

Climate Change related Resource & Tools (CCRT)



Climate Change (CC) is termed as a global challenge of this century. However, communication on CC has been an equally challenging task given the diversity of stakeholders involved. While there are some resources to spread awareness on CC and related issues, most of the material has originated in the developed world. **There is very little in the Indian context to address citizens, businesses, policy makers and educational institutions – specifically within the framework of a mega polis such as Mumbai.** In order to spread the understanding of CC implications and to stimulate action on individual and collective levels, there is a need to create effective communication materials.

Considering that Mumbai Metropolitan Region (MMR) has one of the highest and a growing population, representing a mix of both urban and rural domains, a project was conceived by Environmental Management Centre LLP (EMC) with support from Mumbai Metropolitan Region - Environment Improvement Society (MMR-EIS) to develop such communication materials. The compendium of communication materials developed under this project has been identified as a kit of **Climate Change related Resources and Tools (CCRT)**. The CCRT comprises of resources and tools specifically aimed at the following stakeholders:

- Policy makers
- Citizens
- School & College students
- Business organizations (Industrial & Commercial)

The components of the CCRT kit include:

- Factsheets
- Presentations
- Posters
- Stickers
- CC Calendar
- Activity Booklet
- Youth Resource Guide
- Booklet on the MMR & National Action Plan for Climate Change (NAPCC)
- Map of CC related institutions (in MMR region)
- Online-Carbon footprint Calculators (for adults and kids)

The CCRT has been developed based on extensive literature review and stakeholder analysis undertaken by EMC. Content development for the various components included collection and compilation of information on climate change from the point of view of raising the awareness amongst these stakeholders. Based on this, prototypes of each of the components were developed. The components were presented to the Committee of the MMR-EIS as well as to the officials of the MMR-EIS. Based on the inputs received the various components were finalized. A consultation workshop was organized for a cross section of stakeholders and their feedback was received and integrated into the finalization of the kit.

CCRT: Free for Use

Following the completion of the CCRT, all the components have been published in the public domain on the website of MMR-EIS, please visit <http://www.mmreis.org.in/ccrt-toolkit> and of Ekconnect Knowledge Foundation, please visit www.ekconnect.net

Campaign to take CCRT to Schools in India

This note presents the concept to take CCRT in the form of a campaign to educational institutes such as schools & colleges across cities, towns and villages in India.

Strategy for Increasing Awareness

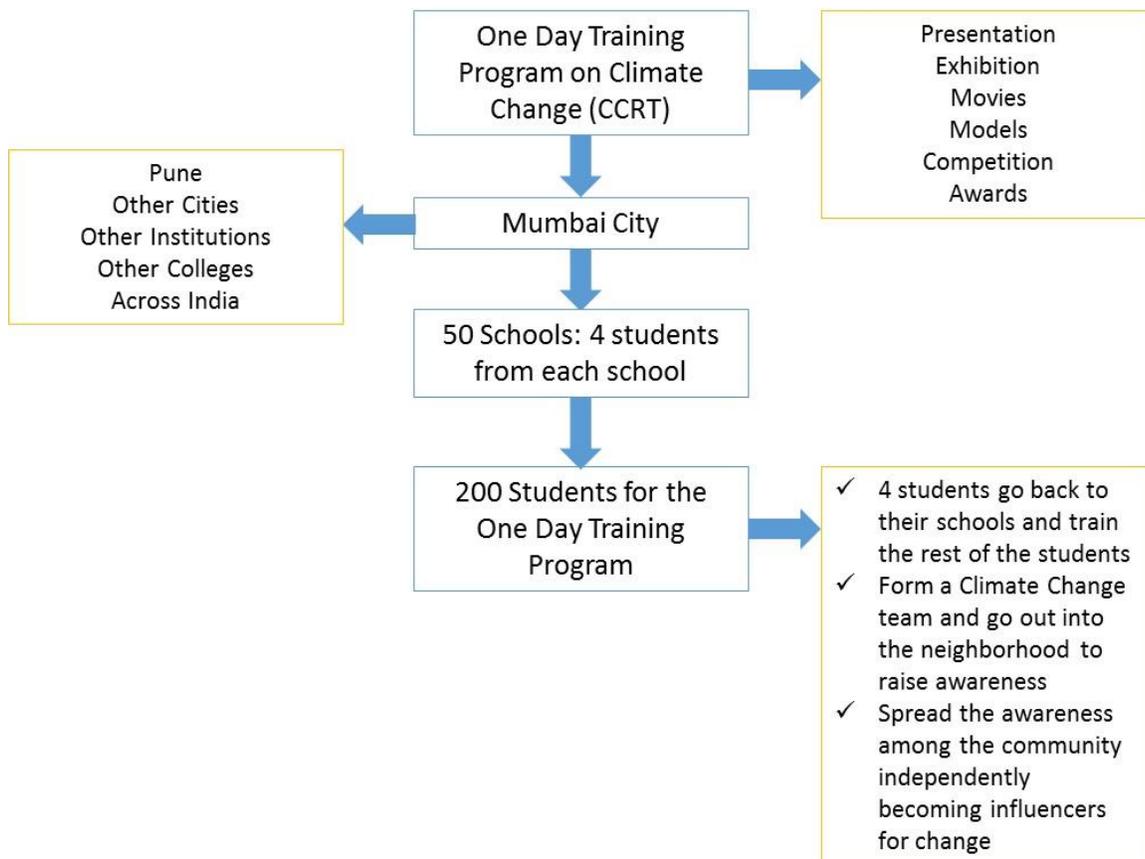
School and college students are potentially the best target group for any activity for raising awareness. As a demographic, this particular group is highly receptive and impressionable. An added advantage is the tendency of this group to naturally influence other groups. Youngsters make excellent influencers; they are more open to change and are able to convince others by their actions.

Training Program

A one day program on awareness of Climate Change in relation to Cities like Mumbai consisting of presentations, exhibition of the CCRT, screening of movies, competition for the students to create creative expressions of solutions for mitigation and adaptation in their school and neighborhood as well as awards for the winning students.

Action Plan for School Campaign

The action plan will be as follows:



The plan is to reach out to educational institutes across the major cities in the country from where the awareness raising activities can move onto children from smaller surrounding towns and villages.

Students become Teachers

A training program can be conducted for groups of students representing various schools to come together and understand the various components of the CCRT and the topic itself. Thereafter the trained students become the teachers themselves where they present to the rest of the students in their own schools and also take up excursions to municipal schools, and other government supported schools in nearby villages and towns.

Partners & Sponsors

In order to run this campaign we are looking for partners and sponsors who would be interested in supporting the roll out of this campaign across schools and colleges in cities across India.

Our partners can be trusts, NGOs, educational institutions, CBOs with whom we will be able to run this campaign. Our sponsors can be corporates who are looking to allocate their CSR spend on environment and education.

About Ekonnnect Knowledge Foundation

Ekonnnect is a nonprofit section 8 company offering awareness, education and training in environmental management and sustainability. We design and conduct a variety of interactive programs for different stakeholders including corporates, businesses, government agencies, educational institutes, school and college students, young professionals, trade and industry associations, non-governmental organizations, community based organizations, and the general public. Our programs cover issues and solutions on waste, water, energy, land and air pollution, biodiversity, climate change, green products and green living. Please visit www.ekonnnect.net

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