

GREEN ACTION FUND 2017 - GRANT RECIPIENTS

AFRICA

Burundi: Association Burundaise des Consommateurs (ABUCO-TI)

Through ABUCO's awareness sessions, high school students in the Makebukoko Itaba municipality were sensitised to the dangers posed by certain chemical fertilisers. Because of the training, the participants expressed a commitment to spreading the message amongst their families and neighbours. This should help to prevent soil degradation in subsistence farming, which is still widely practiced in Burundi. Participants recommended that ABUCO-TI hold similar meetings once a month to train farmers, in order to increase organic farming in the country.

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

ADEC in Senegal successfully trained 120 women in organic micro-farming. This involved learning how to make the garden structures and a seedling nursery, and how to properly water and maintain crops. The participants now better understand the reality of the use of fertilisers and pesticides in agriculture, and the importance of safe and sustainable food. They also learnt about farming from a business perspective and can use the practical skills they have learnt to generate an income.

Rwanda: The Rwanda Consumer's Rights Protection Organization (ADECOR)

ADECOR raised awareness of the importance of organic practices amongst a wide group of consumers using a combination of workshops, public debates and radio broadcasts. Holding debates encouraged consumers to engage more in the campaign, as they were able to express their views in a democratic manner. During community campaigns, young consumers took the lead in denouncing the excessive use of pesticides in Rwandan agriculture.

Togo: Association Togolaise des Consommateurs (ATC)

ATC reached an audience of 120,000 through a series of radio broadcasts on pesticide-free farming, which garnered phone-ins from consumers and market gardeners across Togo. Following this, ATC received requests from twenty associations and NGOs to obtain copies of the programmes to use in training sessions. They raised further awareness through media reports on their roundtable and workshop activities.

Zimbabwe: Consumer Council of Zimbabwe (CCZ)

CCZ coordinated with local leaders to ensure the success of their training sessions, including the Minister of state for Masvingo, who granted permission for the session. CCZ also approached the respective District Administrators, who gave the go-ahead for chiefs, local leaders, councils, Agriculture and Rural Extension officials and community members to participate in the training. Participants were trained in the use of organic farming practices and were made aware of the dangers by artificial fertilisers and herbicides.

Lesotho: Consumers Protection Association (CPA)

CPA's project raised awareness of the dangers of persistent use of pesticides, educating consumers about the importance of organic farming. To accomplish this, CPA hosted three radio programmes, two of which were broadcast nationally on Radio Lesotho. These programmes identified possible solutions for overcoming the use of pesticides and called for stronger environmental protections. In addition, 100 t-shirts were produced emblazoned with the message "excessive use of pesticides is harmful to your health" and distributed to CPA members to spread the message.

The Gambia: Consumer Protection Association of the Gambia (CPAG)

CPAG in Gambia's project aimed to educate consumers about ecologically-friendly foods, and to build awareness of the health and environmental effects of pesticide use in farming. They organised a variety of events as part of their project, including a street procession, a training session on hygienic practices for cooking with eggs, and a market at which local vendors sold a wide range of healthy and sustainable products. CPAG also broadcast 200 radio spots on five popular radio stations in the Gambia, and had articles published in three major newspapers.

Côte D'Ivoire: Fédération des Associations de Consommateurs de Côte d'Ivoire (FAC-CI)

FAC Cote d'Ivoire built up local farmers' understanding of toxic fertilisers and the need for organic farming techniques, which will in turn aid in the production of organic rice in Cote d'Ivoire. FAC were surprised by the enthusiasm of the young participants, who came to see rice farming as a source of gainful employment as a result of the project.

Kenya: Kenya Consumers Organisation (KCO)

KCO saw 120 community group representatives receive training on organic farming, making natural repellents and manure composting, exceeding their target of 100. KCO chose to train community representatives as they are well placed to pass what they have learnt onto their neighbours. As a result of the field demonstrations, many of the female participants in particular responded to the call to start composting and to develop double dug beds.

ASIA-PACIFIC

India: Citizen Consumer and Civic Action Group (CAG)

CAG succeeded in supporting 20 consumers to set up their own terrace/kitchen garden. Visiting an organic farm aided in giving participants practical, first-hand experience in organic farming and the meeting with officials from the horticulture department and organic farming experts allowed participants to get direct answers to their questions about terrace gardening. CAG's offer of free samples of the plant nutrient "panchakavyam" were eagerly taken up by participating farmers and consumers, who planned to use them for their produce.

Malaysia: Consumers Association of Penang (CAP)

CAP's project served as a triggering point for the local community to take up organic gardening and to embrace locally available herbs and vegetables. CAP will be following up with the students in their gardening ventures in the school compound to ensure the composting units installed in the schools are well maintained. They are also conducting a series of training sessions for the church members so that they can set up their own garden in the church compound. To ensure the results of the project lead to long-term change, they will also use the publications from this project as a guide book in future activities.

India: Consumer Education and Research Centre (CERC)

CERC succeeded in raising awareness about organic farming amongst participating students, university staff and local women. The workshops went beyond simply extolling the virtues of organic food, and instead provided detailed information on organic certification and important stakeholders in organic farming. CERC's report following the testing of organic vegetables helped provide a strong evidence base for their project. To ensure their message reached the largest audience possible, CERC also targeted voluntary consumer organisations, who play a key role in their communities' understanding of consumer issues. Alongside this, they involved school consumer clubs in the project, and encouraged the students advocates for sustainable lifestyles in their respective communities.

Malaysia: Education and Research Association for Consumers (ERA Consumer)

In Malaysia, ERA Consumer organised a forum on safe and sustainable food, with 83 participants in attendance. A total of 500 brochures were produced for participants to share with others within their respective organisations. ERA Consumer also developed an online community platform on Safe Sustainable Food for All to share its brochure with an even wider audience.

Malaysia: Selangor and Federal Territory Consumers Association (SCA)

SCA educated 300 school students to the importance of safe and sustainable food. Using a video competition and interactive school sessions, SCA succeeded in making the issue fun and engaging to the target groups. SCA received good feedback from the participating schools, as well as generating more followers through their social media platforms as a result of the project.

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

In Nepal, SEWA organised a series of training sessions for farmers on the dangers of using insecticides and chemical fertilizers. In total, over 250 people took part in the training sessions, which covered a range of topics including the use of organic fertilizer, bio-fertilizer, biopesticide and vermicomposting. As a result of the training provided by SEWA in Nepal, local farmers started practicing organic farming, keeping in contact with the trainer for feedback.

Pakistan: The Network

The Network reached approximately 10,000 consumers across Pakistan with an online copy of its "Shoppers' Guide", which detailed the health and environmental benefits of organic food. They also published and distributed 1,000 copies of the physical guide amongst farmers and consumers during project activities. Further interest was generated through social media, as the guide launch was published on The Network's Facebook page, which has 30,000 followers and shared on a WhatsApp group of over 110 organic producers.

India: Voluntary Organization in Interest of Consumer Education (VOICE)

Through their workshops, VOICE helped 170 consumers understand the benefits of opting for food produced using organic methods. The audience were very engaged throughout the sessions and expressed a commitment to raising awareness of organic food amongst their communities. VOICE used social media to extend their message to a bigger audience, with their Facebook followers growing to over 50,000 people during the course of the project.

VOICE in India also highlighted that hearing about the work of other consumer organisations involved in Green Action Week during the webinar sessions helped improve their campaign designs and strategic planning.

Indonesia: Yogyakarta Consumers Institute (YCI)

YCI provided a seed bank for local women farmers, which ensured the survival of organic farming in the target community. Further to this, as a result of YCI's training, the farmers are now able to appropriately harvest and handle organic crops which will result in higher quality

produce. The food safety training sensitised the women farmers to the importance of hygiene when processing food products, especially during business activity.

EUROPE

Serbia: Consumer Protection Movement (CPM)

Serbia strengthened links with relevant authorities through their membership of the Joint Working Group, including the state authorities for organic food, protection of life-forms, regional development, development of cooperatives and consumer protection.

Representatives from these groups were invited to continue their cooperation in the group and keep them updated on developments in their field.

Serbia's project led to a surge in media attention for organic food and healthy eating, specifically around a series of organic food fairs held in three locations in Serbia. This helped the message reach a wide range of consumers across the country, and CPM Serbia expect that this will lead to increased demand amongst consumers, as well as buy-in from consumer and environmental protection officials.

FYR Macedonia: Consumers' Organization of Macedonia (COM)

Consumers Organisation of Macedonia created the potential for thousands of Macedonians to locate and access organic producers through their app. This will not only raise awareness but will also directly drive demand for organic food. The app received excellent media attention following its launch, with coverage from 20 media outlets and offers for COM staff to return to make guest appearances in the future.

COM in Macedonia advocated to the relevant authorities on behalf of organic food producers, highlighting that they struggle to find seeds, have difficulties during the certification procedure, have limited possibilities for product placement and get almost no subsidies for their products. As a result, these problems have been brought to light and the authorities are now willing to discuss the needs of the farmers.

LATIN AMERICA

Peru: Asociación Peruana de Consumidores y Usuarios (ASPEC)

ASPEC's project focused on improving the quality of life of children by encouraging healthy eating habits. They organised a training workshop for teachers, parents and pupils to educate them on the basics of a healthy diet. The pupils also met with organic farmers and were taught about the different ecological products that they offer.

Mexico: Colectivo Ecologista Jalisco (CEJ)

CEJ in Mexico used Green Action Week to put environmental pollution and organic production on the agenda of public debate. Through a series of radio shows and school workshops, CEJ were able to help consumers and producers alike understand that significant organic production will not be possible in Guadalajara if the pollution of the Santiago River is not solved. They managed to negotiate with local schools to perform workshops and talks in almost 20 elementary schools and high schools in the Upper Santiago River Watershed, discussing the theme of this initiative with students and professors. CEJ see this project as an opportunity to create a more permanent programme in the local area.

Argentina: Consumidores Argentinos

Consumidores Argentinos educated a wide range of participants on the benefits of farming without chemical pesticides. Consumidores Argentinos found that they had the most impact with older participants, as they were more likely to be uninformed about what constitutes healthy, organic food. The organisers came to understand how much the media influences consumers to eat unhealthy processed food and were able to dismiss some of the myths surrounding organic food through their activities.

Chile: Formadores de Organizaciones Juveniles de Consumidores y Consumidoras (FOJUCC)

FOJUCC's aim was to protect foods of native origin in the province of Bío Bío, and to educate consumers on sustainable environmental and food practices. They organised a workshop, which was attended by 50 children, and a training activity which reached 100 children. In addition, they put together a photo and video exhibition at a student fair, attended by 150 people.

MIDDLE EAST

Lebanon: Consumers Lebanon

Consumers Lebanon's mission was to increase consumer demand for organic food and to contribute to a reduction in the use pesticides in the production of fruits and vegetables. They produced flyers to educate young people on the importance of organic agriculture and food. These flyers were distributed among 350 participants from schools and universities. In addition, Consumers Lebanon took part in three radio interviews, and their campaign was featured in newsletters and local newspapers.