

Outcome Reports

Nagaland for Green Christmas Campaign

#NagalandForGreenChristmas

Background:

Christmas celebration in Nagaland starts right from the first of December till the 25th of December, but while it's the most wonderful time of the year, it's not the most environmentally friendly. The festive season is traditionally the period of peak consumption across the state with high amounts of waste and huge carbon emissions every year.

The Sustainable Development Goals Coordination Centre (SDGCC) of the Planning & Coordination Department, Government of Nagaland came up with a people's campaign 'Green Christmas' for the festival season in the year 2020. Since then, SDGCC has been organising Green Christmas every festival season through various interactive drivers including contests, social media awareness, pledges and display events to encourage residents to celebrate sustainable and environment-friendly Christmas to reduce carbon emissions.

Objective:

To align the Christmas festival celebration to the United Nations' Sustainable Development Goals (SDGs) dissemination and spark on-ground action among the residents in Nagaland to make this Christmas and beyond, sustainable.

Overview and Outcome of the Green Christmas Campaign:

'Nagaland for Green Christmas' campaign was launched and boosted in three editions in the year 2020, 2021 and 2022 with new and exciting themes and activities every year.

In 2020, the first month-long 'Green Christmas contest' as part of the campaign was launched. The residents were encouraged to enter the contest by sharing photographs and videos through social media or emails showcasing how they celebrate Green Christmas. The residents welcomed the initiative wholeheartedly. Out of numerous applications, three winners were under the 16 years and above category and one winner was for the 15 years and below category. Winners were awarded prize money and hampers as a token of appreciation. '*Nagaland for Green Christmas Pledge*' was also introduced that year as a digital pledge for the residents to abide by the 'Green rules' for the festival season.

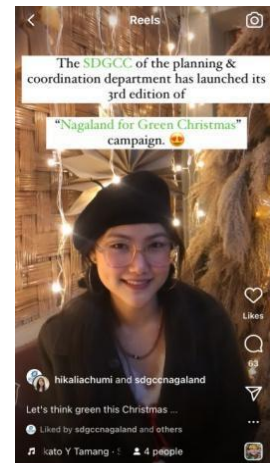
The second edition of the Green Christmas campaign in 2021 was launched with the theme of '*Minimalism*' - to involve celebrations to the maximum by using minimum and locally available resources. A display corner of eco-friendly celebrations including DIY decorations, gifts and an eco-friendly Christmas tree was set up at the Hornbill festival under the 'SDG-One Stop Destination' centre. There were three winners of the Green Christmas open contest and they were awarded INR 10,000 /each. The contest and display corner garnered positive responses from government officials and residents and was a step towards promoting '*Responsible Residents for Sustainable Tomorrow*'.

The third edition of the 'Nagaland for Green Christmas' campaign in 2022 was prompted as an awareness drive in the 'SDG-One Stop Destination' through a display corner and 'All-day' information desk to discuss sustainable and innovative ways to celebrate Christmas. The theme for the year was '*Reduce, Reuse and Recycle*'. A social media and media awareness drive was also initiated to boost the outcome. There were amazing responses and support on media by youth and influencers including Miss Nagaland 2022 Hikali Achumi.

Simple and Effective ways of having a Greener and Sustainable Christmas:

- **Use less, spend less, pollute less:** Being more cautious about the use of materials, avoiding food wastage and using non-sustainable packaging, is of prime importance.
- **Use sustainable gift wrapping:** For Christmas cards and gift wrapping, consider the ones that are recyclable or reusable or even plantable variety. Old newspapers could also be used as gift wrapping.
- **E-cards:** Instead of using paper, one can give their good wishes for Christmas to loved ones through e-cards. There are many online personalised e-card-making portals such as www.123greetings.com / www.123cards.cometc.
- **Support local:** Give a gift that's good for your loved ones and is #vocalforlocal through locally made gifts (rather than imported items), biodegradable gifts, gifts made from materials that can be recycled or gifts made from recycled materials.
- **Switch to eco-friendly lights:** LED fairy lights and solar-powered lights are better options than traditional lights. You may like to dim them and/or set timers (if possible) for both indoor and outdoor lights to reduce energy wastage.
- **Real/living Christmas tree:** Getting a real Christmas tree locally available, community Christmas trees, or decorating live trees without felling, are the best ways to minimise our environmental impact.
- **Compost the leftovers:** Instead of throwing uneaten food away, create a compost bin or ensure that they are sent as animal feed or build a DIY worm farm.

Highlights:



Media Coverage Links:

- ['Nagaland for Green Christmas' campaign launched | Nagaland Post](#)
- [Nagaland dept launches 'Nagaland for Green Christmas' campaign | North-East Now](#)
- ['Green Christmas' Campaign Launched By Government of Nagaland | Sentinel Assam](#)
- [Green Christmas Campaign | Northeastern Chronicle](#)
- [नागालैंड सरकार ने ग्रीन क्रिसमस अभियान शुरू किया - Nagaland govt launches 'Green Christmas' campaign | Dailynews \(patrika.com\)](#)
- [SDGCC, Planning & Coordination Department Launches 'Nagaland for Green Christmas' Campaign 2022 | DIPR Nagaland-Department of Information & Public Relations, Nagaland](#)
- [नागालैंड सरकार द्वारा "ग्रीन क्रिसमस" अभियान शुरू किया गया | "Green Christmas" Campaign Launched By Government of Nagaland | Jantaserishta](#)
- [Campaign For "Nagaland for Green Christmas" Launched | VOICE 24x7](#)
- [Third edition of 'Nagaland for Green Christmas' Campaign launched | Nagaland Tribune](#)
- ['Nagaland for Green Christmas' campaign | MorungExpress | morungexpress.com](#)
- ['Nagaland for Green Christmas' Campaign 2021 | DIPR Nagaland-Department of Information & Public Relations, Nagaland](#)
- [Second edition of Nagaland for green Christmas launched - EastMojo](#)
- [Second edition 'Nagaland for Green Christmas' campaign 2021 | Indigenous Herald](#)
- [2nd Edition Of 'Nagaland For Green Christmas' Launched, Celebrating Sustainable & Eco-Friendly Christmas | North-East Now](#)
- [Nagaland to celebrate a 'Green Christmas' | MorungExpress | morungexpress.com](#)
- [Nagaland begins campaign for 'Green Christmas' - Nagaland begins campaign for green christmas | India Today NE](#)