



LOW-PLASTIC LIFESTYLE CAMPAIGN PARTICIPATION CALL FROM CHILDREN AND YOUTH - FOCUSED GROUPS

Act Now for A Better Tomorrow!!!

A Joint Initiative of Directorate of Environment and Climate Change, Government of Kerala & UNICEF

The Directorate of Environment and Climate Change (DoECC), Government of Kerala and UNICEF invites the enthusiastic participation of Children and Youth-Focused Groups such as Bhoomithrasena Clubs, National Service Scheme (NSS), Student Police Cadets (SPC), Samoohika Sannadha Sena, Civil Defence Force, National Cadet Corps (NCC), Scouts and Guides, and the State Platform on Climate Change for Children and Youth in the State-wide “Low-Plastic Lifestyle Campaign.”

The campaign was officially launched with the unveiling of its logo during the State-Level Observance of World Environment Day 2025, held on June 5, in alignment with this year’s theme ‘Ending Plastic Pollution.’ Marking the commencement of a transformative initiative, the campaign promotes sustainable, low-plastic lifestyles by encouraging positive behavioural and lifestyle changes at both individual and community levels. Children, youth and women are at the centre of this Campaign, aiming to:

- Promote alternatives to single-use plastics
- Conduct assessments of plastic use at individual, household, and institutional levels
- Encourage collaboration with community-led initiatives like *Kudumbashree* and *Haritha Karma Sena*
- Enhanced subscription to community-based waste collection programs
- Conduct state-wide awareness sessions and competitive events

The campaign will culminate with a **State-level Closing Ceremony**, where best-performing individuals and institutions in the Campaign will be recognized and celebrated.

We urge all the children and youth-focused groups to actively participate in this campaign, contribute to on-ground initiatives, and help Kerala set an example in climate-conscious living. Interested groups may register in the google form provided below **by October 31, 2025.**

Google Form Link for Registration:

<https://docs.google.com/forms/d/1TG2UuTjYu3aLXNyjfwDv35be7U-ZVW9W7MqQs8dEk5U/edit>

Upon your confirmation in the Campaign participation, necessary guidance and resources required to execute the campaign activities in your communities will be shared. A list of the campaign's planned activities is annexed below for your reference. The campaign will take place in December 2025 and January 2026.

**Let's act today to shape a cleaner, greener tomorrow.
Together, we can make climate action a way of life.**

ANNEXURE I

CAMPAIGN ACTIVITIES			
SL. NO.	COMPONENTS	ACTIVITY FOR PARTICIPANTS	REMARKS
1	Promotion of Low-Plastic/Sustainable Lifestyle at individual, household and institutional levels		Self-Assessment Questionnaire needs to be filled
1.1	Distribution of Green Bags to Participants as an Alternative to Plastic	Monitor the frequency of green bag usage during the Campaign period, enabling the quantification of plastic carry bag reduction at individual, household, and institutional levels.	Mandatory Activity
1.2	Promotion of Steel Water Bottles	Observe the frequency of steel water bottles being used for the travels conducted during the Campaign period.	Mandatory Activity
1.3	Promotion of Reusable Personal Sanitary Items	Track the total number of personal sanitary disposables (eg: Disposable Razors, Sanitary Pads, Disposable Diapers, Wet Wipes, Plastic Earbuds etc.) avoided during the Campaign period.	Mandatory Activity
1.4	Brand Audit of Household Single-Use Plastic Products	Assess single-use plastic products utilized within households, categorizing them by frequency of use and brand, and evaluating the feasibility of substituting each with sustainable alternatives. An audit must be conducted during any one week in each month of the two-month campaign period.	Mandatory Activity
1.5	Observance of 'Plastic Free Week'	Designate any one week during the campaign period as 'Plastic-Free Week' and conduct innovative green activities of your choice at your institutions. The activities must be documented.	Mandatory Activity
2	Awareness Programs & Networking Clubs/Groups with <i>Haritha Karma Sena</i>		
	Enhanced		

2.1	Subscription of Households to Community-Based Waste Collection Program by <i>Haritha Karma Sena</i>	Raise awareness among households about the Community-Based Waste Collection Program by <i>Haritha Karma Sena</i> under the Local Self Government Department and facilitate subscription for non-participating households within the institution's wards.	Optional Activity
2.2	Presentation and discussion on problems faced by the community level waste collectors and Waste Management Facilities	Facilitate a presentation and an open discussion on the challenges encountered by waste collectors and the operational difficulties experienced at Material Collection Facilities (MCFs)/Material Recovery Facilities (MRFs)/Resource Recovery Facilities (RRFs) in your locality in any chosen public venue involving local administrators, <i>Haritha Karma Sena</i> Members and general public. Note: Presentation can be of any mode chosen by the participants.	Optional Activity
3	Campaign Competitions (individual & institutional levels)		State-level winners will be announced and prizes will be presented.
3.1	Reels Competitions	Students, either individually or in small groups (maximum 5 members), may produce short video reels showcasing innovative strategies to promote low-plastic or sustainable lifestyles for positive climate action	Optional Activity
3.2	Best Campaigner Institutional Awards	Awards will be determined by the institution's overall campaign performance and the active engagement of its members in embracing campaign objectives across individual, household, institutional, and community levels. Institutions must collectively monitor campaign activities and submit an interim and final reports in the prescribed format.	Mandatory Activity
4	State Level Closing Ceremony of the Campaign	State-level awards will be presented and winning reels will be screened during the ceremony. Campaign findings will also be shared.	



Low-Plastic Lifestyle Campaign – Participant Guidelines

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1. Introduction

The *Low-Plastic Lifestyle Campaign* aims to reduce single-use plastic at the individual, household, and institutional levels by encouraging sustainable alternatives. All participants are requested to actively engage in the campaign activities during December 2025–January 2026. At the end of the campaign, best-performing individuals and institutions will be recognized.

2. How to Participate

Each participant/group must complete the activities listed below. For every activity, responses must be submitted through the Google Forms provided. Please make sure you complete and submit the forms on time.

3. Campaign Activities

The list of activities planned under the Campaign are given below.

Sl. No.	Components	Activity for Participants	Individual/Group Activity	Remarks
1	Promotion of Low-Plastic/Sustainable Lifestyle at individual, household and institutional levels			Self-Assessment Questionnaire needs to be filled
1.1	Distribution of Green (Cloth) Bags to Participants as an Alternative to Plastic	Monitor the frequency of green bag usage during the Campaign period, enabling the quantification of plastic carry bag reduction at individual, household, and institutional levels.	Individual Activity	Mandatory Activity
1.2	Promotion of Steel Water Bottles	Observe the frequency of steel water bottles being used for the travels conducted during the Campaign period.	Individual Activity	Mandatory Activity

1.3	Promotion of Reusable Personal Sanitary Items	Track the total number of personal sanitary disposables (eg: Disposable Razors, Sanitary Pads, Disposable Diapers, Wet Wipes, Plastic Earbuds etc.) avoided during the Campaign period.	Individual Activity	Mandatory Activity
1.4	Brand Audit of Household Single-Use Plastic Products	Assess single-use plastic products utilized within households, categorizing them by frequency of use and brand, and evaluating the feasibility of substituting each with sustainable alternatives. An audit must be conducted during any one week in each month of the two-month campaign period.	Individual Activity	Mandatory Activity
1.5	Observance of 'Plastic Free Week'	Designate any one week during the campaign period as 'Plastic-Free Week' and conduct innovative green activities of your choice at your institutions. The activities must be documented.	Group Activity	Mandatory Activity
2	Awareness Programs & Networking Clubs/Groups with <i>Haritha Karma Sena</i>			
2.1	Enhanced Subscription of households to Community-Based Waste Collection Program by <i>Haritha Karma Sena</i>	Raise awareness among households about the Community-Based Waste Collection Program by <i>Haritha Karma Sena</i> under the Local Self Government Department and facilitate subscription for non-participating households within the institution's wards.	Group Activity	Optional Activity
		Facilitate a presentation and an open discussion on the challenges encountered		

2.2	<p>Presentation and discussion on problems faced by the community level waste collectors and Waste Management Facilities</p> <p>by waste collectors and the operational difficulties experienced at Material Collection Facilities (MCFs)/Material Recovery Facilities (MRFs)/Resource Recovery Facilities (RRFs) in your locality in any chosen public venue involving local administrators, <i>Haritha Karma Sena</i> Members and general public.</p> <p>Note: Presentation can be of any mode chosen by the participants.</p>	Group Activity	Optional Activity
3	<p>Campaign Competitions (individual & institutional levels)</p>		<p>State-level winners will be announced and prizes will be presented.</p>
3.1	<p>Reels Competitions</p> <p>Students, either individually or in small groups (maximum 5 members), may produce short video reels showcasing innovative strategies to promote low-plastic or sustainable lifestyles for positive climate action</p>		Optional Activity
3.2	<p>Best Campaigner Institutional Awards</p> <p>Awards will be determined by the institution's overall campaign performance and the active engagement of its members in embracing campaign objectives across individual, household, institutional, and community levels. Institutions must collectively monitor campaign activities and submit an interim and final reports in the prescribed format.</p>		Mandatory Activity

4	State Level Closing Ceremony of the Campaign	State-level awards will be presented and winning reels will be screened during the ceremony. Campaign findings will also be shared.
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4. Step-by-Step Guide to Activities

4.1. Participant Self-Assessment Questionnaire

i) Before the Campaign

- Assess your current lifestyle practices and plastic usage (monthly average).
- Record your answers in the **PDF version of the Google Form provided**.
- Submit data to your **Faculty-in-Charge**.

ii) During the Campaign (December 2025 & January 2026)

- Complete **Activities 1.1, 1.2, and 1.3** individually.
- Collect and record data monthly using the **PDF version of the Google Form provided**.
- Report data to your **Faculty-in-Charge** each month.

iii) At the End of the Campaign

- Enter the following into the **online Google Form titled, “Low-Plastic Lifestyle Campaign: Participant Self-Assessment Questionnaire.”**
 - Baseline self-assessment data (conducted before the campaign)
 - Monthly data on shopping trips for two months
 - Monthly data on cloth/green bag usage during shopping trips for two months
 - Monthly data on number of times a steel bottle was used during travel for two months
 - Monthly data on number of personal sanitary disposables avoided for two months

❖ Google Form Link

Low-Plastic Lifestyle Campaign: Participant Self-Assessment Questionnaire

https://docs.google.com/forms/d/1F9v6XhD5okDdWOirN_3Djw1qRT92NJbtyq16adLKYBI/edit

4.2. Brand Audit of Household Single-Use Plastic Products

- Conduct an audit of household-level single-use plastic products.
- The audit must be conducted for **one week in each campaign month**.
- Categorize most used items by type, frequency of use, brand, and assess the feasibility of substituting them with sustainable alternatives.
- Report data to your **Faculty-in-Charge** each month.
- At the **end of the Campaign**, enter the following into the **online Google Form titled, “Low-Plastic Lifestyle Campaign: Brand Audit of Household Single-Use Plastic Products.”**

❖ Google Form Link

Low-Plastic Lifestyle Campaign: Brand Audit of Household Single-Use Plastic Products:

<https://docs.google.com/forms/d/1XsbrLXlqc8r8GKB1cFCdOsIKbNqi9qQbBaMRvxsQaQk/edit>

4.3. Group Form for Interim and Final Report

- Activity 1.5, Activity 2.1, and Activity 2.2 are group activities.
- Activity 1.5 is a mandatory activity while Activity 2.1 and Activity 2.2 are optional.
- Programs under these activities including photographs must be recorded in the Google Form titled:

“Low-Plastic Lifestyle Campaign: Group Form for Interim and Final Report.”

- The Faculty-in-Charge is responsible for submitting this form.
- Submission Timeline:
 - Interim Report – End of December 2025
 - Final Report – End of January 2025
 - Monthly reporting in the Group Form includes data on contributions of individual participants and overall group performance.

 **Google Form Link**

Low-Plastic Lifestyle Campaign: Group Form for Interim and Final Report:

<https://docs.google.com/forms/d/13ks8UXK3VKO5mGJwycbL9m1LyM0xpqNGY80SuR4W4aA/edit?pli=1>

4.4. Campaign Competitions (individual & institutional levels)

- **Reel Competition:** Students, individually or in small groups (maximum 5 members), can create short video reels highlighting innovative strategies for promoting low-plastic or sustainable lifestyles. The best reels will be recognized with **state-level awards**.
- **Best Campaigner Institutional Awards:** Institutions will be recognized based on their overall campaign performance and the active participation of their members in achieving the campaign objectives at individual, household, institutional, and community levels. Evaluation will be carried out using the interim and final reports submitted by the institutions/groups.
- **Certification:** The best performers will be honoured in the State-Level Closing Ceremony held.

Annexure - I

Sustainable Alternatives to Single-Use Plastic at Households

As part of the *Low-Plastic Lifestyle Campaign*, every participant is encouraged to replace single-use plastic items with sustainable alternatives wherever possible. Below are some commonly used single-use plastic items and the eco-friendly substitutes you can adopt in your daily life.

Single-Use Plastic Item	Sustainable Alternative
Plastic Carry Bags	Cloth bags, jute bags, paper bags
Plastic Water Bottles	Steel, copper, or glass bottles
Plastic Food Packaging (chips, biscuits, snacks)	Buy in bulk; use refill stores; store in reusable containers
Plastic Cups, Plates & Cutlery	Steel, bamboo, areca leaf, or other biodegradable utensils
Plastic Straws & Stirrers	Steel, bamboo, paper, or edible straws; wooden stirrers
Disposable Takeaway Containers	Steel tiffin boxes, glass jars, biodegradable food containers

Sanitary Pads, Diapers, Wipes	Cloth pads, menstrual cups, period panties, cloth diapers, washable wipes
Plastic Sachets (shampoo, ketchup, detergents)	Bulk refill stations, glass bottles, solid soap/shampoo bars
Plastic Packaging Films / Cling Wrap	Beeswax wraps, cloth covers, glass/steel containers
Plastic Toothbrushes & Earbuds	Bamboo toothbrushes, wooden/cotton earbuds

Tips for Shifting to Alternatives

- Always carry your own bag when shopping.
- Keep a reusable water bottle and tiffin box when travelling.
- Try bulk purchase or refill stores to avoid excess packaging.
- Explore local eco-products made by community groups.
- Remember: even small changes, when done consistently, make a big difference!

👉 Together, let us lead Kerala towards a sustainable, low-plastic lifestyle! 👈

Signed by
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 Date: 20-10-2025 13:08:47