



Final Report – CSR Grant

Awareness Campaign on Environment Sustainability



Supported by



PROJECT DETAILS

Background

‘Environment sustainability’ is increasingly being recognized by global leaders across the world as one of the most pressing issues which needs to be addressed. This is also evidenced in adoption of ‘Ensuring Environment sustainability’ as one of the 8 Millennium Development Goals (MDGs) by the United Nations.

Climate change, desertification, forest degradation, water scarcity, declining biodiversity and increasing dependence on hazardous sources of energy are not only unsustainable but also pose a grave threat to the well-being and security of future generations.

Recognizing the need for collective action to reverse the adverse impact on the environment by our everyday actions the project on awareness campaign on environment sustainability has been developed and implemented by SAFMA with the generous support of MFI as part of its commitment to environment protection under MFI’s CSR initiative.

Project Name	Awareness Campaign on Environment Sustainability
Grant Amount	INR 978,700
Target Areas (refer ensuing slides for the specific locations covered)	Mumbai & Delhi
Target Audience	Students, Corporate Employees & General Public
Project Duration	8 day campaign undertaken from 2 May to 9 May 2015

PROJECT DETAILS

The objective of this campaign was to create mass awareness among general public, students and other target groups about environmental problems and to take simple measures for environment protection

SAFMA in conjunction with MFI further identified sub-themes for conducting the campaign viz.,

1. Disseminate information and raise awareness amongst the public on the importance of recycling, different tools available for recycling for minimizing environmental impact of waste;
2. Promoting green/eco-friendly products for preservation of environment
3. Minimize energy waste and promote energy conservation
4. Highlight the issue of scarcity of water and steps to save water

A structured awareness campaign was created incorporating the following facets to effectively convey information to the target audience:

- Creation of innovative, graphical and thought provoking messages about how some simple steps in our daily lives can bring revolutionary benefits towards Energy Conservation and other key natural resources.
- Including an innovative and catchy medium to convey these messages and generate awareness.
- Transform the medium into a highly interactive platform and engage with the target audience explaining the need and invite them to take a pledge to take action now for a better and brighter future.

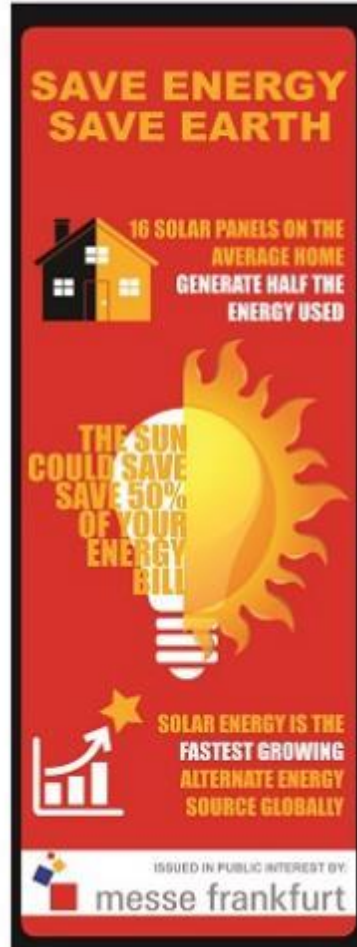
PROJECT DETAILS

Keeping in view the sub-themes identified, innovative, graphical and thought provoking messages were developed

FRONT PANEL



BACK PANEL



FRONT PANEL



BACK PANEL



FRONT PANEL



BACK PANEL



1

2

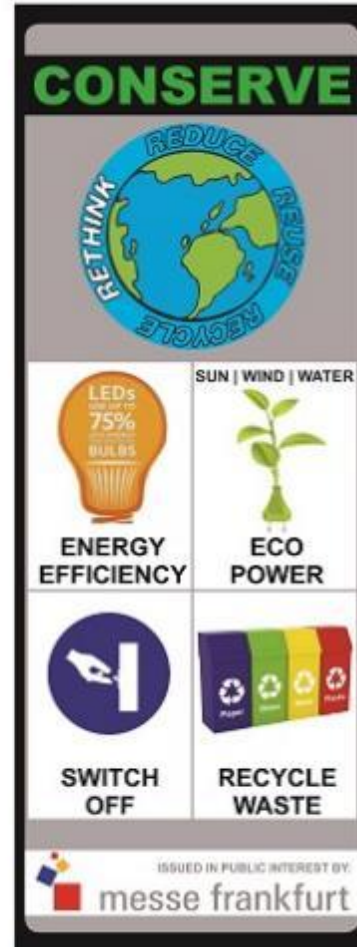
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PROJECT DETAILS

FRONT PANEL



BACK PANEL

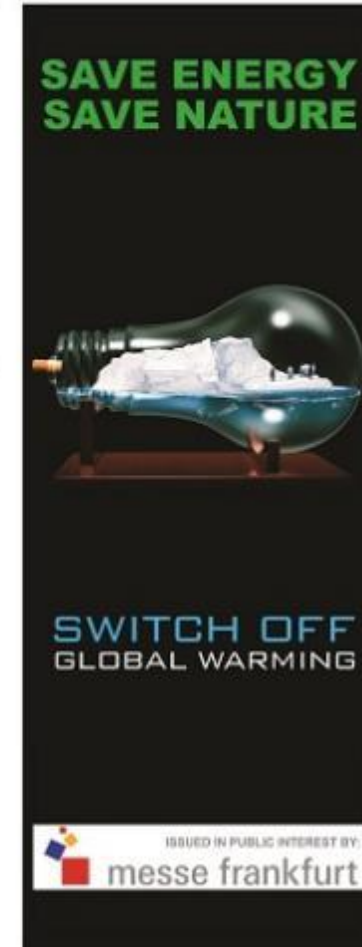


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FRONT PANEL



BACK PANEL



5

PROJECT DETAILS

These were conveyed with the innovative and high impact medium of look walkers who made direct interactions with the target audience to convey the message, disseminate information and urge people to take direct pledges



PROJECT DETAILS

The following Exercise is being done keeping in mind Conservation of Energy for a better tomorrow and every individual's contribution towards that.

The exercise highlights certain elements and some basic steps in our daily lives that make a lot of difference for a better, safer and healthier tomorrow for our families and friends.



I PLEDGE TO TAKE THE FOLLOWING ACTIONS

Once you have made your selections, please add your name and email to complete your pledge.

LIGHTING

- ☐ Use energy efficient lights
- ☐ Replace 1 light bulb
- ☐ Replace 5 light bulbs
- ☐ Replace 30 light bulbs
- ☐ Turn off lights when not needed

APPLIANCES & ELECTRONICS

- ☐ Always Buy Energy efficient appliances
- ☐ Turn off appliances when not needed
- ☐ Wash clothes on full load
- ☐ Use Solar Powered Equipment
- ☐ Recycle old equipment
- ☐ Service equipment frequently

WATER

- ☐ Check plumbing and fix leaks
- ☐ Turn off water while brushing
- ☐ Take quicker showers
- ☐ Use rain water harvesting equipment
- ☐ Recycle old equipment
- ☐ Service equipment frequently

OTHERS

- ☐ Turn off my vehicle at long halts
- ☐ Use public transport or car-pool
- ☐ Walk for shorter distances
- ☐ Categorize and dispose off junk

By taking the Pledge, you acknowledge and agree that:

- 1) Your personal information submitted as part of the Conserve Resources Pledge will be shared with the Messe Frankfurt and organizations you have agreed to associate with your account.
- 2) Messe Frankfurt's use of your personal information shall be governed by Messe Frankfurt's Privacy Policy.
- 3) You may receive emails from Messe Frankfurt or its associated organization.

NAME

CONTACT

E-MAIL ID

SUGGESTIONS

I AGREE



Issued in Public Interest by:

messe frankfurt

PROJECT OUTCOME/RESPONSE

S No	Date	Day	Ward	Location	City	Campaign Visibility	Direct Interactions	Pledges Taken
1	2-May-15	1st	Ghatkopar	Amrut Nagar	Mumbai	6,000	350	140
2	2-May-15	1st	Ghatkopar	R City Mall	Mumbai	14,000	600	275
3	3-May-15	2nd	Powai	Powai plaza	Mumbai	7,000	500	190
4	3-May-15	2nd	Powai	Hiranandani Market	Mumbai	15,000	700	240
5	4-May-15	3rd	Kurla	Kamla Mills	Mumbai	6,000	350	140
6	4-May-15	3rd	Kurla	Peninsula Corporate	Mumbai	13,000	400	215
7	5-May-15	4th	Goregoan	Sangharsh Nagar	Mumbai	5,000	350	180
8	5-May-15	4th	Goregoan	Oberoi Mall	Mumbai	20,000	650	330
9	6-May-15	5th	Vashi	Sec-17, Market, Vashi	Mumbai	8,000	250	160
10	6-May-15	5th	Vashi	Turbhe Lighitng Market opp to APMC	Mumbai	22,000	600	350
11	7-May-15	6th	C Ward	Lohar Chawl	Mumbai	12,000	400	250
12	7-May-15	6th	C Ward	Lohar Chawl	Mumbai	15,000	550	358
13	8-May-15	7th	South	Bhagat Singh College	Delhi	3,500	250	120
14	8-May-15	7th	South	Pedestrian Area at Select City Walk	Delhi	15,000	600	225
15	9-May-15	8th	West	Rajouri Garden	Delhi	8,000	450	150
16	9-May-15	8th	West	Westgate Mall	Delhi	12,000	600	207
Total						181,500	7,600	3,530



Program Activity Photographs

















