

# **Green Action Fund 2013 Award Recipients**

## **Europe**

### **Association of Consumers of Serbia (APOS) - Serbia**

APOS will be highlighting some of the problems associated with irresponsible use of pesticides and will drive consumer awareness and demand for alternative products that are not damaging to the health of consumers or to the environment. They will hold a campaign against 'lambda cyhalothrin', a pesticide that is toxic to health and also damaging for bee farming and honey production. The campaign will consist of appearances in local and national media which will be followed by an animated movie which will illustrate problems associated with lambda cyhalothrin. APOS has held discussions with city officials in Serbia to consider using some alternative method to this substance which is used to control the spread of mosquitos but is damaging to health.

### **Turkish Consumer Rights Organization – Turkey**

In Turkey, farmers have been using increased amounts of pesticides which are having a detrimental impact on the environment as well as on the health of people working on farms. Traces of pesticides and chemical fertilizers used by non-organic farmers find their way into surface and underground water, sometimes causing environmental pollution. Turkish Consumer Rights Organization will be campaigning for less pesticide as well as raising awareness about the harmful effects of pesticides and fertilizers on the environment and plants. Their project will raise awareness of the problem among consumers and among farmers through panel discussions, conferences and the media. Brochures will be prepared on the harmful effects of pesticide and on the benefit of organic farming.

## **Asia Pacific and the Middle East**

### **Citizen Consumer and Civic Action Group (CAG) - India**

CAG will be campaigning to promote the production, supply and demand for organic food in Tamil Nadu, India. The market for organic food is estimated to have grown in India, however the number of farmers that adopt organic practices is very low, showing a great potential for growth in this sector. Influencing farmers to change their techniques is a challenge, given their little confidence in organic methods as well as their inability to connect with organic food campaigns, due to poor literacy and awareness levels. To address these issues in promoting organic food, CAG proposes to enlighten farmers about the benefits of organic food and also create awareness for consumers to access organic food stores by compiling a handbook. There will be puppet shows highlighting the sustainability of natural farming and the importance of consuming organic food and the pitfalls of using pesticides. Lectures will be held by farmers who have successfully switched to organic farming to inspire more farmers. Pamphlets will be circulated to educate farmers on advantages of organic farming.

### **Consumers' Coordination Council – India**

In India, farmers use chemical pesticides without any safety information. Fruits are unnaturally ripened using carbide and milk is adulterated. CAG aims to create awareness among all farmers in India about the effects of using chemical pesticides on health and the environment. To achieve their objectives, CAG proposes to arrange door to door campaigns and group meetings. Food grains without chemical pesticides will be distributed and the media will be engaged for publicity.

### **Selangor Consumer Association (SCA) - Malaysia**

There are many organic brands available in Malaysia which can be confusing for Malaysian consumers. Organic food labels are the primary means of communication for consumers encouraging them to switch their consumption to less environmentally harmful products. To address this, SCA is proposing a web-based information sharing or 'clearinghouse' which would act as an information database that covers information of all the existing organic labels available in Malaysia. This information would create awareness among consumers on the impact of food purchasing on the environment. SCA will also carry out an awareness campaign as a means to promote the clearinghouse.

### **Socio Economic Welfare Action for Women and Children (SEWA) - Nepal**

The agriculture system in Nepal is unstable and the increased use of pesticides and fertilizers is widespread. This poses enormous health and environmental risks. Nepal's national agriculture policy favours the promotion of organic agriculture meant for export purposes. SEWA proposes dialogues with the organic community which is intended to empower them to be able to lobby for policy inclusion and to advance their representation in food policy and agriculture debates. They will also arrange for various farmers, women groups and the government to come together in developing a common national agenda. SEWA believes that raising public awareness about the benefits of organic farming practices is essential to the stabilization of Nepal's food supply.

### **The Network for Consumer Protection - Pakistan**

As the use of pesticide is increasing in Pakistan, so are the health risks and the urgent need for intervention to minimise these risks. The Network will advocate for farmers to grow organic food items to reduce the health impact of pesticides. They will also campaign for increased demand for safe and organic food. The campaign will target farmers as well as Pakistan's Ministry of National Food Security and Research to adopt higher standards for the availability of safe organic food items in Islamabad. Activities for the campaign include an advocacy seminar on safe food and healthy environment with farmers and consumers, meetings with experts and officials of Ministry of Food Security and Research, and the development of educational material for farmers and consumers.

### **Yogyakarta Consumer Institute – Indonesia**

In Indonesia, there is a high dependency on imported food compared to organic and local foods which affects the incomes of local farmers. Yogyakarta Consumer Institute will be addressing the lack of skills and insufficient knowledge of the benefits of organic food through their campaign. Ten consumer groups will be given capacity building training on organic farming and marketing management. They will be supported to disseminate the skills gained to local farmers. The project is expected to improve consumer preference to organic foods and increase women and local farmer's economic welfare.

## **Africa**

### **Consumer Council of Zimbabwe (CCZ) - Zimbabwe**

The high rural-urban migration in Zimbabwe has put a lot of pressure on urban areas in various sectors, including land-degradation through river bank cultivation, fertilizer use causing water contamination, and utility services. With the economic downturn experienced between 2005-2009, many urban families were impoverished. Through this project, CCZ will help turn around this situation by giving communities skills to grow healthy food, as well as keep the environment green, and water sources clean. The project aims to train 10 groups of Consumer Action Clubs in Harare to grow, prepare and process healthy food in their back gardens or patches of land allocated to them by city authorities. Clubs will be able to grow organic vegetables and herbs which will enhance their nutrition and health. Appropriate training will improve production, land

use and conservation, compost development, maximum water usage and use of natural fertilisers and repellents.

### **Kenya Consumers Organisation (KCO) – Kenya**

KCO aims to promote the reduction of chemicals in food for Kenyans. Their objectives for the campaign are to introduce and promote organic farming techniques to improve soil fertility and enhance food production. They will also educate farmers on how to reduce soil acidity caused by farm chemicals so that food produced is free from chemicals that affect consumers. The organic farming technique will address food security issues when small-scale farmers are empowered to practice it. To achieve their objectives, KCO will organise training on organic farming as well as the establishment of demo sites at constituency level for practical production of organic manure.

### **Association Togolaise des Consommateurs (ATC) - Togo**

ATC aims to promote healthy and sustainable agricultural and horticultural practices and to limit the impact on the health of consumers of pesticide residues in agricultural produce. ATC will campaign for the use of natural and biological pesticides as well as encouraging the consumption of healthy foods and promotion of food security. To achieve these objectives, ATC proposes to organise an information campaign, a roundtable discussion with the media and the preparation and dissemination of audio messages in audio in local languages to spread through the local radio.

### **Rwanda Consumer' Rights Protection Organization (ADECOR) - Rwanda**

Rwanda promotes the use of chemical fertilizers and pesticides to boost food security and agribusiness with yearly imports of over 18,000 metric tonnes of fertilisers. By 2016, the importation and distribution of chemical fertilizers will be privatised. The Rwanda Environment Management Authority has recently warned about long-term consequences of the use of pesticides and fertilizers. ADECOR's campaign will highlight the problems of irresponsible use of chemical pesticide and fertilizers. To achieve their objectives, ADECOR will carry out a desk review of pesticides allowed in Rwanda, analyse potential associated problems and identify geographical areas where they are used. Information will also be gathered through semi-structured interviews and a report will be produced to be used during face-to-face lobbying meetings and workshops. Leaflets on the benefits of organic farming will also be produced.

### **Ligue pour la Défense du Consommateur au Bénin (LDCB) - Benin**

Local rice in Benin is grown by small farmers and farmers using organic methods. They have a hard time selling this product as consumers are not aware of it and prefer imported rice which is often produced using pesticides. LDCB will organise a national campaign to educate consumer groups on the nutritional values of local rice and the impact of organic farming on the preservation of the environment. LDCB will use its network which consists of consumer groups (bars, restaurants, and school and university canteens), associations of rice producers, processors and distributors of local rice, to raise awareness about consumption of local rice and organic agriculture. Activities planned to achieve their objectives include the preparation of a guide on local rice and organic farming and a commercial on the nutritional value of local rice. A workshop involving different consumer groups including school and university canteens and the producers and distributors of local organic rice will also be held.

### **Associação para Defesa do Consumidor (ADECO) – Cape Verde**

Cape Verde depends heavily on imported food which is very expensive. Lack of adequate inspection and quality control of both imported and locally produced food exposes consumers to several health risks. ADECO's campaign will be targeting consumers and public authorities including the environment and inspection agencies. The activities they have planned include press conferences, several radio and television programs, visits and meetings with farmers, agro-business owners, import companies and government authorities.

## **Latin America**

### **Consumidores Argentinos (CA) – Argentina**

Argentina has witnessed the sale of foods with high levels of pesticides in the metropolitan area of Buenos Aires. Despite the risks involved, most consumers are not aware of the differences between conventional and organic farming and have little knowledge about the benefits of organic products. CA will be running a campaign to raise awareness of the benefits of the consumption of organic products, and facilitate consumers' access to them. Through booklets, pamphlets, posters and articles, they will provide information to their contacts and consumers in general. They will create a blog to share information on the campaign and encourage consumers to make a positive choice for organic food. Activities CA has planned include a public awareness campaign and the development of a digital booklet which will include information about organic farming, agro-chemicals, healthy eating, sustainable consumption, organic food certification and organic marker.

### **Colectivo Ecologista Jalisco, AC - Mexico**

CEJ proposes to conduct a survey on farmers and consumers to determine their understanding of the effects of non-organic foods. They will develop info graphics that will be publicized through social networks as well as presented at a press conference and workshops they are holding. CEJ will be raising awareness on the effects of non-organic food on health and providing action tools to encourage the consumption of organic foods. They will organise training workshops highlighting the importance of being informed about the food we eat and the role that consumers play in how their consumption choices affect their health and the environment.

### **Asociación Peruana de Consumidores y Usuarios (ASPEC) - Peru**

ASPEC will carry out a campaign supported by research to identify products that may have the largest number of pesticide residues. From the results of the research, ASPEC will be campaigning for changes as well as proposing alternative solutions to the use of pesticides. The campaign will be facilitated through the media and will link human health to environmental health, two dimensions of the same problem that is often not perceived by the consumer. To achieve their objective, ASPEC will hold a press conference, workshops and will disseminate posters and pamphlets.

### **Acción del Consumidor (ADELCO) - Argentina**

In Argentina, there is a high level of genetically modified foods as well as a weak regulatory framework, poor supervision by the authorities and the lack of knowledge of the health risks and environmental effects of pesticides. The project seeks to raise awareness among consumers of Argentina on the indiscriminate use of chemicals in agriculture. ADELCO will carry out a survey to determine the degree of consumer awareness on the risks involved in the use of pesticides. Based on the results of the survey, materials will be produced and training will be provided to consumers to educate and inform them of the risks associated with consumption of foods containing pesticides. In addition to organising workshops in schools, ADECO will also hold meetings with government officials.