

Project Brief



Green Action Week Campaign

Raising Consumer Awareness on Sustainable Consumption



Background and Rationale

In 2015, world leaders agreed to 17 Global Goals (officially known as the Sustainable Development Goals or SDGs). These goals wield the power to create a better world by 2030, by ending poverty, fighting inequality, and addressing the urgency of climate change. Within the frame of the SDGs, world leaders have agreed on tackling the unsustainable consumption and production patterns. By minimising the use of natural resources and the emissions of waste and pollutants, the goal is to ensure everyone's right to a healthy environment and a better quality of life is achieved. Currently, governments, communities and individuals all over the world are taking action for the goals to be reached.





SDG 12 – “Sustainable consumption and production” concerns material use, hazardous chemicals and waste, sustainable business practices, and consumer behaviour. With the increasing use of natural resources, air, water, and soil pollution, and ever-growing amounts of waste, it is clear that our current way of consuming and producing has to change fundamentally. To reach the goal, world leaders have agreed on targets such as improved resource efficiency, reduced waste, and better awareness of sustainable lifestyles.

However, access to goods and services is unequal. While many people consume very high levels, and many more strive to join that lifestyle, some people lack access to even basic goods and services. And while overconsumption is an attribute of mainly high-income countries, its consequences in the form of climate change and environmental degradation tend to impact low-income countries the most. The perspectives and capabilities of both low-, middle- and high-income contexts are essential to take into account when addressing consumption and production patterns. SDG 12 can help lower-income countries avoid getting locked in unsustainable lifestyles, and instead leapfrog communities to more resource-efficient and sustainable consumption cultures.

One way of improving people’s access to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism we can reduce waste and improve resource efficiency. Sharing is, in other words, a concrete example of more sustainable consumption culture. And also, the sharing economy enables development and entrepreneurship.

It is in this context, CUTS Accra with funding support from Consumers International and Swedish Society for Nature Conservation (SSNC) is collaborating during the '**Green Action Week Campaign**' to ignite the culture of 'Community Sharing'. The aim is to promote strong and collaborating communities – while increasing people's access to goods and services without further stressing the planetary boundaries. And by sharing good examples of cultures of sharing for sustainable development and lifestyles.

Project Goal

The goal of the project is to raise awareness on sustainable consumption and promote the habit of sharing resources among communities to get people to buy less, or at least to buy in such a way that has a less environmental impact with a special focus on women as they are the principal decision-makers in household consumption as well as more vulnerable to unsustainable practices. With the theme "Sharing Community", the green action campaign seeks to highlight practical examples of more sustainable ways to access goods and services.

Project Objectives

The Project seeks to:

- deepen understanding of unsustainable social trends and irresponsible consumption and production and action needs to be taken among citizens of Kumasi;
- encourage dialogue among different segments of the society such as school students, college students, teachers, urban residents, restaurants, civil societies, government officials, and media on sustainable consumption behavior;
- explore different digital technologies and creative collaborative actions to reduce waste.
- conduct media advocacy on sustainable consumption behavior; and
- create awareness on policy reform that can promote sustainable consumption





Project Activities

The proposed activities can be split into three namely Community Sensitisation Workshop, Advocacy, and Media Outreach.

Community/Policy Makers Sensitisation Workshop

One massive outreach programme on the theme “Sharing Community” shall be organised in Kumasi on the last day on Green Action Week. The consultation shall aim to advocate for a shift in policy towards gender mainstreamed sustainable consumption and optimum consumption. More than 400 representatives from students, teachers, civil society/consumer organisations, farmers’ group, restaurant owners, and media and government departments will participate. Additionally, three community sensitisation meetings with women groups will be organised which would focus on sustainable consumption with 500 community members participating.

Advocacy

The school campaign shall be done in ten schools in Kumasi. The advocacy shall be on the importance of conserving natural resources in more sustainable and different ways. They shall also be urged to adopting habits of sharing unwanted but useful educational material such as books, clothes among others. It shall cover 1000 school children and 100 teachers. Also, one university campaign will be organised to achieve the same purpose above.

Media Outreach

The media shall be used as a tool to disseminate messages as well as inform and educate the public to deepen their understanding of unsustainable human and social trends and irresponsible consumption behaviour and the necessary action needed among citizens of Kumasi. Feature articles, press releases, TV and radio appearances shall be employed to stimulate discussions and debates towards reforms that are aimed at



sharing practical examples of more sustainable consumption as well as ways to access goods and services. CUTS social media handles, such as Facebook, Twitter, Instagram, and YouTube shall also be deployed to reach a wider audience.

Project Outcomes

- Enhanced understanding of different women segments regarding the negative impact of unsustainable consumption habits on the environment and public health
- Improved awareness of women on the importance and various practical ways of sustainable consumption
- Increased and more substantive participation from media and local people for sustainable consumption
- Policymakers will become aware of the importance of sustainable consumption and policy choices for the reduction of unwanted consumption
- Improved environmental condition and public health
- Identified potential source of revenue by minimising waste while enhancing the quality of life