



**Mission LiFE:
Accelerating NMAs for Climate Action**

India

Introduction

What are non-market approaches under Article 6.8 and how they tie to Mission LiFE?

How can be non-market approaches, strategies and mechanisms used to address environmental or social challenges that cannot be effectively tackled through traditional market mechanisms alone?

Non-Market Approaches

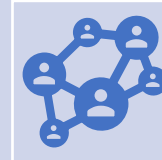
Non-market approaches as innovative strategies that complement market-based approaches by utilizing alternative methods to achieve desired outcomes.

The non-market approaches involve collaboration between various stakeholders, including governments, civil society organizations, and the private sector.

Types of Non-Market Approaches



Regulatory approaches: These involve the use of legislation, regulations, and standards to influence behavior and achieve desired outcomes.



Voluntary approaches: These rely on the voluntary participation of businesses, organizations, or individuals in initiatives or programs that promote sustainability.



Public-private partnerships: Collaboration between governments and private entities to address common challenges and achieve shared goals.



Education and awareness campaigns: Non-market approaches can involve efforts to educate and raise awareness among the public, promoting behavioral change.

Mission LiFE

Nudging individual and collective action
towards 'Lifestyle for Environment'

Mission LiFE as NMA

“ Mission LiFE can become a mass movement of Environmental Conscious Lifestyle. What is needed today is Mindful and Deliberate Utilisation, instead of Mindless and Destructive Consumption. ”

- Hon'ble Prime Minister Shri Narendra Modi introduces Mission LiFE to the world at the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow.

Three Phases of Mission LiFE

Each phase
requires a
fundamental
shift in our
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

Key tenets of LiFE (Lifestyle for Environment)

LiFE embodies collective action to achieve development and environment goals, by nudging individuals towards mindful utilization

- Key component of **Green Development** - Commitment for sustained holistic growth in harmony with environment
- Key enabler for achieving Agenda 2030 (LiFE supports in achieving SDG 6, 7, 8, 8 10, 11, 12, 13, 14, 15, 17)
- **Demand and supply side focus- systemic response** to steer markets, practices, behaviors to sustainability
- **Nudges** markets, industries, and governments to create an enabling environment
- **Importance of individual actions** for achieving development & climate goals
- **Ease growth imbalances** through multi-stakeholder collaborative actions
- **Integrates development and environment agenda** without trade offs
- Makes aspirational sustainable lifestyle **feasible and accessible**
- Integrates **global discussions on sustainable lifestyles**



LiFE as a non-market approach

- The broad aim of NMA is to:
 - Promote mitigation and adaptation ambition;
 - Enhance participation of public and private sector and civil society organizations in the implementation of NDCs; and
 - Enable opportunities for coordination across instruments and relevant institutional arrangements;
 - LiFE mission falls squarely under the 2nd aim as it seeks to nudge individual as well as community behavior towards a more sustainable lifestyle which is less emission intensive
 - This behavior will impact on NDCs in terms of lowering emissions in the long run.

Demonstration of LiFE activities in India

- <https://merilife.org/>



Quantifying LiFE - International Energy Agency

IEA's modelling shows that if LiFE actions and measures are adopted worldwide:

- Reduction of annual global CO₂ emissions by more than **2 billion tonnes** in 2030.
- Saving consumers around **USD 440 billion** globally in 2030
- Around **60% of the emissions saving** by LiFE measures could be directly influenced by **governments**.
- Reduction of per-capita CO₂ emissions in **advanced economies will be 3 - 4 times greater** than developing economies

Thank you
