

GREEN ACTION FUND 2023 – GRANT RECIPIENTS

EUROPE

Serbia: Movement For Consumer Protection (MCP)

MCP will focus on sustainable consumption and production to increase wellbeing by separating economic growth from unsustainable use of natural resources and environmental degradation. The project will cooperate with relevant stakeholders to develop a community of sharing in the Niš and Jablanica districts of Serbia that satisfies consumers' needs in a more sustainable way. The project will raise consumer awareness on these issues, and their role in changing them, through an e-newsletter, websites and media.

CENTRAL AND SOUTH ASIA

India: Citizen Consumer and Civic Action Group (CAG)

To raise awareness of the harm plastics, especially single-use plastics, has on our environment, CAG aim to educate consumers and the younger generation on the harmful effects of plastic pollution and motivate them to reduce their use of single-use plastics. They will do this by conducting a survey to understand consumers current plastic pollution knowledge, increase awareness through videos, flyers, street-plays and other promotions, reward shoppers with prizes who use their own bags for shopping and encourage students' interest on the topic through a school competition.

India: Consumer Action Research and Training (CUTS)

“Best out of Waste” aims to address the issue of single use plastic and other household waste in Jaipur by holding trainings and community level consultations with communities that have a focus on women and low-income groups. The goals are to promote the culture of sharing and collaboration, reduce stress on limited resources, make sustainability accessible for more people, challenge the norm of privatisation and promote the ‘reduce, reuse, recycle’ way of living.

India: Consumer Education and Research Centre (CERC)

In an effort to reduce waste, a sharing platform will be established between resident communities and the nearby daily wage labour community to promote sustainable consumption and product lifetime extension. Pre-loved items and kitchen waste will be shared to convert waste to wealth. For example, sharing manure, compost and seeds will encourage the growth of kitchen gardens. In addition, to honour 2023 being the International Year of Millets, CERC will establish a sharing platform of tribal women's groups, dieticians, chefs, hoteliers and more to share lost and forgotten traditional recipes. There will also be a focus on educating the community on the health and environmental benefits of millets.

India: Consumer VOICE

Consumer VOICE will be challenging the unsustainable consumption patterns in India through promotion of energy efficiency practices and other ways to live more sustainably by sharing community efforts. They will be holding action-oriented workshops on sharing community,

sustainable consumption and energy efficiency with consumers, women and young girls and children and youth to encourage positive behaviour change towards more sustainable ways of living.

Nepal: SEWA Nepal

SEWA Nepal's project will be promoting the rental and thrift culture for clothing in Kathmandu and raising awareness of the pollution of fast fashion. They will do this through a promotional campaign and interactive sessions in a hope to reverse the ongoing trend of fast fashion in Kathmandu, and as a result help the city to become cleaner and more socially equitable.

Pakistan: TheNetwork

Consumers from Rawalpindi city will be taught how to develop their own community kitchens and gardens to bring in long-term behaviour change for sustainable consumption. The project will help promote sustainable and healthy food supplies, contributing to the vision of sharing communities for a self-reliant community which is socio-economically and environmentally conscious and sustainable.

SUB-SAHARAN AFRICA

Burundi: Association Burundaise des Consommateurs (ABUCO - TI)

Non-biodegradable plastic is an environmental and public health problem in Burundi, with most of it ending up in Lake Tanganyika, a national and regional heritage site that supplies over 90% of Bujumbura city's water. This project aims to empower communities to end the use of non-biodegradable packaging and encourage the manufacture of biodegradable packaging. This will be done through a broadcast to mobilise people on the issue, a press conference for journalist to report on it, a collection event of the non-biodegradable packaging, and a workshop on sustainable consumption.

Cabo Verde: Associação para Defesa do Consumidor (ADECO)

ADECO's "Biogas Contributes to Sustainable Communities" project aims to produce biogas in the Riberia de Calhau community and inform and raise awareness among consumers and Cape Verdean society about the environmental and economic benefits of using biodigesters. This will be achieved through the construction of a biodigester in the rural community, dissemination of television and radio programmes to increase biogas awareness and the celebration of Green Action Week within the community. When functioning, the biodigester will provide local women with biogas to cook their food and local farmers with organic fertilizer, while also reducing the community's greenhouse gas emissions.

Kenya: Youth Education Network (YEN)

To target the cost of living and rise in energy prices, YEN will be raising consumer awareness of the need to prioritise renewable energy sources over fossil fuel energy sources. Through public education and engaging women working in local rural markets to embrace renewable energy use, the project aims to improve business environments in rural markets, enhance living in villages that do not have electricity and reduce the use of fossil fuels. Communities will be supported in the switch to an increase in renewable energy through empowering residents, especially women, to get solar powered lights, advocating for a change in policy and sharing resources on the benefits of renewable energy.

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

There is a need in Mali to move away from traditional sources of domestic energy, such as firewood and coal, due to the overexploitation of forest resources and use make the change to more energy efficient stoves. This project aims to increase education and awareness on the effects of climate change and the need to restore forests, as well as training people on the manufacture and use of the new style of stoves. This will be achieved through an awareness campaign, training sessions, a conference and reforestation days.

Niger: ADDC-Wadata

ADDC-Wadata's project aims to promote the production and consumption of legumes and raise awareness of their importance and nutritional value. They will do this through providing information on Nutritional benefits of legumes, raise awareness on types of legumes that have been forgotten, hold a public conference to promote legumes and promote the cultivation of specific types during the rainy season.

Rwanda: Rwanda Consumers Rights Protection Organization (ADECOR)

“Community awareness for vegetables harvest and post-harvest losses management and sharing of common organic manure composts from vegetables and other produces’ residues in Rubavu district project” aims to raise awareness among vegetable farmers of vegetable losses during and post-harvest. By increasing farmers’ skills and knowledge of harvest and post-harvest loss management, and the production of organic manure, ADECOR aim to increase productivity and income for farmers, enhance food security, reduce poverty and promote the culture of sharing.

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

ADEC aims to strengthen food sovereignty in Senegal by reducing dependence on cereal imports, such as wheat, and increasing the nutritional value of food in the community. Their project will be implemented through women’s groups already active in the food and food processing sector in the Dakar region and will strengthen the adoption of good hygiene practices, food safety and the preservation of the living environment. It will also promote a positive and enriching interaction between producers and consumers that will strengthen the exchange and sharing of quality products.

Togo: Association Togolaise des Consommateurs (ATC)

ATC’s project aims to raise awareness of the importance of supporting local producers and traders and adopting environmentally friendly consumption patterns in Togo. Over a period of three months the project will focus on raising the general public’s awareness of this by providing information and practical resources to encourage a sustainable behaviour change for consumption. The sessions will focus on capacity-building for both consumers and producers of local products.

Zimbabwe: Consumer Council of Zimbabwe (CCZ)

In an effort to create awareness of consumer responsibility when it comes to sustainable consumption, this project aims to empower consumer action club members from the Manicaland CCZ region to compete environmental impact assessments of their households. The information they gain from this will build up grassroot capacity in environmental awareness and sustainable consumption patterns through the sharing of information between club members and their communities.

NORTH AFRICA AND MIDDLE EAST

Benin: Bénin Sante et Survie du Consommateur (BSSC)

A challenge faced in Benin is the guarantee of food security and the nutritional health of children under five. BSSC's project aims to combat this through strengthening the knowledge and technical capacities of 500 women on the organic practices of home gardens, promoting the green economy through home garden practices and supporting the installation of two control hut gardens that house highly nutritious species. The goal is for the community to have better security of nutritious food and for the knowledge and skills of home garden techniques to be shared with neighbouring communities.

Lebanon: Consumer Lebanon Association (CL)

"Let's save food, let's save lives!" aims to reduce food waste and strengthen the food system in Beirut by linking actors in the food sector who have food waste with organisations who support families in need. The goal is to establish a sharing community where edible leftover food is given to those going hungry to reduce hunger and the harmful environmental effects of food going to landfill.

Yemen: Yemen Association for Consumer Protection (YACP)

In an effort to reduce the use of plastic bags, YACP will implement a community initiative that raises awareness of the environmental dangers of using plastic bags and the urgent need to use less harmful alternatives. This will be achieved through a public awareness campaign on the dangers of plastic bags, a campaign in markets and commercial centres where 1000 cloth bags will be distributed for use, targeted communication with major supermarket chains and retailers on their role in the issue and a workshop that targets decision makers in the space to discuss mechanisms of reducing the use of plastic bags.

LATIN AMERICA

Argentina: Consumidores Argentinos

Consumidores Argentinos are working towards building a circular economy in their community. Their project proposes to train families on compost production with organic waste, and to exchange that with associations that promote ecological agriculture without pesticides for organic food produced by the associations. In this way, recycling is encouraged in families, it promotes and collaborates with associations that produce organic food, and the consumption of organically grown vegetables is encouraged, all while social economy ventures are developed.

Colombia: Educar Consumidores

As an aim to increase healthy eating in Colombia, this project will focus on engaging with the cooks who work at the main marketplace, Armenia-Quindío in Colombia, to educate them on harmful foods and ways of cooking. Through sharing knowledge on healthy ways of eating with cooks and consumers and by designing guidelines that protect traditional recipes and cooking techniques of the area, the goal is for there to be a reduction in the use of ultra-processed products and harmful additives in meals.

Costa Rica: Ambio Sociedad Civil (Ambio)

Ambio seek to explore and document different visions of a community that is promoting and consuming sustainably. This project aims to strengthen partnerships within the community by

sharing positive experiences and strengthening alliances across sectors that are working towards sustainable consumption. This will be done through meetings with focus groups, campaigns through social networks and local media, a workshop for visualising sustainable consumption and a final report.

Mexico: Colectivo Ecologista Jalisco, A.C. (CEJ)

“Make the Opaque World of Plastics Transparent” focuses on generating a series of webinars, workshops and social networks to continue the conversation and collective action on plastics and climate change. CEJ will do this through sharing their findings from their plastic audits, nurturing and strengthening their GAW community committed to plastics transparency, increasing their dialogue and interaction with the scientific community on plastic contamination in the ocean and through continuing to publicise their tools on recycling and product sustainability information. The project also seeks to promote leverage points to encourage consumers to demand direct action from responsible organisations.

Peru: Asociación Peruana de Consumidores y Usuarios (ASPEC)

To educate and create consumer awareness on the importance of healthy, ecological and responsible consumption of food, ASPEC are motivating urban dwellers in Lima to cultivate their roof areas into places they can grow food. Families will be supported through assessment and planning phases and will be given guidance on planting crops ecologically. This project will also foster a sharing community among neighbourhoods where people can socialise their experiences and strengthen the knowledge and skills of the community as a whole.

ASIA PACIFIC

Fiji: Consumer Council of Fiji (CCF)

“Beyond Oil” aims to educate and encourage communities on the need to reduce their energy consumption and how they can work together collectively to advocate for the transition to clean energy sources. This project will explore ways and methods in which consumers could be educated to minimise their dependence on energy and could provide insight into how this can be achieved in other countries. CCF will work with stakeholders such as the Department of Energy and Non-Governmental Organisations to carry out the project.

Indonesia: Lembaga Konsumen Yogyakarta/Yogyakarta Consumer Institute (YCI)

YCI are aiming to raise awareness of the importance of cultivating Moringa as a high quality and healthy good alternative that has a high selling value and can contribute to an increase in family income, the local environment, health and biodiversity. By educating rural women on the benefits of moringa and supporting them to plant, cultivate, harvest and package moringa products, YCI will be contributing to the health, economic and environmental benefits of rural Indonesian communities.

Malaysia: Consumers’ Association of Penang (CAP)

To take back control of seeds and make them a community resource, not a commercial resource, CAP will be holding a GAW fair that will celebrate seeds, educate on the importance of seed saving and sharing and bring the community together. Awareness will be raised in children through a seed themed art competition and a webinar focused on the impacts of modern biotechnology and seed commercialisation will be held to promote seed sovereignty. They will also be advocating for policy that guarantees the collective right to share seeds with the hope to build back more climate resilient food systems.

Congratulations to all grant recipients.

