

A Workshop on Fostering Societal Demand for Inclusive Green and Circular Economy in India

BACKGROUND NOTE



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India has adopted the target of achieving net zero carbon emissions by the year 2070. Among its key transitional strategies is promoting economy-wide decoupling of growth from emissions and developing an effective and innovative low emission industrial system. This would have to be in a manner that addresses social inequity and leads to development for all – which reflects in the growing attention to promoting **green economy** in India.

What is a Green Economy?

A Green Economy is defined as an economy that aims for sustainable development without degrading the environment. **The United Nations Environment Programme (UNEP) defines a green economy as one that results in "improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities."**¹ Green economy is also related to circular economy. Circular Economy, on the other hand, is an economic system aimed at eliminating waste and the continual use of resources. Some of the focus areas of green and circular economy are as follows:



Low-Carbon
Emissions



Resource
Efficiency



Social
Inclusion



Waste Reduction &
Environmental Protection



Product Lifestyle
Extension

Development Alternatives (DA) Group and its sister entity, the Society for Technology and Action for Rural Advancement (TARA), has been promoting green economy through narrative building, policy and technological support since 1982.

- Within its first decade of existence, it launched VSBK-TARA EcoKiln and TARA Brickmek to promote green brick production in the country. This intensified over the next three decades with focused policy and capacity interventions to promote fly ash brick enterprises and other green building materials in States like Bihar and Odisha, and facilitate women-led enterprises in paper, textile and energy sectors.
- In 2010, DA began its formal engagement with the [Green Economy Coalition](#) (GEC). With this global partnership, the formal taxonomy of Local Green Enterprises was developed between 2016 and 2018. Subsequent to it, the [policy and financial landscape](#) for LGEs was mapped for three sectors in India – construction sector in Bihar, ecotourism sector in Himachal Pradesh and Uttarakhand, and agriculture sector in Bundelkhand.

¹ The United Nations Environment Programme (UNEP) is responsible for coordinating responses to environmental issues within the United Nations system.

- Through the Indian Micro Enterprises Development Foundation (IMEDF), Development Alternatives has also facilitated setting up and strengthening of rural enterprise clusters towards sustainable livelihoods. To assess these and other micro to small enterprises on their greenness and inclusivity, DA has designed a [Sustainability Assessment Framework](#) that acts as an alternative to ESG frameworks and is attuned to the scale and model of such clusters.

Most of this has been done in a collaborative manner ensuring active engagement of the communities (wherever applicable), CSOs/think tanks and other entities working towards a green economy agenda. While the efforts continue both by DA Group and its partners across States in India, it is realised that **only so much can be done without the society demanding transition to an inclusive, green and circular economy, and holding the stakeholders accountable** – whether that is policymakers, manufacturers/producers, financiers or any other.

In this context, DA Group through TARA, in support with the International Institute for Environment and Development (IIED) is organising a workshop on “Fostering Societal Demand for an Inclusive, Green and Circular Economy” on 24 September 2024 at [in New Delhi](#).

ABOUT THE WORKSHOP

The workshop shall bring the CSOs, financiers, policymakers, academic institutions, media and other key stakeholders together to discuss and delineate pathways for fostering societal demand for a green and circular economy. This will be achieved through engaging attendees in collaborative exercises to reach a consensus and identify a ‘critical audience’ to influence for building the societal demand.

Insights from this workshop will feed into a **Communication Strategy Toolkit**, which is being designed by TARA to provide a comprehensive understanding of the attitudes, knowledge, and beliefs of the identified critical audience. This will be publicly available to all green economy stakeholders and will offer information relevant to them for designing targeted communication/narratives on green economy under their own initiatives.

TENTATIVE AGENDA

Time Slot	Activity
10:30 am – 11:00 am (30 mins)	Registration and Tea
11:00 am – 11:15 am (15 mins)	Welcome and Introduction of the Participants
11:30 am – 11:45 pm (15 mins)	Introduction to the Workshop: Overview and Objectives <i>What are we trying to achieve, and how we intend to do it?</i>
11:45 am – 12:30 pm (45 mins)	Group Exercise 1 - Current State of Green Economy <ul style="list-style-type: none"> Participants are divided into small groups. Each group selects a leader/keeper. Each group is allocated 30 minutes in total for each participant to talk about their work and perspectives related to current state of green economy in India, focusing on challenges, enablers and successes. One person from each group summarises their group's discussion. Total time allocated is 15 minutes.
12:30 pm – 12:45 pm (15 mins)	Tea Break
12:45 pm – 01:30 pm (45 mins)	Group Exercise 2 – Future of Green Economy in India and its Pathways <ul style="list-style-type: none"> Participants are regrouped to envision future scenarios, map the transition from the current state (mapped in Group Exercise 1) to a sustainable future, and identify key audiences/actors who can guide this transformation. One person from each group summarises their group's discussion. Total time allocated is 15 minutes.
01:30 pm – 01:45 pm (15 mins)	Open House – Discussion and Reflections Participants reflect on the learnings from both sessions.
01:45 pm – 02:00 pm (15 mins)	Sum-Up, Closing and Next Steps
02:00 pm onwards	Lunch and Networking

We kindly invite you to join us for the deliberations!

To express your interest in joining us, please fill the form [here](#) by 20 September 2024.