

# Creating Climate Change Awareness

## Some Initiatives and Experiences from India

4<sup>th</sup> Dialogue on Action for Climate Empowerment

18 May 2016 World Conference Centre, Bonn, Germany

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# Science Express Climate Action Special

- 1.3 million general public visitors
- 600,000 students
- 6,300 schools
- Massive press coverage

2.3  
million  
visitors



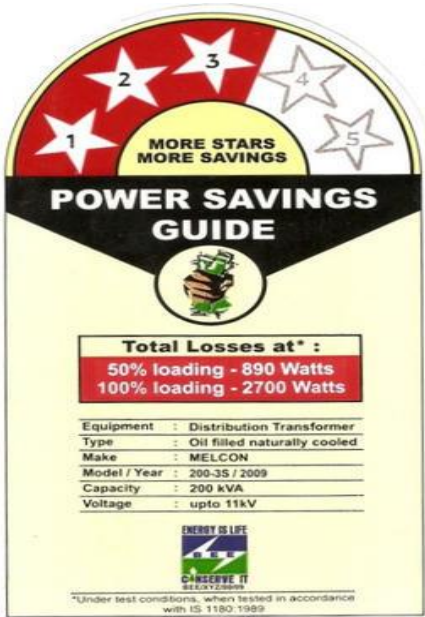
Covered over 19,500 km and halt at 64 locations, spreading over 20 states.



Nearly 30% rise in Climate Change Awareness seen in school children who visited the train compared to those that did not

# **Science Express Climate Action Special Film**

# Eco labeling and Consumer Awareness



**Bureau of Energy Efficiency (BEE)**

- Standards & Labeling Program

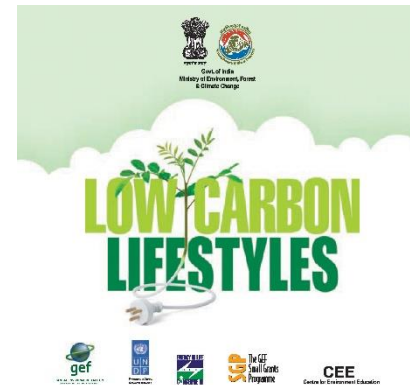


**Ecomark**  
The mark which certifies a daily use product as contributing to environmental preservation



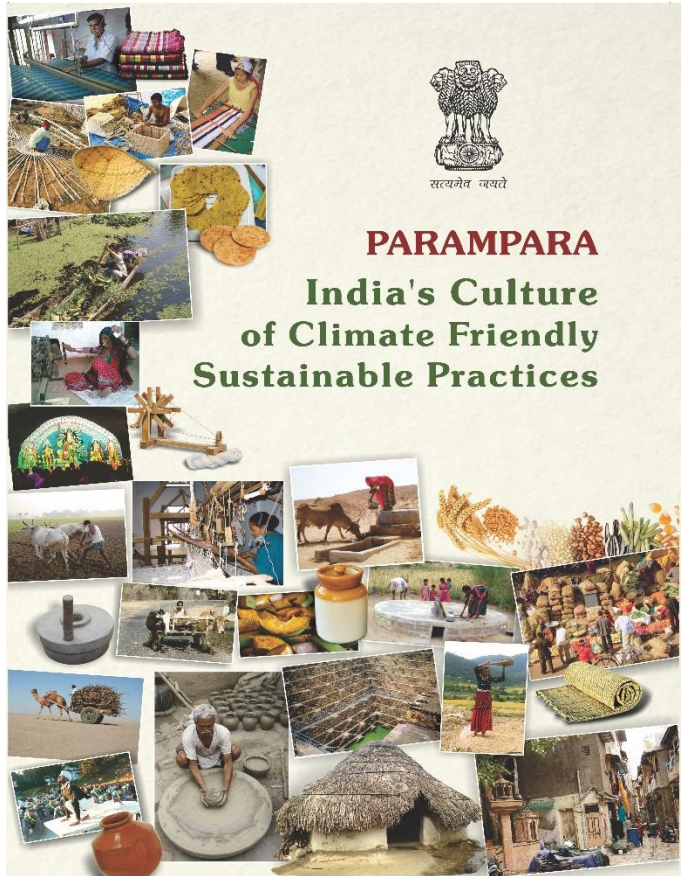
## Green Buildings

- Green Rating for Integrated Habitat Assessment (GRIHA)
- Indian Green Building Council (IGBC) - Leadership in Energy & Environmental Design (LEED)
- BEE



# Awareness of Tradition

## India's Culture of Climate-Friendly Sustainable Practices



Creating awareness of a range of climate friendly traditions and practices which promote more sustainable lifestyles, sustainable production and consumption



**Increase your Handprint !**

**Decrease your Footprint!**

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