

Scaling up the Implementation of adaptation and mitigation projects through education, training and public awareness

Workshop on ways of enhancing the implementation of Education, Training, Public Awareness, Public Participation and Public Access to Information so as to enhance actions under the Paris Agreement

UNFCCC

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Good Practice in Action for Climate Empowerment

A compilation and analysis of case studies



United Nations
Framework Convention on
Climate Change



Key Partner
UNESCO Global Action Programme on
Education for Sustainable Development

CEE
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Water Campaign Jal Jeevan Hai



Initiative of: National Bank for Agriculture and Rural Development*

Year: 2017-present

Sector: Water conservation and Sustainable Agriculture

Scale: National

To create awareness among rural communities regarding water conservation and water efficient technologies, NABARD launched a major education and communication campaign called Jal Jivan Hai or Water for Life, in partnership with the Centre for Environment Education. The campaign reached out to over a hundred thousand villages spread across 21 states of the country with the help of a specially trained cadre of youth called Krishi Jal Doots (KJD). Along with training, KJDs were provided with a kit containing educational resource materials to conduct a 'day in a village' campaign module. They were also provided with a detailed manual on how to conduct the campaign. KJDs thus acted as facilitators and implementers of the campaign at the local level.

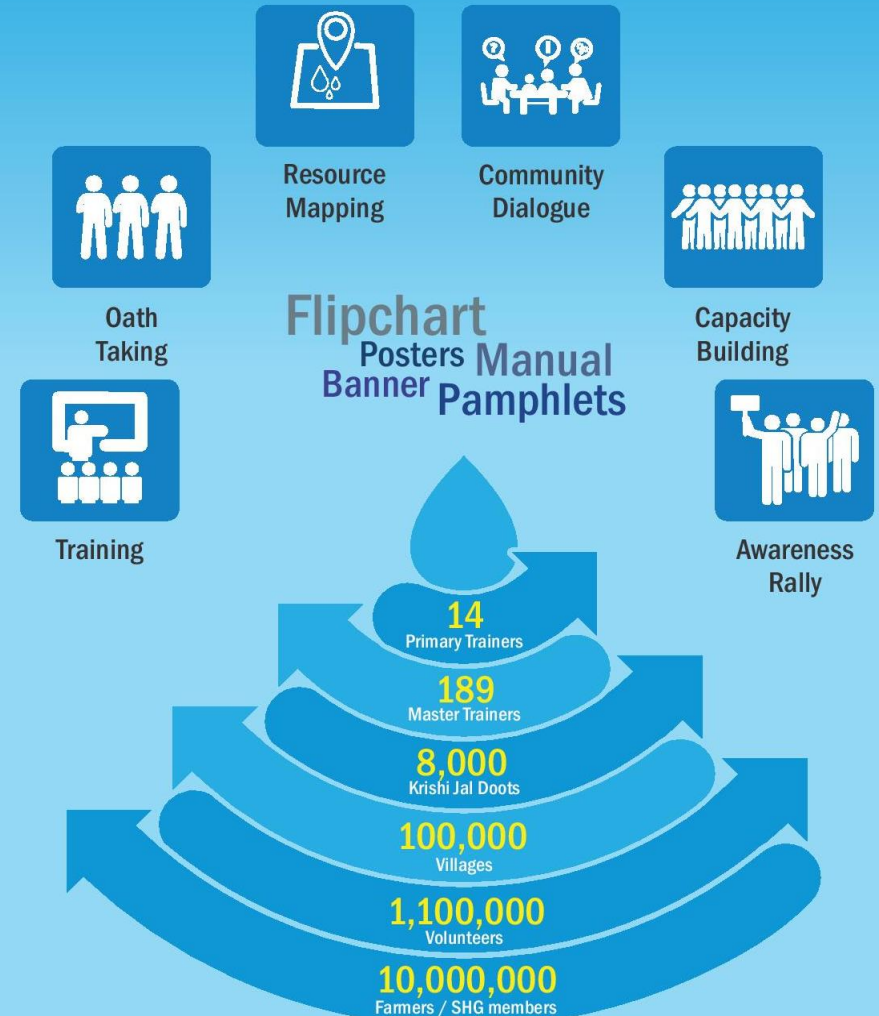
The campaign designed and developed educational material to promote public awareness of the need for water conservation. The campaign adopted a cascading approach to enable the flow of knowledge to the grassroots. Training was provided to the over 200 Master Trainers identified by NABARD, who in turn trained over 8000 KJDs, developed the Master Trainers training manual and the 'A day in a village' campaign module. The KJD worked in pairs to cover a hundred thousand villages. This campaign not only created awareness but equipped village communities to prepare participatory water resource maps of their village. The KJD also helped them develop a list of action points to further augment the village water resources through various means such as use of innovative, water efficient technologies and practices in farming, renovation of existing water harvesting structure, enhancing the potential of storage bodies, and creating new structures.



Centre for Environment Education

*Website: <https://www.nabard.org/content1.aspx?id=646&catid=8&mid=285>

Cascading Education Model for Climate Resilient Agriculture



Cool Biz Campaign



Initiative of: Ministry of Environment, Japan*
Year: 2005 - Present
Sector: Clothing and Energy Efficiency
Scale: National

Reducing greenhouse gas emissions does not need to rely primarily on the adoption of modern efficient technologies. It can also be achieved through simple and effective communication campaigns that can effect behaviour change through linking everyday decision making with positive climate action.

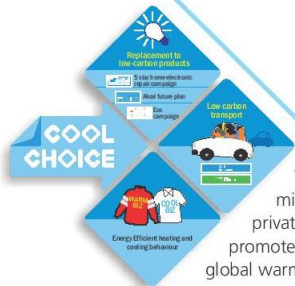
Japan has been implementing a series of national informal climate action campaigns for over a decade. These campaigns are part of Japan's national policies and plans to reduce greenhouse gas emissions through global warming countermeasures. The objective of the campaign is to change individual attitudes, behaviour and lifestyle relating to energy consumption by increasing awareness. One such campaign that has received global recognition is the Cool Biz Campaign.

The Cool Biz Campaign was initiated in 2005 with the objective of reducing energy consumption due to over cooling by encouraging people to dress more casually (without tie and jackets) to work and setting the thermostat at 28°C. The success of the campaign can be attributed to the fact that it targeted people's need for comfort through the simple recommendation of relaxing the dress code during summer and raising ambient temperature levels thus resulting in considerable energy saving. Cool Biz and Super Cool Biz Campaign is launched every year from May to September and is now a part of the recent national "COOL CHOICE" campaign.



Wikimedia commons/Nesnad

* Website: <https://www.env.go.jp/en/focus/jeq/issue/vol103/feature.html>



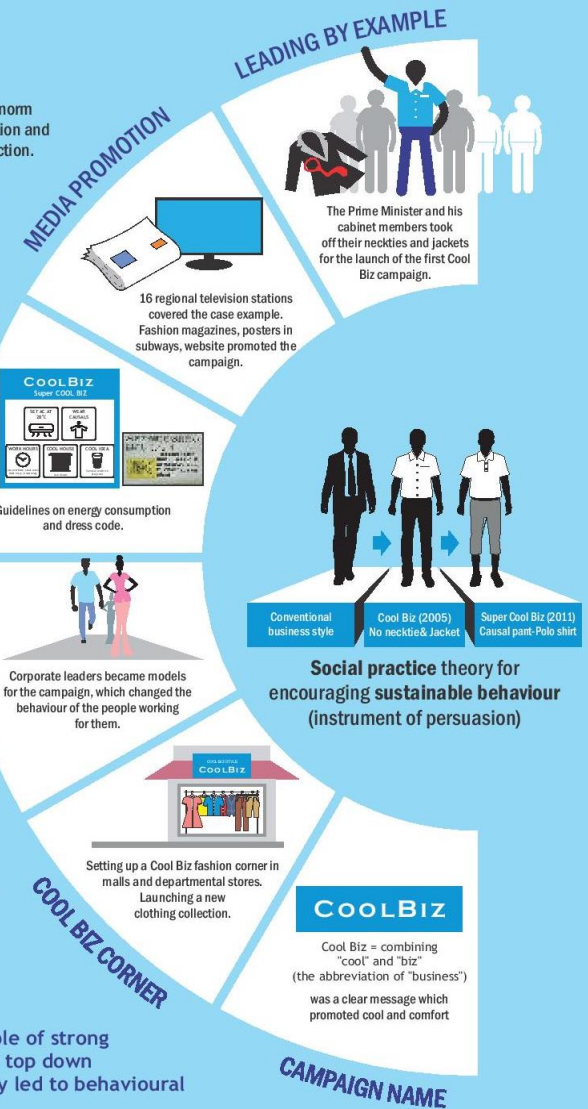
The "COOL CHOICE" campaign was initiated in 2015, to meet the mid-term emission reduction target by uniting industry, academia, the private sector and consumers through a top down approach. The campaign promotes smart choices or easy choices that directly involve the individual in global warming countermeasures through sector specific campaigns.

Suit and tie is a business norm in Japan. Air conditioners, therefore, are set at very low temperature resulting in energy inefficiency, causing higher Greenhouse Gas (GHG) emissions.

COOLBIZ

Cool Biz Campaign challenged the social norm through effective communication, promotion and other educational tools for emission reduction.

The campaign action was to re-introduce the earlier common practice of wearing weather-friendly, comfortable clothes.

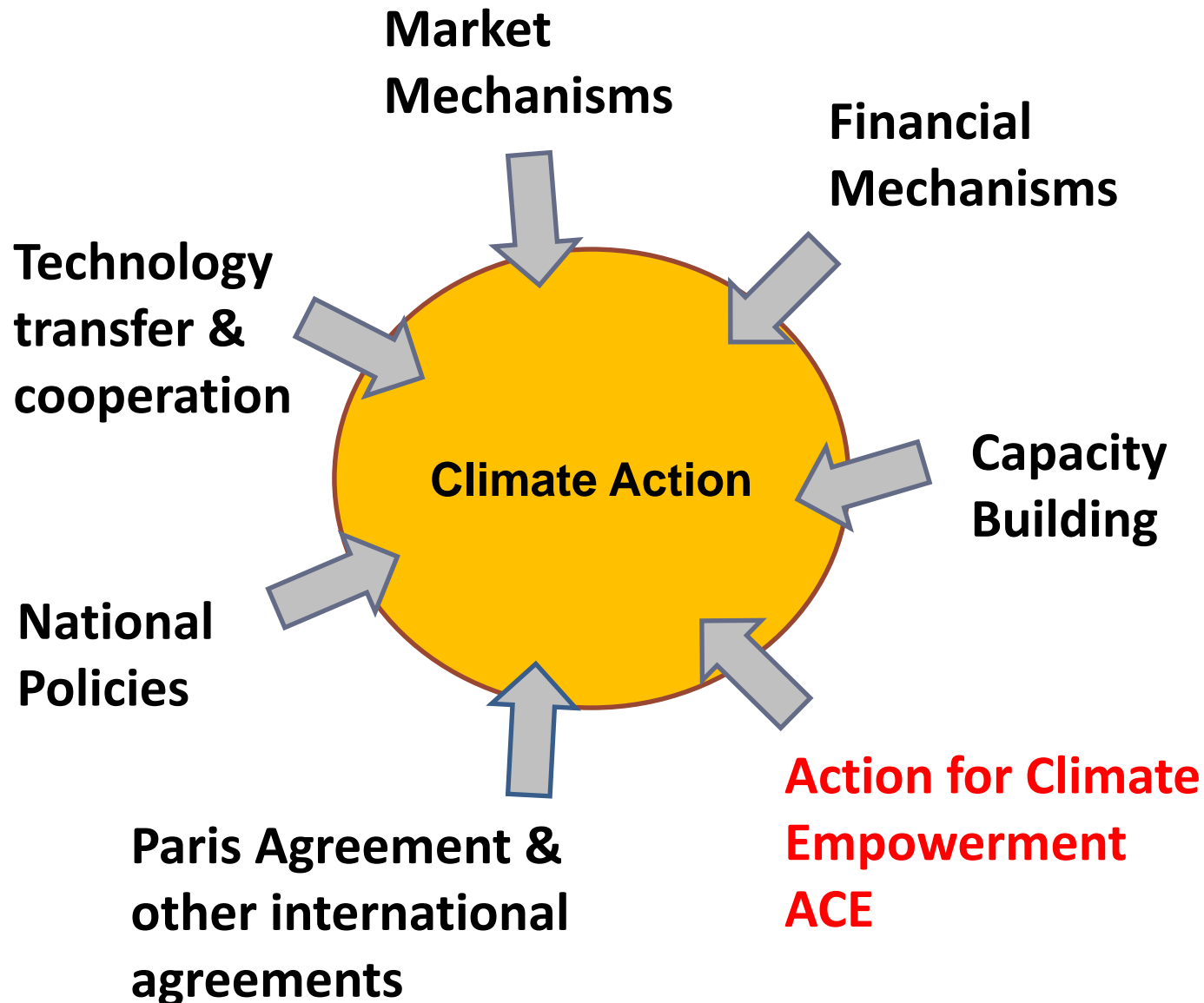


Outreach to 96.1% of population

More than 2.2 million tons of carbon emissions avoided (as of 2012)

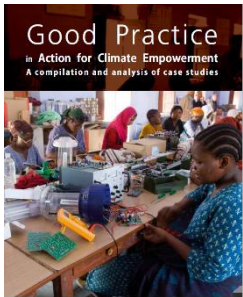
The campaign is a rare example of strong government commitment and top down approach that has successfully led to behavioural change.

Achieving Mitigation & Adaptation Targets



Increase your Handprint !

Decrease your Footprint!



<http://www.ceeindia.org/cee/Good-Practice-in-Action-for-Climate-Empowerment-A-compilation-and-analysis-of-case-studies.htm>

