

GREEN ACTION FUND 2020 – GRANT RECIPIENTS

AFRICA

Benin: Bénin Sante et Survie du Consommateur (BSSC)

Malnutrition is a public health problem. BSSC will conduct an awareness campaign about the consequences of malnutrition to contribute to social change amongst target communities. The awareness campaign will seek to empower actors together, aiming for heads of households to pool resources to improve the nutritional status of children through promoting balanced diets and local food resources with high nutritional value. The pooling of resources will strengthen the financial capacities of households through mutual health insurance and contribute to food security.

Burundi: Association Burundaise des Consommateurs (ABUCO)

Leftover (often expired) medications can create problems for human health and cause pollution to the environment when disposed of. In 2018 and 2019, ABUCO worked with the Ministry of Health in Burundi to raise awareness among communities in Bujumbura of the health and environmental risks associated with improper disposal of expired medicines. In 2020, ABUCO aims to spread their educational awareness campaigns and promote collaboration between communities and local authorities to protect consumer health and the environment. A platform for the community to collect unused medications together will be established.

Cape Verde: Associação para Defesa do Consumidor (ADECO)

ADECO's "Green Community" campaign aims to inform, sensitize and educate communities, consumers and Cape Verdean society in general about sharing organic waste, seeds and agricultural products between communities. The campaign also aims to teach techniques of regenerative agriculture systems and organic composting with a focus on environmental preservation and sustainability, promoting healthy food for consumers and the self-development of disadvantaged communities, with a specific focus on female empowerment. The campaign will create a sharing platform for communities to share knowledge and skills and it will implement the techniques of regenerative agriculture systems and organic composting in the agricultural community of Vila das Pombas, Santo Antão island.

Ghana: Consumer Unity and Trust (CUTS)

CUTS Ghana's project aims to promote a shift in consumption patterns to improve the quality of life in Accra without increasing environmental degradation. The project centres on women and will create awareness of unsustainable social trends and irresponsible consumption through encouraging dialogue among different actors in society (e.g. school students, college students, teachers, urban residents, restaurants, civil societies, government officials) on sustainable consumption behaviour through exploring different digital technologies and creative collaborative actions to reduce waste.

Kenya: Kenya Consumer Organisation (KCO)

Many Kenyan consumers lack awareness and information about counterfeit goods, illicit goods and poor services. Kenyan consumers are not aware of how to insist on goods which facilitate sustainable consumption. To mitigate these problems, KCO aims to inform consumers of their consumer rights and encourage behaviour change to more sustainable patterns of consumption by organising

exhibitions showcasing sustainable goods and services and demonstrating the excellent nutritional levels of indigenous vegetables. Community advocacy group discussions will be organised to inform consumers about ways of detecting poor quality goods and services and also to promote greater access to sustainable goods and services.

Kenya: Youth Education Network (YEN)

River Lairi, found in the west of Kenya, has been a source of water and food for local families for decades: however, the river ecosystem is being damaged by human activity. YEN's project intends to mobilise a community around River Lairi and plant water-friendly vegetation that will restore the river's ecosystem and maintain the presence of water throughout the year. The project is an opportunity to provide a collective, simple and sustainable solution to a critical water source.

Mali: Regroupement pour la Défense des Consommateurs du Mali (REDECOMA)

In the populous neighbourhoods of the Bamako District in Mali, many women and girls do not have access to proper sanitation. REDECOMA will educate consumers on the importance of sanitation and establish a sharing platform for tools (such as shovels and protection equipment) for the community to work together to improve sanitation facilities.

Niger: Association de Défense des Droits des Consommateurs (ADDC)

ADDC will promote the planting of fruit (mainly mango) trees around school boundaries in Dogo, Niger. Working with two primary schools in Dogo, ADDC will teach students about the importance of planting fruit trees and will also give moringa plants to 100 women. Teaching children about planting trees will help to inspire an environmentally responsible community who can share their knowledge with others. The aim of the project is also to show the benefit of planting fruit trees and moringa plants to a community: for shade, for a nutrient-rich food source and income.

Rwanda: Rwanda Consumers Rights Protection Organization (ADECOR)

The Rulindo district of Rwanda suffers from water scarcity in the high-lands, erosion caused by steep bare slopes and a lack of water catchment facilities in agglomerated settlements. ADECOR's project aims to promote community awareness of collective rainwater harvesting tanks and create greater resilience to climate change at the community level. ADECOR will build the capacity of community members to plan, manage and maintain collective rainwater harvesting systems to improve community livelihoods, social cohesion and environmental preservation.

Senegal: Association pour la Défense de l'Environnement et des Consommateurs (ADEC)

ADEC will mobilise the "Badienou gox" - a body of neighbourhood godmother volunteers created by the state of Senegal in 2010 and women's groups. The project will be located in economically disadvantaged areas of the Dakar region (Rufisque, Dakar, Guédiawaye departments) and ADEC will train and mobilise 200 badienou gox and a further 10 women's groups to promote micro-gardening to fight food insecurity by improving access to market garden products during the winter months.

Sudan: Sudanese Consumers Protection Society (SCPS)

Greater Khartoum is home to 451,000 students in roughly 1,500 schools; consequently, schools are overcrowded and there is a shortage and absence of sanitation facilities, public littering and a problem of unhygienic food being sold close to schools by local vendors. These contribute towards an unhealthy local environment affecting both human and planetary health. SCPS aims to build a sense of community to encourage ownership and accountability towards the local environment. In 2019, SCPS created a model of eco-schools in 8 primary schools and in 2020, SCPS will build on the success and implement eco-schools in 8 other primary schools in the Suburb of Arkawit. The eco-schools will inspire a sense of community amongst the students and teach about methods to preserve the local

environment. It is hoped that the school students at the eco-schools will pass on their knowledge to their family, friends, neighbors and stimulate greater care for the local environment.

Zimbabwe: Consumer Council of Zimbabwe (CCZ)

With most people in Zimbabwe confined to their households during the COVID-19 lockdown, there has been a sharp increase in urban firewood harvesting which causes deforestation, indoor air pollution and health issues for consumers. CCZ aims to promote the use of alternative, clean and renewable energy sources to households by introducing energy-saving stoves to urban and peri-urban areas of Bulawayo. The usage of these stoves can be shared amongst the local community. Communities lack knowledge on clean alternative sources of energy, therefore, this project seeks to create a sharing culture of clean energy amongst communities whilst reducing the risk of deforestation from urban firewood harvesting.

ASIA PACIFIC

Fiji: Consumer Council of Fiji (CCF)

In Fiji, the culture of sharing holds great significance and is known as “Wasea Nodra KilaKa Mebaleta Na Nodra Cakacaka Niliga” (meaning ‘sharing knowledge about their talents’). CCF aims to foster this notion and bring back traditional and sustainable forms of farming in Fiji. CCF will create a platform for villages to share their existing knowledge on using traditional methods to plant organic vegetables at the community farm level.

India: Citizen consumer and civic Action Group (CAG)

The concept of sharing has been reinvented in India; however, many still do not recognise its importance, with high levels of consumption leading to unsustainable living. CAG’s project will establish sharing groups and train women from the local community on the importance of recycling and reusing resources. Training videos and webinars for different groups in the community will demonstrate easy ways to reuse resources, including how to turn used clothes into other accessories and how to reuse paper.

India: Consumer Education and Research Centre (CERC)

As a consequence of the COVID-19 pandemic in India, a large number of migrant workers are out of work and in need of basic provisions, such as food packets, clothes and other household items. CERC will create a physical sharing platform to share provisions between migrant workers and local communities and will use social media channels to spread the appeal. CERC will also use the sharing platform to encourage the use of proper sanitation tools amongst local communities, especially amongst primary school-aged children.

India: Voluntary Organisation in Interest of Consumer Education (VOICE)

The Covid-19 lockdown in India has led to environmental benefits (such as a decrease in air pollution in Delhi), however, the need to ensure clean air and environmental protection in the future is still as pressing as ever. VOICE’s 2020 project aims to promote sustainable practices and a culture of community protection of the environment. Through the use of educational tools and awareness campaigns, VOICE will encourage community groups towards green practices such as reducing the use of chemicals, using natural resources and waste management. VOICE will particularly focus on motivating, training and educating school students and women towards environment protection so that they can train others.

Indonesia: Lembaga Konsumen Yogyakarta (Yogyakarta Consumers Institute (YCI))

YCI aims to encourage urban consumers to jointly cultivate organic vegetables and fish to meet their own needs and for sale to others. The project will increase the food security of households, increase

community income and protect local biodiversity. YCI will train consumers about healthy food and the importance of sharing resources in communities, provide urban farming and fish farming equipment to communities to encourage the use of local resources to meet daily needs, and educate on the benefits of selling crops together as a community for additional income.

Malaysia: Consumers' Association of Penang (CAP)

Hazardous pesticides, which are linked to adverse effects on human health and the environment, are often widely promoted, sold and used in Malaysia. CAP's project will establish a platform to share safe solutions to pest control amongst students, farmers, gardeners and the public. Specific training will be conducted on safe methods of pest control for women. Additionally, CAP will conduct advocacy work to ban hazardous pesticides that are used in Malaysia and urge stringent enforcement on illicit pesticides sold in local markets.

Nepal: Social Economic Welfare Action for Women and Children (SEWA)

Rapid urbanization and a consumption-oriented economy have triggered severe environmental problems in Kathmandu, Nepal. Youths represent around half of the total population in Kathmandu and many follow unsustainable consumption habits. SEWA's project aims to change the behaviour of youth in Kathmandu by creating a 'Sharing Community' using a farmers market as an intervention point. The project will focus on empowering youth through field exposure and interaction with farmers, as well as workshops and mentorship on sustainability, recycling, upcycling, organic farming and e-commerce.

Pakistan: TheNetwork for Consumer Protection in Pakistan

TheNetwork's project is inspired by the 2020 economic survey of the UN Economic and Social Commission for Asia and the Pacific that suggests that consumers should choose sustainable lifestyles. TheNetwork proposes to train groups of university students on the concept of nudging and how to utilise nudging in a subtle yet effective way of causing behaviour change towards sustainable consumption, and encouraging sharing of resources within communities as the foundation of long-term sustainability. Nudging through the promotion of the universal message "What's Mine Is Yours" will stimulate swapping, sharing, bartering, trading and renting.

MIDDLE EAST

Lebanon: Consumers Lebanon (CL)

The majority of Lebanese consumers buy plastic gallon packages for drinking water. CL's 'One Seed, One Community' project aims to reduce plastic waste at the household level. CL will collect the used plastic gallon packages, clean them and distribute them to other groups with seeds and seedlings inside. Those who receive seeds and seedlings will be traced by a serial number and the donors of their seeds can follow up on the growth of the plants in their donated gallon packages via social media. This will create a sharing community and growth of an online platform at the household level and will additionally prevent loneliness, a consequence of the Covid-19 lockdown.

Yemen: Yemen Association for Consumer Protection YACP

Many consumers in Yemen face exposure to food poisoning and foodborne illnesses. YACP's project will promote awareness amongst consumers of their right to a healthy, safe, sustainable and disease-free diet. The aim is to increase awareness of the importance of food safety to reduce the spread of infectious diseases and epidemics of the post-purchase stage by allowing communities to participate in practical experiences of implementing food safety measures.

CENTRAL & SOUTH AMERICA

Ecuador: Tribuna Ecuatoriana de Consumidores y Usuarios (Tribuna)

Tribuna's project seeks to bring together consumers, service providers, academics, opinion leaders and representatives of urban and organic agriculture to create a collaborative network that exchanges information on responsible consumption, health and economic development. Tribuna will create a digital network and a virtual classroom to share knowledge on collaborative consumption and their social, economic, cultural, and environmental benefits.

Mexico: Colectivo Ecologista Jalisco (CEJ)

CEJ will work with Tianguis del Recycle and the Producers Fair in Mexico to promote circular economy practices to increase the exchange and consumption of sustainable products as well as reduce waste. CEJ's campaign will provide information on waste and labelling to allow consumers to exercise their right to information and education. Consumers who consequently clean and separate waste will receive an Exchange Coupon to be exchanged for merchandise from a network of organic producers and small local and home businesses, 90% of which are led by women who due to COVID-19 have lost about 70% of their sales.

Peru: Asociación Peruana de Consumidores y Usuarios (ASPEC)

ASPEC's project will centre around the development of a virtual platform to help consumers exchange goods and discourage consumerism. The platform will connect people who want to donate a product to those who need the products. The campaign will promote sustainable practices of sharing amongst communities and use collaborative social awareness campaigns to encourage care for the environment. ASPEC also seeks to help consumers become more connected during COVID-19, open new opportunities for 'sharing community', care for the environment and emphasise the importance of solidarity.

Congratulations to all grant recipients.

