

Celebrating Campaigns

Sharing Community for
Sustainable Consumption



What do we need to build a better world for all?

This question has been asked countless times, and there are many answers. A lot is being done to improve the world, yet so much more remains to be done. At the same time, many things are happening that make the world a sad and challenging place. Dominant consumption and production patterns are devastating and threaten a prosperous future.

This is when we need something else the most—the vibrancy of diversity, the spirit of caring and sharing. Caring for the earth and for one another. Sharing what we have—our resources and knowledge. We must reimagine cultures of sustainability, discovering new ways and approaches to live together in this world. Let us nurture the values needed to make this transition possible.

During Green Action Week, all of us who participate come together to show that there are many ways to build a better world for everyone. This mini-book highlights exactly that—the beauty of diversity, creativity, caring, and sharing. It reminds us that sustainable consumption is not only possible but already happening.

To our GAW friends: thank you for your incredible work. Please continue inspiring change across the globe.

To you, dear reader: welcome! Be inspired and join this global call to action for sustainable consumption.

Together, we can create the world we want to see. Green Action Week brings this vision to life by championing the concept of Sharing Community. We invite you to add your voice, energy, and creativity to this global campaign and make a real difference.

Sara Nilsson

Green Action Week,
Programme Manager



Swedish Society
for Nature Conservation

Through Green Action Week, we have seen the transformative power of community-led campaigns across the globe to support people to live more sustainably. From promoting eco-friendly farming in Senegal to repurposing waste in Nepal, consumer organisations are demonstrating that there is a great drive for sustainable consumption when people are given the resources and ability to act.

These initiatives encourage the adoption of sharing economies, waste reduction, and eco-friendly practices, bridging the gap between intention and action. Consumer advocates are at the heart of this movement, providing tools, awareness, and inspiration to create lasting change.

Join us in celebrating the power of community and action!

Rafael Ponte

Sustainable Consumption
Coordinator



Envirocare is focusing on food sovereignty, by enhancing access to diverse, locally adapted seeds and preserving traditional knowledge. Activities include seed fairs, training, workshops, and media outreach to empower smallholder farmers and conserve agricultural biodiversity.



ADECOR's "Nurturing a Sharing Community for Sustainable Agriculture" campaign in Musanze, Rwanda, promotes healthy, nutritious foods, community resilience, and smart agriculture through community gardens, training, and awareness sessions, empowering women and girls.



ADDC-Wadata is championing
cassava production in Niger to boost
food security and nutrition, promoting
its versatile use from raw
consumption to stews and sauces!



ADECO's "Eat What the Earth Gives You" project in Cabo Verde promotes healthy, local eating during Green Action Week, sharing knowledge on nutrition with school communities to lower health risks, reduce pollution, and strengthen the economy.



ADEC's campaign in Senegal educates communities on food safety, mobilising women, youth, and consumer groups to strengthen policies and share best practices in Rufisque, Dakar, Guédiawaye, and Thiès.



Ambio aims to raise consumer awareness and promote sustainable practices in solid waste, solar energy, electric mobility, and water management amidst climate change and political challenges, fostering easily replicable solutions for communities.



ASPEC's "Eco Heroes: Sustainable Consumers in Action" campaign inspires everyday eco-friendly practices, highlighting how small lifestyle changes can fight climate change and preserve resources, while celebrating those already making a difference.



AIC's campaign raises awareness about urban biodiversity, teaching organic gardening, promoting green spaces, and organising tree-planting events and fauna observation outings to highlight biodiversity's importance in urban areas.



BBSC's campaign in Abomey-Calavi raises awareness on soilless food cultivation to improve nutritional health for vulnerable peri-urban households, focusing on pregnant women and children, and addressing malnutrition, which affects 1.1 million children in Benin.



Centro Ecologico's campaign in Rio Grande do Sul documents and shares the inspiring "sharing is caring" initiatives from communities post-flood, establishing the connection between climate change, public authorities' negligence, and the territorial experience as a learning process to deal with present and future.



The Consumer Council of Fiji is hosting Community Repair Cafes to tackle e-waste by connecting skilled volunteers with residents. These cafes empower communities to repair & reuse electronics, reducing waste, promoting resourcefulness & building a sustainable future.



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**GREEN
ACTION
WEEK**
2024



Colectivo Ecologista Jalisco, A.C. is raising awareness and driving action against harmful agri-food practices threatening forests. Through expert insights and creative communications, they'll mobilise support for forest conservation and advocate for action against deforestation.



Colectivo
Ecologista
Jalisco, A.C.



Consumer Education and Research Centre is hosting the "Aap-Le no Otlo Fun Fair" (a platform for sharing) promoting the exchange of pre-loved items to reduce waste and extend product life. The event features handmade products, street plays, art, and community activities during festivals like Navratri and Durga Puja.



Consumer's Lebanon is launching a campaign to tackle water scarcity by sharing data on water use and promoting conservation. Partnering with other associations, they aim to address water challenges, from quality and availability to the impacts of climate change, to support sustainable development goals.



CONSUMER'S LEBANON
جمعية المستهلك لبنان



Consumer Voice is tackling India's waste crisis by promoting circular economy practices. With urban waste projected to double by 2031, their campaign will educate consumers through workshops and digital campaigns, advocate for sustainable standards, and collaborate with experts to reduce waste and pollution.



REDUCE



REUSE



RECYCLE

Consumers' Association of Penang's "Sharing Energy Saving Tips: Cooling Naturally" campaign promotes energy conservation and climate action. Through workshops and seed-sharing, the campaign offers practical tips on natural cooling methods and eco-friendly practices to cut energy use and greenhouse gas emissions.



CUTS International is tackling plastic waste in India by hosting “Best out of Waste” training sessions in Jaipur, focusing on women and low-income groups. The campaign includes community engagement, awareness activities, and city-level consultations with stakeholders to drive behavioural change and support the plastic ban.



EcoWaste Coalition of the Philippines is launching a campaign to tackle single-use plastics by promoting eco-friendly alternatives and thrifting. They aim to replace common household plastics with reusable options and encourage a culture of reuse to combat plastic pollution and support environmental sustainability.



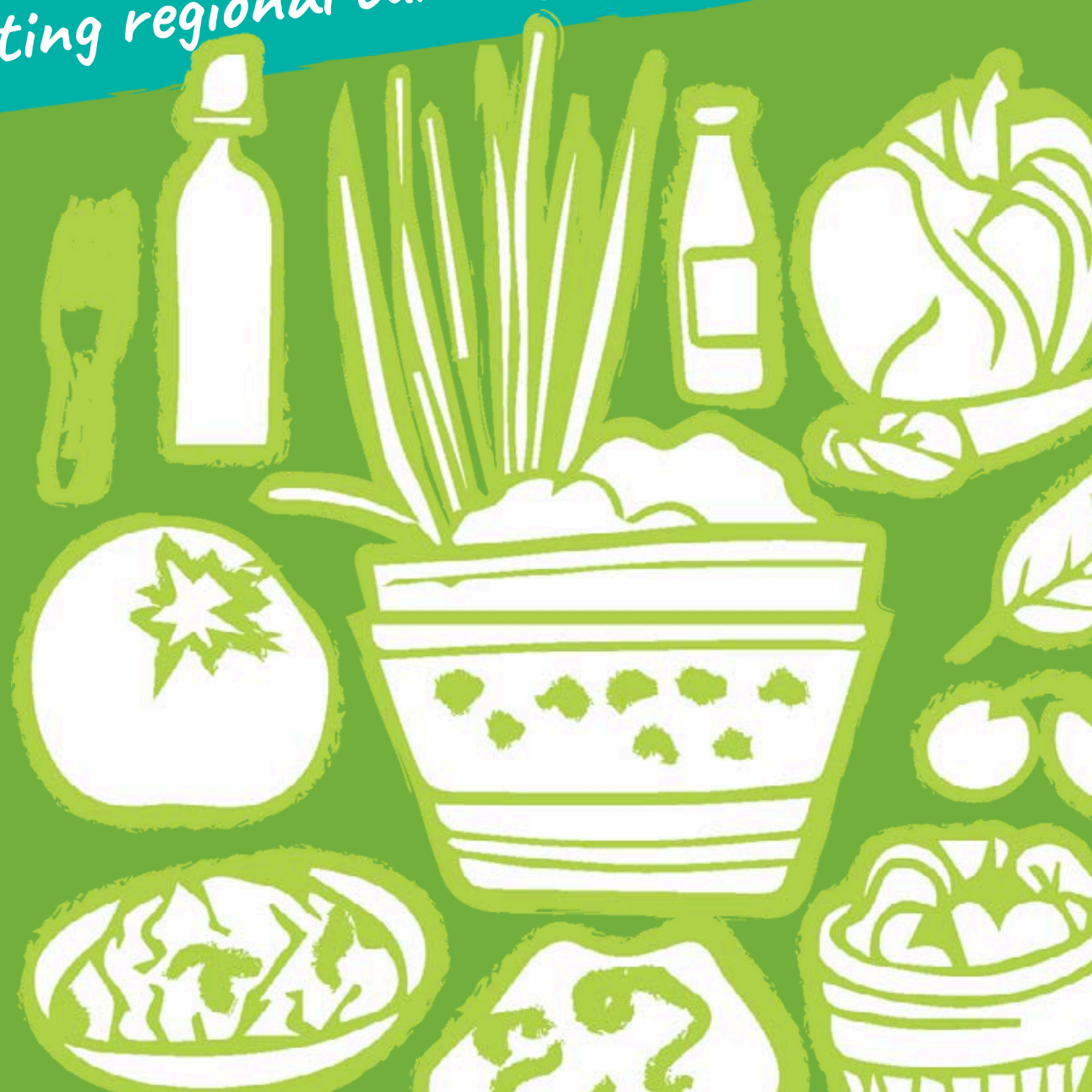
**EcoWaste
Coalition**



Educar Consumidores is launching a campaign to inspire healthy, conscious consumption through gastronomic art. Collaborating with Villavicencio chefs, they'll showcase how local cuisine promotes health, reduces carbon footprints, & supports the economy. Expect nutritional info, natural ingredients, and stunning dishes from the peasant market, all while highlighting regional culinary traditions.



**EDUCAR
CONSUMIDORES**
CONSTRUYENDO NUESTROS VITALES



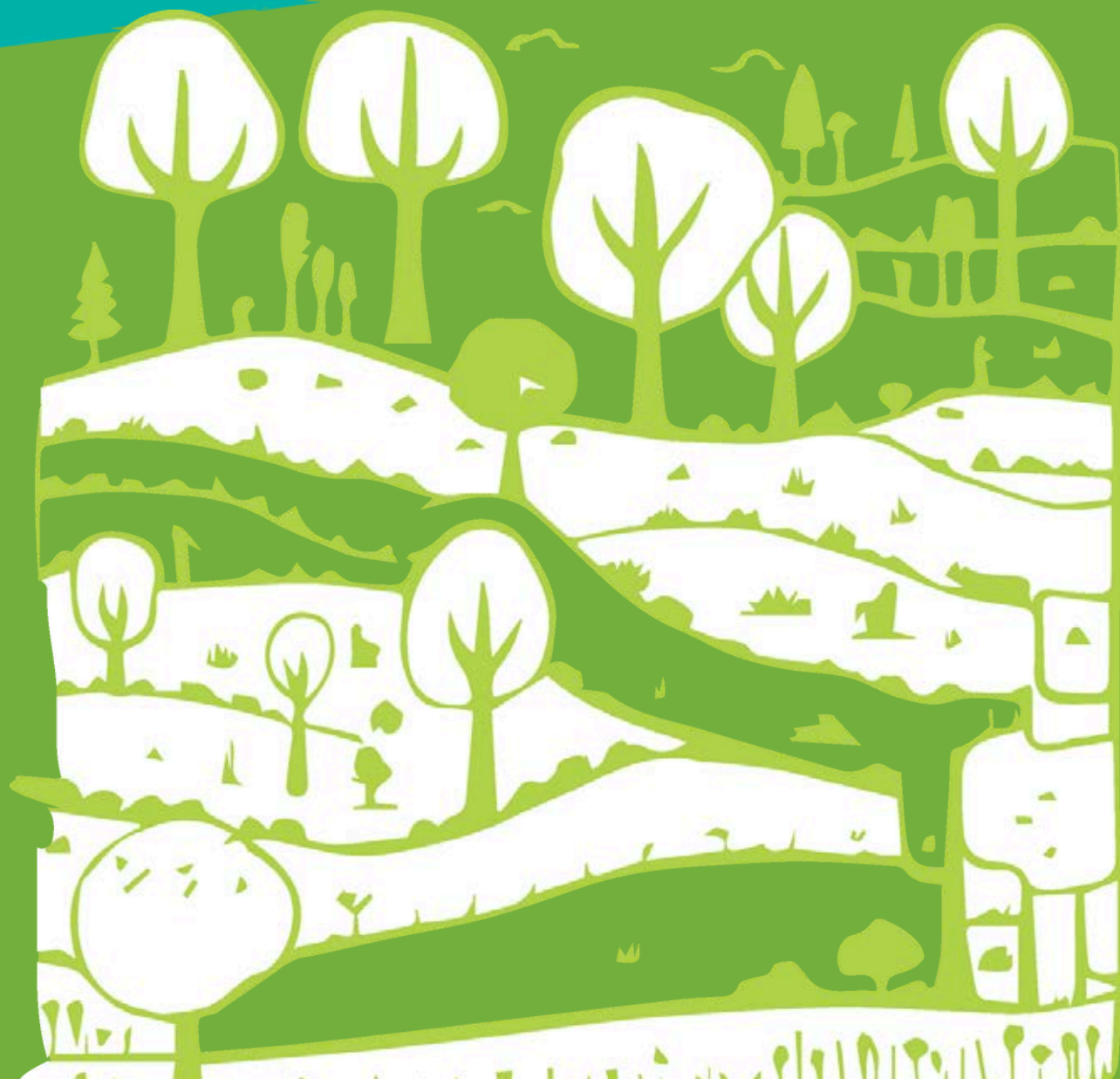
IBON Foundation is enhancing its “Land to the Tiller, Food for All” campaign through forums, producer-consumer platforms, and urban farming. They’re also fighting water privatisation with lobbying efforts and a Local Water Districts Summit, advocating for consumer rights and pro-people policies.



The Institute for Consumers Defense is advancing sustainable consumption in Brazil through farm visits, community events & webinars. Partnering with 14 organisations, they've impacted over 2,500 people directly and 28,800 via media. They plan to expand their campaign to enhance outreach & sustainability practices.



idec
Instituto Brasileiro de
Defesa do Consumidor



Institute for Sustainable Development promotes ecological organic agriculture in South Wollo Zone, focusing on women and youth. In Werebobo district, facing water scarcity and returnee migrant challenges, they'll use community sharing to support returnee women and foster sustainable consumption practices.



Magasaka at Siyentipiko para sa Pag-unlad ng Agrikultura's campaign highlights the crucial role of women in agriculture despite societal challenges. By sharing their stories and struggles, the campaign aims to empower women, emphasising their key role in adopting and promoting sustainable agroecological practices.



The National Federation of Consumer Associations of Ivory Coast is launching a campaign to raise awareness about the health and environmental dangers of plastic bags. Through workshops, they will promote reusable alternatives and encourage traders and consumers to ditch single-use plastics for eco-friendly options.



FAC-CI

Fédération nationale des Associations
de Consommateurs de Côte d'Ivoire



Organización Servicio de Educación al Consumidor SEDECO is tackling river mercury contamination in Bolivia with a campaign to raise awareness about health risks and promote sustainable practices. Activities include municipal controls, an art contest in schools, and collaborative efforts to foster environmental awareness and safety.



PELUM Kenya is launching a campaign to restore degraded areas in Kibwezi West. The initiative will focus on community-driven interventions, including tree planting, promoting indigenous seeds, and advocating for agroecological practices with local stakeholders.



PELUM Uganda is launching a campaign to restore natural forests in Kigezi. With forest cover drastically reduced, the campaign will raise awareness about native trees through an agroforestry fair, showcasing propagation methods and seed sharing to promote climate resilience, biodiversity, and sustainable forestry.



The Evangelical Lutheran Church in Tanzania – Eastern and Coastal Diocese & SAFCEI are launching a campaign to address climate change by empowering young faith leaders. Through Youth Ecumenical Platforms and a media campaign, they will raise awareness and build capacity to tackle climate challenges within faith communities.



safcei



United Church of Zambia & SAFCEI are launching a campaign to restore Uganda's deforested areas. The initiative includes an agroforestry fair to promote native trees, seed sharing, and sustainable practices to enhance biodiversity and manage climate change.



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Brac Maendeleo and SAFCEI present Green Action Day: Growing Futures, focusing on urban agriculture in educational spaces. The event features workshops, planting sessions & a harvest festival, empowering participants with skills and knowledge.



safcei



Qwaanu Twenty Four Seven Solution & SAFCEI are tackling climate change with a campaign targeting charcoal burners and timber traders. The initiative aims to reduce deforestation and foster sustainable energy practices through anti-deforestation.



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New Earth Aquaponics and SAFCEI are leading a campaign focusing on recycling and landfill waste clean-up around the Castle of Good Hope. Activities for 30-50 young people include waste collection, tree and garden planting, and a follow-up clean-up. Volunteers will also raise awareness about recycling and waste management.



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SEWA Nepal is addressing floral waste from festivals, which pollutes the Kathmandu Valley's rivers and environment. Their campaign will raise awareness and offer skill development sessions to turn discarded flowers into valuable products like incense and natural colours. This initiative aims to reduce waste, create jobs, and strengthen supply chain partnerships.



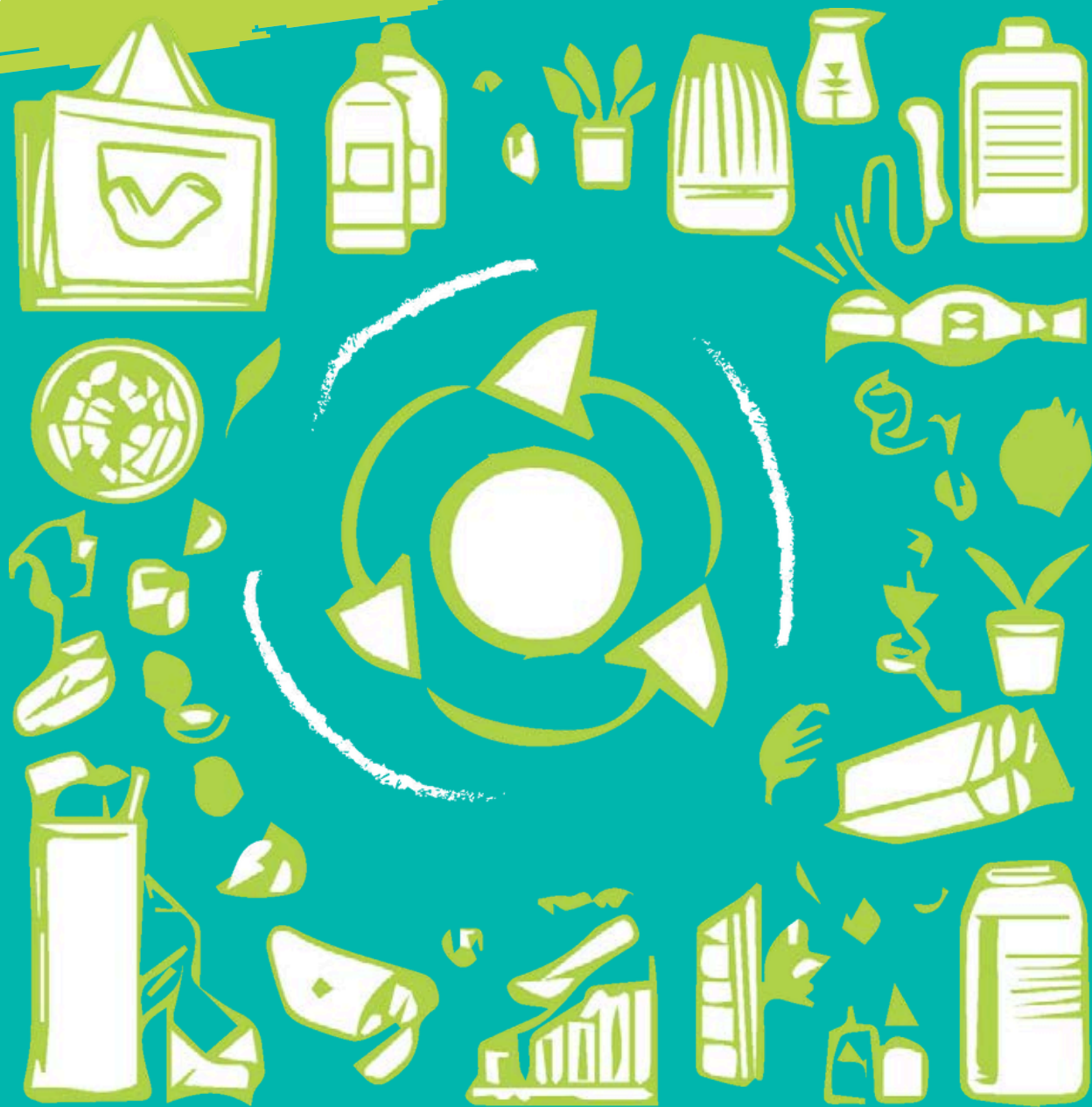
The Network for Consumer Protection in Pakistan is tackling plastic pollution by investigating the ineffective enforcement of bans on single-use plastics. With Pakistan generating 3.3 million tons of plastic waste annually, impacting the Indus River, the project will involve university students conducting research and surveys.



TheNetwork
for Consumer Protection



Toxics Link's 'Reviving the Repair Culture' campaign promotes sustainable practices by focusing on strategies to reduce waste. By educating & empowering students with repair skills, the initiative fosters a circular economy & extends product lifespans. Collaborations with repair startups will highlight economic opportunities & encourage behavioural changes towards resource conservation.



Yemen Association for Consumer Protection is launching a campaign to raise awareness about the dangers of improper pesticide disposal and expired products. The initiative includes workshops for farmers, engages women and youth, and fosters collaboration with government and NGOs to promote safe practices and protect ecosystems.



Youth Education Network is launching a campaign in Mumias to boost food security amid climate change. The focus is on training 500 women farmers to use biodegradable woven sacks for year-round vegetable production. This sustainable method helps combat soil erosion and reduces labour, while media coverage will spread awareness.



Lembaga Konsumen Yogyakarta is launching a campaign to promote reusing plastic water bottles for irrigation in Yogyakarta. Targeting local women, the project will include village workshops and demonstrations on creating drip and capillary irrigation systems from plastic bottles, aiming for sustainable consumption and improved vegetable crops.



*Be part of the global
campaign for sustainable
consumption through a
sharing community*

greenactionweek.org



Swedish Society
for Nature Conservation



CONSUMERS
INTERNATIONAL