



Anthology of a Sharing Community



Foreword

Humanity is shaped by the relationships we form with each other and with the living world around us. Yet across many places, our social fabric is under strain. The ways we produce and consume are degrading ecosystems, widening inequality and eroding the sense of belonging and security that communities have long relied on.

The concept of Sharing Community responds to this moment. It is a way of living rooted in reciprocity and care. It focuses on what we can create and sustain together, rather than what each person must obtain alone. It is a cultural shift as much as a practical one, offering pathways to reduce waste, strengthen local economies and revive forms of cooperation that have existed across cultures for generations.

Green Action Week organisations around the world have shown that sharing is not an abstract ideal. It is a daily practice. From seed exchange circles and community kitchens to shared knowledge, tools and creative expression, communities are building systems that restore dignity, autonomy and environmental balance.

This Anthology of Sharing Community highlights some of these stories from Green Action Week 2025. They show what becomes possible when people choose to act with care and courage. They remind us that sustainable consumption is not simply about reducing what we use but also about deepening our connections to one another and to the Earth we share.

We acknowledge the organisations, communities and participants who make this work real. Their creativity and commitment are lighting pathways towards a more just and liveable future. May these stories inspire further sharing, further solidarity and further action.

Karin Lexén
Secretary General
The Swedish Society for Nature Conservation

Image Credit: Citizen Consumer and Civic Action Group



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Green Action Week's Sharing Community

Green Action Week is a global annual campaign that unites civil-society organisations, communities and individuals across a growing number of countries to showcase and spark action on sustainable consumption. Every October, Green Action Week transforms local actions into a global tapestry of sharing, solidarity and sustainability, demonstrating that everyday community-based activities can contribute to systemic change in how we produce, consume and live together.

What is Sharing Community?

Sharing Community is a living expression of humanity's oldest wisdom: that wellbeing grows when we care for one another and for the Earth. Across continents, it is taking shape through small yet transformative acts – farmers exchanging seeds in Kenya, schoolchildren in Colombia learning to eat without waste, women in Senegal teaching neighbours to make soap from local plants, and families in Mexico demanding accountability for plastic pollution.

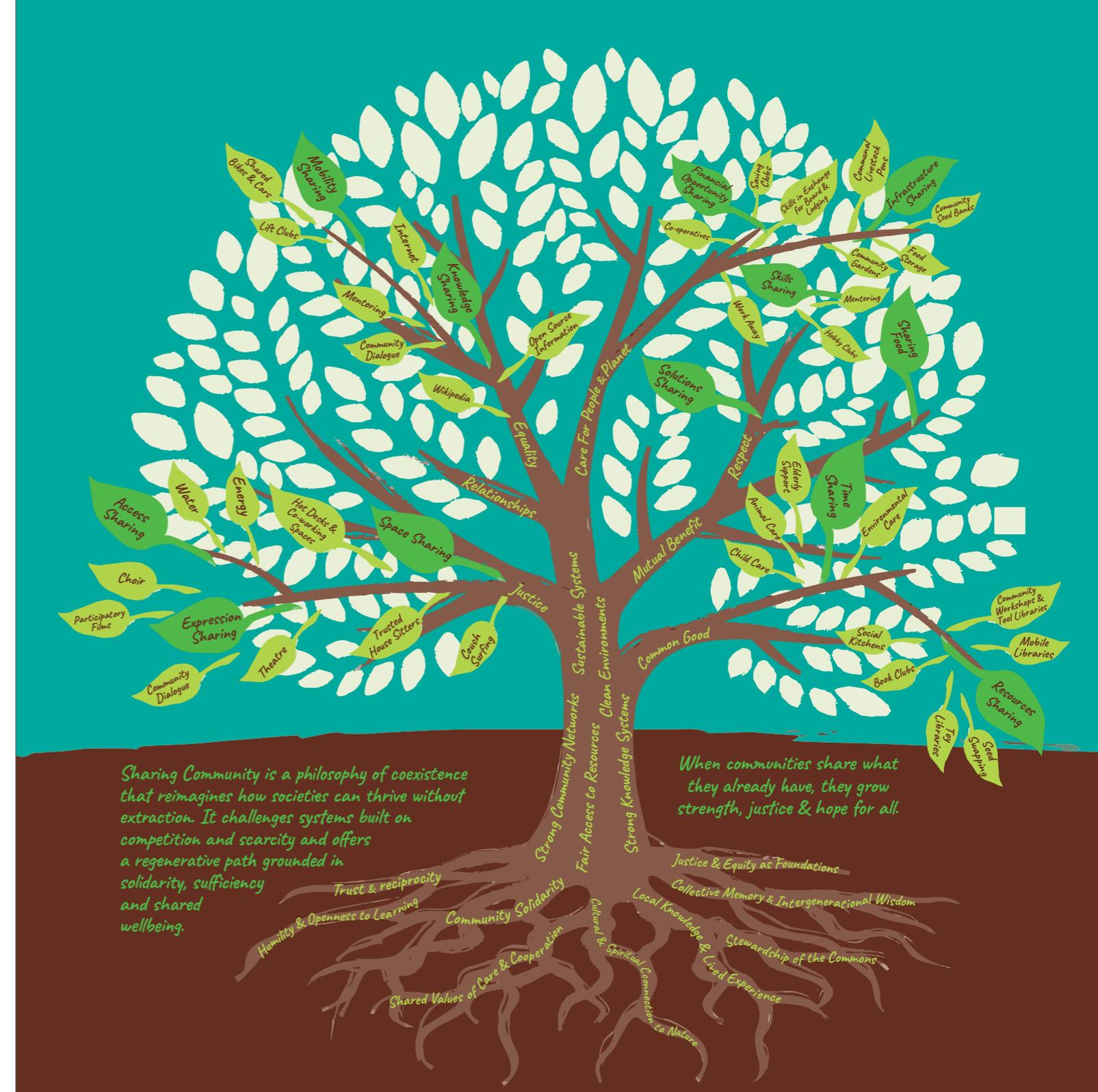
In a world divided by inequality and environmental crisis, sharing becomes a quiet revolution. It shifts the story from scarcity to sufficiency, from competition to cooperation. It shows that solutions already exist in the relationships between people, in the soil beneath their feet, and in the knowledge that they pass from generation to generation. What makes the concept of Sharing Community powerful is its simplicity and inclusivity. Everyone

has something to share – a skill, a seed, a meal, a story. Each act of sharing restores trust, rebuilds solidarity and reduces waste.

Sharing community practices can look very different, yet they share core characteristics:

- Relationships are valued more highly than transactions.
- Resources circulate within communities rather than being extracted from them.
- Collective creativity is used to meet real needs.
- Benefits extend beyond individuals to the common good.

In many places, sharing traditions have been part of cultural life for centuries. What is new is the urgency of strengthening these practices in a world facing climate change, biodiversity loss and deepening inequalities.



Why Sharing Community Matters

In a world marked by isolation, inequality and ecological collapse, the idea of Sharing Community offers a quiet but profound alternative. It reminds us that the path to sustainability lies not only in new technologies or policies but in how we relate to one another and to the living world. Sharing Community matters because it rebuilds what has been eroded – trust, connection and belonging. By strengthening the social fabric, it weaves together people who might otherwise be divided by distance, class or circumstance, transforming communities from consumers into collaborators.

Sharing also lightens our collective footprint. When we circulate rather than consume – sharing seeds, tools, skills and time – we reduce waste, lower emissions and conserve resources. It shifts the focus from ownership to access, from endless extraction to regenerative use. This creates space for local economies to thrive where livelihoods are sustained through cooperation rather than competition.

At the same time, Sharing Community honours cultural knowledge and intergenerational skills – the recipes, farming methods and healing practices that hold ancestral wisdom about living well within limits. These exchanges root communities in identity and purpose, reminding us that heritage is not something to preserve in museums but to practise in daily life.

Ultimately, sharing builds collective resilience. In the face of climate disruptions and social instability, networks of mutual support become lifelines. Sharing Community shows that care not consumption is the true foundation of security – and that our greatest resource is each other.

The Impact of Sharing

Sharing is often seen as an act of kindness, but within the Sharing Community it becomes a force for structural change. It redefines how value is created and distributed, building resilience from the ground up. Across social, economic, ecological and cultural dimensions, the practice of sharing delivers measurable impact:

- **Social** Sharing reduces isolation and strengthens relationships. It weaves new forms of solidarity among neighbours, generations and communities who learn, grow and care together.
- **Economic** By pooling and circulating resources, communities lower costs, expand access and support local, circular economies that value sufficiency over accumulation.
- **Ecological** Sharing slows the cycle of extraction and waste. When tools, land, seeds, knowledge and goods are shared, the pressure on ecosystems decreases, paving the way for regenerative living.

- **Cultural** Sharing protects heritage, language and intergenerational wisdom. It keeps alive the practices and stories that teach balance, respect and responsibility toward the Earth.

Together, these dimensions show that sharing is not a symbolic gesture but a practical strategy for transformation – one that builds equity, restores trust and grounds sustainable consumption in everyday life. Sharing practices do more than meet immediate needs – they prefigure the economies and societies we need for a just transition. Each act of sharing is a small-scale reform of the systems that currently prioritise profit over people and the planet.

Join the Green Action Week Sharing Community

Collectively, the 2025 Green Action Week campaigns demonstrate that the Sharing Community approach can move millions from awareness to action – proving that when communities share knowledge, food, resources, and responsibility, sustainable consumption becomes not just possible but tangible and local.

Green Action Week 2025

- 50+ organisations participated.
- 30+ countries across Africa, Asia, Latin America, and the Pacific – from Kenya, Nigeria and Sri Lanka to Costa Rica, Mexico, Lebanon and Fiji.
- 35 000+ people took part in community workshops, school programmes, clean-ups, cooking sessions, seed fairs and more.
- 6.7 million people reach through social and traditional media, public events and community radio.
- Thousands of children and students involved through schools, youth clubs and creative learning activities such as storytelling, seed-saving and composting.
- Women featured prominently as organisers, trainers and leaders in 80%+ of campaigns – from composting initiatives in Fiji to farmer-led seed exchanges in Uganda.



website



film

Join this growing global community spanning 50+ countries that showcase Sharing Community in GAW. Watch our [film](#) or visit www.greenactionweek.org

Sharing Community in Practice

Across the world, Green Action Week participants are proving that sharing is not a single act but a way of life – one that takes many forms depending on context, culture and community. Yet beneath this diversity, five clear pathways of sharing emerge, each offering a lens through which to reimagine how we live, work and care for one another.

Five pathways of sharing

The first is **sharing knowledge**, where communities exchange ideas, skills and experiences to solve local challenges together – from seed saving and waste reduction to healthy cooking and responsible consumption. The second is **sharing food**, which brings people together around nourishment and reciprocity, linking what we eat to how we grow and value it. Third comes **sharing resources**, where tools, spaces and materials are collectively used to reduce waste and strengthen solidarity. The fourth pathway, **sharing culture**, celebrates the stories, traditions and wisdom that hold communities together, keeping intergenerational knowledge alive. Finally, **sharing responsibility** reflects the collective power of citizens to hold systems accountable, advocate for fairer policies and model sustainable alternatives in everyday life.

These five pathways do not stand apart – they overlap, strengthen and enrich one another. Together, they form the foundation of a global movement rooted in empathy, equity and ecological balance. Each pathway offers a story of transformation, showing that when people share what they have and know, they create ripples of change that extend far beyond their immediate communities – towards a more just and sustainable world. Most participating organisations in Green Action Week work across two or more of these pathways.

Read on to discover the many creative and innovative ways in which Sharing Community is being expressed around the world through Green Action Week.



Credit: Institute for Consumer Defence

Sharing Knowledge & Skills



Across Asia, Africa and Latin America, sharing knowledge has proven to be one of the most transformative pathways to sustainability. When people learn together, they not only gain new skills but rediscover their collective power to shape change. In schools, farms, homes and community halls, the act of teaching and learning has become an act of regeneration.

From India to Kenya, Fiji to Mexico, communities exchanged practical know-how – composting, waste segregation, agroecology, seed saving – alongside less tangible lessons of empathy, memory and cooperation. These campaigns recognised that knowledge takes many forms: scientific and traditional, technical and creative, local and lived. By weaving them together, they bridged generations and sectors, connecting students and teachers, farmers and consumers, elders and youth.

In a world flooded with information yet starved of understanding, these initiatives reminded people that knowledge shared is knowledge multiplied. Each workshop, story circle and demonstration seeded confidence, agency and solidarity – showing that learning is not a one-way process but a living network. When knowledge moves freely through communities, it strengthens resilience, renews trust and cultivates the shared wisdom needed to sustain both people and planet.

*“When we share what we know,
we grow what we need – stronger
communities, cleaner environments
and a greener tomorrow.”*

Consumer Education and Research Centre, India

EcoWaste Coalition, Philippines

EcoWaste’s Project ‘Retaso’ promoted sustainable consumption and community-driven solutions to the growing crisis of textile waste in Metro Manila. Through fashion swaps, sustainable fashion forums and design showcases, the campaign encouraged clothing reuse and reduced dependence on fast fashion. Partnering with schools, CSOs and grassroots groups, especially women and youth, it fostered creativity, collaboration and environmental responsibility while strengthening the spirit of a Sharing Community.



Credit: EcoWaste Coalition

Association pour la Défense de l'Environnement et des Consommateurs, Senegal

In the Dakar and Thiès regions, ADEC-Sénégal reached hundreds of women and youth providing them with training in healthy eating and on how to make their own soaps and bleach, promoting self-sufficiency and environmental awareness.

Citizen Action Group, India

CAG's campaign tackled rising municipal waste by teaching people to segregate, compost and reuse. Through school and college workshops, thrift/reuse events, puppet shows and exposure visits to landfills and micro-composting centres, it made waste management practical and showed that a 'sharing community' – one that swaps, reuses and spreads know-how – can cut waste at the source.

Centro Ecológico, Brazil

Centro Ecológico's Sharing is Caring campaign strengthened resilience and solidarity in Rio Grande do Sul following years of droughts and floods. Activities combined technical learning with human values—training farmers on agroecology and drought-resistant plants, teaching empathy through storytelling and inspiring community care through crochet workshops.

Consumer Association of Penang, Malaysia

CAP worked to close the gap between Malaysia's rising anti-plastic policies and actual public readiness. Through school sessions, a community health talk on plastic toxicity, demos on making sustainable bags and a public fair, CAP showed people that plastic-free options already exist in local traditions and highlighted the health risks of toxic additives and microplastics.

Consumer Education & Research Center, India

CERC hosted interactive workshops—from school sessions on e-waste and biodiversity to farmer workshops on vermicomposting, natural farming and bio-enzymes, empowering thousands of people to adopt eco-friendly habits and green livelihoods. Its campaign turned awareness into daily practice and strengthened the culture of sharing knowledge, skills and sustainable lifestyles.

Fédération Comorienne des Consommateurs, Comoros

The campaign taught children and adults to care for shared environments and create healthy green spaces for play and learning. Activities included door-to-door outreach, family and school meetings, a waste-sorting workshop and a children's skit on cleanliness and environmental care. Communities embraced the campaign with support from local environmental groups and farmers who led practical workshops.

Mthunzi Trust, Malawi

In the city of Blantyre in Malawi, Mthunzi Trust activated youth to clean-up around a local health centre, using the activity to spark informal conversations about sustainable consumption. In Lilongwe, the Mthunzi Trust team gathered to brainstorm innovative ways of promoting the Sustainable Development Goals in their communities.

Youth Education Network, Kenya

YEN's campaign equipped hundreds of learners and teachers with practical knowledge on seed banking, traditional food systems and sustainable farming. Working with local administrators, women leaders and agricultural officers, the campaign revived community memory on indigenous seeds, pushed for policy attention on seed pricing and showed that youth can lead food justice conversations.



Sharing knowledge and skills turns awareness into action and isolation into collaboration. It empowers people, strengthens community ties and keeps solutions grounded in local realities. By learning together, communities build resilience, reduce waste and replace individual consumption with reciprocity and shared responsibility – the true mindset of sustainability.

Sharing Food

Food connects us to land, culture and one another. When communities grow, prepare and share food, they strengthen health, dignity and resilience. Sharing food and farming restores seeds, soil and stories that hold memory and identity, while reducing dependence on imported and extractive food systems. Here, sharing nourishes bodies, relationships and the Earth.

Across Green Action Week, communities have reconnected with food as something grown and shared rather than bought. Local gardens, school plots and communal fields are being cultivated together, turning unused land into places of nourishment and learning. Families exchange seeds that hold memory of place, keeping climate-resilient varieties alive. Indigenous and traditional knowledge is being revived, from cooking and food preservation to composting and soil care.

Children learn to recognise local crops and prepare meals that honour cultural roots, while youth and elders work together to restore soil health and seasonal food traditions. Shared kitchens, food fairs and community gatherings build trust and pride in local ingredients. These practices support healthier diets, reduce waste and deepen relationships between growers and eaters. Most importantly, they show that when food is shared, communities thrive.



“When we share food from our land, we share health, dignity and independence.”

Tribuna Ecuatoriana de Consumidores y Usuarios, Ecuador

PELUM Uganda

PELUM Uganda’s promoted farmer-managed, open-source seed systems as the backbone of resilient, biodiverse and people-controlled food systems. Through seed fairs, cultural storytelling, school activities, tree planting and policy dialogues, it revived pride in indigenous seeds, highlighted women as seed custodians and secured local leaders’ commitments to farmer-led seed saving.



Credit: PELUM Uganda

Associação para Defesa do Consumidor, Cabo Verde

ADECO's Local Flavours, Sustainable Choices strengthened awareness of healthy and sustainable eating. Through a school workshop, four educational radio and TV micro-programmes and dynamic social media content, the campaign encouraged people to choose local, seasonal foods over imported processed ones, promoting nutrition education and sustainable consumption habits.

Consumer Association of Bangladesh

CAB's campaign hosted interactive school sessions, cooking demonstrations and tiffin reviews to encourage healthier, locally sourced eating habits and revived traditional recipes. The campaign strengthened collaboration between schools, families and local organic producers—building a shared commitment to food safety, nutrition and sustainable consumption.

Consumer Council of Zimbabwe

CCZ promoted the eating, sharing and preservation of indigenous foods throughout the country. Through community dialogues, food exhibitions and cooking demonstrations, CCZ strengthened women's leadership, promoted intergenerational knowledge sharing, encouraged seed and recipe exchange, and highlighted indigenous foods as affordable, nutritious and climate resilient.

Envirocare, Tanzania

Envirocare trained farmers in sustainable agroecological practices. Through demonstration farms, participatory problem-solving and collaboration with extension officers, farmers developed shared solutions for food and nutrition security. By sharing knowledge, a stronger community movement for sustainable farming and biodiversity protection emerged in the area.

FIAN, Sri Lanka

FIAN Sri Lanka focuses on reviving interest in underutilised, nutrient-rich crops through interactive cooking demonstrations, school programmes and exhibitions, inspiring communities to grow, cook and share traditional foods. It catalysed school and community gardens, strengthened women's networks and brought the message of food sovereignty to global audiences at the Nyéléni Forum.

Lembaga Konsumen Yogyakarta, Indonesia

Their Inclusive Healthy Market campaign conducted a bazaar, storytelling sessions and a multi-stakeholder workshop. It showcased women-led farming and promoted collaboration between communities, producers, government and academia, creating new partnerships for fair, inclusive and sustainable food systems while breaking stereotypes that healthy food is expensive.

Sustaining the Wild Coast, South Africa

In Mpondoland, SWC hosted two workshops with youth and community elders to share traditional ways of farming and methods of making biofertilisers to protect soil, care of the environment and improve community health. These workshops celebrated the traditional wisdom held by elders in the community, in which wisdom is viewed not just a link to the past, but also a pathway to the future.

Tribuna Ecuatoriana de Consumidores y Usuarios, Ecuador

In Ecuador's Amazon region, Tribuna Ecuatoriana de Consumidores y Usuarios organised a demonstration fair showcasing organic produce from rural women farmers. Community members — including students, teachers, and local authorities — celebrated healthy, local food and its power to improve livelihoods and protect the environment. A follow-up session with women in Zancudo deepened understanding of food sovereignty and women's leadership in sustainable consumption.

Sharing food lies at the heart of sustainable consumption. Locally grown, prepared and shared food strengthens livelihoods and reduces dependence on industrial supply chains. Shared meals, gardens and seed nurture solidarity enabling access to healthy, culturally rooted food for all. Through sharing food, communities reclaim autonomy over what they eat, honour the labour and knowledge behind it, and build resilience in the face of external shocks.



Sharing Resources

Sharing resources is a cornerstone of the Sharing Community, where abundance is measured not by ownership but by access and care. Across Green Action Week campaigns, communities shared water, land, tools, seeds, compost and even digital spaces to meet common needs sustainably.

By pooling resources rather than competing for them, people reduce waste, strengthen solidarity and ensure fairer distribution. Shared gardens, communal waste systems and cooperative savings groups all show how resource sharing transforms scarcity into sufficiency.

This way of living builds trust among neighbours and creates systems that value people and the planet over profit. When communities share what they have, they strengthen the social ties that hold them together and reduce dependence on extractive economies. From shared wells and seed banks to community kitchens and repair hubs, these acts of cooperation remind us that resilience grows from reciprocity.

Sharing resources is therefore not only practical but deeply transformative – it challenges isolation, restores balance and proves that sustainability begins with collective care.



“When land, tools and knowledge are shared, even a small community can feed itself.”

Consumer Advocacy and Empowerment Foundation, Nigeria

Consumer Advocacy and Empowerment Foundation, Nigeria

CADEF’s GreenShare campaign turned an unused plot into a productive community garden by training community members on growing, composting and organic pest control, and then supplying them with starter kits to set up food gardens at home. The garden’s success proves that shared resources and collective action can strengthen food security in communities.



Credit: Consumer Advocacy and Empowerment Foundation

Consumer Council of Fiji

The Consumer Council of Fiji's Share to Sustain campaign—through community workshops, compost bin handovers and media engagement—helped families learn how to reduce food waste, compost effectively and share resources. Women, men and youth worked side by side, transforming household waste into compost and collaboration into climate action.

Institute for Sustainable Development, Ethiopia

ISD focused on promoting a culture of mutual support and resource sharing. In partnership with the Tehulederie district administration, the campaign mobilised communities to share food, clothing and educational materials with families in need. The campaign strengthened local solidarity and demonstrated how sharing can directly uplift vulnerable communities.

Lembaga Advokasi Konsumen Rentan, Indonesia

This campaign empowered women in Ngestiharjo Village to manage household organic waste through maggot cultivation. Starting with 10 pilot cages, the women learned to process daily waste into valuable animal feed. The women now share knowledge and waste collectively and generate income while forming a strong community model for circular, household-level waste management.

National Association of Consumers, Armenia

ANNA initiated a Green Knowledge Caravan to close the eco-education gap in rural Masis. A mobile green library visited schools with a new 94-page handbook on sustainable consumption and three original eco-games and held teacher and student workshops. ANNA launched a nation-wide Eco Challenge. Through this campaign, ANNA has set up a community of practice around sustainability.

Rwanda Consumers Rights Protection Organization

ADECOR's Rooting Together: Reviving Soil and Sharing Communities campaign focused on restoring degraded soils. Through workshops, shared demonstration plots, educational materials and radio broadcasts, the project improved farmers' knowledge while strengthening solidarity and gender inclusion, showing that when knowledge and soil are shared, communities thrive together.

Swedish Society for Nature Conservation, Sweden

SSNC's Max 5 campaign focused on the unsustainable consumption of clothes. The campaign message was to demand the fashion industry to take responsibility for the mountain of clothing waste. A report was released "the monster in the mobile" which examined how much we are triggered to shop more than we planned. During the campaign, there were activities in over 150 places all over Sweden; 70 clothing swap days were organised, patch & repair events, lectures, film screenings and exhibitions.



Sharing resources lies at the heart of sustainable consumption because it shifts focus from individual ownership to collective wellbeing. When communities share land, water, tools and knowledge, they reduce waste, lower consumption and make essential goods more accessible. This cooperation strengthens local economies, nurtures equity and ensures that consumption supports both people and the planet.

Sharing Culture

Sharing culture is the heartbeat of the Sharing Community because it reminds us that sustainability is as much about identity and meaning as it is about resources. Culture holds the memory of balance – the songs that honour the seasons, the recipes that waste nothing, the farming practices that protect soil and seed. When these are shared, they reconnect people to place and to one another, turning sustainability into something lived, celebrated and passed on.

Across Green Action Week, communities showed how cultural heritage can light the path towards more sustainable futures. In Kenya, Ecuador, Lebanon and Benin, traditional food preservation, local ingredients and ancestral cooking methods were revived as acts of resistance to waste and disconnection. In each case, the sharing of culture strengthened confidence, creativity and continuity, proving that solutions to today's crises already exist in community memory.

By sharing culture, people reawaken the values of respect, reciprocity and belonging that make sustainable consumption possible. It bridges generations, linking elders' wisdom with youth innovation, and transforms consumption from a transaction into a relationship with land, tradition and each other. Sharing culture safeguards heritage while guiding communities to live within planetary boundaries.



“When we share our seeds, we share life itself – our stories, our heritage, and our hope for future generations.”

Consumer Grassroots Association, Kenya

PELUM Kenya

PELUM Kenya's "Shared Plates, Shared Wisdom" campaign revitalised indigenous food systems and cultural knowledge in Nakuru County. Partnering with Slow Food Kenya and the Ogiek community, the campaign reached thousands of people through radio, exhibitions and community events, including tree planting in Mau Forest, zero-waste cooking demonstrations and storytelling sessions.



Credit: Terra Madre Smile, PELUM Kenya



Benin Sante et Survie du Consommateur, Benin

In Comè, BSSC led a campaign encouraging women food vendors to replace plastic with traditional vegetable leaves in the preparation of Ablo, a popular local dish. By connecting food safety, environmental protection, and local livelihoods, the project revitalised a sustainable cultural practice and inspired a new generation to grow and use biodegradable materials.

Sharing culture links to sustainable consumption by grounding daily choices in identity, memory and respect for nature. When communities revive traditional practices of food preservation, craftsmanship and land care, they consume less, waste less and value what they have more deeply. Culture turns sustainability from a duty into a way of life.

Consumer Grassroots Association (CGA), Kenya

In Kajiado County, CGA united Maasai farmers, elders and youth to revive traditional seed-saving practices. Participants shared indigenous ways of preserving and storing seeds, spoke to the cultural and nutritional value of local crops, and pledged to establish a community-managed seed bank.

Consumers Lebanon

Their campaign revived traditional food preservation (Mouneh) as a model for sustainable consumption through a public exhibition, where women and youth showcased homemade, zero-waste techniques and a technical workshop for food professionals on sustainable food systems. The initiative blended cultural knowledge with modern sustainability practices.



Sharing Responsibility

Sharing responsibility is the bridge between awareness and action. It reminds us that sustainability is not the work of one actor, but of many hands joined in care for the common good. Governments can legislate, but only communities can live the change – through how they consume, produce, and engage others.

Across Green Action Week, campaigns from Africa, Asia and Latin America showed that responsibility shared is responsibility strengthened. When citizens, local leaders and institutions act together, solutions take root in daily life: cleaner streets, safer food, fairer markets and more informed consumers. Communities cleaned public spaces, managed waste and demanded safer markets; consumers questioned misleading labelling and pushed for corporate accountability; farmers, teachers and youth became advocates for healthier systems.

From managing e-waste in Burundi to holding companies accountable in Mexico and Pakistan, communities proved that shared responsibility is the foundation of collective resilience. It builds trust between citizens and institutions, connects global policy to local practice and transforms consumption into stewardship. By turning responsibility into collaboration, these campaigns demonstrated that change multiplies when everyone carries a piece of the work.



“Laws alone can’t end plastic pollution – people can, when awareness turns into action.”

TheNetwork, Pakistan

Consumer Voice, India

Consumer Voice equipped consumers in Delhi to recognise greenwashing and make practical, sustainable choices. Through three interactive workshops with students, women and urban residents and sharing of videos and a digital booklet, the campaign built a more aware consumer community that is label literate, able to upcycle and share knowledge onwards.



Credit: Consumer Voice

Ambio Sociedad Civil, Costa Rica

Ambio Sociedad Civil brought together young people, adults and civil society groups to explore the links between nutrition, non-communicable diseases and environmental protection. Supported by the Pan American Health Organization, the initiative encouraged participants to make conscious food choices, reduce plastic waste and recognise their power as responsible consumers.

Association Burundaise des Consommateurs- Transparency International Burundi

In Bujumbura, ABUCO-TI mobilised households and local authorities to address the growing problem of e-waste through awareness sessions and waste collection campaigns. Supported by civil society, the media and public health authorities, the initiative helped communities understand the dangers of e-waste and take collective action for safer disposal and environmental protection.

Colectivo Ecologista Jalisco, Mexico

In Mexico, CEJ mobilised citizens and companies around Extended Producer Responsibility through the campaign "I love your product, but not your packaging." Reaching thousands of people through social media, university workshops and neighbourhood events, consumers were encouraged to demand clearer labelling, returnable packaging and corporate accountability.

EducAR Consumidores, Colombia

EducAR Consumidores reached hundreds of students and teachers through school campaigns linking healthy eating with environmental protection. They showed how avoiding ultra-processed foods can prevent disease and reduce non-recyclable waste while strengthening implementation of Colombia's food labelling and plastic reduction laws through education and collective action.

Healthy Living and Women Empowerment Initiative, Nigeria

HELWEI's Kick Dirt, Hug Life! campaign escalated concerns around poor market sanitation in Lagos by linking hygiene to health, nutrition and food safety through a media workshop, a community road walk and a dialogue with market and community leaders. Journalists committed to stronger coverage, state representatives promised to escalate sanitation concerns and market leaders pledged to request basic water and sanitation facilities and continue the training in their own associations.

Institute for Consumer Defence, Brazil

IDEC brought its Manifesto for Socio-Environmental Justice and a Sustainable Future to life through an animated video and practical community activities with five organisations. Workshops on food repurposing, textile reuse and urban community gardens strengthened local networks and amplified community voices on sustainability. An audiovisual workshop also supported a riverside community affected by oil and gas exploitation to continue contesting corporate narratives.



Masipag, Philippines

In the Philippines, MASIPAG's "Food Justice: Challenging Corporate Control and Promoting Farmer-Led Solutions" brought together farmers, scientists, students and advocates to strengthen farmer-led innovation and markets. Through two national events, MASIPAG advanced local processing and marketing strategies and showcased farmer-developed technologies.

Regroupement pour la Défense es Consommateurs, Mali

In Bamako, Mali, REDECOMA led a campaign mobilising residents to clean up plastic and solid waste in their neighbourhoods. Working with local authorities and Macrowaste, communities removed blockages from drainage systems to prevent floods and improve public health. The initiative showcased the power of shared responsibility and collective action for a cleaner, safer city.

TheNetwork, Pakistan

TheNetwork shone a spotlight on Pakistan's long-standing yet weakly enforced single-use plastic ban. Through a seminar, waste segregation at a girls' school, a 1000+-person online survey and a digital campaign reaching more than 500 000 people – the initiative turned awareness into action. High-level participation from government leaders strengthened advocacy for enforcement. By combining research, education and collaboration, the campaign renewed public commitment to a plastic-free future.

Yemen Association for Consumer Protection

The Food Without Plastic campaign tackled the widespread use and hazards of single-use plastics. Working with the Education Office, the association selected a school for an exhibition, produced and shared awareness materials, and prepared student activities on safe alternatives. The collaboration created a strong partnership with the education sector, using school activities, health teams and environmental advocates to spread awareness into families and the wider community.

Sharing responsibility strengthens sustainable consumption by aligning everyday choices with collective wellbeing. When people, producers and policymakers each take ownership of their impact, consumption becomes more mindful, transparent and equitable. Shared responsibility reduces waste, promotes accountability and ensures that sustainability is not an individual lifestyle but a shared social norm.



Working with Faith

The Southern African Faith Communities' Environment Institute (SAFCEI) is a multi-faith environmental justice organisation that actively supports faith leaders and their communities to take action for a just and sustainable future across the region. In 2025, SAFCEI coordinated Green Action Week across seven African countries: Namibia, Zambia, Zimbabwe, Tanzania, Malawi, Kenya and South Africa working with 10 faith leaders and their communities.

Community climate action

Activities ranged from tree planting and agroecology to seed sharing, beekeeping and energy-efficient cook stove construction. Rooted in faith and community, the initiative strengthened climate resilience, empowered women and youth, and revived traditions of sharing and stewardship across Southern and Eastern Africa.

ACT Alliance Tanzania Forum / Waking the Giant Initiative

This campaign in Tanzania introduced locally made energy-efficient stoves in rural areas to reduce deforestation and smoke-related illness. It showed sustainable and inclusive ways to protect the environment and support community wellbeing.

Council of Churches in Namibia

The Ecumenical Youth Prints on a Greener Tomorrow campaign was led by youth that organised environmental workshops, clean-up initiatives and community gardening on church land. The campaign showcases the sharing of food, clothing and knowledge to encourage caring for creation.

Positive Flames, South Africa

Positive Flames focused on tapping into local knowledge, skills and social ties in Evaton West to promote environmental action. Working with the community, the campaign advanced waste reduction, resource sharing and circular economy practices, encouraging collective ownership.

"When we shared seeds and made compost together, elders blessed the food, and children smiled – this is how our ancestors lived, sharing food, working together, and caring for the land."

Faith leader, Namibia

Rafikistry, Kenya

Rafikistry ran a Tree for my Birthday campaign, working with schools in Nakuru to establish multi-storey gardens and organic farming programmes. It aimed to foster a sense of shared responsibility across schools and communities for environmental stewardship.

Simukai Child Protection Programme, Zimbabwe

Simukai Child Protection Programme held community-led workshops, clean-ups and a local agricultural fair promising composting, recycling and indigenous seed sharing. The result was strengthening of community unity and resilience and a sense of shared environmental responsibility.

Speck Holdings, Malawi

Speck trained communities in low-cost treadle pump irrigation and use of energy-efficient cookstoves, empowering women and youth to improve food security and reduce deforestation in Chipambo Village in northern Malawi.

United Church of Zambia, Samfay District

The campaign linked climate justice with sustainable livelihoods training local women in oyster mushroom cultivation and sausage making to diversify income streams and hosting indigenous seed exchanges. The campaign strengthened livelihoods and enhanced biodiversity.

The United Church of Zambia,

In Chipata, the campaign promoted agroecology and sustainable farming, training traditional and faith leaders in ecofriendly methods that reduce costs and enhance food security. The campaign aimed to build organic farming capacity in response to climate change.

United Religions Initiative, Malawi

URI hosted an interfaith dialogue on Earth restoration and indigenous foods, encourage uptake of organic and traditional farming practices. The dialogue explored the intersection of climate justice and religious ethics and the role of faith communities in the climate crisis.



Insights: Building a Global Sharing Community

Each year, Green Action Week grows from thousands of local conversations into a global movement for shared living. The 2025 campaigns revealed how communities around the world are transforming the idea of sharing into a practical, creative and collective force for change. More than 50 initiatives globally explored what it means to care for people and the planet through everyday cooperation.

From idea to practice

Across countries and cultures, 'sharing' is no longer an abstract value, but a way of life expressed through tangible acts of collaboration. In Africa, communities revived age-old systems of reciprocity – saving seeds together, composting waste, restoring soil and celebrating harvests. In Asia, sharing became a tool for responsible consumption and waste reduction. In Latin America, it reconnected people with cultural memory through traditional food systems and storytelling. Sharing becomes powerful when it grows from the ordinary: preparing food, exchanging knowledge or caring for a common space.

Linking care for people and planet

The 2025 campaigns made clear that human and environmental wellbeing are inseparable. Health and nutrition were used as entry points to talk about sustainability. In Sri Lanka and Senegal, food safety and non-communicable diseases were addressed alongside biodiversity and climate resilience. By rooting sustainability in care – for bodies, families and ecosystems – campaigners reframed environmental action as a shared human value rather than a technical issue. When people recognise that protecting the planet also protects their own health and dignity, sustainability becomes a collective responsibility.



Women and youth at the centre

Women led the majority of projects, from soap-making cooperatives in Senegal to maggot-based composting in Indonesia. Youth drove communication, creative media and digital engagement – notably in Lebanon, Pakistan and Mexico. In many places, elders passed traditional wisdom to young people, creating intergenerational bridges of learning and leadership. The Sharing Community thrives where women and youth are not only included but trusted as innovators and decision-makers.

Storytelling as a bridge

From puppet theatre in India to storytelling circles in Lebanon, narratives made complex issues human and memorable. These stories evoked empathy and helped communities rediscover pride in local knowledge. In Colombia, children learned about the impact of packaging waste through the eyes of animals; in Kenya, elders told the story of disappearing seeds. Facts inform, but stories transform. Storytelling allows people to see themselves as part of the solution, not just the audience.

Working within existing community structures

Campaigns gained strength by embedding themselves in trusted networks – schools, churches, cooperatives and municipal councils. In Kenya, partnerships with local chiefs anchored the creation of community seed banks. In Armenia and Pakistan, schools became hubs for new learning. In southern Africa, faith-based networks mobilised action through shared ethical values. When campaigns work through existing structures of trust, they move from being external interventions to shared community journeys.

Balancing digital reach and human connection

The 2025 campaigns reached more than two million people online, using videos, radio and social media. Yet organisers repeatedly observed that the deepest impact came from face-to-face encounters – fairs, workshops and clean-ups where sharing was experienced, not just viewed. Digital media spreads the word, but lived experience builds commitment. Real change happens when people do something together.

Five pathways of sharing

Despite diverse settings, the campaigns naturally clustered around five modes of sharing – five ways communities are re-weaving social and ecological ties. Sharing of knowledge and skills, resources and products, spaces and collective action, stories and advocacy, leadership and empowerment. The Sharing Community is not a single model but a constellation of practices – each responding to local need yet united by a common spirit of cooperation.

From behaviour change to systems change

More campaigns are now connecting everyday action with structural reform. In Mexico and India, citizens demanded corporate responsibility through Extended Producer Responsibility policies. In Kenya, seed sharing was tied to biodiversity and climate adaptation. In Pakistan and Burundi, waste management linked local behaviour to national legislation. The Sharing Community model can evolve from local behaviour change to systemic transformation – connecting consumers, producers and policymakers through shared accountability.

Towards a global movement of shared futures

Campaigns are shifting from once-off awareness events to long-term community processes. Many already influence local policy, shape education and inspire replication. From compost heaps to classrooms, seed banks to story circles, a pattern is emerging: people rediscovering that collaboration is our most renewable resource. The next frontier is to connect these local seeds of change into a global forest – a movement for equitable, regenerative and caring economies.

Be Part of Green Action Week

Green Action Week is a growing global movement that invites everyone to imagine and build a world based on sharing rather than excess. The theme of sharing community highlights how collective practices become a pathway to sustainable consumption. Participating organisations learn from each other, sharing their knowledge to amplify the message of Sharing Community.



Join the Movement

You don't need a large budget or a big team to take part – just a spark of collaboration. Start small: share a garden, exchange skills, repair instead of replace, or host a community meal that celebrates local food. Every act of sharing – however simple – helps strengthen the social fabric and reduce pressure on the Earth's resources.

Green Action Week is also committed to amplifying youth voices around the world. Through youth-led webinars and online networking spaces, young changemakers share their perspectives on sustainable consumption and the power of community. These platforms nurture global connections,

inspire creative action and ensure that the next generation helps shape a future built on sharing and care.

By joining Green Action Week, you become part of a collective story of change – one that turns empathy into action and connects communities across continents. Whether you are a consumer group, school, cooperative, faith organisation or local leader, your actions can inspire others and show that another way of living is already possible.

Visit www.greenactionweek.org to explore stories, resources and campaign ideas. Together, we can transform consumption through care, creativity and collective action.



The Swedish Society for Nature Conservation

SSNC started the Green Action Week Swedish campaign in 1990 and the international campaign in 2010 to showcase activities undertaken by organisations around the world that contribute to bringing about a better world for all. SSNC is Sweden's largest environmental organisation with more than 200 000 members and 40 partner organisations around the world.



SSNC undertakes this campaign in collaboration with **Consumers International**, who administer the Green Action Fund, a funding element of Green Action Week. Consumers International is a membership organisation for 200 consumer groups in 100+ countries around the world, working with members and partners globally, to empower and champion the rights of consumers, and ensure they are treated safely, fairly and honestly.



Mycelium Media Colab is a multimedia co-operative supporting Green Action Week communications and shared learning across its global community of practice. Its co-operative way of working embodies the values of Sharing Community, centring collaboration, care and collective responsibility while connecting diverse grassroots voices across the campaign.

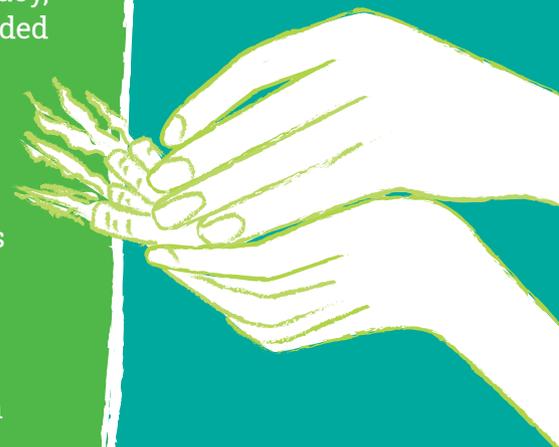


This anthology brings together stories from communities around the world who are putting sharing into practice in their daily lives. Rooted in the Green Action Week theme of Sharing Community, it celebrates how people are strengthening connection, care and cooperation through simple, collective action.

Across Africa, Asia, Latin America and the Pacific, communities are sharing food, knowledge, resources, culture and responsibility. From seed exchanges and community gardens to repair cafés, faith-led action and citizen advocacy, these stories show sharing as something practical, grounded and already happening in everyday life.

The book highlights how sharing can strengthen local economies, reduce waste and honour indigenous and traditional knowledge, while building resilience and dignity within communities. Women, youth and grassroots leaders are at the centre, showing how collective effort nurtures wellbeing for people and the Earth.

This is not a collection of perfect solutions. It is an invitation. An invitation to see sustainable consumption as something lived daily, rooted in relationships, mutual care and the world we share.



Swedish Society
for Nature Conservation



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