COMMUNITY ACTION STEPS

Undertaking Sustainability actions/ campaigns with your network

Gayatri Raghwa - UNEP Environment Education India
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?
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*
Why do most environmental campaigns fail to initiate change on the ground?

- Most campaigns focus on dispensing information and raising awareness.
- They ignore social context and emotional connectivity.

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

- 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