



XI Conference of Parties  
CONVENTION ON BIOLOGICAL DIVERSITY  
HYDERABAD INDIA 2012



**HAND PRINT**  
Action Towards  
Sustainability

# Positive Action towards Biodiversity Conservation



Government of India  
Ministry of Environment & Forests

**CEE**

Centre for Environment Education





XI Conference of Parties  
CONVENTION ON BIOLOGICAL DIVERSITY  
HYDERABAD INDIA 2012

# Positive Action towards Biodiversity Conservation

Side Event held at CEPA Fair CBD COP 11  
10 October 2012



Government of India  
Ministry of Environment & Forests

**CEE**

Centre for Environment Education

## **CEE**

Centre for Environment Education (CEE) is an internationally acclaimed institution in the field of Environment Education (EE) and Education for Sustainable Development (ESD). A national institute of excellence for Environmental Education, CEE is supported by the Ministry of Environment and Forests, Government of India, and is affiliated to the Nehru Foundation for Development. It has considerable experience and expertise in addressing its primary mandate of improving public awareness and understanding of the environment with a view to promoting the conservation and sustainable use of nature and natural resources.

Recognizing the complexity and vastness of work in the field of ESD, CEE works in partnership with a range of organizations at the national, regional and international level. The strategy is to collaborate with others to build synergies, achieve a multiplier effect, enhance effectiveness and widen the range of programmes.

CEE is the nodal agency for implementation of United Nations Decade of Education for Sustainable Development, in India.

# HAND PRINT

A symbol of, measure for, and commitment to positive action towards sustainability.

**POSITIVE ACTION** Positive & tangible action and projects towards sustainability, an integral part of Education for Sustainable Development (ESD).

**CALCULATOR** A tool to calculate the extent of ESD action being taken and the positive impact of our actions on Sustainable Development.

**COMMITMENT** A symbol of commitment through a pledge to act.

**CARING** Extending a helping hand in caring for the planet and all life on it.

**COLLABORATION** Joining hands for the common goal of sustainability on Earth—the only known living planet.



Footprint is a measure of human pressure on earth's resources.

Handprint is a measure of what we can do individually, and together, to restore the balance between consumption and the planet's carrying capacity.





# An Evolving Concept

This concept emerged from one of CEE's School Programmes in the state of Andhra Pradesh. The Handprint became the symbol for sustainability action projects that the children did in their schools and in the community. The Handprint represents the conviction that we can make a difference through individual and collective actions towards a sustainable future.

The Handprint that symbolizes the concept is that of 10 year old Srija from Hyderabad, India. She was one of the students participating in the project to take action for sustainability in 2005.

The concept was shared internationally in 2007 by Centre for Environment Education (CEE) at UNESCO's 4<sup>th</sup> International Conference on Environmental Education held at Ahmedabad, India.

Today the Handprint concept has grown, as people who use it add new meaning to it. It has come to represent positive action, more generally, towards sustainability.

*Intergovernmental  
Conference  
Tbilisi 35, 2012*

*"Further promote  
good practices....  
including through  
building on the  
'handprint' concept  
which encourages  
tangible positive ESD  
actions."*

*Final Communique:  
Point 35*



# Handprint & Biodiversity Conservation

The Convention on Biological Diversity emphasizes the need to “promote and encourage understanding of the importance of, and the measures required for, the conservation of biological diversity, as well as its propagation through media, and the inclusion of these topics in educational programmes” (Article 13, Public Awareness and Education).

Aichi Biodiversity Target 1 envisages that "by 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably."

The Handprint is a symbol of positive actions that people can take to conserve biodiversity. Different segments of society can take different actions depending on the types of activities they have control or influence over.

*“A huge task before us is to implement the biodiversity agenda. Aichi target number 1 is the most important one because if we succeed in this one, we will achieve others.....we need to change the way we do things.”*

*Dr. Braulio Dias,  
Executive Secretary,  
Convention on  
Biological Diversity*





# Action

*Positive & tangible action and projects towards sustainability, an integral part of Education for Sustainable Development (ESD).*

## **WWF Model Schools Programme, Sweden**

Based on the Whole School Approach, the program aims to strengthen the schools adaption towards a range of sustainable actions, and motivate the students and school towards action competencies.

The project focuses on six main development areas: policies and structures, teaching and learning, monitoring and evaluation, influence and participation, cooperation with the community and reducing the ecological footprint in the management of school estates.

SWEDESD, 2011, Handprints - Learning and Reflection for Sustainability, 15 International Cases, Case 11, pg. 30-31

## **National Green Corps India**

The main objectives of this programme are to educate children about their immediate environment and impart knowledge about the eco-systems, their inter-dependence and their need for survival, through visits and demonstrations and to mobilise youngsters by instilling in them the spirit of scientific inquiry into environmental problems and involving them in the efforts of environmental preservation.

[http://envfor.nic.in/divisions/ee/ngc/index\\_ngc.html](http://envfor.nic.in/divisions/ee/ngc/index_ngc.html)

## Paryavaran Mitra, India

Paryavaran Mitra project demonstrates transformative education for environmental leadership in students through curriculum-linked activities and action projects for positive change in behaviour and action, taken at individual, family, school and community levels. It will reach out to 20 million school students. Biodiversity is one of the key themes of this programme.

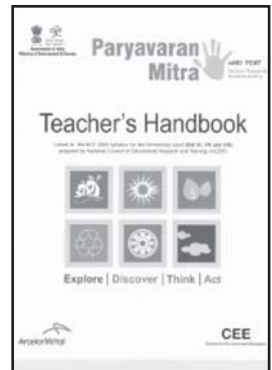
<http://paryavaranmitra.in/>

## Sustainability Learning Commons Project

Learning how to develop and adopt positive actions for change towards a more sustainable future is the focus of this project which involves participating in learning activities such as:

- Recycling, re-using, and creatively re-imagining waste as a useful resource
- Cooking nutritious food using traditional recipes and methods
- Re-using and filtering grey water
- Sustainably harvesting natural resources such as honey • Worm farming
- Making compost for growing organic vegetables in tower gardens.

<https://www.ru.ac.za/elrc/sustainabilitycommons/sustainabilitylearningcommonsprojects/handprintactions/>





## Gaviotas, Colombia

In Gaviotas, Colombia, local women have been employed to plant thousands of trees that gobble up CO<sup>2</sup> and provide solar-powered carbon offsets. These trees protect the local watershed, improve the local microclimate with shade, and generate renewable biofuels for the local economy.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>

## The Green School, Bali

The Green School in Bali is striving to have the lowest carbon footprint of any school, in part through using bamboo and rammed earth for its buildings, growing its own food in its gardens, and generating its own power from the adjacent river. The school's curriculum has an ecological handprint focus, and the central building, "Heart of School," is one of the largest bamboo structures in the world.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>



## Ghana

One of the most ubiquitous types of plastic packaging in Ghana is called a sachet, which is used primarily for drinking water, ice-cream and yoghurt drinks.

With the motto of "Our Bags Are Complete Trash," the problem of plastic waste was transformed into a fashion industry. Trashy Bags now employs sixty local citizens who clean up waterways and other trash-prone areas, and build the local economy. Once they receive the sachets, they wash, disinfect, dry, and then sew them together into bag designs such as brief cases, backpacks and tote bags.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>

## Healthy Food for Everyone USA

With a motto of "Healthy Food for Everyone," a local non-profit in Petaluma, California, turned a brownfield into an urban organic farm where youth-at-risk and other local community volunteers now grow and redistribute surplus healthy produce to supply low-income families and seniors. They also operate the "Bounty Hunters," a community food gleaning program that collects fresh, surplus food from backyard gardens.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>



# Calculator

*A tool to calculate the extent of ESD action being taken and the positive impact of our actions on Sustainable Development.*

## Handprinter, USA

- It calculates environmental footprint which gives an idea about environmental impact
- It offers suggestions about simple actions which one can take to lower environmental impact
- It allows spreading/sharing ideas, recommending others (and if they sign on) would increase handprint

“We often hear about our negative impact on the planet - our environmental footprint. But footprints are only half the picture. The other half is just coming into view. It’s called a handprint, and it measures the positive impacts we can make, simply by changing the way we do things, at home, and at work.”

Handprinter.org, 2011, <http://www.handprinter.org/what-is-handprinter/> accessed October 5, 2012



### **Cool Calculator, India**

Cool Calculator will give users (mainly children and youth) an idea of carbon emission reduction for every climate friendly action they take.

### **The Power Count Challenge, India**

The challenge is to reduce electricity bills for any two months (according to the billing cycle) in comparison to the bill in the same period last year. The top 3 schools and individuals who save the most by percentage will get the Power Count Award.

### **Electricity Handprint Calculator**

<http://www.paryavaranmitra.in/Electricityconsumption.aspx>

### **Green Week, Sweden**

It is a main tool used by Swedish Society for Nature Conservation in its work with consumerism and environmental choices. It helped creation of other tools like the Good Environmental Choice and is supported by its other main tool, the Green Consumer Network.

SWEDSD, 2011, Handprints - Learning and Reflection for Sustainability, 15 International Cases, Case 3, pg. 14-15



# Commitment

## Pledge for Life, India

CEE in collaboration with National Biodiversity Authority has launched an initiative 'Pledge for Life' through which citizens take pledge to express their solidarity for the efforts to conserve biodiversity.

The campaign has focussed on educating people in India about the need to preserve biodiversity and then getting them to sign a pledge to do something about it. In the five months since the campaign began over 1.5 million people have pledged their commitment.

*A symbol of  
commitment through  
a pledge to act.*





# Caring

## Sanjeevani, India

This project develops the potential of schools for community based conservation and education approach. through the creation of Biodiversity Conservation Resource Area (BCRA) including garden of medicinal plants, linked to the development of a system for using the plants within a health care structure.

BCRA acts as an experience-based learning centre (nature school) for school children and also community. It also enhances the school capacity and curriculum to reduce the loss of traditional knowledge.

[http://www.cceindia.org/cee/project\\_pages/sanjeevani.html](http://www.cceindia.org/cee/project_pages/sanjeevani.html)

## Zimbabwe

Chido, 12, is believed to have "green" fingers, farming more mushrooms on less substrate than anyone else. Her crusade under the program "Orphan Teaches Orphans," believes that the only way girls can escape abuse is when they know how to provide for their own food security. Chido is determined to reach out and network throughout Africa to create millions of jobs and to stamp out hunger with what is locally available.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>



*Extending a helping hand in caring for the planet and all life on it.*



# Collaboration

*Joining hands for the common goal of sustainability on Earth—the only known living planet.*

## Working for Wetlands, South Africa

While the focus is wetland restoration, the program works through projects that maximize employment, create and support small businesses and transfer relevant and marketable skills in the course of carrying out rehabilitation work. The program helps build ecosystem services (natural capital) while employing people who need work.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>

## All Around the World

New digital communication tools are helping to spread the world about the potential and practice of Ecological Handprints, and youth are leading the way. For example, around the world over 300,000 young people interested in global issues and creating positive change have formed an online community called Taking IT Global. The World Student Community for Sustainable Development, is an international student organization that carries out meaningful projects that result in positive and enduring changes, improving lives and communities around the world.

Rocky Rhowedder, Sonoma State University, USA  
<http://ecologicalhandprints.org/casestudies.html>

*“Don't just stand there - Give the world a hand!”  
Charles Hopkins  
Chairman- Dearness  
Environmental  
Society, Canada*



## Resources



### **Handprints: Learning and Reflection for Sustainability**

<http://www.swedesd.se/publications-a-reports>



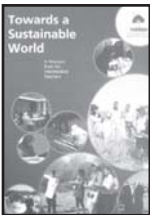
### **Young in Green Action: Inspiring Stories from the National Green Corps**

<http://www.paryavaranmitra.in/Default.aspx?SID=15>



### **Handprint Resource Books**

[http://www.handsforchange.org/Curriculum\\_Material.htm#](http://www.handsforchange.org/Curriculum_Material.htm#)



### **Towards a Sustainable World Teachers' Handbooks Sustainable Schools Initiative, Abu Dhabi**

<http://www.sustainableschools.ead.ae/>



### **Ecological Handprint - Case Studies and Book**

<http://ecologicalhandprints.org/casestudies.html>

<http://ecologicalhandprints.org/book.html>





# Voices

## Handprint Action Towards Sustainability

Side Event at CEPA Fair, CBD COP 11

October 10, 2012, 10am to 1pm

*“The five fingers of the Handprint represent 5 objectives of Education for Sustainable Development knowledge, values, skills, participation, and awareness.”*



*“The Handprint framework is raw in nature. It is an unfinished product. The task is to be completed. A common understanding at some point should be derived. We need to work on tools for this.”*

*“Handprint is taking on different meaning as it grows. For some it is measurement of activities. In India thousands of Handprint have been collected as a symbol for commitment. In Canada they are using it in the context of caring. It also stands for partnership and networking (holding hands).”*





*“Whose action are we are talking about? It can be anyone child, family etc. Action can be policy decision, it may be big or small.”*

*“Handprint is not a one time action. It is a long term investment and has sustainable impact. 'If you shut a tap you can measure how much water you have saved, teaching someone to shut a tap then it's an impact over whole life.”*

*“Many wonderful people have taken Handprint actions. Many stories need to be told, and written.”*



*“Handprint was listed in Time magazine as one of the 10 ideas that are changing your life. A Professor in Harvard University is developing a tool or a calculator for Handprint.”*



*“Handprint concept could really transform the way world looks at environment and sustainability.”*

*“Handprint is really something which transcends any particular formula or definition, but reaches out to touch every aspect of life.”*



*“Your Handprint not only is involving but influencing people.”*

*“It is an evolving process. It cuts across every conventional system.”*

*‘Handprint is an affirmative action.’*

*“Handprint is a sense of belonging linking up people in the world to take positive action.”*

*“Different practices in different countries reflect the Handprint concept.”*

*“Handprint transcends political boundaries.”*

*“In a climate of despair Handprint spells hope and optimism.”*

*“Handprint has a significant value in simulating positive action.”*



*“Positive action requires orientation and guidance. Handprint acts as a compass that helps to guide our actions. “*

*“Numbers of decisions we take today are in fragmented ways. We fail to identify linkages. We need strengthening of linkages and stress the notion of relationship as the core of sustainable development.”*



*“We need a Handprint movement for media so that there is more coverage of positive stories and people doing positive things.”*

*“Actions are louder than words.”*

*“As the youth believe Stop talking, let's take action”*

*“Handprint is a cross cutting concept for achieving Aichi targets.”*





# Notes



**Increase your HAND PRINT!  
Decrease your footprint!**

Centre for Environment Education

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