

# 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*



## BACKGROUND

SWITCH-Asia is the programme funded by the European Union (EU) to promote sustainable consumption and production (SCP) across the Asian Region. The SWITCH-Asia Regional Policy Advocacy Component (RPAC), implemented by United Nations Environment Programme, is designed to strengthen the dialogue at regional, sub-regional and national policies on Sustainable Consumption and Production (SCP) and thereby contributing to green growth and reduction of poverty in Asian countries.

Sustainable lifestyles is one of the key elements for SCP and circular economy that influences every stage in the value chain based on life cycle perspective. By 2030, the global middle class is expected to reach 5.3 billion people, implying an addition of 2 billion people with increased purchasing power than today. Most of this

growth is expected in Asia. By 2030, China and India together will represent 66% of the global middle-class population and 59% of middle-class consumption. While this may be construed as the driver for economic development, changes in consumer behaviour and consumption patterns are expected to increase demand for food, water, and energy by approximately 35%, 40% and 50% respectively by 2030.

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.

## SECTORS



**Food & Dietary**



**Fashion & Clothing**



**Transport & Tourism**

## OBJECTIVE

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.

## WHO CAN PARTICIPATE?

All Youth between the age group of 18-35 and all are welcome.



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## AGENDA

2:00 - 2:05	<b>Introduction</b> <i>Dr. Fawzia Tarannum</i> TERI SAS		
2:05 – 2:10	<b>Welcome remarks</b> <i>Prof. Eklabya Sharma</i> Vice Chancellor, TERI School of Advanced Studies		
2:10 – 2:20	<b>Opening Remarks: Why promote sustainable lifestyles among youth?</b> <i>Mr Edwin Koekkoek</i> Counsellor, Energy and Climate Action – EU Delegation in India		
2:20 - 3:00	<b>Plenary Talk</b> <b>Healthy People, Healthy Planet- Eating Sustainably</b> <i>Dr. Chef Manjit Singh Gill</i> President of the Indian Federation of Culinary Associations & Corporate Chef ITC Hotels*		
	<b>Sustainable Mobility</b> <i>Ms. Sarika Panda Bhatt</i> Associate Director Nagarro, Co-Founder, Raahgiri Foundation and Bicycle Mayor Gurugram	4:00- 4:30	
	<b>Sustainable Fashion</b> <i>Ms. Payal Jain</i> Founder Trustee, Prem Jain Memorial Trust	4:30 – 4:45	
3:00-4:00	<b>Three Parallel Sessions</b> <b>1. Food &amp; Dietary</b> <i>Moderator: Ms. Sharmila Sinha</i> Founder Luchee, a sustainable food initiative	4:45 – 5:30	
	<b>2. Fashion and Clothing</b> <i>Moderator: Mr. Shaurya Patel</i> Assistant Manager, CSR, Tata Communications		
			<b>3. Travel and Tourism</b> <i>Moderator: Ms Jayati Talapatra</i> President, Delhi Sustainable Business Council, WICCI
			<b>Dialogue guide</b> <b>Youth perception of lifestyle choices</b> <ul style="list-style-type: none"><li>• Understand youth perception of sustainable lifestyles and how they relate this to their daily actions.</li><li>• What influences their decision making?</li><li>• The driving forces of youth consumption and especially the influence of media and globalization in shaping their aspirations and values</li></ul>
			<b>Recognition of the relation between lifestyle/consumption pattern and environment/human rights/social issues</b>
			<b>Barriers in adoption</b>
			<b>Drivers of change</b>
			<b>Summarizing the parallel session by moderators</b>
			<b>Closing Remarks</b> <i>Dr. Mushtaq Memon</i> Project Manager - The EU SWITCH-Asia RPAC
			<b>Group Photo, High Tea and Short Cultural Programme</b>



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