

# LIFE

## LIFESTYLE FOR ENVIRONMENT



Ministry of Environment,  
Forest and Climate Change  
Government of India



सत्यमेव जयते

**NITI Aayog**



In partnership with:



WORLD  
RESOURCES  
INSTITUTE



For more details  
on call for ideas,  
scan QR code

“ This word is LiFE, which means ‘Lifestyle For Environment’. Today, there is a need for all of us to come together and take Lifestyle For Environment (LiFE) forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle. ”

Prime Minister **Narendra Modi** at **COP 26**



## Transitioning from a Throwaway Culture to a Circular Economy is Need of the Hour

Covid-19 has proved that despite mankind's scientific and technological advancements, we continue to be at the mercy of the natural world.

Today, the threat posed by unmitigated climate change is more dangerous than ever before. A throwaway society, driven by wasteful consumerism, is equally culpable for the deepening crisis.

Change is urgent, change is inevitable. You, I, our families, friends, societies, cultures need to change—from the individual to the societal level.

- 1 According to NASA, atmospheric carbon dioxide has never been more than 300 parts per million in the last 800,000 years. Today, it is creeping up to 420 ppm.
- 2 Ice sheets across the Himalayas have shrunk 10 times faster in the past 4 decades than in the last 7 centuries.
- 3 Global sea levels are predicted to rise between 2 and 6 feet by 2100, according to NASA's satellite data.
- 4 According to Swiss Re, the global economy could lose up to 18% of GDP by 2050 if no climate action is taken.

**We must act now to avert the impending climate crisis**

भूमे मातर्नि धेहि मा भद्रया सुप्रतिष्ठितम् ।  
संविदाना दिवा कवे श्रियां मा धेहि भूत्याम् ॥

“With an utter sense of ethics and dutiful attitude, we can live happily in an honourable position. It is reiterated that the evolving Earth, of one accord with the Sun sets the supersentient seer in glory and in wealth.”

***Atharva Veda (A.V.) 12.1.63***



Van Mahotsav 2021 | Image: Twitter/viv\_tyagi | Photo Credit: Twitter

## LIFE IS A PUBLIC MOVEMENT TO MOBILIZE INDIVIDUALS TO BECOME 'PRO-PLANET PEOPLE'



If you want to change the world, start with yourself. Responsible individual climate action is the key to safeguarding our collective future.

India's per capita carbon footprint is 60% lower than the global average. This is because our lifestyle is still rooted in sustainable traditional practices. In fact, sustainability has always been a part of our tradition, culture and values.



The LiFE movement seeks to transform persons into 'pro-planet people', who would adopt sustainable lifestyles.

**LiFE movement is India's contribution to the global climate crisis.**



## Individual Action is the Core of Climate Responsibility



Annually, approximately 500 billion plastic bags are used worldwide. More than one million bags are used every minute. A plastic bag has an average “working life” of 15 minutes.



An average global person wastes 2.5 litres of water in a day, in brushing, bathing, utensils, laundry, etc.



Turning off lights, ACs and heaters when not in use can save up to 282 kilowatts of energy per day



30 minutes of idling at traffic signals wastes nearly 1 litre of fuel.



## India's Climate-Friendly Approaches



India has demonstrated leadership in unique individual-led programs to address climate change, such as Swachh Bharat Mission, GOBARdhan Scheme and 'Give It Up' Campaign.



The Prime Minister recently launched the 'Catch the Rain' campaign to nudge states for creating rainwater harvesting structures with the active participation of people.



For centuries, Indian civilizations have practised and led sustainable lifestyles. Eco-friendly habits are decoded in our culture.



India's per capita CO<sub>2</sub> emissions are 1.8 tonnes, significantly lower than the global average of 4.5 tonnes.



Swachh Bharat Mission



GOBARdhan Scheme



Catch the Rain

Several daily practices worldwide are rooted in our respect for the natural environment. They can prove to be invaluable in our fight against climate change. Some examples are:

### JAPAN'S FUROSHIKI UNDERLINES RE-USING WRAPPING CLOTH

Furoshiki, originating around 710 B.C., is a square-shaped Japanese traditional wrapping cloth that is eco-friendly and used for wrapping gift, carrying goods or as a decoration. The reusable Furoshiki is a sustainable alternative to traditional plastic wrapping paper.



### SWEDEN'S LAGOM PHILOSOPHY OF "JUST RIGHT"

Lagom encourages a balance in life where every good is consumed in exactly the right amount. In the Lagom way of life, one learns not to waste anything because the amount taken is always balanced. This philosophy of "just right" can go a long way to save our scarce resources, feed and quench the thirst of millions.

### MOROCCO'S ASTOUR IS SAVING FRUIT TREES IN HOME GARDENS

Astour is an Amazigh word referring to the practice of building small circular or square enclosures with stones or branches in order to protect fruit trees in home gardens. In extremely hot climates, Astour provides shade for vegetation and increases soil humidity. The practice of Astour protects saplings in grazed areas helping promote reforestation.





## ALTERNATIVES TO ENERGY INTENSIVE PRACTICES ARE COMMON TO INDIANS

Sun-drying of clothes and hand washing dishes reduces the need of energy-intensive driers and dish-washers, respectively.

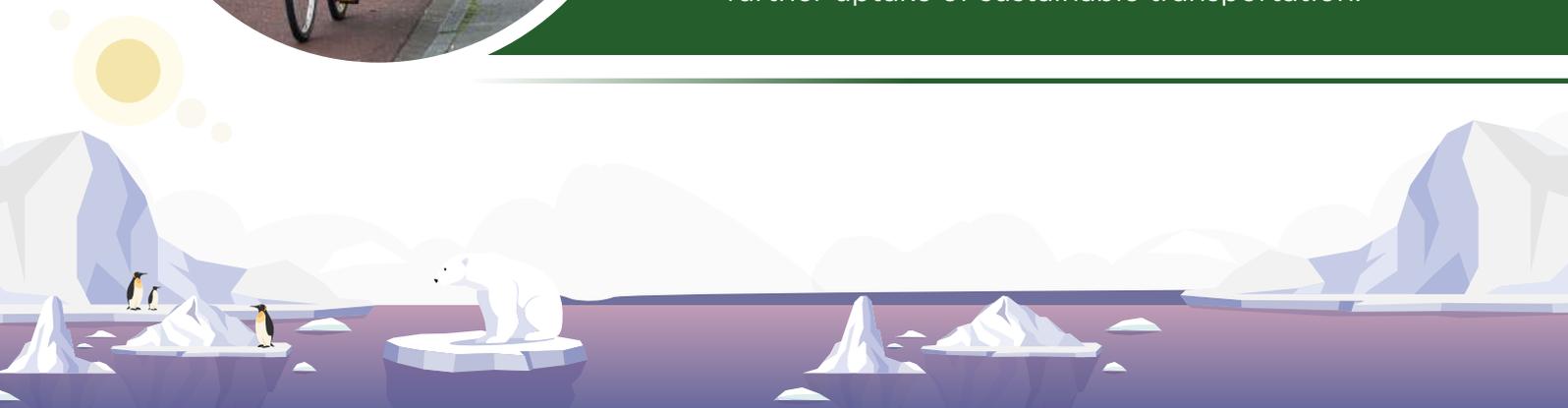
## RECYCLE AND REUSE IS EVIDENT FROM COMMON INDIAN HOUSEHOLD PRACTICES

Most Indian households store and reuse bags, bottles, jars and other items. Old clothes are often repurposed, for example, old sarees are sewn together as beautiful quilts. Rugs are made from old blankets, doormats from jute sacks, etc.



## NETHERLAND'S BIKES ARE FIGHTING POLLUTION IN THE ROAD

Dutch citizens have incorporated sustainable transportation into their daily routines. The Netherlands has more bicycles per capita than any other country in the world. The country has 33,000km dedicated to cycling infrastructure, which makes it easy for cycling thus promoting further uptake of sustainable transportation.



## USE OF BIODEGRADABLE UTENSILS

Across the country, street and public food joints continue to serve food in plant-based biodegradable utensils (sal tree leaves) and tea in clay pots (kulhad).



## POWER OF THE US IS REDUCING WASTEFUL ENERGY CONSUMPTION

Opower sends Home Energy Reports (HERs), which compare the energy consumption of the households with similar households. Households receiving HER's have saved about 11 billion kilowatts of energy since 2007.





## We need to embrace LiFE, turn it into a Global Mass Movement (Jan Andolan)

Throwaway culture and consumerism are deepening the climate crisis. The transition to a circular economy from today's 'take-make-use-dispose' economy is the need of the hour.

Our lives are governed by our choices. The pandemic showed us that we are intricately bound to others—no man is an island. Today, we, humanity, are hurtling in a direction we must steer away from as fast as possible.

India's rich traditional wisdom and climate-friendly practices make us best placed to assume a leadership role in driving a behaviour change on climate action.

**By developing innovative, individual-centric nudge mechanisms, which revolve around our existing social norms, and by leveraging technology, the climate change movement can receive a global impetus through LiFE.**



## Against this backdrop, ideas addressing one of the following (or related) areas are invited



Behaviour change solutions aimed at individuals, households and communities to drive climate friendly behaviors in sectors including:

- ❖ Water
- ❖ Transport
- ❖ Food
- ❖ Electricity
- ❖ Waste Management
- ❖ Recycle
- ❖ Reuse



Innovative solutions that promote wider adoption of traditional, climate-friendly practices and/or create livelihood options for communities who may lose their jobs with a shift towards climate-friendly production



International, national and/or local best practices that can be feasibly scaled-up for driving behaviour change related to climate action

Authors of accepted ideas will be invited to present their work during an international conference in India. The details of the conference will be announced at a later stage. Participants are strongly encouraged to submit empirically-informed and measurable ideas, which can offer implementable solutions while also have the potential to be published in reputed academic journals.

## Idea Submission

### Submission

Please submit the abstract of your ideas in the specified template (Annexure 1). You are strongly encouraged to be succinct and specific in submitting the idea.

Authors whose ideas are shortlisted in Round I will be informed via email and invited to submit a detailed concept note within 30 days, for Round II. Submissions are welcome irrespective of the authors' racial, ethnic, religious, and cultural background, gender, sexual orientation, or disabilities.

### Evaluation Committee

The evaluation committee will evaluate all ideas in terms of originality, analytical rigor, and implementability.

## Submission Timeline

Application Open : 5<sup>th</sup> June, 2022, 12:01 AM IST

Application Close : 31<sup>st</sup> December, 2022, 11:59 PM IST

Awards : Authors of the top 5 ideas will each be awarded with:



Ambassador for  
LiFE Award at  
COP 27, hosted  
by UNFCC



USD 25,000, to  
test and pilot their  
idea(s) in India



Opportunity to  
present in person  
at the Global LiFE  
Conference in India



End-to-end  
implementation  
support from NITI  
Aayog and MoEFCC  
to scale ideas

Contact : [life-niti@gov.in](mailto:life-niti@gov.in)

Disclaimer : The award(s) given to the eligible winners are not transferable, redeemable for cash or exchangeable for any other award. If the award cannot be given for any reason, organizing team reserves the right to substitute that award with another award in its sole discretion.

Apply Here : [www.niti.gov.in/life](http://www.niti.gov.in/life)



For more details  
on call for ideas,  
scan QR code



# Template for Submission of Ideas

## Lifestyle for the Environment (LIFE) Campaign

**Title:**

**Authors:**

**Institute:**

### Problem Statement

Please define the specific problem statement that your proposed intervention aims to address, including the target regions, target audience, prevailing behaviours, and the desired behaviour shifts. Please cite all relevant references in bibliography. Word limit: 100 words.

### Significance

Please clearly highlight the significance of the aforementioned problem to India, and to the world. You are encouraged to cite key statistics and other available data to establish the relevance of the problem statement to India and the world. Please cite all relevant references in bibliography. Word limit: 200 words



## Proposed Intervention

Please clearly describe the idea and/or solution that you are proposing which can address the problem statement you have identified. Please be specific. Word limit: 300 words

## Assumptions

Please clearly and succinctly describe all the assumptions that you have made in conceptualizing the above idea and/or solution. Word limit: 150 words



## Measurement

Please clearly and succinctly describe the output and outcome indicators that may be used to measure the success of the intervention. Word limit: 150 words

## Behaviour Change Scale-Up Strategy

Please indicate a preliminary road map or strategy on how your idea / solution may be scale to enable large populations in adopting climate friendly behaviour. Word limit: 300 words





उपस्थास्ते अनमीवा अयक्ष्मा अस्मभ्यं  
सन्तु पृथिवि प्रसूताः ।  
दीर्घं आयुः प्रतिबुध्यमाना वयं  
तुभ्यं बलिहृतः स्याम ॥

---

“We aspire to live long, our children too would live long and be free from sickness and consumption. We all are reared up in the lap of the Mother Earth. May we have long life (provided) we are watchful and alert and sacrifice our all for Her.”

---

*Atharva Veda (A.V.) 12.1.62*





