

# GREEN ACTION WEEK 2018



Our planet is under massive strain. Should the global population push the figure of 9.6 billion by 2050, we will need three earths to sustain current lifestyles for everyone. Each year, an estimated one-third of all food produced – equivalent to 1.3 billion tonnes worth around USD 1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices. More than one billion people still do not have access to fresh water. Less than 3% of the world's water is fresh (drinkable), of which 2.5% is frozen in Antarctica, the Arctic and glaciers. Humanity must therefore rely on 0.5% for all man's ecosystem's and fresh water needs.

31% population in India lives in Urban- areas and more and more people would migrate to cities in coming decades. By 2050, 60% population of India will live in cities .Not only the number of people, but also the lifestyle, consumption patterns, and regions people inhabit and use directly affect the environment. Land areas, water resources, forests are over exploited. There will be also scarcity of resources. The issue of resource use is vital for the country. While the country is home to 17.5% of the world's population, it has only 4% of global water resources. The generation of waste and pollutants also poses a challenge. India is the fourth largest emitter of greenhouse gases and is responsible for 5.3% of global emissions. However, in October 2015, India made a commitment to reduce the emissions intensity of its GDP by 20-25% from its 2005 levels by 2020 and by 33-35% by 2030. On 2 October 2016 India formally ratified the historic Paris Agreement. The National Policy on Biofuels and the National Clean

Energy Fund are some of the government's flagship schemes aimed at achieving sustainable consumption and production, and managing the efficient use of natural resources.

Green Action Week campaign aligns with Sustainable development goal 12 responsible consumption and production. It aims to in reduction of our ecological footprint by changing the way we produce and consumer goods and resources. Sustainable consumption and production aims at “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation, and pollution, while increasing the quality of life. Sustainable development will be achieved not only by growing our economies, but minimizing waste in the process of doing so. Growth that contaminates the environment sets development back. For example: More than 20% of all CO2 emissions come from utensils. When we look at all direct and indirect environmental effects, things are even the biggest culprit. Most objects that people own are used less than 10% of the time. Did you know that a drill is only used for an average of 13 minutes in his entire life?

Green action week focuses on reducing the negative impact of goods by making sharing easier and more fun than buying. Moreover, you can save money by sharing and you have access to lots of cool stuff with our sharing paltform [U-share.in](http://U-share.in), launching on 29<sup>th</sup> October 2018. Because:Together we will have more!



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