

COMMUNITY ACTION STEPS

Undertaking Sustainability actions/ campaigns with your network

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Why are we here today ?

- As Faith councillors after attending today's workshop You are expected to identify an issue of sustainability within your network and geographies.
- Undertake a sustainability action project with relevant stakeholders /networks/ followers , one that makes most sense to them and connect them to their faith/belief and link with sound science and work for a transformative action.



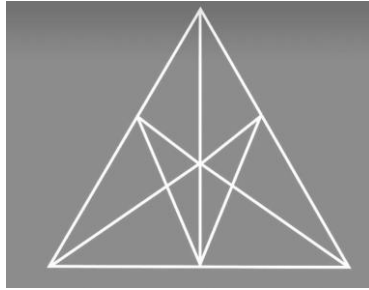
Will connecting faith with science alone
lead us to positive action ?

It's all about people

Environmental behavior result from complex interactions involving people's emotions, habits, attitudes, beliefs, identities, economic considerations, social interactions , cultural settings and value systems together with appropriate skill and opportunities to act.

When we want sustainability to be espoused as widely as possible and we want people to change , we need to give them good reason to change . For example facts alone do not sell behavior change. Instead people working to foster sustainable behavior must use various strategies to reach out to audience on a human personal scale

State of the World 2010, Transforming cultures



5 key practices of integration of emotional, social and ecological intelligence - Eco literate-Daniel Goleman

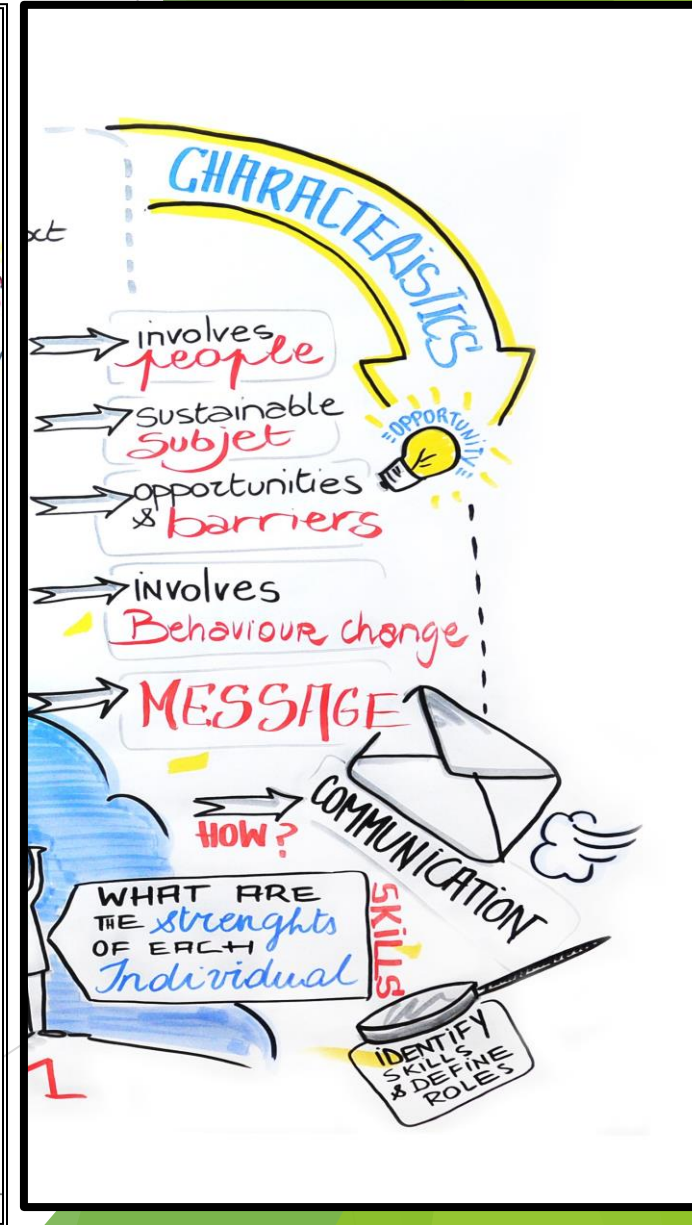
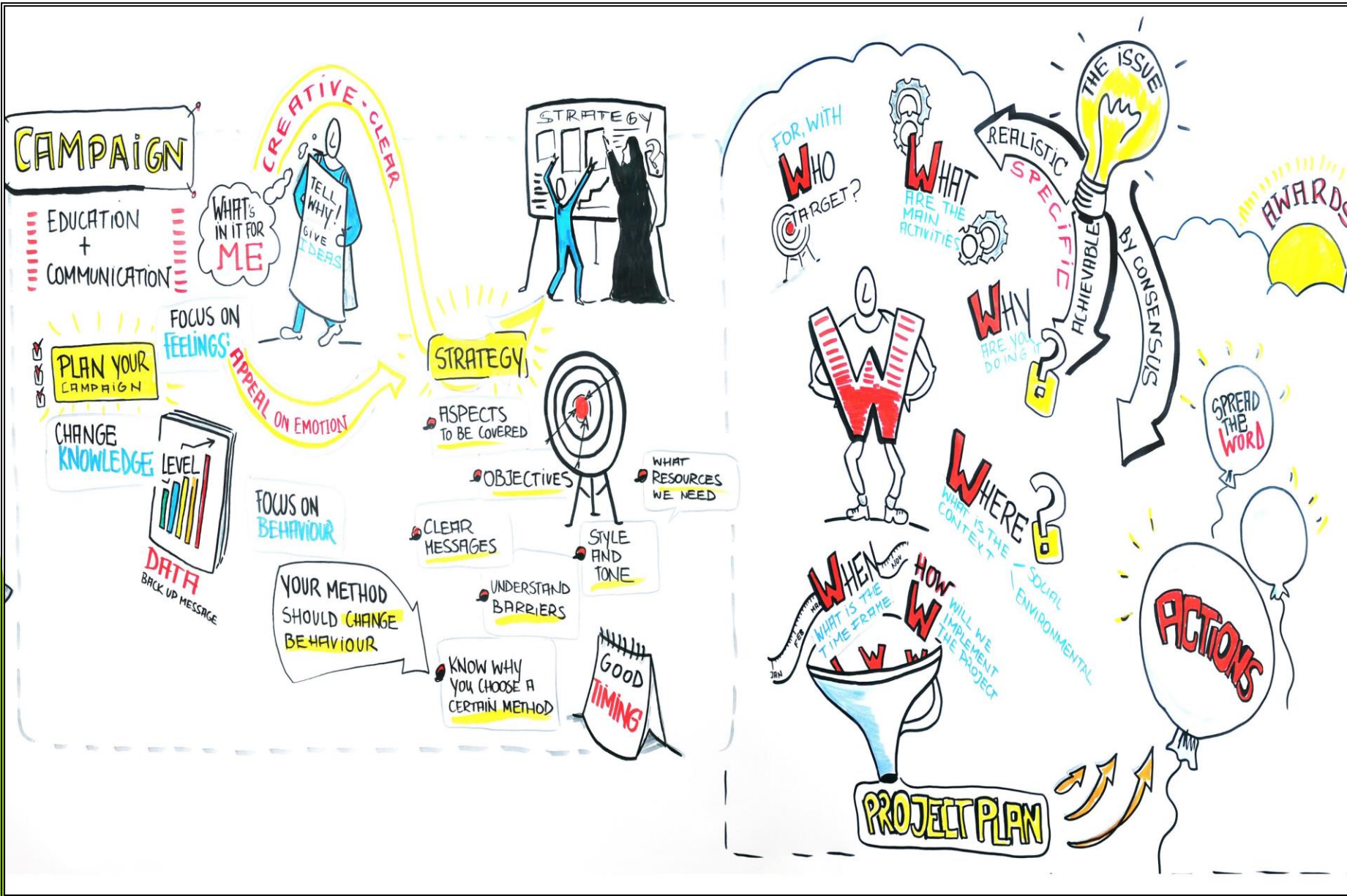
Why do most environmental campaign fail to initiate change on ground?

- ▶ Most campaign focus on dispensing information and raising awareness
- ▶ They ignore social context and emotional connect.

- ▶ Developing empathy for all life
- ▶ Embracing sustainability as a community practice
- ▶ Making invisible visible
- ▶ Anticipating unintended consequences
- ▶ Understanding how nature sustains life

Emotional , social and ecological intelligence are essential dimensions of our universal human intelligence . Each expands outward in focus – from self to others to the entire natural world or if you will, all living systems.

Planning well and right would yield great benefits



Narrow down the issue - Focus and Frame the problem with your stakeholders / team

It pays to be inclusive

- Various Techniques
 - NGT (nominal Group technique)
 - DPSIR (Driver/ pressures/ stress/ impact / response)
 - Mind Mapping

While there are several techniques and methods covering all aspects of planning a sustainability campaign/ project ..

One thing that you can perhaps do with your audience is conduct KAP Survey

- ▶ Knowledge/ Attitude and Practice survey
- ✓ Define survey objectives
- ✓ Develop survey protocols
- ✓ Design survey questionnaire
- ✓ Implement KAP survey
- ✓ Analyse the data
- ✓ Use the data

Let us do a quick test

What causes COVID-19?

- Bacteria
- Virus
- Parasite
- Vector

How is COVID-19 transmitted?

- Miasma or bad air
- Aerosols from infected persons
- Fomites- clothes, utensils, and furniture which are likely to carry infection

What are the conditions that spread the disease?

- No masking
- Congestion
- Poor ventilation
- ▶ (Crowded places, Close Contact Settings, Confined and enclosed spaces)
- ▶ All of above

Who are likely to contract the disease?

- Doctors
- Workers in Stores
- Anyone, including me

Which statement do you agree with...

- Governments should play a big role in ensuring people are safe
- Individuals are responsible for their safety and wellbeing
- Both

Do you support lockdown measures?

- Yes
- No
- Not sure

Are you concerned about COVID-19 transmission in your neighbourhood?

- Yes
- No

If given a chance, I would

- Go for birdwatching
- Visit my friends/ relatives
- Air or Train travel
- Eat in my favourite restaurant

How often do you come across people without masks in public?

- ▶Too often
- ▶Not so often

I am very regular in attending faith based gathering/ events or meetings, I only miss them when I become unwell / sick/ traveling

Yes

No

Which preventive behaviour should be made compulsory for the year 2021 as a response to COVID-19?

I am aware of my religious scripture which says that we need to use water prudently and judiciously

Yes

No

We need to curtail our increasing demands on water

Yes

No

I water my plants in the garden using a pipe / hose

Yes

No

We prefer washing our dishes in free flowing water

Yes

No

We need to wash our clothes everyday even if we are using washing machine

Yes

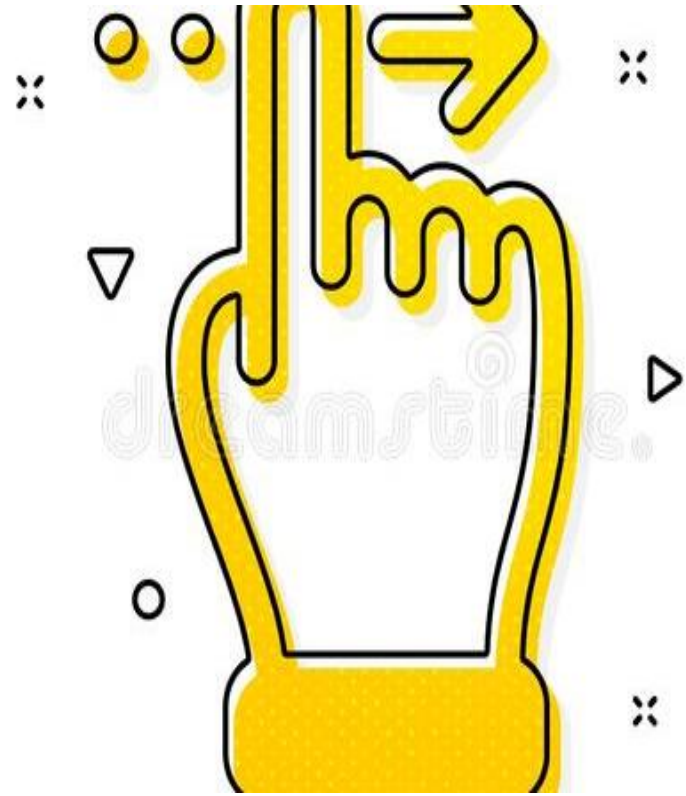
No

**AFTER IDENTIFYING THE ISSUE/PROBLEM
IT IS IMPORTANT TO IDENTIFY
OPPORTUNITIES AND BARRIERS**





**HOW DO WE ACHIEVE THE
DESIRED BEHAVIOUR CHANGE?**



ARRIVING AT THE RIGHT ACTION



ALWAYS FOLLOW OUTCOME BASED APPROACH



REVIEW AND EVALUATE