

Sensitization, Education and Awareness on Recycling for a Cleaner Habitat – SEARCH – Phase IV

Executive summary

Human capital is the most important asset of a nation and a concerted and sincere investment in educating and empowering people is by far, the best possible way to attain development that is socially, economically and ecologically sustainable. The Educating Youth for Sustainable Development (EYSD) Division at The Energy and Resources Institute (TERI), New Delhi realizes that only if the youth is empowered with sufficient knowledge, enabling skills and appropriate attitude and values can a just and an environmentally conscious society be created. In order to realize this belief, the EYSD Division joined hands with Tetra Pak India and initiated Project SEARCH in 2009.

In Phase IV, project SEARCH was implemented in 170 schools in Delhi, Chandigarh, Mumbai, Pune, Hyderabad, Bangalore and Dhaka (Bangladesh) and impacted the lives of approximately 200, 000 students, teachers and community members.

About Project SEARCH

Project SEARCH is a school ESD programme that aims to raise awareness amongst school students, teachers, school community and the society at large on the issue of waste. The idea is to encourage the young students and teachers to practice the 4Rs – refuse, reuse, reduce and recycle – in their daily lives and make consumption choices that would ensure the sustainability of the planet in the years to come. Through this programme, a sincere attempt is being made to instill a sense of responsibility in the target group to take ownership of the waste generated by them and make efforts to increase a product's life cycle by recycling it.

Project Objectives

To strengthen the programme in project locations through intensive skill-based activities which enables the target group to act as multipliers and take the key messages of Project SEARCH, namely environmental responsibility, recycling especially of post-consumer Tetra Pak cartons, green living, leadership in sustainability and active citizenship to the wider society. Another key objective of the programme is to evaluate and assess its complementarity with the existing school curriculum and identify opportunities where Project SEARCH can enhance the experience of teaching-learning process in member schools.

Approach

Project SEARCH is implemented on the knowledge-skills-attitude praxis. It enables the students, teachers and all others concerned to develop the following knowledge base, skills and attitudes.

Knowledge base

Understanding of the plant, animal, human and the material order and their inter-linkages; Waste and its various types and constituents; Waste management – segregation, dumping, landfills, incineration; Environmental, health and social problems caused by waste; Life cycle analysis of products; Understanding the linkages between aspirations, consumerism and waste generation; Carbon Footprint; Concept of the 4Rs – Refuse, reduce, reuse and recycle; Interconnectedness between social, political, cultural and environmental issues.

Skills

Ability to be a multiplier and educate others about the relationship between human beings and environment; Ability to impart knowledge on waste management and specifically about



recycling of post-consumer Tetra Pak cartons; Ability to make products using eco-friendly materials and processes like Paper Mache, pottery, greeting cards using pressed flower, jewelry using eco-friendly material and paper bags; Proficient in life cycle analysis of products; Ability to lead community activities.

Attitudes

Appreciate, evaluate and understand the relationship one has with nature and its various constituents; Value the interdependence that exists between all living organisms on the planet; Understand the consequences of adopting a materialistic life that not only leads to general unrest but also leads to environmental degradation; Assume responsibility as consumers and take actions that are not driven by individual interests but contextualized within the greater social good; Recognize the finiteness of resources; being able to comprehend one's need and separate it from desires; Respect others and their perspectives; Taking initiative to resolve issues rather than wait for someone else to take the lead.

Project SEARCH Stakeholders: How they interact with the programme

Stakeholders	Influence on Project	Impacted by Project
Students	High	High
Teachers	High	High
Principals	High	Medium
Administrative staff of the school	Low	Low
Parents	Low	Low
Community (neighbourhoods)	Low	Low
Collection partners	High	Medium
TetraPak customers	Low	Low