Non-Market Approaches under Article 6.8 of Paris Agreement

Mission LiFE Initiative

Mission LiFE

Mission LiFE: Aims to mobilize individual and community action to adopt more sustainable lifestyles. Focuses on encouraging behavioural changes that reduce our environmental footprint in key areas like consumption, mobility, habitat, food-habits etc.

Mission LiFE envisions '3' core shifts in the collective approach towards sustainability

Change in Demand (Phase I)
Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives

Change in Supply (Phase II)
Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands
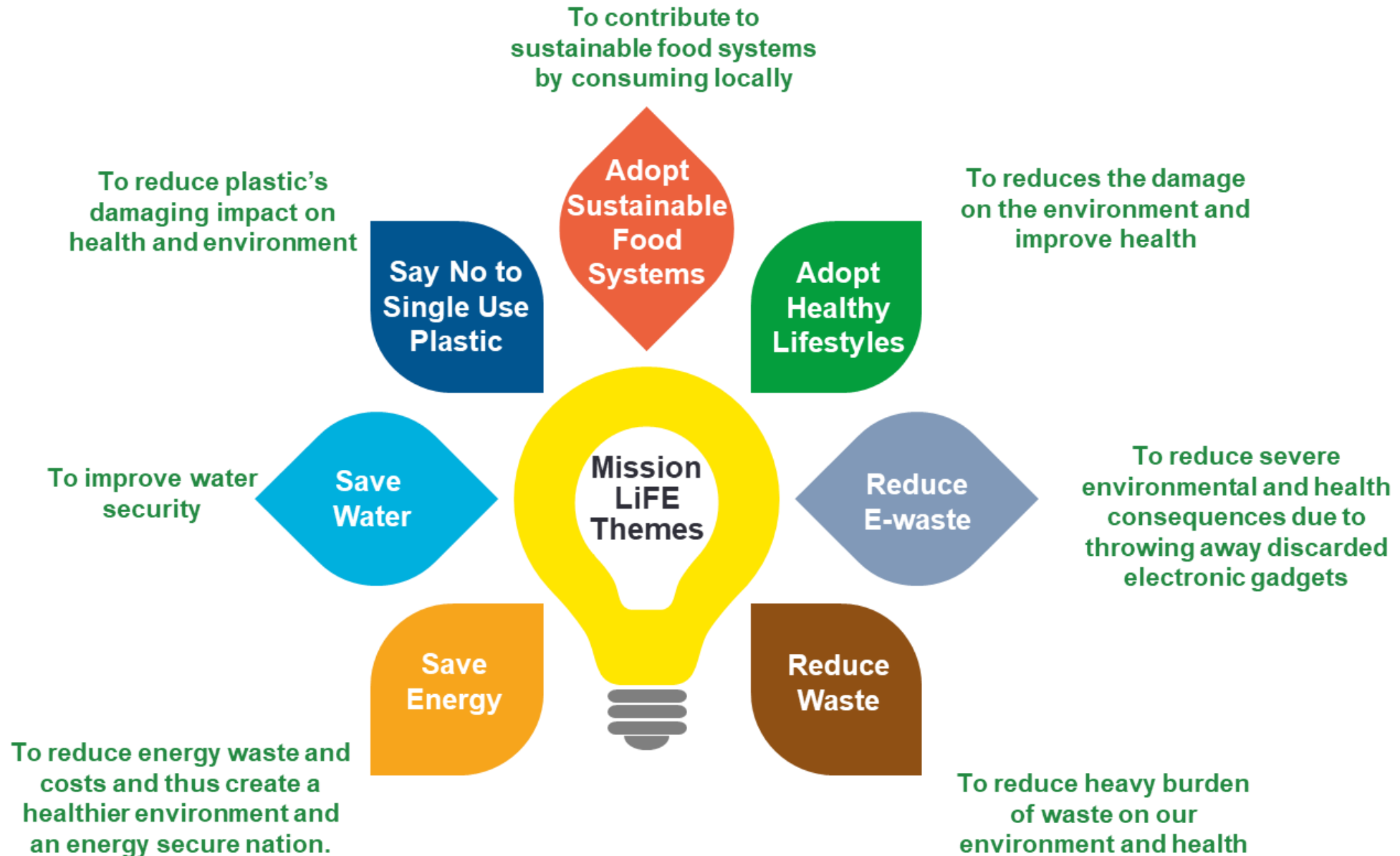
Change in Policy (Phase III)
By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production

Included in India's NDCs:
To put forward and further propagate a **healthy and sustainable way of living** based on **traditions and values of conservation and moderation**, including through a **mass movement for 'LIFE'– 'Lifestyle for Environment'** as a key to combating climate change

LiFE
Lifestyle for Environment

Themes of Mission LiFE

To contribute to
sustainable food systems
by consuming locally

To reduce plastic's
damaging impact on
health and environment

To reduces the damage
on the environment and
improve health

To improve water
security

To reduce severe
environmental and health
consequences due to
throwing away discarded
electronic gadgets

To reduce energy waste and
costs and thus create a
healthier environment and
an energy secure nation.

To reduce heavy burden
of waste on our
environment and health

Adopt Sustainable Food Systems

Say No to Single Use Plastic

Adopt Healthy Lifestyles

Save Water

Mission LiFE Themes

Reduce E-waste

Save Energy

Reduce Waste

Amplification of Mission Life through other organisations

Key Ministries/Departments of Govt. of India involved

1. **Ministry of Environment, Forest and Climate Change (Nodal Ministry)**
2. Ministry of Housing and Urban Affairs
3. Department of Water Resources, Ministry of Jal Shakti
4. Ministry of Tourism
5. Ministry of Agriculture & Farmers' Welfare
6. Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry & Dairying
7. Department of Land Resources, Ministry of Rural Development
8. Department of Fisheries, Ministry of Fisheries, Animal Husbandry & Dairying
9. Ministry of Panchayati Raj
10. Ministry of AYUSH
11. Department of Youth Affairs, Ministry of Youth Affairs & Sports
12. Department of Rural Development, Ministry of Rural Development

MoHUA
- 7000+ **Reduce Reuse and Recycle (RRR) Centres** launched in India
- Deposit unused or used plastic items, clothes, shoes, footwear, books etc.

Ministry of Tourism
- Launched Travel for LiFE to create awareness about sustainable tourism

UNDP
- Support in development of flagship compendiums Prayaas Se Prabhaav Tak and Mindful Living (Compendium of LiFE Practices Around the World)

UNICEF
- Collaborated with MoEFCC to develop new initiative 'Ideas4LiFE' to promote sustainable lifestyles
- Launch of dedicated portal https://ideas4life.in/

Amplification through Technological Intervention

- Two portals have been developed:
  - Mission LiFE portal –repository of Creatives and Videos
  - Meri LiFE portal- Capturing the events (action and awareness) for structured monitoring of LiFE events and activities.

- As on date, the events and participation details:

19.53 Lakhs
Events undertaken

3.94Crores
Individuals participated in various LiFE events and activities

Meri LiFE Dashboard (https://merilife.nic.in/)

Meri LiFE App Downloads
180000

Total Tree Plantation (#Plant4Mother/ #एक पेड़ माँ के नाम)
972780718

Impacts of LiFE Actions Adopted Globally

The estimated impact of LiFE actions against business-as-usual scenario for 1 billion Indians from 2022-23 to 2027-28 (*Source: Niti Aayog and MoEF&CC*)

Switching off the cars/scooter engines at traffic lights/ railway crossings can save upto **22.5 billion kWh of energy**

Turning off running taps when not in active use can save upto **9 trillion litres of water**

Using a cloth bag instead of plastic bag while shopping can save upto **375 million tonnes of solid waste** from entering the landfill

Discarding non-functioning gadgets in the nearest e-recycling unit can recycle upto **0.75 million tonnes of e-waste**
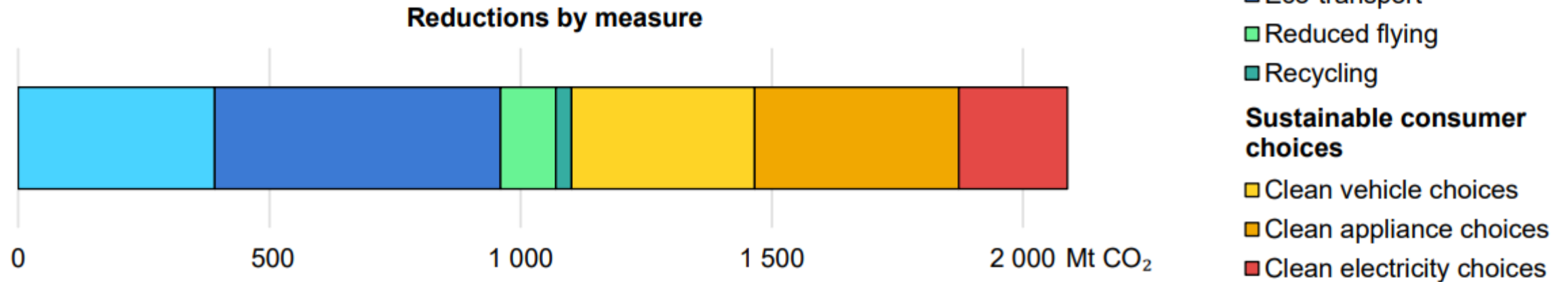
Composting waste food at home can save upto **15 billion tonnes of food** from going to landfills

Quantifying the LiFE initiative

Reductions in annual global CO2 emissions of 2 billion tonnes from LiFE measures by 2030

Reductions by measure

Behavioural measures
- ☐ Eco-households
- ☐ Eco-transport
- ☐ Reduced flying
- ☐ Recycling

Sustainable consumer choices
- ☐ Clean vehicle choices
- ☐ Clean appliance choices
- ☐ Clean electricity choices

- Around 60% of the emissions savings by LiFE measures could be directly influenced or mandated by governments

- LiFE measures would also save consumers globally around USD 440 billion in 2030 through both lower consumption and lower prices

Source: LiFE lessons from India (iea.blob.core.windows.net)

Achievements of Mission LiFE

- The United Nations Environment Assembly (UNEA), at its Sixth Session adopted the resolution on sustainable lifestyle submitted by India

- G20 countries adopted and committed to implement 'G20 High Level Principles on Lifestyles for Sustainable Development' which enables the world to embrace sustainable production and consumption patterns and mainstream Lifestyles for Sustainable Development.

- Appreciated across the Globe- References in IPCC Working Group III, Sharm-El-Sheikh implementation plan, G7 Communique, Green Rising initiative in CoP 28

Alignment with Article 6.8

Promote mitigation and adaptation Ambition	Public and private sector participation in implementing NDCs	Coordination across instruments and institutional arrangements
• Focuses on encouraging behavioural changes that reduce our environmental footprint • Promotes wide adoption of traditional, climate-friendly, sustainable practices and create livelihood opportunities for communities vulnerable to climate-related impacts • Mobilize individual and community action to adopt more sustainable lifestyles	• Whole of govt approach • Through LiFE Global Call students, research scholars, faculty and innovators all over the world submitted 2,500+ innovative ideas to drive climate-friendly sustainability in alignment with Mission LiFE themes	• Regular review of the overall functioning of the programmes • Whole of Government approach for engagement with LiFE activities • By 2023, 79 Central Government Ministries and all 36 State Governments and UTs have conducted 16.82 lakh awareness and action events

Global collaboration opportunities

- Identifying organisations worldwide which can work with India--identification of ability of LiFE to impact mitigation and adaptation on a global scale

- Developing a monitoring and evaluation mechanism to assess Mission LiFE's effectiveness in furthering climate mitigation and adaptation outcomes

- Collaborate to identify commonality of lifestyle changes which can enable climate action at a global level and design mechanisms to influence and quantify the outcomes

- Collaboration with institutions and initiatives on international level which are focused on climate change and nudging behavior

- Develop long term transition methodologies to nudge for change in behavioural attitude of communities to reduce global environmental footprint

Potential Areas of Support under Article 6.8

Technology development and Transfer	• Development of technologies for monitoring and reporting of 7 themes under LiFE
Capacity Building	• Development of Self Learning modules in English as well as in local languages and integrate it with Meri LiFE app • Training of trainers and volunteers through self-learning modules • Capacity building exercises to government officials to effectively take policy level decisions in this area

New Proposed Non-Market Approaches

1. Green Skilling Development Programme (GSDP)

Green Skilling Development Programme (GSDP)

Initiative for skill development in the environment and forest sector to enable India's youth to get gainful employment and/or self-employment

Total people trained – 8286; Total people placed – 3797

Alignment with Article 6.8

Promote mitigation and adaptation Ambition	Public and private sector participation in implementing NDCs	Coordination across instruments and institutional arrangements
• Mobilize skilling and employment in green sector jobs	• Aligns with market demands and placement opportunities, involving private sector collaboration • Working with Industry and non-government agencies to develop new courses to meet evolving green sector demands • Courses in traditional areas and emerging areas like EVs hazardous waste/Bio-medical waste etc.	• Regular monitoring and assessment through Skill India Development Hub (SIDH) • 3rd party audit of the Programme as a part of monitoring framework

Potential Areas of Support under Article 6.8

Financing	Additional financial resources for identification and running of Skilling initiatives that contribute to Climate Change Mitigation and Adaptation including cleaner production, city environment survey, water budgeting and auditing, emission inventory, energy efficiency, plantation techniques and utilization of renewable energy in arid zone as well as promotion of millets and alternative livelihood.
Technology development and Transfer	Support in developing infrastructure-intensive initiatives which need continuous upgradation. o Development of green employment exchange wherein a Green Skill Registry (having details of skilled workforce) will be developed for the industry and other relevant stakeholders to find the suitable resource which is best fit for their area of operation. o Cutting-edge technology to support initiatives such as spatial data analysis and database management should be procured through technology development or transfer mechanisms.

Capacity Building	• Training the workforce in improved waste collection and management practices to achieve India's targets for waste disposal and circular economy.
	
	• Capacity Building Programme are in pipeline
	
	  o Climate Resilience & Livelihood Generation through Solar Technology Adoption
	
	  o Climate Resilience & Livelihood Generation through Biomass Waste Management

2. Biodiversity data surveillance initiative

Introduction

Botanical Survey of India (BSI) and Zoological Survey of India (ZSI) undertake activities in taxonomy of animals and plants, including their surveys to explore, collect, identify and document the plant and animal resources of India

Alignment with Article 6.8		
Promote mitigation and adaptation Ambition	**Public and private sector participation in implementing NDCs**	**Coordination across instruments and institutional arrangements**
• Long term monitoring of flora and fauna can contribute to India's national and international biodiversity targets by providing data-driven insight • Support policy formulation, adaptive conservation management, and fulfilment of commitments under the Convention on Biological Diversity (CBD) and the Paris Agreement	**Citizen Science Integration** • Engage local communities in data collection and monitoring process • Develop community-based monitoring network using the iNaturalist platform or custom apps designed for local languages **Participatory Rural Appraisal (PRA)** • Involve local communities in identifying traditional knowledge about sensitive species and climate impacts	• IoT-enabled microclimate stations equipped with sensors will measure temperature, humidity, soil moisture, and CO_2 concentrations in real time • Environmental DNA (eDNA) for Biodiversity Assessment will be employed to track species presence in water bodies and soils • A dedicated Data Sharing Platform will be created to share monitoring data with existing global databases

Potential Areas of Support under Article 6.8

Financing	• BSI and ZSI could benefit from financial support to
	   ○ Monitor & quantify temporal variations in species abundance, range, and diversity
	   ○ Develop a comprehensive baseline dataset for selected species groups to evaluate geographical shifts and phenological changes
	   ○ Create standardized protocols and methodologies for the conservation of species
	   ○ Use advanced analytical techniques to determine ecosystem-level climate impacts
	   ○ Access to High-resolution satellite imagery to conduct habitat characterization

Technology development and Transfer	• Development of website to integrate Environmental Performance Index (EPI) and Global biodiversity framework • Enhancement of data collection techniques such as Automated Environmental Monitoring Systems, Environmental DNA (eDNA) for Biodiversity Assessment, Drone-Assisted Vegetation Mapping
Capacity Building	• Setting up a Climate Change cell in BSI and ZSI • Setting up advisory body at the ministry level to guide the activities of BSI/ZSI in this regard. • Capacity Building Workshops for communities: Workshops could be conducted with local NGOs to train community members in using standardized protocols for species identification, data entry, and preliminary analysis using open-source software like QGIS and R.

THANK YOU

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