



Green Action Week -2016

1 - 9th October



Safer and more sustainable food for all

Global
Green
Action
Week



Swedish Society for Nature Conservation



Consumer Education and Research Centre celebrated Green Action Week from 1-9 October 2016 and conducted the following activities

- Printed and distributed Posters
- Printed and distributed Pamphlets
- Outreach programmes in four schools and one college –addressing over 500 students and teachers
- Collaborated in a dance drama by students on “Safe and Sustainable Environment” at a Public Festival
- Coverage in Social Media

in collaboration with the following partners

- Consumer Clubs of
 1. Nav Gujarat College, Income Tax, Ahmadabad, Gujarat
 2. Navrang High School, Naranpura, Ahmadabad, Gujarat
 3. FD High School, Jamalpur, Ahmadabad, Gujarat
 4. Meerambica School, Ankur, Ahmadabad,
 5. Rachana High School, Shahibaug, Ahmadabad, Gujarat
- Bengal Cultural Association Ahmedabad
- Environment Information System (ENVIS) Centre at CERC

The detailed report is as follows

Activities

A. Published Poster and Pamphlets for the distribution and display on the notice boards of schools

1. Poster on “Buy Organic Food: Safe and Sustainable Food”



Buy Organic Food Safe and Sustainable...



An Organic Food Guide for Consumers

<http://cercenviis.nic.in/PDF//Organic%20food%20guide.pdf>

CERC-ENVIS Centre
Consumer Education And Research Centre
Suraksha Sankool, Sarkhej – Gandhinagar Highway, Thaltej, Ahmedabad-
380054 (India).

2. Pamphlets on
Organic Food Consumers: do ask the following questions

Organic Food Consumers: *do ask the following questions*

- Q. What is organic food?**
- Q. What are the benefits of organic food?**
- Q. Why eat organic?**
- Q. Is organic food healthier?**
- Q. Is organic food better for the environment?**
- Q. What are the standards that define "organic"?**
- Q. How do I know if food is organic?**
- Q. How to shop for organic food?**
- Q. Where is organic food available?**
- Q. Where can I find more information about organic food?**

**Get the answers from
An Organic Food Guide for Consumers**
(<http://cercenviis.nic.in/PDF/ORGANIC%20FOOD%20GUIDE.pdf>)



**GREEN
ACTION
WEEK**

5 reasons to eat and buy organic food

5 reasons to eat and buy organic food

1. Toxin free!



Organic farming does not use agrochemicals like pesticides as these can be harmful for the environment and human health. Pesticides pose a risk to the health of farming families and people working on farms, who are directly exposed. But also to those living nearby who may be exposed to spray drift, polluted water, soil or waste from the farms. Research shows that eating organic food reduces exposure to hazardous pesticides.

2. More birds, plants and bees!



Biodiversity is essential to make nature work. Did you know that the threat to biodiversity is as acute as the climate threat? Organic farmers plant a wide variety of crops rather than just one big field of the same. This and other organic methods increase the range of species of natural plants, birds, animals and insects in the soil and around the farm.

3. Safe for farmers and environment!



We need to change the way we produce and consume food. Studies show that solutions for the future can be found in organic agriculture. Instead of using agrochemicals organic farmers use knowledge. They use a greater diversity of crops and varieties – often indigenous. This generally gives better protection against drought and diseases, thus reducing risks for the farmer. In many parts of the world, the production methods used also increase the yields.

4. More jobs and higher incomes!



Organic farming is often more diversified and creates more jobs. Often, the production costs for the farmers are lower and profits higher when they no longer have to buy chemical fertilisers, pesticides and seeds.

5. Help organic farming grow!



Over 70% of the world's poor live in rural areas and most of them are involved in farming. The majority of these small scale farmers already grow organic or close to. Buying organic products leads to increased production and incomes, improved local food security and a cleaner and greener environment.



CERC-ENVIS Centre
Consumer Education and Research Centre
Suraksha Sankool, Sarkhej-Gandhinagar Highway
Thaltej, Ahmedabad-380054



B. Creating awareness among consumers and students about the importance of Safe and sustainable food

Organised awareness programme in the following places

- Nav Gujarat College, Income Tax, Ahmadabad, Gujarat on 3rd October 2016
- Navrang High School, Naranpura, Ahmadabad, Gujarat on 4th October 2016
- FD High School, Jamalpur, Ahmadabad, Gujarat on 5th October 2016
- Meerambica School, Ankur, Ahmadabad, Gujarat on 6th October 2016
- Rachana High School, Shahibaug, Ahmadabad, Gujarat on 7th October 2016
- Display and distribution of posters and pamphlets
- Dance Drama based on the theme **“Safe and Sustainable Environment”** by Students on 9th October 2016

A power point presentation was made to inform the students about the organic food, organic farming, differences between organic and non-organic food and the benefits of organic food. We explained the advantages of organic foods and its least adverse impact on the environment. Use of chemicals in the form of fertilisers and pesticides in conventional farming affects not only health but also the environment.

We informed about the importance of organic labels. We explained how do they know the food is Organic? We have shown the logos of different countries and certifying agencies used for organic food. Buying from a certified organic distributor ensures that organic foods are produced without synthetic fertilisers and pesticides.

Face-to-face interaction is the best way to transfer knowledge and understanding. We encouraged students to become "observationalists."

More than 500 students and academic staff of the schools and college participated in the programme.

Nav Gujarat College



NavrangHighSchool



FD High School



Meerambica School



Rachana High School



Dance Drama

A dance drama was performed during Durga Puja Festival where there were nearly 30-40,000 footfalls. The Dance Drama was based on the “Safe and sustainable Environment” theme. This theme is supported by social activists, scientists, environmentalists, spiritual and political leaders. A dance drama depicting the above theme was performed by the children. A memento carrying the Green Action Week logowas awarded to the children in appreciation of their performance.

Memento was sponsored by Consumer Education and Research Centre under the “**Green Action Fund 2016**” for the celebration of “**Green Action Week.**”



C. Dissemination of Posters and Pamphlets

Posters and pamphlets displayed on the notice board of schools



Display and distribution of posters and pamphlets at public function



Uploaded the event information on social media

The social media is now one of the most important tools to disseminate information about the activities. It gives a global voice and the opportunity to express our views and share information with a global audience.

The activity details were shared on the following facebook pages as well as our websites

1. **Green Action week**<https://www.facebook.com/greenactionweek/?fref=ts>
2. **Eco Products & Eco Labeling**<https://www.facebook.com/EcoProductsEcoLabeling/>
3. **GrahakSuvidhaKendra** <https://www.facebook.com/Grahak-Suvidha-Kendra-Ahmedabad-532430363584030/>
4. **Radiant Consumers (Consumer Advice Centre, Gujarat)**<https://www.facebook.com/groups/733819216650773/>
5. **Consumer Education & Research Centre**
<https://www.facebook.com/CERCenter/?fref=ts>

Websites

1. http://www.cercenvis.nic.in/PDF/GAW_2016.pdf
2. <http://cercindia.org/>