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# Lifestyle for Environment (LiFE)

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# LiFE- An Introduction and SAREP Involvement

## Content

- LiFE origin and concept
- India vision and mission of LiFE
- LiFE- Indian initiatives for implementation in India
- LiFE-Women as influencer for demand change
- LiFE and SAREP involvement



# Global Phenomena

Environmental degradation and climate change are global phenomena where action or inaction in one part impacts the entire world. If not addressed by 2050, climate change could lead to

- Global economy losing 18% of the GDP
- Three billion people experiencing water scarcity, among other impacts



**“All out efforts should be made to avoid it”**

# Lifestyle for Environment (LiFE) is a way to address environment and climate issues

Introduced by Prime Minister Narendra Modi  
at COP26 at Glasgow on November 1, 2021,  
**LiFE** is:-

- Campaign to become mass movement towards an environmentally conscious lifestyle
- About making lifestyle choices to improve our planet
- Human-centric, collective efforts, and robust action that furthers sustainable development
- Mission borrows from the past, operates in the present, and focuses on the future
- Mix of technology and tradition
- Reduce, reuse, and recycle



# Mission LiFE Endorsed in COP27

## COP27 Agreement Text Acknowledges

*“Noting the importance of transition to sustainable lifestyles and sustainable patterns of consumption and production for efforts to address climate change...”*

*“Also noting the importance of pursuing an approach to education that promotes a shift in lifestyles while fostering patterns of development and sustainability based on care, community and cooperation.”*

## World Leaders Echoed



“France will work with India to make the LiFE initiative a success”  
- **Emmanuel Macron, President of France**



“PM Modi’s Mission LiFE could not have come at a more crucial juncture. Ill effects of climate crisis come at us with full force” -  
**Ibrahim Mohamed Solih, President of The Maldives**

“Developed countries must follow through on their commitments to provide meaningful financial and technological support to countries like India throughout this transition. We need to unleash a renewables revolution and look forward to working with India on this,”  
- **UN Secretary-General Antonio Guterres**



“...I think the initiative, LiFE, can be very helpful for us to find a way because one of the ways is to ensure that governments and civil society achieve the necessary consensus so that we can slowly come out of the crisis.”  
- **Alberto Fernandez, President of Argentina**



## LiFE India Vision

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

- Narendra Modi, Prime Minister of India



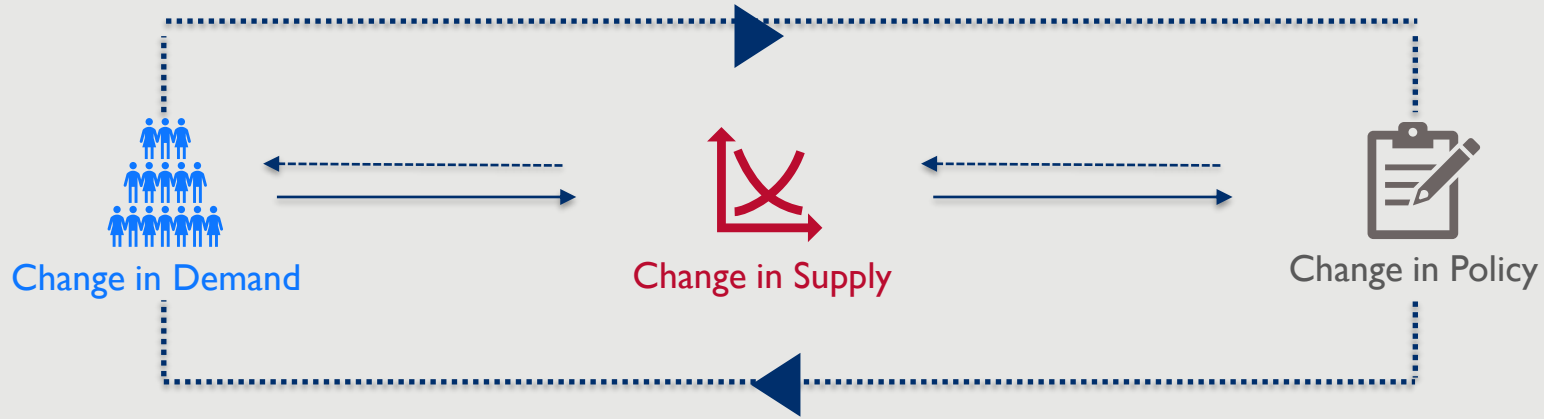


# LiFE Implementation in India - Key Initiatives and Agencies

- Transitioning from use-and-throw culture to a circular economy
  - Large scale behavioral change programs
  - Upholding India's environmental-friendly culture, traditional practices
  - Mission LiFE 2022-23 - 75 activities in seven categories (energy, water saving, single-use plastic, sustainable food systems, waste reduction or swachhata actions, healthy lifestyle, and e-waste)
  - 21-day challenge pledge
- ✓ National Development Council
  - ✓ NITI Aayog
  - ✓ Ministry of Environment
  - ✓ Power Foundation of India



# LiFE Implementation in India - 3 Core Shifts in 3 Phases



## Phase I

Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives

## Phase II

Changes in large scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised market demands

## Phase III

By influencing demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial policy and government policy that can support both sustainable consumption and production



# Importance of Behaviour for 'Change in Demand'

- According to the IEA, adoption of actions and measures targeted by LiFE – including behavioural changes and sustainable choices – would help effect one-fifth of emissions reductions needed by 2030 to put the world on a net zero path.
- Women can be key influencers of behavioral change, as they are accelerating adoption of new green technologies in developing and developed world and catalyzing sustainable business practices.



# Women As Agents of 'Change in Demand' Through Behaviour

## Ambassadors of Demand Change

Women have the knowledge and understanding of what's needed to adapt to changing environmental circumstances in order to determine practical solutions: WEF



## Energy Management

As primary energy managers in households, women can play a powerful role in influencing choices and, therefore, aiding energy transition

## Resource Conservation

Women's specific knowledge of and dependence on forest resources make them key contributors for conservation

## Consumption behaviour

Women play an important role in provision, management and safeguarding of food and water resources

## Sustainability Leaders

Higher percentages of women on corporate boards positively correlates with the disclosure of carbon emissions information

# Women As Ambassadors of 'Change in Demand' in Households

- Women's production and consumption patterns tend to be more resource-efficient, as they are more likely to recycle, and make more sustainable decisions for their households and businesses.
- As consumers women are an extremely relevant actor since they often determine the consumption patterns of each household.
- In India, giving power to women at the local level led to greater provision of public goods, such as water and sanitation, as per IMF



# Women and Energy Management



- Women, universally in charge of cooking, heating and lighting the home, are the critical pivot for scaled adoption of solar and other green, domestic energy solutions.
- Most studies acknowledge that women's participation in the energy sector contributes significantly to achieving global energy efficiency goals for sustainable development
- Women can be key drivers of an innovative and inclusive energy sector for a successful clean energy transition.

# Women as Resource Manager and Influencer for Consumption Behavior

- Women are the primary water decision-makers at the household level, as they are responsible for fetching water and using it for domestic chores such as cleaning, cooking and washing
- Research shows that women share water more equitably than men do, especially in times of scarcity.
- Women play an immense role in assuring household food security : household food availability, contribution to income is crucial in household food access especially, in low-income households, and their nutritional knowledge is also important in utilization of food properly in households.





## Women are Crucial for Forest Conservation



- Many women have highly specialized knowledge of trees and forests in terms of biological diversity, sustainable management and use for various purposes, and conservation practices. Women are aware of the food and medicinal values of forest products, which are particularly important during food crises.
- One study in India found that a higher proportion of women in decision-making bodies provided significantly greater improvements in forest conditions, with better forest regeneration and canopy growth even when establishing in smaller and more degraded forests.

# Women Corporate Leaders Report Emissions Better

- A higher percentage of women managers is associated with lower levels of carbon emissions, as per WEF
- Existence of female personnel at the management and practice level plays a significant role in improving voluntary disclosure quality. By considering the impact of gender manpower composition on enhancing corporate transparency, it provides evidence that market participants can have a positive view on the quality of information environment provided by companies with a high proportion of female personnel, as per a study





## Out of top ten Sustainability Influencer nine are women

S.N.	Influencer	Area of Influence
1	Lauren Singer	Wastefree movement-e-commerce and runs a shop called PackageFreeshop
2	Aditi Mayer	Sustainability in fashion and life by her social media posts
3	Caroline Ginolfi	Wellness coach and and a plant-based nutritionist focused on conscious consumption
4	Arti Jalan	How to live sustainably and conscious, while traveling, eating, living and most importantly enjoying life.
5	Kathryn Kellogg	Ways to live zero waste
6	Bea Johnson	Mother OfThe Zero Waste Lifestyle Movement”
7	Wendy Graham	Discussing topics of sustainability through food & drink, family, home & garden, and travel
8	Sab	<u>A vegan influencer and YouTuber</u>
9	Ashleigh Norris	A hormone nutritionist helping her patients navigate hormone imbalances and autoimmune diseases

Source: Top 10 Sustainable Influencers-Somuel Butcher

# LiFE- Opportunities for SAREP in all three phases



## Demand Reduction

- Demand Response programs
- Energy Efficiency in buildings, appliances
- Support in designing Net Zero plans of institutions
- Scaling up Electric Mobility



## Changing Supply

- Promoting higher renewable energy penetration
- Promoting distributed RE, including agrivoltaics, livelihood-supportive applications
- Fuel switching (RE, green hydrogen)
- Enabling financing of clean energy and related technologies



## Changes Policy

- Policies for scaling up and deployment of renewable energy
- Promoting policies for sustainable procurement and circular economy
- Regulations for smooth implementation

“

Future is either green,  
or not at all.

- Bob Barker.

”

*The Sun does not forget a village just because it is small, and we do not forget a problem just because it isn't ours.*

# THANK YOU

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