deep Singh**, Senior Programme Officer, CUTS, welcomed the partners of GAW India 2021. All partners provided a brief overview of their organisations. He spoke about the campaign and highlighted the importance of the partner meet. This meet on circular economy and sustainable consumption will give us a nationwide perspective due to its outreach. He also briefed about past years’ experience and activities under GAW. This year, the theme for GAW 2021 is sharing community.

The specific objective of the campaign is to strengthen the role that consumer and environmental organisations play in raising awareness on 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 12 states of India. He further stated that the campaign's theme is very relevant in the Indian context and many NGOs participated in the campaign, though only twelve were selected.

## **Opening Address**

**George Cheriyan**, CUTS International, welcomed all the participants and thanked CUTS Team for organising the meet. He 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 from 2010 – and it is carried out in coordination with Consumers International (CI).

This year, 50 CSOs in 30 countries in Africa, Asia, Europe, Australia, and the Americas will participate in the campaign. The theme since 2018 has been 'Sharing Community'. He stressed on two challenges while observing the GAW 2021, i.e., unprecedented pandemic and the recently amended Foreign Currency Regulation Act (FCRA). He also discussed innovative ideas like best out of waste, kitchen garden, garbage café, Hydroponic farming, etc.

Cheriyan also 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 full 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. To keep this fact, during GAW 2019, CUTS has installed e-waste at the prime location of Jaipur. Our partner replicated this initiative in collaboration with Berhampur Municipal Corporation (BeMC) at Berhampur, Odisha. Berhampur is the only city from Odisha to secure a Swachh Survekshan award 2021 given by the Ministry of Housing and Urban Affairs, Government of India.

The novel coronavirus disease pandemic (COVID-9) 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 need of the hour to deal with the COVID pandemic.

## Manifestation: Light4Defenders

CUTS and CSOs representatives from twelve states observed Human Rights Day as “Light for Defenders” manifestation to highlight the plight of environmental and land defenders. This is the fourth consecutive year; CUTS has observed this campaign with global networks. The campaign will raise awareness of the environmental defender’s role in protecting land and the environment, said **George Cheriyan**.

The Universal Declaration of Human Rights (UDHR), adopted on December 10, 1948, significantly impacted our Indian constitution. UDHR is an international treaty enshrining the rights and freedoms of all people adopted by the United Nations General Assembly. The Indian Constitution's framers were motivated by the notion of human rights, and most of the UDHR's human rights were guaranteed. Article 12 to 35 contained in Part III of the Constitution deal with Fundamental Rights. He added that these are the Right to equality, including equality before law, prohibition of discrimination on grounds of religion, race, caste, sex, or place of birth, and equality of opportunity in employment matters.

According to the annual Global Witness report 2020, 227 environmental and land defenders died in 2020 while protecting their homes and our planet, i.e. more than four people every week on average, and it is more than double the amount recorded in 2013. In addition, Tribal peoples comprise less than five percent of the world’s population but protect 80 percent of its biodiversity. However, four out of seven tribal died while defending their rights on land environments, further said Cheriyan while expressing his concern.

Around the globe, defenders of the environment are being attacked, harassed, and murdered many times in connection with business activities. The situation for environmental activists is worse. He concluded that awareness should be raised and demand put to decision-makers for binding rules on business to respect human rights and the environment.





## Experience Sharing by Partner Organisations on GAW India Campaign

**Sanjay Sharma, Anmol Foundation Chhattisgarh**, showcased activities conducted in Raipur. An effort was made to give information to the people by distributing posters in meetings, Signature & Awareness Campaign on sharing community, 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. He 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. Due to the COVID-19 pandemic, the campaign could not be carried out in large camps. Various institutions, CSR and local government departments should be added. Sanjay Sharma concluded its activities by organising a stakeholder consultation.

**Sudeep Sunar, Tomorrow's Foundation, Sikkim**, presented the activities conducted by Tomorrow's Foundation in Sikkim. The campaign activities were organised at Gangtok city in Sikkim, including kitchen gardening, sharing the seed and realisers, workshop on home waste management, public awareness, and IEC activities on sharing communities. During the pandemic, mobilisation of community and finding resource persons was difficult. After being involved in the GAW campaign, Tomorrow's Foundation is researching E-waste management practices in Gangtok. The objective is to find out the best possible methods of E-waste management and the role of different stakeholders involved.

**Sr. Venila DV, Centre for Development and Empowerment of Women (CDEW) Society, Bangalore**, shed light on GAW India activities implemented in Bangalore. For GAW (India) 2021, there are certain specific objectives: strengthening neighbourhood networks, promoting community sharing, and creating awareness on eco-friendly sustainable lifestyle 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 for a sustainable environment. The major challenge was to gather more people for awareness programmes due to COVID-19 pandemic restrictions. CDEW concluded its activities by organising a stakeholder consultation.

**C Packia Lakshmi, Women Consumer Protection Association (WCPA), Tamil Nadu**, conducted an awareness workshop on Hydroponic-Soil less farming in 10 targeted areas. To organise the awareness-generating meeting, permission from local authorities, the district administration was major challenge during pandemic. WCPA will incorporate more events for rural, urban women and youth participants to protect the planet and sustain the environment. WCPA concluded its activities by organising a stakeholder consultation.

**Mohan Joshi, CECOEDECON, Indore,** said the campaign's objectives are to promote the culture of community sharing and collaboration to create sustainable access to goods and services and generate awareness among consumers about sustainable consumption practices. Activities carried out under the campaign are awareness generation/mass mobilisation on sharing community, street play, and the kitchen garden in the city. The campaign has helped Community members to motivate and adopt more sustainable ways to access goods and services without stressing the environment. Encouraging the community members, especially in urban housing societies, about sharing community is a major challenge. He also stated that efforts would be made to sustain the campaign. They conducted the state-level consultation on sustainable consumption and sharing community.

**Abhishek Srivastava, Consumer Guild, Uttar Pradesh,** said that under GAW 2021, eight awareness programmes were held at Lucknow on sharing community involving educational and other institutions. This campaign has significantly impacted younger students, professionals, and others who participated in GAW-2021 Activities. They have shared their ideas for the greener planet also. Media also provided more comprehensive coverage to the campaign. Consumer Guild concluded its activities by organising a state-level consultation on sustainable consumption and sharing community

**Danesh Kumar, RASTA, Kerala,** said that due to the COVID-19 pandemic, he organised an awareness meeting to promote sharing community with the local community. He also presented his groundwater work and considered it a common property resource (CPR). Therefore, the responsibility lies with the community for its upkeep by adopting necessary measures locally. Pandemic has increased individualism which is dampening community spirit and hampering implementation. RASTA concluded its activities by organising a state-level consultation on sustainable consumption and sharing community.

**Damini Mamgain, Abhivyakti Society, Uttarakhand,** said that environmental awareness generation campaigns-cum-meetings, cycle rally and community sharing camps were organised in Dehradun. School children have made 170 eco-bricks after the campaign. They also organised a cleanliness drive under National Service Scheme (NSS) and collected 300 kgs of plastic waste from the Song River of Dehradun. The impact of sharing camp is that clothes, books and other household items are easily available to the needy, and at the same time, these items do not spread here and there in the form of household waste. Transportation of reused things, such as clothes, books, shoes, plastic and other metal utensils, and electronic gadgets from one place to another, was a tough challenge, but hired vehicles were used to do it. It added to our budgetary distresses. Abhivyakti Society concluded its activities by organising a state-level consultation on sustainable consumption and sharing community.

**Jitendra Sharma, PLAN Foundation, Himachal Pradesh,** stated that the organisation had conducted several activities based on sharing community with support from the Women and Child Development Department, 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.

**Sanjoy Kumar Das, Mankind Awareness Platform (MAP), Tripura**, showcased the activities conducted in the awareness campaign by organising quizzes, IEC materials and drawing competitions and workshops on sharing community online and physically. MAP has established a book bank in eight schools in Agartala City, and MAP has organised a two-day training on mushroom cultivation. MAP 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.

**P Chitti Babu, Rural Action for Social Service (RUAFFS), Andhra Pradesh**, presented the activities conducted by RUAFFS. The activities of the campaign were organised at Chittoor city in Andhra Pradesh. RUAFFS has organised a training cum workshop on Sustainable Consumption and LifeStyle Sharing Community during GAW India 2021. RUAFFS organised 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. RUAFFS conducted a meeting and awareness programme on sustainable consumption with students, teachers, SHGs and the community. RUAFFS concluded its activities by organising a stakeholder consultation.

**Ajay Vasudevrao Zarkar, Vaishvik Vikas Sanstha, Maharashtra**, stated that the organisation conducted several activities based on sharing community. Workshops were successful students from social work college decided to share things and made people aware of sharing community. Many organisations come together to plant trees and share seeds. Some government officials were not interested initially, but they agreed to work when convinced about the campaign's need. Vaishvik Vikas Sanstha concluded its activities by organising a stakeholder consultation.

**Nimisha Sharma, CUTS**, gave a PowerPoint presentation about the activities conducted in localities (Mahesh Nagar, Ayodhya Nagar Extension, Neelkanth and Vihar Hardev Vihar) in the city of Jaipur under GAW 2021. The major key activities were 100 Neighborhood Kitchen Gardens (Four Introductory Meetings & Four Feedback Meetings), Four Trainings for “Best out of Waste” and Four Community Level Stakeholder’s Consultation. Apart from the Jaipur district, activities in other districts have been organised. District level awareness workshops on Sharing Community have been organised at Dausa, Kota, Sawai Madhopur, Bhilwara, Chittorgarh, Pratapgarh, Jhalawar, Jodhpur, Udaipur, respectively. The key observations of the campaign are that people are showing more interest in healthy lifestyle and shown more interest in developing kitchen gardens and need to reduce unnecessary

consumption due to pandemic situations. Various activities of the event have got media coverage. CUTS Rajasthan concluded its activities by organising a stakeholder consultation.

### **Open House Session**

In the discussion, participants raised several queries, which were suitably answered. Cheriyan explained the concept of sharing community and the impact of the pandemic on GAW activities. The COVID-19 pandemic has resulted in a significant loss of human life throughout the world, and it poses an unprecedented threat to public health, food systems, and the workplace. The pandemic has caused severe economic and social devastation. Therefore, the concept of sharing community needs to be promoted.

He discussed various modern-day examples of sharing communities. He also discussed the CUTS initiative of the e-waste bin at Jaipur, Rajasthan and institutional challenges of e-waste. The Central Pollution Control Board (CPCB) and State Pollution Control Boards control e-waste in India (SPCB). He also shared Moradabad's case study on e-waste. Participants raised concerns about the city's problems, such as source segregation, door-to-door collection, waste treatment and processing and on-site organic waste management. Cheriyan shared the best practice of Sweden on waste segregation, collection, penalty and laws.

Amar Deep Singh shared his view on sharing community through a consumer perspective. In a unique initiative, Ambikapur municipality, Chhattisgarh, started a garbage café. There is scope for collaboration with social enterprises about sharing community and sustainable consumption. There is a need to revive old sustainable practices for sharing economy, and therefore an advocacy agenda for sustainable consumption and sharing community needs to be prepared. Amit Babu said there is a need to implement waste rules and adopt the best practices effectively. Pratibha Jain expressed a need to develop a community app for sharing the products to promote the culture of sharing. Participants discussed the need for a national-level collaboration of CSOs to raise sustainable consumption issues.

### **Vote of Thanks**

Amar Deep Singh delivered a vote of thanks to partners for attending the meeting. This time social media is one of the outreach tools for the GAW campaign, which will help in its global reach. Cheriyan said that there is a need to regularly organise this partner meet and plan activities for this campaign.



## List of Participants

Sr. No	Name	Organisation's Name and Address
1	Sudeep Sunar	<b>Tomorrow's Foundation</b> 417, Hossepur, KMC Ward NO. 108 Kolkata- 700107
2	Venila D V	<b>CDEW Society,</b> Sacred Heart Salesian Sisters, Avalahalli, Old Madras Road, Bandapura, Virgonagar P.O. Bangalore -560049
3	Dhanesh Kumar	<b>RASTA</b> Kambalakkad Po, Wayanad District, Kerala 673122
4	Jitender Sharma	<b>PLAN Foundation</b> Broadway Enclave, Near UCO Bank, Sanjauli, Shimla HP 171006
5	Mohan joshi	<b>Centre for Community Economics and Development Consultants Society (CECOEDECON)</b> F 159-160, Sitapura Industrial and Institutional Area, Tonk Road, Jaipur
6	Abhishek Srivastava	<b>CONSUMER GUILD</b> E-5/140, Rajaji Puram, Lucknow, 226017
7	Packialakshmi chinnaveeran	<b>WOMEN CONSUMER PROTECTION ASSOCIATION</b> NO.81, Alagar Nagar, 5 <sup>th</sup> Street, K , Pudur, Madurai District -625007. TAMIL NADU
8	Sanjay Sharma	<b>ANMOL FOUNDATION</b> Sector-3, Deen Dayal Upadhyay Nagar Opposite CSEB Office P.O. Pt. Ravishanker Shukla University , Raipur 492010 - Chhattisgarh (INDIA)

Sr. No	Name	Organisation's Name and Address
9	Chitti Babu	<b>Rural Action for Social Service (RUAFFS)</b> K.J.Puram (V), S.K.R.Puram (PO), V.R.Kuppam (Vai), Palasamudram (Mandal), Chittoor District, Andhra Pradesh
10	Ajay Vasudevrao Zarkar	<b>Vaishvik Vikas Sanstha</b> Atpost Mulawa Ta. Umarkhed Dist. Yavatmal Pin- 445211 Maharashtra
11	Sanjoy Kr. Das	<b>Mankind Awareness Platform</b> C/o- Advocate Daliya Saha At: Vidyasagar Road PO: Jogendra Nagar Agartala District Tripura West Pin- 799 004
12	Damini Bhargava	<b>Abhivyakti Society</b> Kandoli, Rajpur Road, Near-Hotel Aketa, P.O. Kandoli, Dehradun (Uttarakhand) 248001
13	George Cheriyan	CUTS International
14	Amar Deep Singh	CUTS International
15	Amit Babu	CUTS International
16	Nimisha Sharma	CUTS International
17	Pratibha Jain	CUTS International

## Some Glimpses of the GAW Meeting (India), 2021









## Media Coverage -Manifestation: Light4Defenders

### CUTS International observed "Light for Defenders" Manifestation

Jaipur, December 10, 2021 : CUTS International and CSOs from twelve states observed Human Rights Day as "Light for Defenders" manifestation to highlight the plight of environmental and land defenders at Jaipur today, Dec. 10, 2021. This is the fourth consecutive years; CUTS has observed this campaign along with global networks. The campaign will raise awareness on environmental defender's role in protecting land and environment, said George Cheriyan, Director, CUTS International. The Universal Declaration of Human Rights (UDHR), which was adopted on December 10, 1948, had a significant impact on our Indian constitution. UDHR is an international treaty enshrining the rights and freedoms of all people adopted by the United Nations General Assembly. The Indian Constitution's framers were motivated by the notion of human rights, and most of the UDHR's human rights were guaranteed. Article 12 to 35 contained in Part III of the Constitution deal with Fundamental Rights. These are: Right to equality, including equality before law, prohibition of discrimination on grounds of religion, race, caste, sex or place of birth, and equality of opportunity in matters of employment, he added. Around the globe, defenders of the environment are being attacked, harassed, and murdered, many times in connection with business activities. The situation for environmental activists is worse. This has to stop! and has to raise awareness and put demands to decision makers for binding rules on business to respect human rights and the environment, he concluded.



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### 'कट्स' इंटरनेशनल ने पर्यावरण रक्षकों के लिए प्रकाश की अभिव्यक्ति की



जयपुर। (सफल राजस्थान) 'कट्स' इंटरनेशनल और बारह राज्यों के स्वयं सेवी संगठनों ने 10 दिसम्बर, को जयपुर में पर्यावरण और भूमि के रक्षकों की दुर्दशा को उजागर करने के लिए मानवाधिकार दिवस को 'रक्षकों के लिए प्रकाश' के रूप में मनाया। यह लगातार चौथा वर्ष है जब 'कट्स' ने इस अभियान को वैश्विक नेटवर्क के साथ जोड़ा है। 'कट्स' इंटरनेशनल के निदेशक जॉर्ज चेरियन ने कहा कि अभियान भूमि और पर्यावरण की रक्षा में कार्यरत पर्यावरण रक्षकों के भूमिका के बारे में जागरूकता बढ़ाएगा। मानव अधिकारों का सार्वजनिक घोषणा पत्र (यूडीएचआर), जिसे 10 दिसम्बर, 1948 को अपनाया गया, जिसका हमारे भारतीय संविधान पर महत्वपूर्ण प्रभाव पड़ा। यूडीएचआर संयुक्त राष्ट्र महासभा द्वारा अपनाए गए सभी देशों के बीच मानवाधिकारों को सुनिश्चित करने वाली एक अंतरराष्ट्रीय संधि है। भारतीय संविधान के निर्माता यूडीएचआर से प्रेरित होकर संविधान में अधिकांश यूडीएचआर के मानवाधिकारों की गारंटी दी गई थी। संविधान के भाग 3 के अनुच्छेद 12 से 35 में मौलिक अधिकारों से सम्बन्धित हैं। ये हैं- समानता का अधिकार, जिसमें कानून के समक्ष समानता, धर्म, नस्ल, जाति, लिंग या जन्म स्थान के आधार पर भेदभाव का निषेध और रोजगार के मामलों में अवसर की समानता शामिल हैं। वार्षिक ग्लोबल वित्त नेस रिपोर्ट 2020 के अनुसार, 227 के पर्यावरण और भूमि रक्षकों की अपने घरों और हमारी पृथ्वी की रक्षा करते हुए मृत्यु हो गई। हर सप्ताह औसतन चार से अधिक रक्षकों की मृत्यु हुई है और यह 2013 में दर्ज की गई संख्या की दोगुनी से भी अधिक है। इसके अतिरिक्त, जन जातीय लोग जो दुनिया की आबादी का 15 प्रतिशत से कम हैं, लेकिन ये लोग 80 प्रतिशत जैव विविधता की रक्षा करते हैं। हालांकि सात में से चार आदिवासी भूमि एवं पर्यावरण के अपने अधिकारों की रक्षा करते हुए मारे गए, जॉर्ज ने अपनी चिंता व्यक्त करते हुए आगे कहा।



### कट्स' इंटरनेशनल ने 'पर्यावरण रक्षकों के लिए प्रकाश' की अभिव्यक्ति की

डोलामारू न्यूज

जयपुर। 'कट्स' इंटरनेशनल और बारह राज्यों के स्वयंसेवी संगठनों ने जयपुर में पर्यावरण और भूमि के रक्षकों की दुर्दशा को उजागर करने के लिए मानवाधिकार दिवस को 'रक्षकों के लिए प्रकाश' के रूप में मनाया। यह लगातार चौथा वर्ष है जब 'कट्स' ने इस अभियान को वैश्विक नेटवर्क के साथ जोड़ा है। 'कट्स' इंटरनेशनल के निदेशक जॉर्ज चेरियन ने कहा कि यह अभियान भूमि और पर्यावरण की रक्षा में कार्यरत पर्यावरण रक्षकों की भूमिका के बारे में जागरूकता बढ़ाएगा। मानव अधिकारों का सार्वजनिक घोषणा पत्र (यूडीएचआर), जिसे 10 दिसम्बर, 1948 को अपनाया गया, जिसका हमारे भारतीय संविधान पर महत्वपूर्ण प्रभाव पड़ा। यूडीएचआर संयुक्त राष्ट्र महासभा द्वारा अपनाए गए सभी देशों के बीच मानवाधिकारों को सुनिश्चित करने वाली एक अंतरराष्ट्रीय संधि है। भारतीय संविधान के निर्माता यूडीएचआर से प्रेरित होकर संविधान में अधिकांश यूडीएचआर के मानवाधिकारों की गारंटी दी गई थी। संविधान के भाग 3 के अनुच्छेद 12 से 35 में मौलिक अधिकारों से सम्बन्धित हैं। ये हैं- समानता का अधिकार, जिसमें कानून के समक्ष समानता, धर्म, नस्ल, जाति, लिंग या जन्म स्थान के आधार पर भेदभाव का निषेध और रोजगार के मामलों में अवसर की समानता शामिल हैं।