

GREEN ACTION FUND 2021 – GRANT RECIPIENTS

AFRICA

Benin: Bénin Sante et Survie du Consommateur (BSSC)

The use of non-biodegradable plastic bags is a growing environmental problem in Benin, despite the adoption of a law prohibiting their use in 2017. In 2021, BSSC will train the mixed farming group of Sékou to manufacture and distribute lower-cost tinted fabric bags which are biodegradable, whilst raising public awareness of the dangers of non-biodegradable plastic bags. The project will establish a community defence platform to increase community participation and, at the end of the process, create and train a legacy group within the community with the revenues from the sale of bags manufactured.

Burundi: Association Burundaise des Consommateurs (ABUCO)

Leftover (often expired) medications can create problems for human health and cause environmental pollution when disposed of unsafely. ABUCO's 2021 project aims to make consumers and communities more responsible for the management of leftover medicines. During Green Action Week, the communities will collect leftover and discarded medicines along rivers, in collaboration with the local authorities. ABUCO will further mobilise local communities through a radio campaign, press release and video. A workshop will enable community members to share testimonies and experiences, assess results and consolidate partnerships for future action.

Cape Verde: Associação para Defesa do Consumidor (ADECO)

There has been a substantial growth of waste and unsustainable consumption in Cape Verde over the last few years. This is caused by poor infrastructure for waste management and increased imports during the COVID-19 pandemic. ADECO's 2021 "Green Community" campaign, which will leverage national TV, radio and social media, aims to inform, sensitize and educate communities, consumers and Cape Verdean society on how to reuse plastic packaging waste, with a specific focus on female empowerment. The campaign will create a platform to share plastic packaging waste information and services, managed by two community leaders, and will implement circular waste management in the city of Mindelo, São Vicente.

Ghana: CUTS Accra

CUTS Accra's 2021 campaign seeks to raise awareness of the environmental effects of plastic pollution and promote resource-sharing habits among community members to reduce the use of plastic bags. Sensitisation meetings and focus group discussions in five schools will be conducted on the importance of reusing plastic materials and the value of choosing bio-degradable alternatives such as paper or jute. Consultations with policymakers will create political buy-in for policy reforms and behavioural changes to reduce plastic pollution.

Kenya: Kenya Consumer Organisation (KCO)

Many Kenyan consumers lack awareness and information about sustainable goods. Kenyan consumers are not aware of how to insist on goods which are sustainable as well as affordable. To mitigate these problems, KCO's 2021 campaign will provide consumers with education on topics such as safety, consumer protection and redress. Community advocacy group discussions will be organised to share

views and experiences on how to monitor goods offered to consumers and to promote greater awareness of sustainable goods and services.

Kenya: Youth Education Network (YEN)

YEN's 2021 campaign will engage learners in five selected schools in Western Kenya where food safety and scarcity are a major problem. In each school, YEN will establish sustainable fruit tree gardens and share knowledge on how to collect and plant seeds to grow nutritious local fruits. A knowledge-sharing platform between the schools and local communities will be established to spread indigenous knowledge and skills on food security. The fruit gardens will become teaching centres for sustainable consumption practices, fostering next generation leadership and participatory cultures among learners.

Niger: Association De Défense des Droits des Consommateurs (ADDC-Wadata)

The production of certain food products during the winter season is not widely practiced in Niger, particularly on the banks of the river and certain waterways. These products are therefore only imported from neighbouring countries at high prices. ADDC-Wadata's campaign looks to improve local production techniques through training semi-skilled men and women who have experience building family gardens for self-consumption. Activities will include: creating and popularising technical sheets on four products (tomato, cabbage, salad, potato); facilitating knowledge-sharing amongst thirty potential producers; and implementing and monitoring production on selected sites.

Rwanda: Rwanda Consumers Rights Protection Organization (ADECOR)

The loss of soil productivity is a serious problem in the Rwamagana district of Rwanda, causing unstable agricultural production. The Girinka policy (one cow per low-income family) is hampered by manure distribution inequality. ADECOR's 2021 project will encourage the sharing of livestock manure within the community. An association and inclusive steering committee from different layers of the community will be created to communicate the importance of peer to peer manure sharing in order to restore degraded land and protect against climate change.

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

The prevalence of foodborne illness is a serious public health problem in Senegal. ADEC aims to increase consumer awareness and redirect consumer choice towards products free of pesticides and other hazardous chemicals. To do this, ADEC plans to strengthen the capacity of women's groups, young people and other vulnerable groups to adopt good hygiene practices, preserve the living environment, and practise techniques of micro gardening. Community nurseries will also be established, supplying households with various plants. The activities will establish a dynamic interaction between the different stakeholders and will promote the sharing of products.

Sudan: Sudanese Consumers Protection Society (SCPS)

Waste mismanagement is a serious issue in Sudan, causing the contamination of both surface and ground water. This in turn has devastating impacts on human health and the environment. SCPS's 2021 project will launch a national campaign for tackling electronic waste in Sudan. The activities will take place in partnership with the local school systems in Sudan and will create awareness amongst learners about the safe management of waste. School communities will also be involved in adopting recycling bins of electronic waste.

Zambia: CUTS Lusaka

Food insecurity and undernourishment is a large problem in Zambia, exacerbated by mono-crop diets. A lack of information for consumers on the benefits of a diverse, sustainable diet has contributed to a lack of diversification along the food supply chain. CUTS Lusaka's project seeks to speed up the process of changing consumption patterns through generational knowledge sharing. Communities will develop and distribute a recipe booklet and an inter-generational school food fair will be organised

where recipes will be shared and cooked. These activities aim to encourage diet diversification and the diversification at production level for joint environmental and health benefit.

Zimbabwe: Consumer Council of Zimbabwe (CCZ)

Consumers in Zimbabwe often struggle to meet their dietary requirements, which has been exacerbated by the destruction of livelihoods caused by the COVID-19 pandemic. CCZ's 2021 campaign intends to promote sustainable herbal backyard gardening in order to mitigate challenges brought about by malnutrition. CCZ has clubs in various communities which will be used as conduits for sharing information: five Consumer Action clubs will be trained by members who are already practising herbal gardening. Clubs will be taught how to grow herbs such as dill, mint, lemon grass, aloe vera, and zumbani, a local tea historically used in flu fighting and immune system boosting.

ASIA PACIFIC

Fiji: Consumer Council of Fiji (CCF)

As demand for food and agricultural products increases, unsustainable farming activities such as deforestation have increased in Fiji. Uncontrolled and unsustainable deforestation causes extreme soil erosion and results in lost productivity, as well as more frequent and extensive flooding. CCF's 2021 project aims to leverage the *Solesolevaki* (sharing and working together in native language) culture of Fijians to collectively advocate and educate villages on the impact of uncontrolled deforestation. The project will see a close collaboration between the Consumer Council, Ministry of Agriculture along with village heads who will jointly come up with amicable solutions.

India: Citizen consumer and civic Action Group (CAG)

Many in India still do not recognise the importance of sharing cultures, with high levels of consumption leading to unsustainable living and growing inequity in access to goods and services. CAG's 2021 project aims to set up a 'Sharing Network' of consumers to understand, share and practice the concept of sharing and sustainable consumption, with a focus on the next generation. A cartoon booklet will be prepared and distributed to educate young people about the importance of sustainable consumption, along with a sharing event for used toys. Essay-writing and storytelling competitions will be conducted among school children to motivate them to practice sharing cultures for a healthy and sustainable future.

India: Consumer Education and Research Centre (CERC)

COVID-19 has had many negative social and environmental impacts in India, including the increased marginalisation of migrant workers, a rise in inequality, inadequate sharing of medical supplies, and a growing waste problem from unsustainable consumption. CERC's 2021 campaign will mitigate each of these problems by establishing sharing community practices. The campaign will create a sharing platform between the resident community and migrant and daily wage labour community, run physical collection centres for the sharing of goods between target groups, disseminate video appeals to people to share household items and not to hoard COVID-19 medical supplies, and undertake training activities around waste disposal and reuse.

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

Plastic pollution is a large and growing problem in India, with various environmental and social impacts. Consumer VOICE's 2021 campaign will be conducted remotely, and aims to help youths, consumers and women's groups to tackle plastic pollution. The campaign will educate and sensitize these target groups to the problem through webinars, videos and social media and encourage them to take concrete steps to reduce plastics in their consumption habits.

Indonesia: Lembaga Konsumen Yogyakarta (Yogyakarta Consumers Institute (YCI)

YCI's 2021 campaign aims to build the capacity of women farmers to cultivate, harvest and market rhizome plants in their home yards. The campaign if successful will help to conserve local rhizome plants as a wealth of biodiversity and increase local family incomes through the establishment of herbal medicine businesses. Activities will include awareness training on the benefits of local rhizomes and the importance of sharing resources in the community, as well as practising rhizome planting and cultivation in rural village communities.

Malaysia: Consumers' Association of Penang (CAP)

The promotion of intensive industrial agriculture in Malaysia has led to soil degradation, environmental pollution and destruction, the contamination of food with pesticides, hormones and toxins, and a dependence on fossil fuels and agrochemicals. CAP's 2021 campaign aims to foster a sharing community that can assist in recapturing the food and seed systems. The project will advance food and seed sovereignty by building solidarity among consumers through the sharing of knowledge and seeds during Green Action Week events. Sharing communities will be using existing virtual and physical platforms initiated by CAP.

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

SEWA's 2021 project will focus on building sharing communities across generational divides. The project will help traditionally skilled local artisans, women and youths to lead social enterprises on a common platform. If successful, the campaign will lead the way towards the creation of a more green and inclusive economy in Nepal. SEWA will partner with Samsara Creation to conduct a virtual incubation program where local artisans and young social entrepreneurs participate in training related to co-creation, skills sharing, knowledge exchange, product development and the marketing of the sustainable products.

Pakistan: TheNetwork for Consumer Protection in Pakistan

Food insecurity is a large problem in Pakistan and in urban areas, there is a significant lack of fresh and organic food, with vegetables and fruits sold at unaffordable prices. TheNetwork's project will address the issue of food insecurity by reviving the older tradition of mutual support. Urban gardening allows communities to help each other in setting up shared plots in their backyards and balconies for fruits and vegetables. TheNetwork will teach targeted participants of Rawalpindi city to develop kitchen or community gardens, with the combined aims of relieving the economic burden on consumers, improving diets, and adding greenery to urban environments.

MIDDLE EAST

Lebanon: Consumers Lebanon (CL)

Waste generated from toys is a significant problem in Lebanon, whilst many families cannot afford any toys for their children. Consumers Lebanon's 'Re-play' campaign aims to reduce the waste from plastic and electronic toys by sharing unwanted toys with other children who would like to have them for reuse. An online platform, moderated in partnership with local municipalities and NGOs, will enable community members to connect and share used items in an interactive, user-friendly space. Consumers Lebanon will organise awareness raising activities, including three webinars, to promote the campaign.

Yemen: Yemen Association for Consumer Protection (YACP)

In Yemen, women are still subject to many restrictions, and targeting them directly is one of the most important ways to contribute to sustainable development. YACP's 2021 project aims to develop environmental awareness among women and to strengthen their role in spreading sustainable cultures in society. The awareness campaign will focus on reducing plastic pollution, disposing safely of hazardous waste, recycling, green spaces and home gardens, organic agriculture, encouraging

sustainable consumption. Community representatives will be trained and provided with materials to spread awareness among local communities.

CENTRAL & SOUTH AMERICA

Costa Rica: Fundación Ambio-Alerta (Ambio)

Household solid waste has become a serious problem in Costa Rica. Ambio's 2021 campaign will enable people to share experiences and knowledge on how to dispose of their solid waste at home (such as eco-blocks and composting). Social networks and virtual meetings with women's groups will facilitate the knowledge exchange. The campaign focuses on the application the 7Rs of waste management to empower consumers.

Ecuador: Tribuna Ecuatoriana de Consumidores y Usuarios (Tribuna)

Tribuna's project will build on the Collaborative and Responsible Consumption Digital Network that was created in last year's campaign. The network will convene consumers, providers of goods and services, academics, smallholder organic producers and others to find new ways of positioning consumers in the value chain and to move towards alternative consumption systems. Tribuna will develop a range of educational and communicational audio-visual materials to be used in the network workshops to stimulate reflection and knowledge-sharing.

Mexico: Colectivo Ecologista Jalisco (CEJ)

70% of the electricity in Mexico's heavily populated Guadalajara Metropolitan Area (AMG) is sourced from a Thermoelectric Power Plant located in the neighbouring state of Colima, which is surrounded by fragile ecosystems and vulnerable populations. CEJ will hold a series of 'Digital Dialogues on Energy Consumption' that will: document and communicate the origin of the energy consumed in the AMG; encourage the exchange of concerns and experiences between the consumers of the AMG and the inhabitants of Manzanillo affected by the thermoelectric plant, especially women; enable consumers to discuss and take ownership of their right to human and environmental health and access to clean, renewable and affordable energy.

Peru: Asociación Peruana de Consumidores y Usuarios (ASPEC)

The COVID-19 pandemic has exacerbated economic and social inequalities in Peru. Some of the worst affected have been: small farmers in rural high Andean areas who till now have managed to maintain their ancestral farming techniques; and consumers, who have nonetheless developed a growing interest in healthy and environmentally friendly food alternatives. ASPEC's 2021 campaign seeks to create spaces in itinerant fairs where consumers and farmers can form a community to promote the exchange of Peruvian agrobiodiversity products. The campaign will encourage 'sharing community' among citizens in the face of consumerism and contribute to the care of Peruvian agrobiodiversity.

CONGRATULATIONS TO ALL GRANT RECIPIENTS.

