



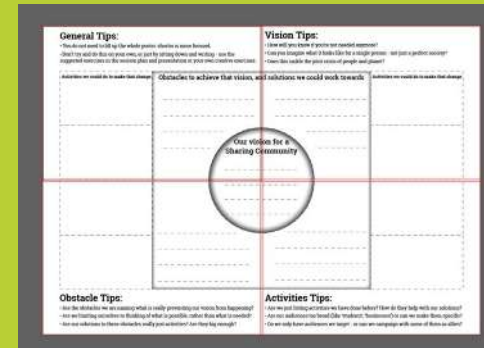
**Green  
Action  
Week  
2019  
Planning  
Session**

# In this presentation:

- Reminder:  
(Green Action Week & Sharing Community)

- Vision
- Obstacles
- Solutions
- Activities

# Use this presentation with:



# The planning poster



# The facilitator's guide



[Click the video to skip to the last two minutes of this video “Does recycling help? Yes - but it is not enough, we need to change the system”]

[https://www.youtube.com/watch?time\\_continue=1087&v=9GorqroigqM](https://www.youtube.com/watch?time_continue=1087&v=9GorqroigqM)

## Green Action Week

We face a **crisis of people and planet**: too many people do not have equal access to the goods and services we need for a decent life, and too much stress is being put on the planet for our home to stay beautiful and safe.

Green Action Week focuses on sustainable consumption because **it is crucial to tackle both the social and environmental causes of this crisis.**

A group of women are standing together, holding informational posters. The posters are for 'Green Action Week' and 'Sharing Community'. The posters feature text in both English and Odia. The women are smiling and looking towards the camera. The background is slightly blurred, showing more people and posters.

# Sharing Community

The 'Sharing Community' is about reigniting cultures of sharing and collaboration in our communities.


Unsustainable consumption is a relatively new invention, and all over the world communities are pushing back against it. When people collaborate and share goods and services, it benefits the community as well as the environment.

A stylized illustration of a landscape. In the upper left, a bright yellow sun with long rays shines against a light blue sky. To its right is a large, fluffy white cloud. Below the sun and cloud, the landscape consists of rolling green hills. In the foreground on the left, there are several dark green trees with brown trunks. A winding path or road leads from the bottom left towards the center of the image. The overall style is simple and graphic, with a color palette dominated by greens, blues, and yellows.

# OUR VISION

Example:

“Anyone in \_\_\_\_\_ can borrow a product, share their skills, and travel locally without needing to purchase goods or services which could harm the forest our community depends on.”

A stylized illustration of a landscape. In the upper left, a bright yellow sun with rays shines over a light blue sky. Below the sun are soft, white clouds. The foreground and middle ground consist of rolling green hills. Several trees with dark green foliage and brown trunks are scattered across the landscape. A winding path or road is visible on the hills. The overall style is simple and graphic.

# Key Questions

- How will you know if you're not needed anymore?
- Can you imagine what a person can do - not just imagining a perfect society?
- Does this tackle the joint crisis of people and planet?
- Is this focused on 'Sharing Community' - how strongly is sharing and collaboration in this vision?

# OBSTACLES



Symptoms: What can you touch, feel, or see that is caused by the problem?

Example:

“Obstacle: not enough enterprises providing opportunities locally for sharing and collaboration, especially for goods.”

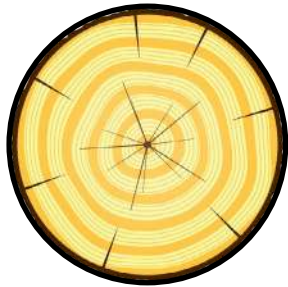
Pattern: How has this changed over time? What has changed with it?

Culture: What beliefs or assumptions allow these roots to take hold?

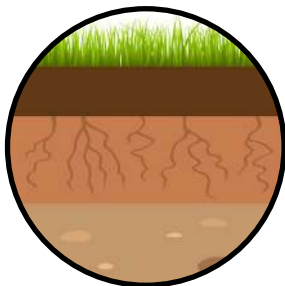
Roots: What in society, politics, the economy or our behaviour is causing the pattern?



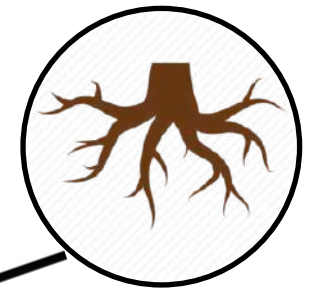
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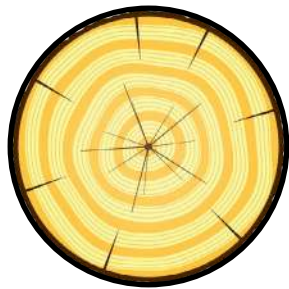


**Roots:** What in society, politics, the economy or our behaviour is causing the pattern?

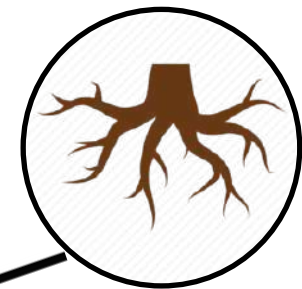




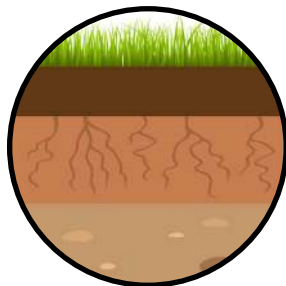
**Example: Empty fuel canisters are lying everywhere as litter & people are spending a lot of money on fuel.**



**Example: The fuel prices and litter went up, more people moving into the area**



**Example: Government only subsidizes some fuel. No public transport. Jobs need a long commute.**



**Example: 'You can be proud to own your own vehicle'. 'You are responsible for yourself'.**



Symptoms: What can you touch, feel, or see that is caused by the problem?

# SOLUTIONS

Example solutions:

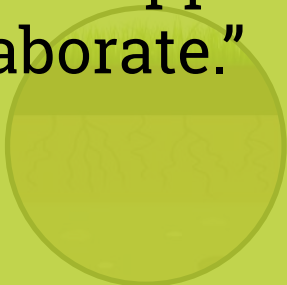
1) campaign for changes in policy to make it easier to set up opportunities for sharing & collaboration.

2) prove that there is consumer demand for opportunities to share and collaborate."



Pattern: How has this changed over time?

Why? What has happened?



Culture: What beliefs or assumptions allow these roots to take hold?



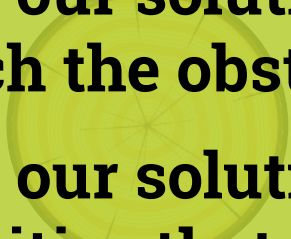
Roots: What in society, politics, the economy or our behaviour is causing the pattern?



Symptoms: What can you touch, feel, or see that is caused by the problem?

# Key Questions

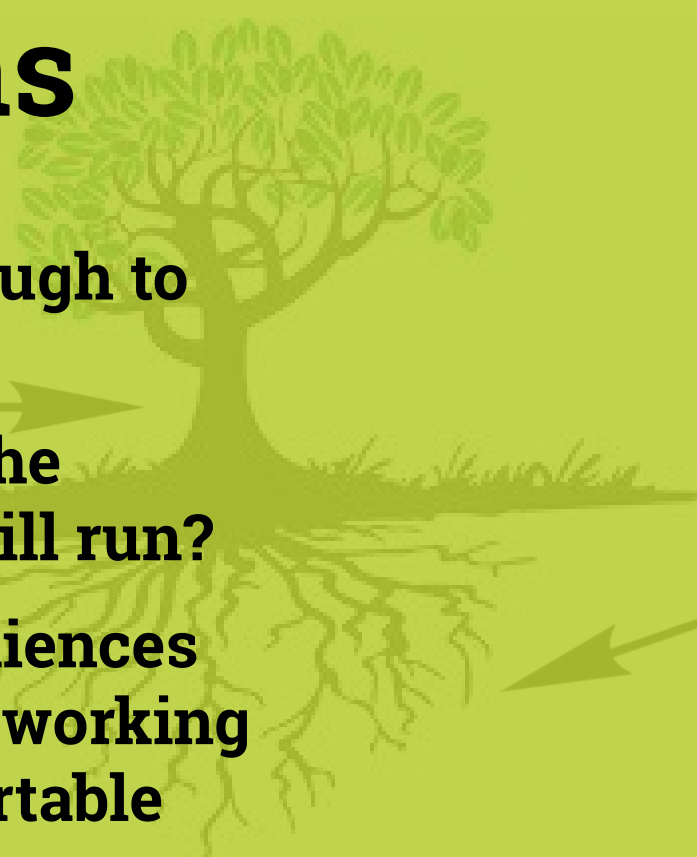
- Are our solutions big enough to match the obstacle?
- Are our solutions about the activities that our group will run?
- Are we looking at the audiences we need to - or are we just working with people we feel comfortable with?

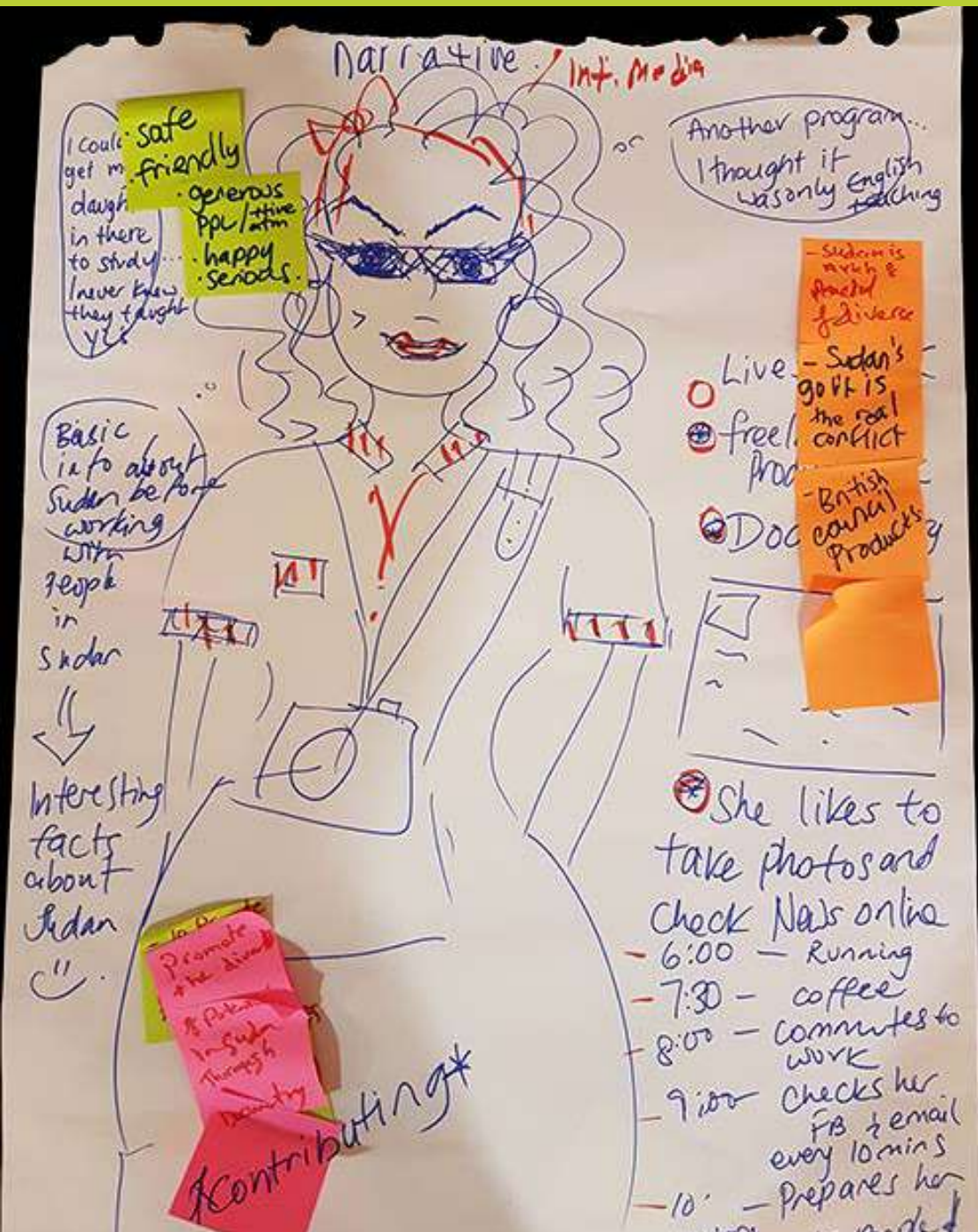


Culture: What beliefs or assumptions allow these roots to take hold?



Roots: What in society, politics, the economy or our behaviour is causing the pattern?





# Your audience - people, not categories

- Picture them - what's their name?
- Who are they to their friends/family?
- How do they see themselves?
- What do they currently think of your issue, or your organisation?
- Are you just campaigning at them, or also with them?

# Activities

(What does  
'Sharing  
Community'  
look like?)



## Building stronger community relationships

At a community swap event, one woman came in for a coffee and could not believe clothes were being swapped for free, so promised to come back with some of her own. Someone else came to learn how to use fabrics, and in exchange shared her skills as an architect.



## Changing the system, not just cleaning up after it

At the Kilos Konsumer Fair, people shared 'pre-loved clothes' to reduce waste (while still looking good!). At the same time they discussed how they could change the larger system around them, with a day of talks about how to use consumer networking to build 'people economics'.



## Bringing back local cultures of sharing

Local farmers have swapped seeds for thousands of years - but large companies trying to control seeds have led to higher costs, more chemicals and less plant diversity. Consumer groups are pushing back, by hosting seed sharing fairs and taking the debate to regional newspapers.



## Speaking a global truth in our local languages

"We share life's necessities. It's in our culture."  
A Sharing Community is not a new invention from the West, it is an ancient part of many cultures. These participants chose to use the Gujarati phrase ('give and take') on the streets and in the media.



whole poster: shorter is more focused.

**Vision Tips:**

- How will you know if you're not needed anymore?
- Can you imagine what it looks like for a single person - not just a person?
- Does this tackle the joint crisis of people and planet?

that change

Obstacles to achieve that vision, and solutions we could work towards

Activities we could do

Our vision for a Sharing Community

**Activities Tips:**

- Are we just listing activities we have done before? Show us those habits...

**1. Remember the audiences to your solutions: people, not categories!**

**2. Write as many potential activities down as possible.**

**3. Start to prioritise and fill in the planning poster together.**

# Key Questions

- Are we just listing activities we have done before, or which are easy?
- Have we thought about who else (partners, allies, etc) we will need to carry this out successfully?
- Are we staying true to our vision, obstacle, and solutions?

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**Good luck!**

**Remember you  
can always  
contact us with  
questions:**

**[info@GreenActionWeek.org](mailto:info@GreenActionWeek.org)**