



Encouraging Environmentally Responsible Behaviour

At a Glance

Over the years a number of international treaties and protocols (COP, SDGs, etc.) have been signed, pledging global action for sustainable, equitable and resilient urban development. Achieving results on ground will require concerted action and behavioural change across the urban ecosystem i.e., in actions/policies of governments and in technological decisions made by industry. In fact, global sustainable development objectives can fully succeed only if they permeate the day-to-day lives of citizens and living sustainably is embedded into the ethos of urban living rather than handed down as a set of regulations. India's Lifestyle for Environment (LiFE) Mission is a global call for a mass movement to nudge action from individuals, community, institutions, governments and non-state actors to protect and conserve the environment. It covers circular economy, low carbon mobility, water conservation, green energy, urban farming and other critical aspects. Additionally, 'just transition' has to be ensured as moving to low-carbon buildings, technologies, transportation, energy, and industrial production impacts traditional employment patterns. U20 deliberations can provide a framework for mobilising the urban stakeholder ecosystem to drive systemic change.

Key Facts and Figures

50-60%

The total share of greenhouse gasses coming from industrial activities and transport systems of cities.

20%

The total GHG emissions in G20 countries from the transportation sector.

42 Million

Jobs projected in the renewable energy sector by 2050 worldwide which is four times the current numbers.

88%

Urban population exposed to the levels of outdoor air pollution

3.4 Billion
Tonnes

Annual global waste expected to be generated by 2050

75%

Primary energy consumed by urban activities, globally

90%

Untreated wastewater discharged directly into rivers, lakes or oceans in developing countries.

Just Transition for All

A "Just Transition for All" initiative prioritizes people and communities at the center of the transition process. It collaborates with stakeholders to create plans, policies, and reforms needed to mitigate environmental impacts, support impacted people, and build a future based on clean energy.

Mission LiFE (Lifestyle for Environment)

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Encouraging Environmentally Responsible Behaviour : points to ponder

■ Legal, Governance and Regulatory Challenges

Implementing environmentally responsible behaviour (ERB) in cities presents various challenges, such as limited funding, insufficient coordination and collaboration among stakeholders, and ambiguous policies and regulations supporting sustainable initiatives.

Shenzhen, China made a bold move by becoming the first city in the world to fully electrify its bus fleet. This effort has led to a significant reduction in energy consumption by 72.9% and a decrease in CO2 emissions by 1.353 million tons annually. The city's leaders were instrumental in driving this change without increasing the number of buses or raising customer fares.

Japan's Basic Environment Law divides waste management into two tasks: waste treatment and efficient resource utilization. End-users pay a recycling fee, retailers manage collection, and manufacturers are responsible for recycling, leading to a recycling rate of around 90% for air conditioners, LCD TVs, washing machines, and dryers.

■ Responsible Consumption And Production

The renewable energy industry faces various challenges, including inconsistent government policies, corporate influence, outdated infrastructure, insufficient battery storage systems, and current market conditions. Despite these obstacles, renewable energy is gaining global recognition as a solution to combat climate change. It is free of direct pollution and carbon emissions and is becoming a practical alternative to fossil fuels. Over time, it is increasingly becoming a crucial component of energy production.

■ Lack of awareness and knowledge on environmental impacts

Urban populations and decision-makers lack an understanding of the advantages of sustainability, the consequences of human actions on the environment, and effective approaches for promoting sustainable practices.

"**Melbourne, Australia** created the Urban Forest Visual Map as a novel means to communicate information regarding neighborhood trees. This collaborative approach has empowered the community to identify and implement local solutions relevant to each street in the municipality."

■ Lack of Inclusivity

Challenges exist for cities in promoting ERB among vulnerable groups, including language and cultural barriers, limited access to education and resources, and discrimination in decision-making power, particularly for women.

San Francisco is currently in the process of updating the city's Climate Action Plan, a roadmap to meet its net zero ambition by 2050 alongside making progress on its socio-economic goals. The city acknowledges that climate change is a matter of equity wherein decarbonization must be beneficial for the lower income communities. "Transit-first" is to nudge the residents of the city towards green and shared mobility - making clean transport accessible to all sections of the population, in particular those from socio- economically backward communities.

Key Drivers for Action

- Upskilling the global workforce that is engaged in informal and traditional sectors, to adapt them for the rapidly changing world is crucial for their sustained livelihoods.
- Local governments need to be empowered to drive impactful, inclusive, and effective change in addressing environmental challenges through policies, programs, and partnerships
- Bottom-up approaches and interactions have to be facilitated between civil society and public authorities to achieve ground level change.
- Businesses need to inculcate a sense of responsibility to operate sustainably and minimize environmental impact, as they play a key role in economic growth and development.



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