

Flash Report

Youth Dialogue on Sustainable Lifestyles in India: Driving effective behaviour change for better and simple living



The banner features a background image of four young people jumping joyfully on a grassy hill overlooking the ocean. The text and logos are overlaid on the top left and right.

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Youth Dialogue on Sustainable Lifestyles in **INDIA**: Driving effective behavior change for better and simple living

Wednesday, 10 November 2021 | 2:00 – 5:00 PM
TERI School of Advanced Studies, Vasant Kunj, New Delhi

**On-site meeting with social distancing under the government guidelines + Live streaming*

Date: Wednesday 10 November 2021 | 14:00 -17:00 (India Time)

Venue: TERI School of Advanced Studies, New Delhi and online

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List of Acronyms:

CEEW	Council on Energy, Environment and Water
COVID-19	Coronavirus Disease
EU	The European Union
FAO	Food and Agricultural University
IPCC	Intergovernmental Panel on Climate Change
SCP	Sustainable Consumption and Production
SDGs	Sustainable Development Goals
SWITCH-Asia RPAC	SWITCH-Asia Regional Policy Advocacy Component
TERI SAS	The Energy Resources Institute School of Advanced Studies
UNEP	United Nations Environment Programme
WICCI	Women's Indian Chamber of Commerce and Industry

Background:

Youth are considered as the torchbearers for a Sustainable future. India has the world's largest youth population, and they have the potential to transform the production and consumption of goods and services by making conscious and informed choices in their daily lifestyles, shifting to more sustainable buying patterns, limiting waste, and leading technological innovation to foster a resource-efficient economy and equitable society. In this context a Youth Dialogue on Sustainable Lifestyles was organised on November 10th as an on-site event with Live Streaming.

Objectives of the event

The event aims at enhancing awareness and alteration of actions among the largest demography in India on sustainable consumption and lifestyles, understanding barriers in adoption and identifying drivers of change.

Logistical information about the event

The event was organized by the SWITCH-Asia RPAC in partnership with TERI School of Advanced Studies (SAS) at the TERI SAS, New Delhi. The event was also livestreamed on TERI SAS' Facebook [page](#) and [Youtube](#).

Review on Participants:

151 person registered for the event while the youth dialogue was attended by over 70 participants with 58% females and 42% male representation.

Summary of key messages:

The sub-regional dialogue brought together stakeholders from government, private sector, academia and civil society to share insights on sustainable food, fashion and mobility diets for all and the key role of youth in achieving and driving the change towards sustainable lifestyles.

Introduction

Dr. Fawzia Tarannum
TERI SAS

Dr. Fawzia welcomed the participated and highlighted that youth have the potential to transform the production and consumption of goods and services by making conscious choices and informed decision in their daily lifestyles, shifting to more sustainable buying patterns, limiting waste and leading technological revolution to foster a resource efficient economy and equitable society.

Welcome remarks

Prof. Eklabya Sharma
Vice Chancellor, TERI SAS

Prof. Sharma remarked that sustainable lifestyles are linked to individuals, communities and institutions. With globalization driving the change it is important to analyse how these systems are actually trading and how we can bring sustainable systems back with good quality product and bring economic development of the local people using the traditions, cultures, the food, and the costumes that we can make.

Opening remarks: Why promote sustainable lifestyles among youth?

Mr. Edwin Koekkoek
Counsellor, Energy and Climate Action - European Union Delegation in India

Mr. Koekkoek noted that COP26 stressed the need for a more sustainable lifestyle and it is clear that youth is the obvious major stakeholder in the fight against climate change. He stated that, the switch Asia program, which was launched in 2007, is also crucial which drives the importance of the youths getting involved in sustainable lifestyle, sustainable consumption as well as sustainable production.

Plenary Talk – Healthy People, Healthy Planet – Eating Sustainably

Dr. Chef Manjit Singh Gill
President of the Indian Federation of Culinary Associations & Corporate Chef ITC Hotels

Mr. Gill spoke about food as an important part of our lives and bodies. ‘You are what you eat’ - If we ponder upon this idea then we are going to gain a closer understanding of our eating practices, where our food comes from, as well as how it is prepared.

Ms. Sarika Panda Bhatt
Associate Direction Nagarro, Co-Founder, Raahgiri Foundation and Bicycle Mayor Gurugram

Ms. Panda brought forth the value of walking or even cycling as modes of commute which must be re-embraced and encouraged through building adequate infrastructure to support the safety of citizens. Not only this will aid general well-being levels in cities but will also drastically drive down global emissions caused due to this an increasingly internalized reliance on unsustainable vehicles.

Ms. Payal Jain

Founder Trustee, Prem Jain Memorial Trust

Ms. Jain highlighted that sustainability filters into every single aspect of our lives and it has to be a choice that we make as far as living is concerned. It is important to be mindful of buying patterns for the future of the children and the planet. She reiterated the need to return to Indian values of being frugal, reuse and recycling. She emphasized the need for the design philosophy to be sustainable in order to create products which have a much larger lifespan, use safe or renewable materials and which can be reinvented.

Parallel Sessions:

Food & Dietary

Moderator: Ms. Sharmila Sinha, Founder Luchee, a sustainable food initiative

The discussion mainly revolved around the eating habits of youth and why they eat what they eat. Some of the factors identified, that impact the type of cereals preferred by youth were affordability and accessibility. Overall, the participants were observed to be somewhat conscious about their eating habits and were open to more switching to more available and affordable healthier food options and were willing to make the necessary changes in their consumption choices in food.

Fashion and Clothing

Moderator: Mr. Shaurya Patel, Assistant Manager, CSR, Tata Communications

The discussion on fashion and clothing noted the apparent and complex inter linkages between fashion and the SDGs, whether social inequality, hunger, health, or life on land and water. Fashion has a complex value chain and thus it is important to practice system thinking and conceptualization. The discussion brought out that in sustainable fashion there is a lack of variety, non-inclusivity and lack of affordability and accessibility.

Travel and Tourism

Moderator: Ms. Jayati Talapatra, President, Delhi Sustainable Business Council, WICCI

The discussion on travel and tourism was very lopsided, because all the participants stated to be following sustainable tourism practices and highlighted that tourism has the potential to be life changing. It also detailed that to raise awareness, it is key to experience and form a connection instead of just providing knowledge.

Closing remarks

Dr. Mushtaq Memon
Project Manager – The EU SWITCH-Asia RPAC

Dr. Memon noted that to solve the three planetary crisis of climate change, loss of biodiversity and pollution, sustainable lifestyles, green products and services, and innovation are key components in all spheres such as food, fashion, and mobility. He emphasized the role of the youth as leaders and changemakers of today, for leading innovation, technology, social media, sustainable fashion, and food.

Snapshots of the event



Annex:

Annex 1: The Final agenda

Time	Programme
2:00 - 2:05	Introduction Dr. Fawzia Tarannum TERI SAS
2:05 – 2:10	Welcome Remarks Prof. Eklabya Sharma <i>Vice Chancellor, TERI School of Advanced Studies</i>
2:10 – 2:20	Opening Remarks: Why promote sustainable lifestyles among youth? Mr. Edwin Koekkoek Counsellor, Energy and Climate Action – EU Delegation in India
2:20 – 3:00	Plenary Talk – Healthy People, Healthy Planet – Eating Sustainably Dr. Chef Manjit Singh Gill President of the Indian Federation of Culinary Associations & Corporate Chef ITC Hotels
	Sustainable Mobility Ms. Sarika Panda Bhatt Associate Direction Nagarro, Co-Founder, Raahgiri Foundation and Bicycle Mayor Gurugrams
	Sustainable Fashion Ms. Payal Jain Founder Trustee, Prem Jain Memorial Trust
3:00 – 4:00	Three Parallel Sessions <ol style="list-style-type: none"> 1. Food & Dietary Moderator: Ms. Sharmila Sinha Founder Luchee, a sustainable food initiative 2. Fashion and Clothing Moderator: Mr. Shaurya Patel Assistant Manager, CSR, Tata Communications 3. Travel and Tourism Moderator: Ms. Jayati Talapatra President, Delhi Sustainable Business Council, WICCI
4:00 – 4:30	Summarizing the parallel session by moderators
4:30 – 4:45	Closing Remarks Dr. Mushtaq Memon <i>Project Manager – The EU SWITCH-Asia RPAC</i>
4:45 – 5:30	Group Photo, High Tea and Short Cultural Programme

For more information

SWITCH-Asia event page:

<https://www.switch-asia.eu/event/youth-dialogue-on-sustainable-lifestyles-in-india/>

Contact SWITCH-Asia Regional Policy Advocacy Funded by European Union
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