



Green Action Week 2023
*Sustainable Consumption
Through a Sharing Community*

**GREEN
ACTION
WEEK**

QUADRADINHOS QUANDO
BERTORES PARA BEBÊS E FAMÍLIAS QUE PRECISAM

Costurando

nossas boas intenções

GAW 2023

ECOW



GREEN ACTION WEEK

NOV 2023

CAG



NO! IT'S PLASTIC

you now?



01

02

Over 800 million tonnes!



MAKE IT HAPPEN

world is free of pollut

animals are treated fair

biodiversity is flourishing



Speak up on the food and agriculture crisis.
Push for agroecology. Resist policies ruining our
food industry. Aim for food security and self-sufficiency!

Presyo ng pagkain, ibang Presyo ng produkto magbubukid, itaas!

IBABA: PRESYO
NG MAGBIBILI

CUPA SA MAGSASAKA

PAGKAIN PA




05 JUEVES OCTUBRE

Webinar:
El enigma de las etiquetas: ¿resolución o confusión extendida?

Alejandra Reyes | Doctorado en Sostenibilidad

¡Atención consumidores!
Para avanzar en la lucha contra la contaminación plástica necesitamos exigir Responsabilidad Extendida al Productor



Sharing Communities

We need to work together to build a better world for all. Organisations participating in Green Action Week plan campaigns that focus on practical ways to bring about sustainable consumption while delivering benefits for the common good, focusing on relationships, illustrating equality and respect for all, showing care for people and planet and working to bring about economic and social justice.

These are all characteristics of a Sharing Community, which is united in common visions related to strong community and cooperation networks, sustainable and safe food and farming systems, equitable access to the economy and resources, clean environments, recognition of all knowledge systems, and more. Sharing communities offers an exploration of an alternative to the primary economic models in existence, presenting different approaches to exchange. When people collaborate and share goods and services, communities become stronger, and transformative change builds momentum. Stronger communities generate shared social benefits that also reduce the negative impact we have on the planet.



*check out all the ways
that Green Action Week
participants contribute to
a sharing community, by
reading the leaves.*

Examples of a Sharing Community







Cross Sectoral Campaigns

Cross-Sectoral Campaigns

Bringing about a sustainable world requires action on many fronts and across many sectors. It is not enough to just change behaviour if the systems in place do not support or facilitate new kinds of decision-making. And, likewise, it is not enough to change systems unless the work has been put in to raise awareness of the need to change consumption behaviour, and to support that process.

Many organisations that advocate for sustainable production and consumption therefore work on multiple fronts to raise awareness, share knowledge and experience, showcase alternative models, technologies and systems, and support the emergence of a community-led ethos about sustainable living. Sustainable consumption relates to every aspect of life, including understanding the impact that our purchasing, use and disposal decisions have on the environment around us, and how they contribute to climate change.

Centro Ecologico, Brazil

m.centroecologico.org.br

Centro Ecologico helped build a sharing community around the topics of food, waste and animal welfare. The team hosted workshops on upcycling clothing and talks at schools about composting and produced a video on where to recycle in the Torres region. It introduced learners to the Earth Charter and encouraged them to consume non-conventional edible foods. They shared the free e-book 'Clarinah' about a vegetarian kitten that illustrates the need to show care for homeless animals and a video about food wasted in the supermarket system titled 'Take me home: I'm nutritious too'.

Knowledge

SHARING

Resources



Regrouping for the Defence of Consumers of Mali (REDECOMA)

Facebook: Redecoma

It is crucial that we urgently raise awareness about climate change and the vital importance of protecting natural resources through knowledge exchange and best practices. This campaign involved hosting high impact conferences. There was a strong demand for the continuation of this work with a collective recognition of the significance of Redecoma's efforts in addressing climate change challenges.

Skills

SHARING

Knowledge



Rwanda Consumers' Rights Protection Organisation (ADECOR)

adecor-rwanda.org

The region of Rubavu in Rwanda produces a substantial amount of vegetables, and yet struggles with a high rate of malnutrition. One of the challenges is waste in vegetable production. ADECOR's campaign worked with the community and farmers to raise awareness around the shared responsibility in a sustainable food system. Through media and workshops, it focused on the importance of collaboration and sharing in harvest and post-harvest loss management, turning produce waste into income-generating opportunities.





Consumption

Togolese Association of Consumers (ATC), Togo

Facebook: Association Togolaise des Consommateurs – ATC



ATC used its campaign to promote local economies. It did this through social media, capacity-building workshops and visits to organic gardens, aquaponic set ups and the lake in the commune of Yoto 3. The aim was to raise awareness regarding the support of local producers and traders while adopting environmentally friendly consumption practices. These activities will contribute to lowering Togo's carbon footprint while supporting the growth of the local economy and preserving biodiversity.



Consumer Council of Zimbabwe (CCZ), Zimbabwe

ccz.org.zw

Most people do not realise the impact that their purchase, use and disposal of consumer goods has on the environment. CCZ held a series of workshop to raise awareness of this with consumers, focusing on topics such as consumer rights, duties and responsibilities. It also shared knowledge on how to undertake environmental impact assessments at the household level. The campaign showed that changes in consumer behaviour can make a difference, and promoted responsible consumption practices among grassroots members to build a more environmentally conscious community.

Responsibility

Experience

SHARING

Knowledge



Instituto Brasileiro de Defesa do Consumidor (IDEC), Brazil

idec.org.br

Brazilian society has limited access to and, sometimes, limited knowledge of sustainable options. IDEC's campaign focused on raising awareness of the need for sustainable consumption linked with practical examples of good practices, accessible technologies and solutions. These were shared with a broad audience. There was an emphasis on the power of human collaboration and community engagement to foster strong leadership on this topic and enable marginalised voices to be heard.





Associação para Defesa do Consumidor (ADECO), Cabo Verde

adeco.cv



For its campaign, ADECO built a biodigester in the rural community of Ribeira de Calhau and trained local women food producers to manage the technology. It also produced and broadcast three micro-programmes on television and radio explaining how biogas digesters worked and the environmental benefits of using them. The campaign directly supported the emergence of a circular economy as farmers shared organic animal waste, which was converted into biogas for cooking (saving the women from having to buy gas) and into biofertiliser, which was then shared with the local farmers.



Consumer Council of Fiji (CCF), Fiji

consumersfiji.org

Tools

SHARING

Access

There is an urgent need to transition to renewable energy amid the looming climate crisis, which threatens vulnerable island nations like Fiji. CCF's campaign planted 200 trees and distributed 40 solar lights to illustrate the need to transition away from fossil-fuel energy to renewable and sustainable alternatives. It also erected a signboard in Vatukorosia village promoting sustainable consumerism, and distributed plants to enhance food security in villages, contributing to a sustainable and resilient future.



Consumer Voice, India

consumer-voice.org

To empower consumers, including women and young girls, Consumer VOICE hosted workshops focused on energy efficiency and sustainable consumption, aiming to raise awareness and provide practical tools. These events enabled participants to make eco-friendly choices. Complemented by vibrant social media posts and articles, the campaign embraced a holistic approach to promoting sustainability. They strengthened their commitment with an Envisioning Workshop, contributing to sustainable consumption research through diverse perspectives and art. This initiative reflects Consumer VOICE's dedication to creating a positive impact on the environment and consumer practices.



Youth Education Network (YEN)

facebook.com/YouthEducationNetworkKenya

YEN was happy to commemorate the Green Action Week 2023 sharing in local rural markets. We shared with local women traders on sustainable energy sources including solar energy as a way of improving their businesses, consumer experience in the local market and preventing bad health effects of using kerosene for lighting their businesses in the evening and late in the night. Very interesting feedback and experiences about futuristic lighting of markets and homes.





Food and Farming



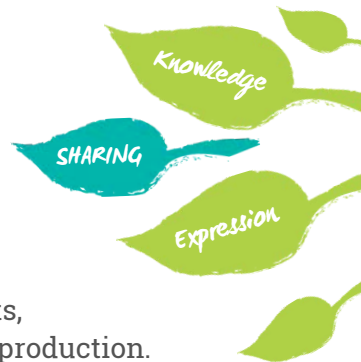
Food and Farming

The way that we produce and consume food is not sustainable. The industrial agriculture model that monocrops (plants the same crop on the same land year after year) and uses chemical agricultural inputs (synthetic fertilisers, pesticides, herbicides, etc.) pollutes and degrades soils and water bodies. Chemical residues affect all life in ecosystems, including human life, negatively. This extractive model of food production is driving climate change. It is also marginalising Farmers Rights' to breed, save and share their own local varieties. As these are lost, so is the knowledge associated with local food systems and the landscapes in which they are situated.

Food is not a commodity, it sits at the heart of social life, part of many cultural customs and identities. When food is abstracted into a commodity, often made far away from the place of consumption, the resources used to make it are not visible, how it is made is not transparent, and payment for it takes money out of local economies. We need to revive food cultures that support local producers, consume seasonal and nutrient-dense, chemical-free foods, and that support beneficial community life.

Ambio Sociedad Civil (Ambio), Costa Rica

facebook.com/ambio07



Ambio focused on individual consumption habits, particularly around the need to support organic production. It collaborated with local groups and government authorities to endorse healthy eating and encouraged communities to engage in dialogue on this topic. The campaign was successful raising awareness of the unsustainability of current food production and consumption habits and in cultivating responsible consumer behaviour at the grassroots level with everyday consumers.



Asociación Peruana de Consumidores y Usuarios (ASPEC), Peru

aspec.org.pe

Infrastructure

Skills

SHARING

Resources

Knowledge

ASPEC's campaign promoted consumption of pesticide-free food and support for urban agriculture. Activities included setting up organic gardens in less-privileged areas, mostly close to community kitchens and in areas prone to dumping of waste. Communities were involved in establishing the gardens, fostering a sense of ownership of them. ASPEC also hosted fun, educational events on responsible and conscious eating with consumers of all ages. Participants were able to reflect on their own consumption habits and their role in conserving natural resources.



Association for the Defence of the Environment and Consumers (ADEC), Senegal

facebook.com/ADECSenegal

ADEC worked with women's groups to generate interest in the processing of local cereals, which could generate income for them, and boost consumption of local varieties, many of which are being lost. Campaign activities included developing sites for planting and establishing local cereal varieties and fruit trees. Several workshops were held focused on food safety, caring for the environment and hygiene practices related to the handling of food stuffs. These networks of women were initiated into processing of the cereals, which is hoped will initiate a local value chain for their baked products.

Culture

Resources

SHARING

Infrastructure

Knowledge



Benin Consumer Health and Survival (BSSC), Benin

Facebook: Benin Santé et Survie du Consommateur

BBSC worked on the challenge of food and nutrition security by starting an organic home garden training project with women in the communities of Bohicon and Aplahoué. It built the capacity of 100 committed women to practice organic agriculture, and to train more than 500 women and nearly 100 men on this production approach. Two show gardens were created during the campaign and a workshop on sustainable consumption was hosted.

Food

Knowledge

Skills

SHARING

Intergenerational



Consumer Education and Research Centre (CERC), India

cercindia.org

CERC promoted sharing of pre-loved items and published brochures on millet recipes to promote the consumption of indigenous millet crops in its campaign. Its innovative platform – Aap le no Otlo – as a ‘give-and-take’ platform enables well-resourced urban communities to share pre-loved items with lower-income communities. This helps build a spirit of sharing community and extend product life. CERC also worked to raise awareness of the health benefits of millet through a fair in which women home-chefs shared their millet dishes and recipes, sold millet-based products and were able to network for further business opportunities.

Recipes

Knowledge

clothing

SHARING

Resources



Consumers' Association of Penang (CAP), Malaysia

consumer.org.my

Corporate control of Malaysia's seed industry is threatening seed diversity and farmers' autonomy. CAP's campaign promoted seed saving and sharing, which used to be common practice, as a way of raising awareness of the loss of local farmer variety seeds – and the knowledge and cultural identity related to them. It did this through a fair, seed art competitions, a webinar and other advocacy activities, including a demonstration, related to farmers' rights related to seed. The goal was to elevate the voices of farmers and raise awareness of the need to preserve farmers' seeds.



Consumidores Argentinos, Argentina

facebook.com/consumidores.argentinos.9

Consumidores Argentinos worked to the theme of 'Recycle – Promote Social Economy – Promote Healthy Food' for its campaign to encourage the emergence of circular economy approaches within the food system. It demonstrated to local food producers, community members and schools how to recycle food waste into compost. Activities also included art, allowing participants to express themselves visually. A highlight of this campaign was the generation of interest and emotion that enabled campaign participants to understand the challenges and how to implement the solutions.



Envirocare, Tanzania

www.envirocaretz.net

A generational knowledge gap threatens local seeds and food sustainability in Kilimanjaro. Envirocare's campaign involved mapping local seeds and foods, hosting workshops on the value of local food systems and dialogues, including on the links between traditional farming and effective climate change mitigation. Elders shared their knowledge and showcased locally grown organic seeds, plants, herbs and roots, educating youth on their importance for health and the environment, with practical demonstrations of planting and consumption.

Knowledge

Expression

SHARING

Skills



IBON Foundation, Philippines

ibon.org

IBON Foundation worked to strengthen consumers' rights to water and food by gathering together 40-50 organizations, institutions, government officials, religious groups, environmentalists, transport workers and women and youth to discuss these topics. They identified policy recommendations and arrived at points of collaboration where several of these groups can work together to advocate for change. Key outcomes were gaining new allies and a stronger, more active network.

Knowledge

SHARING

Networks



Magsasaka at Siyentipiko para sa Pag-unlad g Agrikultura (MASIPAG), Philippines

masipag.org

The corporatisation of food and agriculture doesn't contribute to development but rather worsens the living conditions of farming families. MASIPAG focused on raising awareness and creating exchange platforms related to land, food sovereignty, and sustainable food systems. They worked to enhance the capacities of rural communities in sustainable food production, local processing, and marketing. The campaign increased the adaptive capacity and resilience of farming communities and other vulnerable sectors at multiple levels.

Space

Financial
Opportunities

Resources

SHARING

Time

Knowledge

Expression



Participatory Ecological Land Use Management (PELUM), Kenya

pelumkenya.net

Makueni County grapples with persistent food shortages due to inappropriate agricultural practices and environmental challenges. PELUM Kenya's campaign raised awareness of the root causes of these challenges and the solutions, championing indigenous seed varieties and indigenous food production generated through agroecological production. Campaign activities included tree-planting with school pupils and advocating for agroecology within government. The campaign planted more than 700 trees and it gained a commitment from political leaders to promote agroecology.

Knowledge

SHARING

Resources

Skills



Participatory Ecological Land Use Management (PELUM), Uganda

pelumuganda.org

Indigenous plants are resilient and adapted to local conditions. They are often neglected and underutilised, and yet play a crucial role in ensuring a sustainable future food supply. Pelum Uganda's campaign focused on growing traditional knowledge amongst youths regarding the production, utilisation and conservation of these plants. They engaged with the media and organised an awareness-raising bike race. An exhibition was held where plant species were showcased and plant exchanges took place. Cooking demonstrations and food tasting were also conducted to shift mindsets.

Knowledge

SHARING

Resources

Skills



TheNetwork for Consumer Protection, Pakistan

thenetwork.org.pk

We need to change the way that we produce and consume. TheNetwork's campaign focused on raising awareness of the problems caused by unsustainable practices and on showcasing sustainable alternatives. It did this through educational workshops and by supporting the establishment of community gardens. The campaign also revitalised stalled government initiatives related to sustainable kitchen gardening. It also focused on highlighting the issue of food waste and on encourage community sharing – of food and of space.



Yogyakarta Consumer Institute (YCI), Indonesia

lembagakonsumen.org

Knowledge

Infrastructure

SHARING

Resources

Moringa is an undervalued and underused crop, despite its high nutrient count. YCI shared information and experiences related to the cultivation of moringa, the crafting of eco-enzyme fertiliser, processing of moringa into health and nutritious dishes and learning materials. YCI supplied rural communities with Moringa agricultural materials to kickstart production of the crop, which could be a viable value chain, generating sustainable livelihood opportunities, which also generating environmental benefits.





Waste

REFUSE

Say 'NO' to single use plastics. Avoid buying items that come wrapped in single use plastics. This could be plastic water bottles, carry bags etc.



REDUCE

Do you like buying new things? Can you reduce how much you buy? Lots of things come packed in single-use plastic - so buying less works!



REUSE

If materials last long and are reused - things made of metal for example. These products made of materials over plastic.



REPURPOSE

Instead of throwing away, why not find a purpose for it? Be plant holders, Make planters, etc.

RECYCLE

Some plastics can be recycled. You keep these separate and give them to your local recycling shop, who will send them to the recycling plant.



Citizen consumer and co-ops
No.103 (First Floor), Eldama Road, Nairobi
Channel 600 GHA
www.cac.co.ke T: 85641 2425 6411

Green Action Week

Theme: Unpack, Purchase, and Recycle

Dares Salaam
Tanzania

2023



Association Burundaise des Consommateurs (ABUCO – TI), Burundi

abucotiburundi.org

ABUCO-TI tackled the problem of non-biodegradable plastic waste that threatens the biodiversity of life in and around Lake Tanganyika and poses a risk to human health. Campaign activities included group collection of the plastic waste and sensitising public institutions about the problem. The campaign focused therefore on both the individual and institutional levels, as change needs to happen in many spaces at the same time.

Knowledge

SHARING

Collaborative
Action



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

[instagram.com/cej.mexico](https://www.instagram.com/cej.mexico)

CEJ advocated for #ClearLabellingNOW by engaging 200+ citizens and consumers in Plastic and Label Audit Workshops. An experiential activity where they identified technical and labeling characteristics of their own waste. Excitingly, calls have been made to extend these workshops to schools, municipalities, and workplaces. CEJ also continued building the network among civil society and scientists by participating in academic gatherings on plastic pollution and hosting webinars where the need for an #AmbitiousGlobalTreatyOnPlastics was discussed, among other things.

Expression

collaborative
Design

SHARING

Knowledge

Expression

Relationships



Citizen consumer and civic Action Group (CAG), India

cag.org.in

Only 30% of 3.4 million tons of plastic is recycled in India each year. CAG tackled the consumption of single-use plastics. It surveyed a low-income community to better understand how people felt about plastics before launching their campaign, which including sharing pamphlets, screening a video 'Plastic Pankaj' and hosting street plays reaching more than 800 people. They involved 350 youth through the awareness campaign and essay writing and storytelling competitions, and they gifted local shoppers who were using reusable bags!

Good Practices

SHARING

Knowledge

Expression



Consumer Unity & Trust Society (CUTS), India

cuts-international.org

Resources

SHARING

Knowledge

Skills

In India, plastic waste and unsustainable consumption threaten the environment. CUT's campaign focused on making the 'best out of waste,' providing training on recycling, reusing single-use plastic and other waste. It engaged with the community on waste issues, offering training on developing kitchen gardens at home and converting wet waste into organic manure. Through orientation workshops and a local platform, CUTS continues to promote the use of reusable bags and alternatives to plastic products.



Consumer Lebanon Association (CL), Lebanon

consumerslebanon.org

CL worked on the challenge of food waste in its campaign by promoting the sustainable solution offered by circular economy thinking. Together with a local community, it developed a vision of sustainable consumption for 2030 and a roadmap for getting there. Part of this was a focus on eliminating food waste and building a circular economy and CL shared videos related to this topic between communities.



Ecological Waste Coalition, Philippines

ecowastecoalition.org

There is a disconnect between larger environmental issues and everyday decisions. In their campaign, the Ecological Waste Coalition engaged urban farmers, students and educators in workshops on bokashi and vermicomposting as ways to manage organic waste in their daily lives. Activities also included a visit to a materials recovery facility that unveiled the journey of waste post-collection. A documentary captures these insights. Additionally, waste workers received training on vermicomposting to upskill them on sustainable practices at the grassroots level.

Infrastructure

Experience

SHARING

Knowledge

Skills



Socio Economic Welfare Action for Women and Children (SEWA), Nepal

sewanepal.org

Clothing waste is hazardous and poses a risk to ecological and human health. It does, however, provide an opportunity for social entrepreneurship. SEWA focused its campaign around 'Sharing the Prospects: Thrift and clothes rental against the fast fashion trend in Kathmandu'. We can increase the longevity of clothes by slowing down production of new clothes through rental services and by upcycling and recycling for reuse. The campaign included a field visit to a zero waste-based charity organisation, an event for more than 200 people and a mini-fair at a local college.

Financial
Opportunities

SHARING

clothing

Resources



Women Impact Sustainable Environment (WISE) Foundation

wisefoundationtz.org

Solid waste management poses a significant challenge in urban areas of Tanzania and its adjacent ocean. The WISE Foundation's campaign is dedicated to raising awareness of waste management and reduction. A beach clean-up was conducted alongside an educational session on sustainable waste management involving the local community and fishermen. A workshop, centered on envisioning an ideal future by 2030, sparked ideas for raising awareness, sharing knowledge, and reshaping policies to foster a cleaner and healthier environment for all.

Good
Practices

SHARING

Knowledge

Envisioning



Yemen Association for Consumer Protection (YACP), Yemen

yemenconsumer.org

Yemen consumes 50 billion plastic bags a year; these pose a risk to ecological health but there is a lack of safe, sustainable alternatives. YACP's campaign used workshops to raise awareness of the hazards posed by these bags and the need to shift this habit of using plastic bags. It also distributed 1 000 cloth bags in 10 shopping centres, both to raise consumer awareness of the problem and to highlight the issue to retailers. And it conducted a community association-led field campaign to plastic bag factories to collect samples to ensure compliance to any claims of biodegradability.

Resources

SHARING

Knowledge





greenactionweek.org