



Sustainability Accelerator

2024

Accelerating a sustainable
mindset in youth

Handbook



In Partnership With

ADITYA BIRLA



FASHION & RETAIL

Managed By



1 MILLION
₹1 BILLION

PROGRAM FORWARD

The 1M1B (One Million for One Billion) Sustainability Accelerator, in collaboration with ABFRL (Aditya Birla Fashion and Retail Limited), serves as a pathway to nurture youth into responsible, human-centered leaders who care for the planet and people. The accelerator aims to:

- 1. Advance Sustainability Mindset:** Cultivate a deep understanding and commitment to sustainability among young people.
- 2. Localize Environmental Sustainability:** Align local actions with the environmental sustainability and climate action-oriented UN Sustainable Development Goals (SDGs).
- 3. Create a Platform for Innovation:** Provide students with opportunities to showcase their ideas and projects, empowering them to become 'eco-warriors'.
- 4. Nurture Young Innovators and Ecopreneurs:** Support young innovators and aspiring ecopreneurs in developing and scaling their sustainable solutions.



PURPOSE OF THE HANDBOOK

This handbook has been created to help both the teachers and the students to understand the program objectives, structure, therefore setting expectations at the onset. Throughout the duration of the program, it will help to: -

1. Understand the flow and process associated with the program;
2. Know the incentives associated with participating in the program;
3. Provide foundational education, information and inspiration to think through problems and ideate on possible solutions
4. Seek some recommendations and tips while designing and implementing the projects.
5. Seek guidance, knowledge, clarity as needed if one is stuck in the project journey



Program Roadmap

1

Selected pool of schools register and join.

2

Principals and teacher coordinators attend the online orientation session.

3

Teachers nominate 5 - 10 students across grades 8th to 12th to create a 1MIB Green Club in their school as per a shared eligibility criteria.

4

Teachers are provided with a resource kit to help the students understand more about environmental sustainability and climate action helping them become 'eco-warriors' in their schools and communities.

5

Students design an environmental sustainability and climate action-oriented project on selected UN SDGs.

6

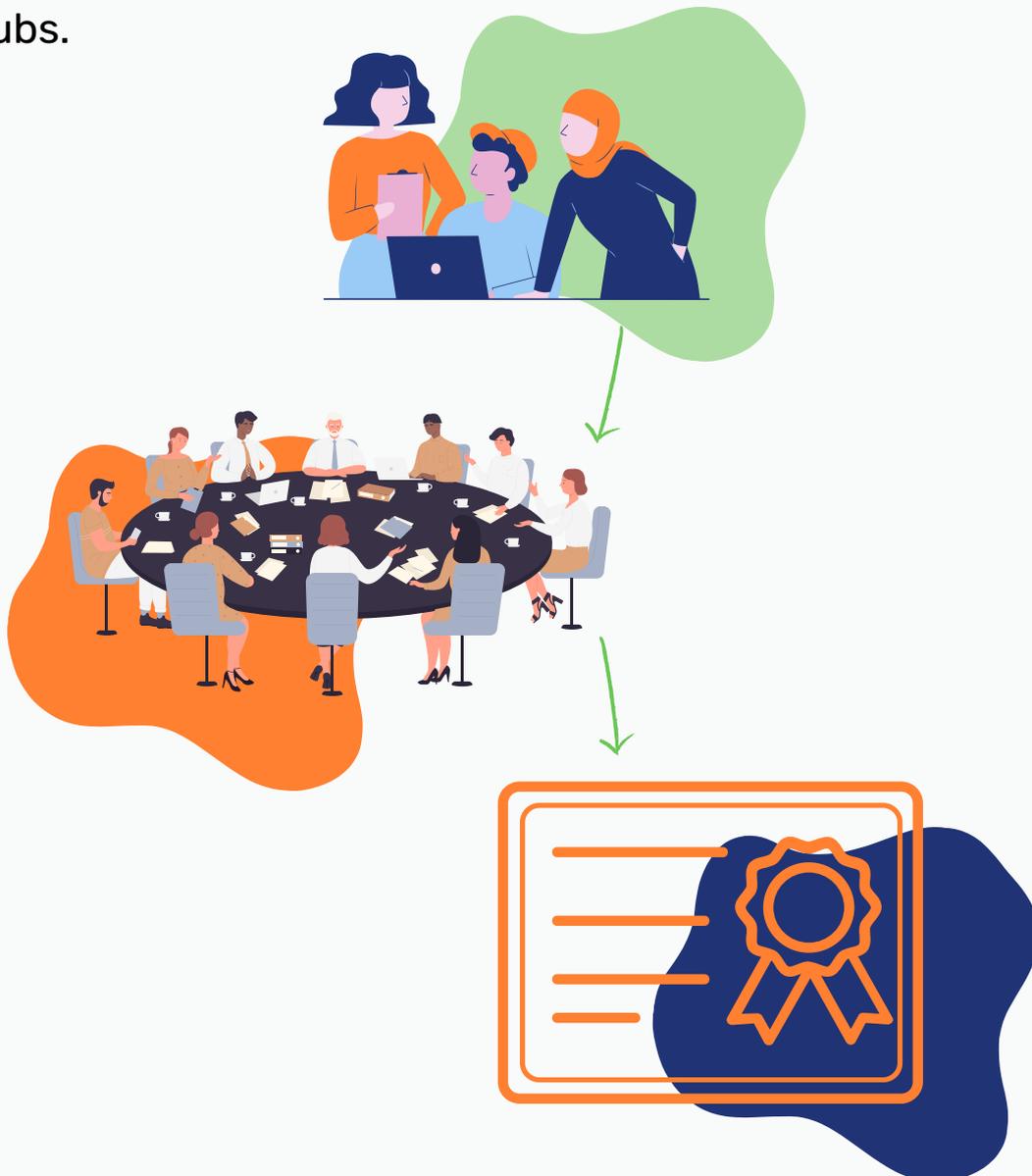
Students share their projects and a one month action plan in a video/presentation format.

7

Student submissions are evaluated by the 1MIB team to select Top 80 students for an immersive internship experience in ABFRL sites across India.

Program Incentives

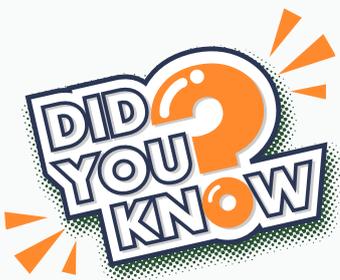
- Top 20 students every quarter to be selected for an immersive workplace experience and internships at ABFRL sites across India;
- Invitation to the top performing schools to participate in the 1M1B Sustainability Policy Roundtable;
- Certificates for participating teachers;
- Certificates for students who are members of the 1M1B Green Clubs.



KNOWING ABOUT SUSTAINABILITY

1.1 What is Sustainability

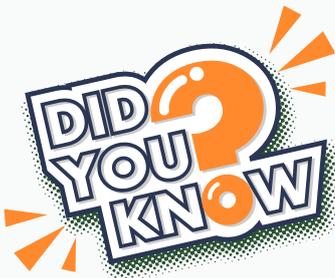
- **Noun:** The quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance
- **Verb:** Sustain as a verb, implies to 'act' and put this concept into practice in our daily life.
- **For a 10 year old:** Sustainability means taking care of the planet for the long term. It's like caring for a plant by giving it water and sunlight so it can grow. For Earth, it means using resources wisely, like conserving water and electricity, and protecting trees and animals. It's about ensuring there's enough for everyone in the future, including plants and animals



The term "sustainability" originates from 18th-century forestry practices. Hans Carl von Carlowitz, a German tax accountant, emphasized managing forests to ensure they could provide timber indefinitely, laying the foundation for today's concept of sustainability.



1.2 The concept of Sustainability has three significant sectors:



The three spheres of sustainability—environmental, economic, and social—are often represented by three interlocking circles. This Venn diagram visually shows that true sustainability lies at the intersection of all three, highlighting the need for a balanced approach that considers the health of the planet, economic viability, and social equity simultaneously.



1.3 For the purpose of this program, let's take a closer look at what environmental sustainability implies.

Environmental sustainability focuses on the well-being of the environment. This pillar includes water quality, air quality, and reduction of environmental stressors, such as greenhouse gas emissions. Human health depends greatly on the quality of a person's environment, inextricably linking human health and the state of the environment. The environment benefits people, too.

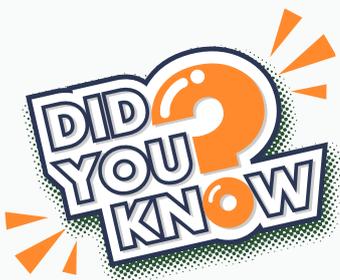


1.4 Difference between sustainability and sustainable development

SUSTAINABLE DEVELOPMENT is different from SUSTAINABILITY

Sustainable development refers to the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Sustainability refers to a long-term goal people hope to achieve, while sustainable development is the process and direction to make it possible.



Renowned environmentalist Gro Harlem Brundtland, who coined the term "sustainable development," famously distinguished it by saying: "Sustainability is about stabilizing the currently disruptive relationship between earth's two most complex systems—human culture and the living world. Sustainable development is the pathway to sustainability"



1.5 Let's know about the United Nations Sustainable Development Goals (UNSDG's)

In 2015, the United Nations introduced 17 Sustainable Development Goals (SDGs) with the aim of addressing poverty, inequality, and climate change by 2030. These goals tackle broad challenges such as economic inclusion, environmental degradation, and the impacts of climate change. Businesses, academia, and non-profit organizations globally contributed to their development.

The SDGs offer a visionary framework for collective action towards a more sustainable future. The Sustainable Development Goals are a call for action by all countries – poor, rich, and middle-income – to promote prosperity while protecting the planet.





| | | | | |
|---|--|---|---|---|
| <p>1 NO POVERTY</p> | <p>2 ZERO HUNGER</p> | <p>3 GOOD HEALTH AND WELL-BEING</p> | <p>4 QUALITY EDUCATION</p> | <p>5 GENDER EQUALITY</p> |
| <p>6 CLEAN WATER AND SANITATION</p> | <p>7 AFFORDABLE AND CLEAN ENERGY</p> | <p>8 DECENT WORK AND ECONOMIC GROWTH</p> | <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> | <p>10 REDUCED INEQUALITIES</p> |
| <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> | <p>THE GLOBAL GOALS For Sustainable Development</p> | | | <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> |
| <p>13 CLIMATE ACTION</p> | | | | <p>14 LIFE BELOW WATER</p> |

1.6 SDGs in India

India plays a pivotal role in shaping the global achievement of the Sustainable Development Goals.

NITI Aayog, the Government of India’s premier think tank, has been entrusted with the task of coordinating the SDGs, mapping schemes related to the SDGs and their targets, and identifying lead and supporting ministries for each target. (box it) State governments are key to India’s progress on the SDGs as they are best placed to ‘put people first’ and to ensure that ‘no one is left behind’.

At the [UN Sustainable Development Summit in 2015](#), Prime Minister Narendra Modi noted, “Sustainable development of one-sixth of humanity will be of great consequence to the world and our beautiful planet. It will be a world of fewer challenges and greater hope; and, more confident of its success.”



The Climate 7



SDG 15 Critical Targets

- Conserve and restore ecosystems
- Reduce degradation of ecosystems
- Promote sustainable management of forests
- Halt deforestation



SDG 2 Critical Targets

- Minimize and manage food waste
- Food choices based on environmental impacts
- Sustainable farming
- Improved nutrition & health in women and children



SDG 6 Critical Targets

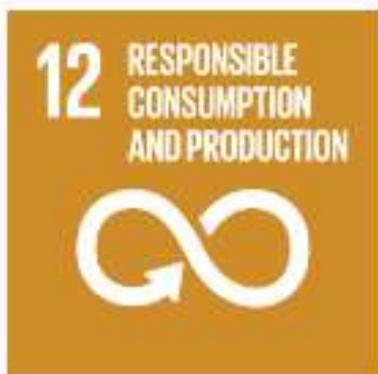
- Universal access to safe and affordable drinking water
- Sanitation and Hygiene
- Increase water use efficiency
- Improve water quality by reducing dumping



SDG 14 Critical Targets

- Reduce marine pollution
- Reduce ocean acidification
- Conserve coastal and marine areas
- Support small scale fishers





SDG 12 Critical Targets

- Reduction of waste through prevention, reduction, recycling, reuse
 - Plastics, clothing, food
 - Zero waste lifestyle
- Responsible management chemical and e-waste



SDG7 Critical Targets

- Increase share of renewable energy
- Universal access to energy
- Improve energy efficiency
- Supplying modern energy



SDG 13 Critical Targets

- Strengthen resilience and adaptivity to climate hazards
- Improve education and awareness



Case studies to learn from



Did you know?

In India, young activists like [Licypriya Kangujam](#), who started advocating for climate action at the age of 8, have been leading campaigns and speaking at international forums, inspiring countless students to take action for a sustainable future.

Did you know?

In September 2019, over 100,000 students across India joined the [Global Climate Strike](#), with major protests in cities like Delhi, Mumbai, and Bengaluru, showcasing the growing concern among Indian youth about climate change.

These are just a couple of examples of how young students in India have actively joined the movement to save our planet. Below, you'll find climate initiatives led by [1M1B Future Leaders](#). Read their stories and listen to them share their experiences!

 @about.time

RENEE GEORGE

Project About Time
12th Grade
NPS Koramangala
Bangalore



Innovate, Activate, Rejuvenate: About Time's teen visionary transforming Bangalore's lakes.

About Time is an initiative started by Renee George, who is passionate about activism for climate change and loves wildlife and nature. About Time aims to help rejuvenate the dying lakes of Bangalore and ensure that environmental data remains openly accessible to the public. Renee has managed to raise over one lakh rupees towards the cause of reviving lakes in Bangalore, and also organized a cleanup drive with over 70 volunteers to pluck dry waste from around the lake. She conducted research on Doddanekundi Lake correlating the number of bird species at a lake to its water quality, which she presented at the Iris National Science Fair in New Delhi. She then implemented the findings of this research by developing a mobile app which eliminates the need for expensive water testing equipment thus revolutionizing the way we look at data collection for lakes in Bangalore. The app was recognised as the Asia Regional Winner in the global Technovation challenge, 2023.

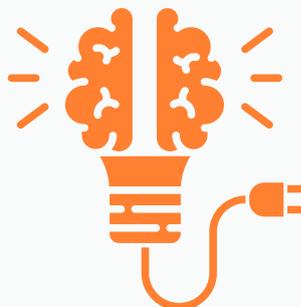


SAMUDRIKA GOPINATH

Project Oxigendo
11th Grade
Oakridge International School
Bangalore

**Green Innovations, Blue Solutions:
 Project Oxigendo's stride towards a sustainable future**

Project Oxigendo, founded by Samudrika, aims to reduce carbon emissions by partnering with schools and small-scale industries. The initiative was inspired by the felling of trees near her school. Over 800 people have been educated through awareness sessions and social media, and 240+ trees have been planted and distributed. The project has also started saving water daily in two schools through aerators installed with Earthfokus. The project is working on a product called 'Liquid Plant', which is electricity-free, cost-effective, and 30x more efficient in reducing carbon emissions. The Deputy CM of Karnataka, Mr. DK Shivakumar has expressed the government's willingness to advance their product. This is a testament to the remarkable work that Project Oxigenado is doing to create a greener, and cleaner cities for future generations.



@selfless.network

ISABEL SHIJU

Project Selfless network
9th Grade
NPS Indiranagar
Bangalore



**Fashion with a Conscience: Isabel's Selfless.Network,
 Bridging Style and Sustainability.**

Isabel has taken action to educate the youth of Bangalore on sustainable fashion through her project, Selfless.Network. Her platform encourages teenagers to reuse and refuse fast fashion products, and she has also developed a website that connects those with overflowing closets to underprivileged children in need of clothing. Through these efforts, over 500 underprivileged children have been positively impacted and 15 kgs of clothes have been donated. Isabel is currently advocating for a unified sustainability tag, which would contain information regarding materials, production methods, sourcing, and a color-coded rating. With 2400 supporters behind this idea, she is working hard to reach out to ministers and make it a reality.



ESHA NAHAR

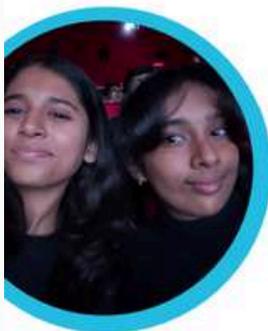
Project Swachh Sansaar
10th Grade
Mallya Aditi International School
Bangalore



Project Swachh Sansaar, phasing Out Plastic, phasing in change

Project Swachh Sansaar was created to tackle the problem of plastic pollution and reduce the overwhelming burden of plastic waste on our planet. Esha was inspired to fight this due to the death of a childhood pet dog due to plastic suffocation. Through awareness and promotion of plastic-free products, Project Swachh Sansaar has been able to reach out to 5 apartment complexes, 4 hotel chains, 2 underprivileged schools, The Indian Institute of Science and ISKCON in Bangalore as well as many more individuals. Through these sessions, the project has successfully reduced the usage of over 50 different plastic products amongst 2000+ people and various institutions.

 @project_swachhsansaar



CHAAYA BASAWARAJ & JIYA SHETTY

Project Theia
9th Grade
National Academy for Learning
Bangalore



Filtering hope, one drop at a time for rural communities in India

Project Theia, dedicated to making clean drinking water accessible, seized the opportunity to address the water crisis. Currently installing a reverse osmosis water filter in Doddamavatur, Tumkur district, India, they aim to impact over 4500 people in Doddamavatur and 10 surrounding villages. With the filter strategically placed on the main road, passing vehicles also contribute to the greater public good. Having secured a 5 lakh funding from the government, Project Theia collaborates closely with government officials and also raised Rs.25,000 through crowd funding. The project held awareness sessions at schools, advocating their cause at various clubs and communities. Project Theia educated students about the importance of water conservation and how they can champion for the cause in their communities. Also recognized by Ms. Apoorva Rai, Ms. South Asia Pacific 2022, Project Theia envisions a world with free, pure, safe drinking water access for all rural communities in India.

ACT
NOW!

6 steps towards sustainability in action

01 WHAT

Choose your SDG and
problem area



THE GLOBAL GOALS

02 WHY

Find relevant facts to
share the importance of
solving the problem,
and, identify a personal
story



03 WHO

Identify the target
audience, the
group of people
you are solving the
problem for



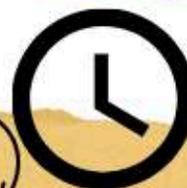
04 WHERE

Specify the
location of the
project



05 WHEN

Create a to do list
and set a timeline
to accomplish key
tasks



06 HOW

Action out possible
activities to reach
and involve the
target audience for
the cause



Addressing the Climate 7 :- Recommended Ideas



Raise awareness on climate related problems by leveraging platforms like social media, initiating online petitions and letter writing campaigns



Organize workshops, seminars or panel discussions on climate change topics such as renewable energy, sustainable living, and, inviting experts to share their experiences

Utilize performing arts and artistic expressions like painting, music, poetry, theater to convey messages about climate change



Organise events like “green weeks” in the school to for instance advocate for minimizing the use of single use plastics and for the use of reusable alternatives

Engage with the local community around the school by organizing or participating in local fairs, markets, festivals to disseminate information and education around climate change



Other ideas include advocating for adoption of renewable energy sources in schools, encouraging the use of sustainable transportation options, etc.



Past Students in action



Student interacting with his lab coordinator for his chemistry based project



Student interviewing a farmer for his project



Students interacting with rural women during internship

Students listening to the political representatives from the village and the ABFRL team



Student presenting her project at the ABFRL head office

Checklist for teachers

- Nominate a minimum of 5 students from grade 8 and above for the Green Club
- Participate in the online orientation session.
- Facilitate the Gen G pledge with the members of the Green Club.
- Encourage Green Club members to engage students in grades 6 and above to take the Gen G pledge.
- Review the provided resource booklet and assist students in project design
- Support green club members advocate for UNSDG's through sustainability in action
- Capture photos and videos of students' project activities and share them with the 1M1B Point of Contact.
- Ensure students submit their project videos/presentations by the specified deadline in the suggested format.
- Communicate project evaluation results with students after assessment.





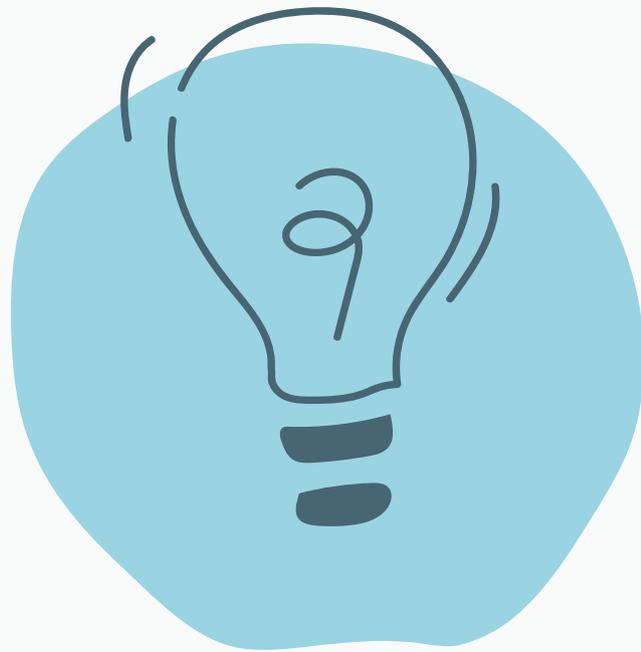
Checklist for students



- ✓ Create a Green Club of minimum of 5 members
- ✓ Collaborate and identify the problem area and SDG to work on
- ✓ Initiate a project based on the shared sustainability in action framework
- ✓ Raise awareness, mobilize support from the target audience and involve them in the call to action
- ✓ Capture photos, videos of yourself in action, and, shoot testimonials from the target audience
- ✓ Curate a video or a power point presentation to showcase your project
- ✓ Make the submission in a suggested format within the deadline
- ✓ As part of the Green Club:-
 - Take the Gen G pledge and encourage peers to take one
 - Complete the Fundamentals of Sustainability and Technology course and claim a badge on IBM SkillsBuild

Tips

- Research well to understand local, national and global environmental issues; 
- Set clear and specific goals to achieve; 
- Engage the community including family members, peers, teachers, and others 
- Unleash your inner creativity and think out of the box 
- Be collaborative and seek advice from subject matter experts 
- Deliberate, Discuss and build consensus amongst your group, with a team spirit 
- Acknowledge and celebrate small wins and keep sharing the project journey 
- Be silly, have fun! 
- Stay safe 



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For any queries or clarifications,
please connect with
Chhavi at
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