

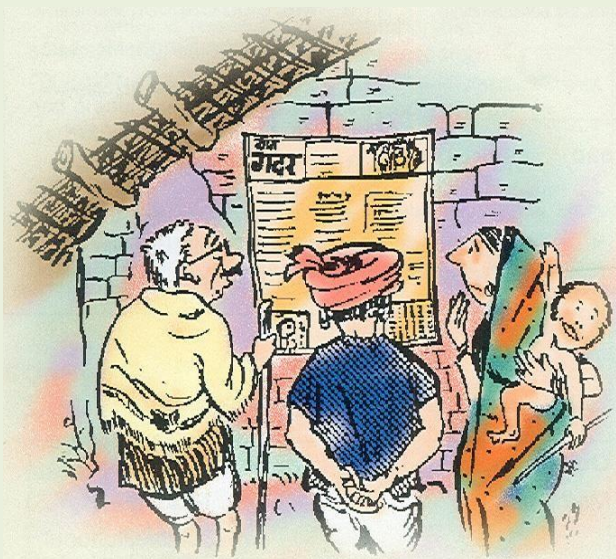
CUTS Dossier on

Towards a Clean and Just Energy Transition

Pursuing Strategies to Boost Green Economy

About CUTS

CUTS International (Consumer Unity & Trust Society) began in 1983 from a rural development communication initiative, a wall newspaper, Gram Gadar (Village Revolution). Gram Gadar is published regularly and reaches every nook and corner of Rajasthan, including remote villages. It has been instrumental in providing a forum for the oppressed classes to get justice. The mission of the organisation is *Consumer Sovereignty in the Framework of Social Justice, Economic Equality and Environmental Balance Within and Across Borders*.



CUTS is an international research, public education and networking organisation working in various fields, including international trade, competition policy and law, economic regulation, consumer protection and sustainable development issues. From a humble beginning in 1983-84, the organisation now has three resource centres in Jaipur, each in Calcutta, Chittorgarh and New Delhi in India. It works internationally, especially in the developing world, through its resource centres based in Kenya, USA, Vietnam, Switzerland, Zambia and Ghana. More information about the organisation and its centres can be accessed here: <http://www.cuts-international.org>.

What do we do?

CUTS has implemented several provincial, national and international projects spread over more than 30 developing countries in Asia and Africa. These have combined research-based public education and capacity building, helping to emphasise the need for economic reforms in developing countries and policymakers, academicians and civil society on the virtues of a level playing field for economic development.

The extensive national and international projects undertaken by CUTS have helped the organisation develop a vast network. A contacts database provides the organisation with an institutional memory that is extremely useful in establishing and furthering partnerships/associations, etc.

Another strength of the organisation lies in the strong and qualified human resources. Technical expertise is available from researchers, policy analysts and support from "fellows". To supplement such in-house capacity, the Centre has developed a formidable network of external resource persons for providing technical advice on varied projects. Further, staff training and capacity building are other critical focus areas.

Additionally, CUTS has extensive experience organising state, national, and international seminars and training programmes. CUTS International has done some impactful work through the Research, Advocacy, Networking & Capacity Building (RANC) strategy.

Various national stakeholders have duly recognised the efforts of CUTS in its project countries, including civil society organisations, regulatory bodies, policymakers, etc. Some notable examples of these testimonials are available online at:

<http://www.cuts-ccier.org/pdf/Appreciation-Letters.pdf>.

How do we do it?

- Identifying intervention areas
- Creating a multi-stakeholder platform to guide the intervention (the Project Advisory Committee)
- Collecting and documenting evidence from the grassroots stakeholders
- Identifying the development and capacity-building needs
- Advocate with policymakers and grassroots stakeholders to bring about practice and policy change. This includes the dissemination of good practices among relevant stakeholders, thereby creating opportunities for cross-learning
- Dissemination of knowledge through conventional and digital media
- Bridging the gap between public and private sectors as well as consumers

CUTS Vision and Approach: What we want

CUTS' vision in the clean energy sector is to promote the narrative of a "just transition" and explore ways the energy sector can contribute to this, which are resilient, inclusive and sustainable.

To achieve this vision, CUTS will continue to make strengthened efforts through its RANC approach. The RANC approach will be deployed to analyse the issue objectively, decentralised and bottom-up manner under scanner in the energy space for various propositions. The consumers and grassroots stakeholders will become the focal point for determining the policy, technological and economic imperatives of any issue.

Thus, the 'consumer sovereignty' motto of CUTS International will be furthered in its endeavours in the energy sector as well, to explore energy-related issues in India's climate ambitions in the future. This will also align with institutionalising a 'just transition' approach in how our policies are planned, formulated, implemented, and monitored.

CUTS Experience in Clean and Just Energy Transition

CUTS commits to incorporating a multi-dimensional, multisectoral outlook towards realising and implementing any project in the climate and energy space. The thrust sectors for this include power (including generation, transmission, and distribution of power and renewable energy), industry (including carbon-intensive manufacturing sectors), transport (low-carbon and electric mobility), agriculture (including solar for agriculture, agriculture-water-food nexus, etc.), construction (green buildings) and infrastructure amongst others.

CUTS has also worked on sector-specific issues from the reference point of the energy sector, with visions like consumer-centricity, optimal regulation, and systems approach. These include:

- capacity building of electricity consumers for enhancing regulatory participation¹
- regulatory impact assessment of the power generation sector²
- exploring the transition to low-carbon and electric mobility at the city level³
- promoting quality education through clean energy access⁴
- regional cooperation on energy securities in South Asia⁵

¹ <https://cuts-ccier.org/capacity-building-of-electricity-consumers-in-rajasthan-cbec/>

² <https://cuts-ccier.org/regulatory-impact-assessment-in-indian-electricity-generation-sector-ria/>

³ <https://cuts-ccier.org/green-growth-and-energy-transformation-phase-ii/>

⁴ <https://cuts-ccier.org/promoting-quality-education-through-clean-energy-access/>

⁵ <https://cuts-ccier.org/regional-cooperation-on-energy-securities-in-southcentral-asia/>

Besides the above, CUTS has been working with relevant government ministries, departments and agencies, regulators, consumers, distribution companies, direct and indirect stakeholders, and other players to improve energy access and facilitate energy transition and cross-border energy trade.

Some highlights of our work are as follows:

Just Transition

This implies that any transition aimed at transforming the existing scenario towards a cleaner and environment-friendly future needs to be explored from the justness lens of the transition and its prospective outcomes. This can be done by assessing the propounded transition's social, economic and environmental impacts and examining the sensitivity of policies and stakeholders towards such impacts.



Another crucial dimension of this approach is the gender-responsiveness of transitions occurring in the climate space. This also conforms to the need being widely felt in expanding the research approach to assessing the socio-economic inclusivity and not just the techno-economics of the sector and issue under observation so that the outcomes are enhanced equity and resilience.

SDGs covered: SDG 1 (No poverty), SDG 7 (Affordable and Clean Energy), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduce Inequality) and SDG 13 (Climate Action)

Investment and Jobs



A significant challenge the energy sector is poised to face in the backdrop of the climate ambition plan is the issue of garnering necessary investments and creating decent employment opportunities. Towards this, a strategic approach must be adopted to explore the relationship between investments and decent jobs in the energy sector. Thus, the idea is to recommend ways to ensure that investments to foster the efforts of attaining climate ambitions are also sensitive to issues like the quality of jobs created and income inequality.

SDGs covered: SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduce Inequality)

Regional Energy Cooperation and Integration

The huge potential for regional energy cooperation within the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) region has already been well established. CUTS has long advocated for the promotion of regional integration of energy markets and aims to intensify its interventions in this area. In the coming years, the organisation aims to build a strengthened policy and regulatory discourse around cross-border energy trade, cooperation and integration in the BIMSTEC region.



Furthermore, CUTS would undertake evidence-based advocacy initiatives to identify and address various policy gaps in different countries to strengthen and enhance energy cooperation and security among BIMSTEC countries.

SDGs Covered: SDG 7 (Affordable and Clean Energy)

CUTS Projects in Clean and Just Energy Transition

Promoting e-Tractor for Developing Sustainable Agricultural Ecosystem in Rajasthan



The tractor industry in India is strong, and it is one of the largest manufacturers of tractors in the world. In 2022, more than a million tractors were manufactured, and a tenth of these were exported. Given the robust market structure, the industry can effectively absorb a mass transition towards e-tractors.

The state of Rajasthan possesses several features that present an ideal opportunity to take this idea forward and pioneer the adoption of e-tractors in India. Some of these include the above-national average population engaged in agriculture (66 per cent); the state with the highest cultivable area; one of the leading buyers of tractors; substantial agricultural activities; diverse agro-climatic conditions; and a keen focus on renewable energy.

However, adoption at the domestic level is limited due to various factors such as high upfront costs, a lack of awareness, inadequate policy-level support, and poor EV-supporting infrastructure.

Also, the non-inclusion of tractors in subsidy- and incentive-driven schemes for promoting electric vehicles like FAME I and FAME II at the central level or in EV policies at the state level may also be attributed as a primary reason why the e-tractor market in India has not picked up.

Hence, this project aims to define the interventions required from the concerned state agencies to develop a market for e-tractors by introducing policy and regulatory reforms in the agriculture sector. The initiative would also seek to create an enabling environment for the adoption of e-tractors by addressing barriers and promoting the benefits of this technology among farmers in Rajasthan. (<https://cuts-ccier.org/promoting-e-tractor-for-developing-sustainable-agricultural-ecosystem-in-rajasthan/>)

Supporting the Transition to a Low-Carbon, Affordable and Inclusive Transport System in Peri-Urban and Rural Districts of Rajasthan

The Indian automobile sector, particularly in the passenger segment, is rapidly transitioning from fossil fuel-based vehicles to electric vehicles (EVs). This transition must expand further to address issues related to climate change and energy security.



Rural India, home to over 70 per cent of the Indian population, is a key aspect of the energy transition. It is essential to understand the barriers for the EV market in venturing to rural areas of India, both from the perspectives of the supply and demand sides as well as the public and private domains. This would help enable the formulation of strategies and interventions required specifically in peri-urban and rural areas to develop an efficient and electric-driven transport network that is on par with urban areas in terms of infrastructure, accessibility, and service.

However, rural mobility in India faces several challenges that inhibit efficient transportation and connectivity. Public transportation services are often inadequate or non-existent. The absence of regular bus or train services makes it challenging for residents to travel to nearby towns or cities for education, healthcare, and employment opportunities. Even people with private vehicles, such as motorcycles or cars, also face challenges like a low density of fueling stations and a poor after-sales market.

Hence, this project aims to replace the existing transport networks from fossil-fuel-driven vehicles to electric vehicles and build new networks where these are inadequate or non-existent through electric mobility interventions. A cost-effective and efficient commute option would improve accessibility to better education, healthcare, employment, and business opportunities,

thereby contributing to socio-economic development in rural communities. (<https://cuts-ccier.org/supporting-the-transition-to-a-low-carbon-affordable-and-inclusive-transport-system-in-peri-urban-and-rural-districts-of-rajasthan/>)

Evolution: Aligning the Just Energy Transition Agenda in the Electric Mobility Ecosystem with the G20 Framework



India has embarked on a journey towards the adoption of electric vehicles (EVs) across various segments of its transportation network. This strategic shift holds the promise of reducing the country's carbon footprint and reliance on fossil fuels, thereby contributing to the international climate crisis. The pursuit of a cleaner transport

sector through the adoption of electric vehicles stands as a pivotal strategy in the global fight against climate change.

However, this transition is not devoid of challenges, such as range anxiety, standardisation, and the need for a skilled workforce. Beyond these challenges, infrastructural gaps and administrative hurdles pose significant obstacles.

Thus, in collaboration with the Friedrich-Ebert-Stiftung (FES), this project aimed to create a platform for engaging and relevant discussions on the Just Energy Transition (JET) towards Green Mobility with a focus on the G20. The idea was to closely observe the deliberations happening on the G20 platform, interact with direct and indirect stakeholders on the same, and gradually prepare an action plan to address the challenges and gaps to fasten the adoption of cleaner transport. (<https://cuts-ccier.org/evolution/>)

Decarbonisation of the Freight Sector in India



The transport sector is one of the fastest-growing sectors and a significant contributor to climate change, accounting for about a quarter (23 per cent) of global emissions. It is one of the important sources of greenhouse gas (GHG) emissions in countries such as the US, the UK and India.

In India, medium and heavy-duty trucks comprise only 2 per cent of the total vehicle population but contribute 30 per cent of the overall vehicular road transport emissions. Given this

disproportionate share of GHG emissions, there is a critical need for a faster transition of medium and heavy-duty freight vehicles.

Accelerated EV uptake across industry sectors and vehicle types is essential for India to meet the objectives of the Paris Agreement and ratchet up its ambition on Nationally Determined Contributions (NDCs). A clear demand for medium and heavy-duty vehicle electrification from businesses in India in key vehicle applications can jumpstart a transition. Being the third-largest truck market after China and the US, India's early adoption of zero-emission trucks can be instrumental in accelerating its domestic climate imperatives and supporting global climate action.

Hence, this project intends to study the viability of the decarbonisation of MDVs and HDVs in the context of three electric corridors in India. (<https://cuts-ccier.org/decarbonisation-of-freight-sector-in-india/>)

Exploring the Potential of Last Mile Transportation as an Enabler for Green Jobs

Historically, last-mile connectivity through conventional ICE vehicles has been a part of the mobility ecosystem of several Indian cities. However, considering the significance of last-mile connectivity and rising awareness regarding environmental degradation, government and private players have also taken several initiatives to green these fleets. This has resulted in E-2Ws and E-3Ws capturing a significant share of the electric vehicle market in India.



Additionally, pandemic-induced social distancing norms and periodic lockdowns have also resulted in a reduced per-vehicle capacity of shared and public modes of transport. This has created a demand for more vehicles in last-mile transport fleets.

Moreover, the pandemic has prompted a surge in e-commerce orders, fostering demand for appropriate last-mile transport options for deliveries. International, national and local e-commerce companies (Amazon, Flipkart, BigBasket, Zomato etc.) are setting ambitious targets for the electrification of their fleets. Given that the transition to e-mobility is imminent in this segment, it is necessary to explore the new livelihood opportunities that this transition will bring about and understand the implications for the associated stakeholders.

Thus, the objective of this project was to qualitatively and quantitatively map the livelihood opportunities, local economic growth, reduction in emission level, and enhancement in the living standards of stakeholders affected by the greening of last-mile transportation modes in Tier 1 and Tier 2 cities of India. (<https://cuts-ccier.org/greenjobs-iii/>)

Solarisation of Agriculture Feeders



The Government of India has taken various policy measures to fulfil its commitment to the Paris Climate Agreement in 2015 -to have 50 per cent of installed power generation from non-fossil fuel sources by 2030. Further, to provide energy and water security to farmers, enhance their income, de-dieselise the farm sector, and reduce environmental pollution, the Government of India approved PM-KUSUM⁶ in February 2019.

Given this context, the overarching aim of this project is to support state governments effectively and sustainably set up small-scale, decentralised solar power plants for irrigation to achieve capacity targets, balance economic, social, and environmental needs, and consider the water-energy-food (WEF) nexus.

The project also aims to develop a guidebook for state-level policymakers and agencies for sustainable implementation of PM-KUSUM components - the addition of 10,000 MW of solar capacity through the installation of small solar power plants of up to 2 MW and solarisation of 15 lakh existing grid-connected agriculture pumps. (<https://cuts-ccier.org/solarisation-of-agriculture-feeders/>)

Accelerating Electric Vehicle Adoption in Rajasthan, India



According to the World Health Organisation, India is home to nine of the ten most polluted cities worldwide. A significant contributor to air pollution is the transport sector, where road transport is the main sub-sector accounting for over 95 per cent of the total transport sector's emissions.

Electric vehicles also called Zero Emission Vehicles (ZEVs), can be a game changer for the environmental challenges that conventional vehicles pose. However given that the EV sales in 2019 were a mere one per cent of the total vehicle sales in the Indian market, EV penetration and adoption remain a key challenge.

Thus, it becomes critical to strengthen the ongoing discourse around the need for a policy-driven approach to manufacture, adopt and use EVs in the Indian scenario. This project conducted state-level research, advocacy, networking, and capacity-building on the prospects of an actionable policy roadmap for the state to enhance EV uptake in Rajasthan.

⁶ Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahabhiyan Yojana (PM-KUSUM)

The project's primary objective was to identify current supply and demand side gaps and various policy practices (policy interventions, regulations, non-legislative steps, innovative regulatory mechanisms, and collaborative efforts from corporates). These could be undertaken by the state-level authorities to ease the transition to electric vehicles in Rajasthan. (<https://cuts-ccier.org/ev-raj/>)

Enabling Just Transition in India's Power Generation Sector

With the world undergoing a paradigm shift towards achieving environmental sustainability and climate resilience across sectors, the energy sector, particularly the power generation sector, is at the Centre of this shift.



Keeping this idea in mind, the overall aim of this project was to map and institutionalise the approach of 'just transition' in the clean energy transformation of India's power generation sector to ensure social, economic, and environmental dividends for relevant stakeholders.

In this context, the project envisages undertaking a state-wise study assessing the readiness of two states (Rajasthan and West Bengal) to switch to a near-zero carbon economy. The sector under consideration was the power generation sector in these states, which also has a ripple effect on various other sectors of the economy, thus, creating a multiplier effect across the society *vis-a-vis* clean energy transition. (<https://cuts-ccier.org/enabling-just-transition-in-indias-power-generation-sector/>)

Exploring the Potential of E-mobility and a Booster for Local Economy and Livelihoods in India



One of the significant roadblocks to the E-mobility transition in India is the high upfront cost of the vehicles resulting from high import dependency and limited local manufacturing of their components. However, the Indian government has issued a clarion call for the localisation of manufacturing and self-reliance or "Atmanirbharta" to rebuild the economy.

Focusing on the auto sector, especially electric vehicles, for India's post-COVID economic recovery may boost localised manufacturing and livelihoods. According to studies, localisation of pre-manufacturing and component manufacturing processes showcases the promising potential for creating business and livelihood opportunities. It can create new job roles and provide indigenised employment opportunities across the EV ecosystem.

However, in the current scenario, the sector's employment generation potential is in its nascent stage and is limited to ambitious targets set by State EV policies. With India being highly dependent on imports, especially from China, for EV components, many manufacturing jobs are currently outsourced, and vehicle assembly is the main activity conducted domestically.

Additionally, though EV start-ups seem to be on the rise in India, the current requirements are limited and tilted towards highly skilled or niche roles. In contrast, an ecosystem approach is needed to create jobs across the skill spectrum.

Thus, the concerns for a just transition seem imperative in the context of the impact of the changing skill requirement on the existing workforce and new entrants, as well as gender disparities across the job and skill spectrum in the auto manufacturing sector.

Hence, this project aimed to explore the EV manufacturing ecosystem in India and the attributes of the localised livelihood opportunities created due to indigenisation. The overarching objective was deconstructing the EV manufacturing ecosystem in terms of job roles, skill requirements, and employment potential. (<https://cuts-ccier.org/exploring-the-potential-of-e-mobility-as-a-booster-for-local-economy-and-livelihoods-in-india/>)

Exploring the Impact of Electric Mobility on the Jobs Ecosystem

With global discourses on sustainable development and minimisation of carbon footprints gaining prominence, a shift to cleaner means of transport is not just critical but also inevitable. This project aimed to explore the nature and quantum of job losses due to EV integration at a city level and the nature of new jobs and skills to cater to the flourishing EV industry.



Taking the case of Jaipur- it looked into the net employment generation trends of the overall EV transition at the component manufacturing, assembly, and operation stages. The key finding was that pre-manufacturing and auto manufacturing have the greatest scope for livelihood generation. (<https://cuts-ccier.org/exploring-the-impact-of-electric-mobility-on-the-jobs-ecosystem/>)

Developing a White Paper on the Regional Parliamentary Forum on Energy Cooperation and Energy Trade in South Asia



The cooperation between countries in South Asia, namely Bhutan, Bangladesh, India, Nepal, and Sri Lanka, presents a low-hanging opportunity for member nations in the Asia Pacific to usher equitable economic development and prosperity in the region.

Given that the member countries command 1.46 billion people (21 per cent of the world population), have stayed on a high economic growth curve, and are expected to buttress a big share of commodity demand in the future, an optimal transition in these countries also provides a convenient opportunity for the world to meet its sustainability objectives.

Energy, in this context, has been a common agenda on the table, given that countries in the region aspire for common goals of energy security, universal quality energy access, optimal regulation, and an increase in competition with the entry of the private sector. Regional diversity of energy resources remains a unique feature among these countries; therefore, a huge potential for Cross Border Energy Trade (CBET) has always been envisaged. The efficient functioning of borders for energy trade is more so important now from the perspective of regional balancing of energy with a higher share of renewables.

Conspicuously, even with compelling techno-economic feasibility for high levels of CBET in the region, the proposition has hardly moved beyond the drawing board. The cross-border energy trade in the region has been primarily anchored around bilateral electricity trade, especially by harnessing the hydropower resources in the mountainous areas. Nevertheless, the potential remains more, not only in the electricity sector but in the areas of natural gas, distributed renewable energy, and other modern technologies. It has been argued that a lack of political will and mutual understanding for investment toward shared infrastructure has hampered the region from exploring the full potential of cross-border energy trade.

Therefore, there is a need to create a political economy discourse to build a positive narrative around CBET by identifying champions for the cause and bottom-up assimilation of concerns of stakeholders. The establishment of Parliamentary forums can be an effective instrument to address the bottlenecks related to greater energy cooperation in the region. CUTS International thus proposed a systematic strategy to achieve this goal through the proposed study. (<https://cuts-ccier.org/developing-white-paper-on-rpf/>)

Green Growth and Energy Transformation: Phase II

Energy is the engine of growth for any economy, much the same for India. India's energy consumption has witnessed a significant increase in the recent past due to the increasing population and the corresponding increase in economic activities.



This, combined with the recent boost given to the manufacturing sector, will continue to pressure the existing energy sources available in limited quantities within the country.

Therefore, a sustainable path to growth must encompass sustainable, cleaner, and efficient energy provision. This necessitates an enabling policy framework, proper implementation, and favourable response from various sectors of the economy and civil society. In other words, it requires inclusive and collective decision-making and a common stake in society.

The inclusive nature of the process would consider all affected sections' concerns and provide a good measure of legitimacy to the outcomes. This project explored the transition to electric mobility in Jaipur city by developing a city-level framework for low-carbon mobility. (<https://cuts-ccier.org/green-growth-and-energy-transformation-phase-ii/>)

Green Growth and Energy Transformation: Phase I



Inclusive policymaking is essential to any democratic state. Indian civil society, like most other developing societies, is characterised by relatively low levels of awareness, limited capacity, and pro-activeness. This amounts to non-inclusiveness in policymaking, thus, leading to sub-optimal outcomes. Often, a few strong, well-organised pressure groups also tend to influence the policymaking process asymmetrically, leading to policies serving only vested interests.

Thus, in collaboration with FES, this project aims to create seed communities comprising relevant stakeholders in the states of Rajasthan and West Bengal and subsequently at a national level to move towards more sustainable, green, and clean growth. (<https://cuts-ccier.org/green-growth-and-energy-transformation-grow-get/>)

Regulatory Role and Engagement in India's Clean Energy Transformation: Balancing Political, Economic, and Environmental Considerations

The Indian energy sector is going through a phase of transformation owing to domestic energy security and global climate change considerations. The Government of India aims to increase its share of clean energy through a massive thrust on renewables. It aims to install 60 GW of wind power capacity and 100 GW of solar capacity by 2022 to meet its revised target of 175 GW of RE installed capacity, which is about five times the RE installed capacity in March 2015.



The State governments have put in place a broad policy framework in their respective states for promoting renewable energy (RE) and energy efficiency (EE), which has evolved with technological evolutions.

However, the regulators have a crucial role in implementing these policies. Given that the clean energy transformation came as a later policy priority and remained a secondary priority until recently, there is a lack of clarity on the mandate and role of regulators in the promotion of RE and EE.

Therefore, in collaboration with the CUTS Institute for Regulation & Competition (CIRC) and The Energy and Resources Institute (TERI) and with support from Shakti Sustainable Energy Foundation (SSEF), this project was implemented in 2015-16 to foster regulatory role and engagement in the promotion of RE and EE.

The project involved a comprehensive analysis of the regulatory role, engagement, and effectiveness in clean energy transformations in five selected states — Madhya Pradesh, Maharashtra, Karnataka, Uttar Pradesh, and West Bengal. The ultimate aim was to prepare a policy and practice reform strategy for two selected states to ensure inclusive, proactive, and constructive regulatory engagement in facilitating the clean energy transformation. (<https://cuts-ccier.org/regulatory-role-engagement-in-indias-clean-energy-transformation/>)

Towards the Development of a Sustainable Food Policy



within the Sustainable Development Goals (SDGs) as goal number 12.

In recent years sustainable food systems have emerged as a major topic of discussion, with many stakeholders differing on the possibility of attaining a food-secure global economy. Despite this debate, different players continue to make efforts to promote a food-secure global economy. This is reflected by including sustainable production and consumption

Although sustainable food systems encompass production and consumption, most current efforts towards promoting a food-secure global economy have focused on sustainable production efforts. Efforts towards promoting sustainable food consumption, primarily through sustainable markets, have remained marginal. Sustainable food systems could be further supported if current projects could drive markets for sustainable foods.

Given this background, the project involves working with the Lusaka City Council to develop a food policy that harnesses the potential within the informal market sector. It seeks to put policy frameworks at both the local and national levels in such a way that they influence both the production and consumption of sustainable diets.

<https://cuts-lusaka.org/influencing-national-and-local-policies-towards-the-development-of-a-food-policy-that-is-more-sustainable/>

Raising Consumer Awareness of Sustainable Consumption

"Sustainable consumption and production" - SDG 12, concerns material use, hazardous chemicals and waste, sustainable business practices, and consumer behaviour. With the increasing use of natural resources, air, water, and soil pollution, and ever-growing amounts of waste, it is clear that our current way of consuming and producing has to change fundamentally. To reach this goal, world leaders have agreed on improved resource efficiency, reduced waste, and better awareness of sustainable lifestyles.



However, access to goods and services is unequal. While many consume very high levels and strive to join that lifestyle, some people lack access to essential goods and services. And while overconsumption is an attribute of mainly high-income countries, its consequences in the form of climate change and environmental degradation tend to impact low-income countries the most. The perspectives and capabilities of low-, middle- and high-income contexts are essential when addressing consumption and production patterns. SDG 12 can help lower-income countries avoid getting locked in unsustainable lifestyles and instead leapfrog communities to more resource-efficient and sustainable consumption cultures.

One way of improving people's access to goods and services without increasing the stress on the planet is to share. By challenging the norm of consumerism, we can reduce waste and improve resource efficiency.

Given this context, the project's goal is to raise awareness of sustainable consumption and promote the habit of sharing resources among communities. It enables people to buy less, or at

least to buy in a way that has less environmental impact with a special focus on women as they are the principal decision-makers in household consumption and are more vulnerable to unsustainable practices.

With the theme "Sharing Community", the green action campaign seeks to highlight practical examples of more sustainable ways to access goods and services.

(<https://cuts-accra.org/pdf/project-brief-green-action-week-campaign-raising-consumer-awareness-on-sustainable-consumption.pdf>)

Save to Survive: An Awareness Campaign on Energy-Efficient Products



In recent years, India's energy consumption has been increasing at one of the fastest rates in the world. India ranks fifth in the world in terms of primary energy consumption and is expected to reach second by 2030. About 70 per cent of India's energy generation is from fossil fuels; however, there was a power deficit of 13.8 per cent in 2010.

While various measures are being taken to increase the supply, demand-side management can be the most cost-effective solution to the growing demand-supply gap. Consumers need to be clear and have precise information about the energy-efficient products and services available to contribute to energy efficiency. Thus, governments, companies, consumer organisations and other concerned organisations must disseminate information on saving energy by using various energy-efficient products.

Given this background, 'Save to Survive' is an awareness campaign for energy consumers. The campaign involved various activities such as consumer awareness camps in marketplaces, street plays, stakeholder consultation on energy efficiency etc. (<https://cuts-cart.org/save-to-survive-an-awareness-campaign-on-energy-efficient-products/>)

Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production



India is mainly an agricultural country, where over 58 per cent of the nation's population is involved in livelihood. There is a huge untapped potential for organic farming in India. Organic farming emerged as a potential alternative for meeting food demand, maintaining soil fertility and increasing soil carbon pool. Promoting sustainable consumption and production is directly related to consumers' safety and demand for organic products.

Given this background, 'ProOrganic' was initiated in November 2013 to promote organic consumption in the State of Rajasthan. The project's objective was to create demand among consumers for organic products and sensitise farmers to shift towards organic farming and its benefits. The project had a profound impact, as a remarkable increase in organic farming was observed in the State. In addition, there was also a hike in demand for organic products by consumers.

(<https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>)

Green Action Week Fund-India Campaign

The Green Action Week Fund India was a partnership established between the Swedish Society for Nature Conservation (SSNC) and CUTS International in 2017. The grant aims to fund short-term campaigning activities to raise consumer awareness of environmental issues.



With the support of SSNC, CUTS has been implementing the ProOrganic project in Rajasthan since 2013 with the specific objective of promoting organic farming and consumption in the State by involving CSOs in generating awareness and capacity building and advocacy. Since then, CUTS is also running a Green Action Week campaign in Jaipur city to generate awareness among common consumers on organic food and sustainable consumption. (<https://cuts-cart.org/green-action-week-fund-india-2/>)

Documenting Practices of Sustainable Culture and Lifestyles in India



The Sustainable Development Goals (SDGs), which came into effect in 2016 and their respective targets, present a holistic understanding of the term "Sustainable" for a world where there is no poverty, no hunger, no discrimination, and no protection of the planet. Since then, the world has been discussing Sustainable Development and to achieve the goals, the concept of 'Circular Economies' is being pushed.

Thus, under his project, CUTS documented 15 traditional sustainable practices in different regions of India with the potential of replication on a larger platform at an urban level with the concept of Sustainable Culture and Circular economy. These practices focus on three core areas:

1. Sustainable Practices and their potential role in poverty alleviation, bringing in gender parity and promoting democratic rights and equality for all sections of society.
2. Sustainable Practices and their potential to turn into business cases, thus promoting the agenda of Social Entrepreneurship.
3. Traditional air cooling practices are being used to fulfill contemporary demands innovatively.

(<https://cuts-cart.org/sustainable-consumption-cultures-practices-and-lifestyles-in-india/>)

Sustainable Consumption and Production in India



India and other countries signed the 2030 Agenda for Sustainable Development declaration, comprising 17 SDGs, in September 2015. Sustainable Consumption and Production (SCP) has become essential to the SDGs. It promotes social and economic development within the carrying capacity of ecosystems, raises efficiency and ensures sustainability in the use of resources and production processes, reducing resource degradation, pollution and waste.

In an increasingly consumption-driven world, where many admire the Western culture, producing and consuming less is a challenge that demands massive behavioural change from individuals and a strategic approach in the form of government policy support. Hence, SCP can only be achieved when every country ensures that their production and consumption patterns are not undermining the planet's environmental boundaries and keeping the social and economic impact in mind.

Hence this project aimed to frame an understanding of SCP beyond SDG 12 and expand it beyond its current environment dimension through a study and advocacy from a consumer perspective.

(<https://cuts-cart.org/sustainable-consumption-and-production-in-india-a-consumer-perspective/>)

Sustainable Consumption from a Consumer Perspective



SCP is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles. We are consuming more resources than ever, exceeding the planet's capacity for a

generation. In the meantime, waste and pollution grow, and the gap between rich and poor is widening. Health, education, equity and empowerment are all adversely affected. Crucially, SCP can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies.

CUTS has documented SCP practices in India and studied sustainable consumption from a consumer perspective at the national level. Hence with this project, CUTS aim to implement SCP interventions in select cities of Rajasthan to understand the perception, practices and consumption patterns. Also, a sustainable consumption index will be prepared for the cities. This approach will be an advocacy tool to streamline existing government policies and push for more dedicated efforts to support SCP from the consumer perspective.

[\(https://cuts-cart.org/proscop/\)](https://cuts-cart.org/proscop/)