

Implementation Plan of Little Book of Green Nudges: Adopting Green Behaviour in Miranda House, University of Delhi

The Little Book of Green Nudges (LBGN), Miranda House, is a green initiative taken by the Department of Geography at Miranda House, built upon the UN Environment Programme's embracement of green nudging as a strategy to help meet the Sustainable Development Goals (SDGs) to protect the global environment.

The initiative intends to spark sustainable behaviour on the college campus by nudging students through positive and gentle persuasion towards gradual changes that can help build a better, cleaner and safer place to reside in.

The LBGN team of Miranda House is determined to work in the direction of achieving a greener campus to contribute to the greater cause of environmental protection and conservation.

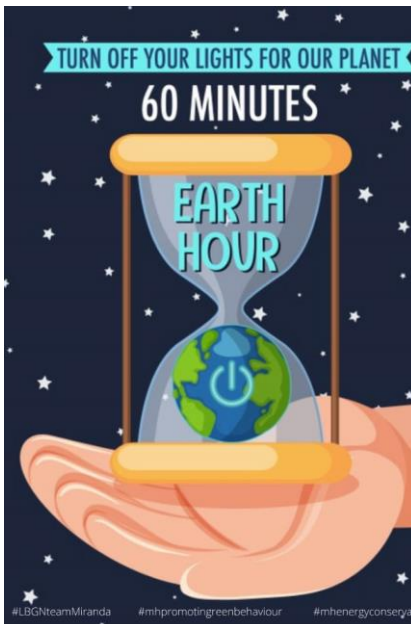
The main aims of this project initiative are:

1. Conservation of Energy Resources
2. Conservation of Water Resources
3. Promotion of Sustainable Diets
4. Reduction of Material Consumption
5. Promotion of Sustainable and Reduced Travel
6. Reduction of Food Waste
7. Recycling
8. Engagement and Support for Change

The campaign will be online as well as offline in three Phases. Phase I- Miranda House Campus; Phase II – requesting other colleges to be onboard with LBGN initiative; Phase III- requesting University Administration to be part of Awareness campaign to promote green behaviour.

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Group I: Energy Conservation



Green Nudge

- To help people follow through on saving energy #40
- Set heating and air-conditioning systems to more moderate temperatures, and automatically turn off/ sleep mode in the Labs # 3
- Social comparisons- poor and rich#24

Action Plan

- Draw creative pictures to remind people to unplug chargers, switch off lights and fans.
- Paste Reminder posters and pictures near computer tables to encourage people to turn off computer monitors.
(we can write an application to the administration to request the computer department to put reminder message on computer screen to switch it off as default setting)
- Poster of energy conservation in the campus.

Implementation Plan

- Awareness Campaign through digital posters.
- A questionnaire regarding energy conservation in the campus which will be circulated on different social media platforms of college. online as well as offline
- Drawings images related with conserving and reducing energy consumption.

Expected Outcomes

To make aware the students about the importance of conservation of energy in the campus.

This nudge will encourage students to switch off lights, fans, computers etc. after use.

Group II: Water Conservation

Green Nudge: make it harder to let taps and showers run (#7)

Install smart meters with feedback displays (#13)

Provide social comparisons of energy and water use (#24)

Actions Plan

- Posting posters near taps and water sources about the importance of water and the need for conservation.
- Mapping water resources of Miranda House
- Upgrading to sensor spray taps for washing hands requesting administration with save in terms of water/money (calculating money and taps required)
- Developing MH Water Harvesting Plan.

Implementation Plan

- Digital Awareness campaign through social media platforms.
- Posters on college notice boards in the campus
- Developing short videos to save water
- Developing a questionnaire as part of awareness campaign

Expected Outcomes:

- ✓ Reduced water consumption in the campus.
- ✓ Increased consciousness about the water utilisation and the need of conservation.

Don't Let the Taps Flow



Water is Very Precious
SAVE WATER - SAVE LIVES

**Every Drop Of
Water Counts!**



Conserve Water - Conserve Lives

Save Water ☐



**A Drop Of Water is
Worth More Than A
Sack Of Gold To A
Thirsty Man!!!**

Group III: Sustainable Diets

Green Nudge: To make the more sustainable meal the default choice (#2)

Action Plan

1. Categorization of food items in the existing menu

Marking of food items in the menu card showing different in order of sustainability levels to make people aware about the sustainable choices available. This will be done through categorising the food items on the menu in the Cafeteria, Nestle outlet and Pam. Sustainability Diets will be shown in the following categories-

Green Diets, Amber Diets, Red Diets

2. Designated Days

We are also planning to designate one day of the week to discourage consumption of fried food. Fried foods are high in fat, calories, and often salt. There are studies which have linked fried foods to serious health problems like type 2 diabetes and heart disease. To provide an alternative, we can introduce baked foods items instead of fried food items.

To promote Plant- based foods we will also campaign for Plant Eating Day.

Implementation Plan

- **Categorization** of the menu into different categories will be based on opinion polls conducted on different social media platforms among the Miranda community.
- **Posters** (made with eco- friendly material with minimum use of paper or ink) will be put up all over the campus most importantly near all important food joints of the college campus.
- With the help of **digital posters** and **informative montages** on sustainable food options, their health and environmental benefits will be popularised in the Miranda community.



Green category: These food and drinks are healthy choices. They should always be available and actively encouraged and promoted at all times. For example- south Indian cuisine, plant-based dishes: daal rice etc.

Amber category: These foods and drinks should be chosen carefully. They should not dominate the menu and large servings should be avoided. for example-chinese cuisine (products high in sodium and sugar)

Red category: These foods and drinks need to be limited at all times. e.g. - processed foods and beverages.



- Request Letters will be circulated to Cafeteria, Cafeteria Committee of the College and administration to implement these changes.

Expected Outcomes

- ✓ Adding sustainable food items and healthy alternatives such as sprouts, fruit salad, and vegetable salad platter available in the canteen.
- ✓ Declare Friday as, no fried day.
- ✓ Plant Eating Day declaration based on the opinion poll.
- ✓ Descriptive labeling- using appealing descriptions for plant-based dishes.

Group IV Reduced Material Consumption

- Green Nudge: 1.Set the norm that diners will use their own cup and cutlery (#1)
2. Create social opportunities for sharing and reuse (#17)
 3. Distribute and share leftovers (#31)

Action Plan

- to reduce the usage of paper cups and glasses
- to encourage the students, teaching and non-teaching staff to bring their own cups to college
- to create the awareness among the students, teaching and non-teaching staff about the impacts of using the paper cups on environment
- Promotion of Clay Cups
- Print double-sided Campaign
- Asking teachers to take digital assignments to reduce wastage of paper.
- Promotion of Pen Bins- distribution with the help of an NGO/ collection of


Implementation Plan

- Measuring paper cup usage in the campus
- Awareness campaigns
- Pen-Bins, waste Paper collection points, Used cloths bins

- The campaign through poll questionnaires and Google forms .

Expected outcomes

1. Ban on plastic/ paper cups: leads to high material consumption high carbon footprint for plastic cups

 cost addition to the end user




direct consumption threat to fauna

 takes eons to degrade and are not reusable



leads to deforestation in making paper cups

 health adversity due to plastic exposure




dumping of hazardous/ non-hazardous waste

2. carrying one's own cup




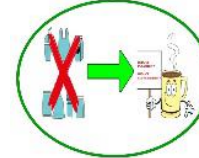
Reduced material consumption due to durability of product

 Reduction in deforestation by reducing the usage of paper cups



Promotes sustainable living

 Moral persuasion to adopt responsible consumption lifestyle





induces behavioral change thus leading to positive trends.



Acts as a precautionary sanitation measure in the new covid normal



reduces recurrent spending on cups



waste disposal reduction

3. Clay Cups - Kulhads



relatively bio-degradable in nature



very less carbon footprint



local employment opportunities to potters



adds nutritional benefits to the beverage



relatively costly when compared with other alternatives

Group V Recycling

Green Nudge: making recycling bins eye-catching #12

Action Plan

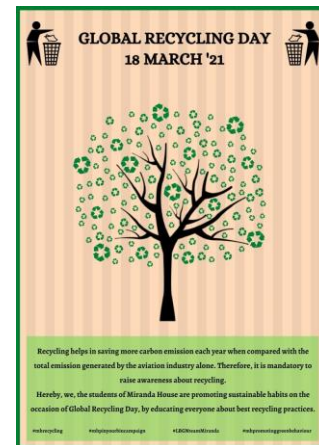
- Decorating old dustbins with banners and catchy phrases.
- opinion count dustbin
- putting up recycling bins in the campus
- mapping the location of bins and proposing where bins can be added more

Implementation Plan

- spreading awareness regarding the usage of recycling bins
- Celebrating World Recycling Day
- Awareness via **display board** near bank foyer during coffee and lunch break
- Survey through Google forms

Expected Outcomes

- ✓ Waste Segregation and Different dust bins in the campus based on the opinion polls
- ✓ Vermicompost plant in functional mode



Group VI: Reduce Food Wastage

Green Nudge: distribute and share leftovers (#31)

Action Plan


- Point of Action at two spaces- Cafeteria and Hostel Mess.
- Collect all the stale leftover food or vegetables, the peels of vegetables or any other eatable material thrown by the students in the cafeteria space or hostel mess area through dustbins.
- Separate assessment of Food wastage in the Hostel Mess.

Implementation Plan

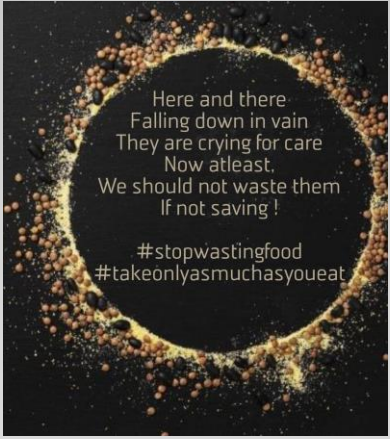
- Placement of Leftover Dust bins in the cafeteria
- Introduction of half plate and full plate concept in the cafeteria
- Pre-enumeration of students for food consumption in hostel mess- Placement of Food Register
- Awareness campaigns online and offline
- Opinion poll survey
- Google form survey- all department and separate for hostel

Expected Outcome

- ✓ Zero Food wastage in the campus



Every grain has its story to speak.
Don't let them go unheard by
throwing in dustbin.
Give food it's worth!
#savefoodsavelife
#everygrainisprecious



Here and there
Falling down in vain
They are crying for care
Now atleast.
We should not waste them
If not saving !
#stopwastingfood
#takeonlyasmuchasyoueat

Group VII: Sustainable and Reduced Travel

Green Nudge: Make it easier to cycle around campus #2

Create social opportunities for sharing and reuse #17

Action Plan

- create bicycle educational programs
- make it easy to obtain a bike
- create bike share or rental programs on campus
- formation of bicycle organisations and clubs, bicycle related events

Implementation Plan

- workshop on local traffic laws, safety tips, basic bicycle equipment and bike locking techniques
- create maps highlighting local bicycle routes and location for parking.
- Parking Space for cycle in the college.
- make it convenient to rent a cycle from a metro station.
- poster has been made to create awareness and share information about the nudge.
- questionnaire in the form of google form will be shared to know the opinions of the students.

Expected Outcome

- ✓ promote a culture of cycling.
- ✓ make people aware of the advantages of sustainable travel to campus

Group VIII: Engagement and Support for Change

Green Nudge: Ask people to pre-commit to gradual changes (#33)

Create opportunities to make public pledges (#29)

Actions Plan

- Informing people of Miranda House about MGIA through social media.
- Sensitizing the community about sustainable behaviour that can be adopted in our daily lives.

Implementation Plan

- **awareness** about the initiative through whatsapp/instagram.
- popularizing **sustainable habits** through instagram posts/whatsapp statuses and personal or group messages.
- **questionnaire circulation** to assess the awareness level before and after the start of initiative.
- **coordination and collaboration with other groups** to spread information about their green efforts, help them with their questionnaires, etc.
- **regular assessment of the changes** people are bringing in through instagram polls/content interactions on instagram.
- showcasing the overall efforts of people through **shout-outs** on social media platforms or personal/group messages on whatsapp.

Expected outcomes:

- ✓ Efficiently using social platforms to promote green behaviour among Miranda Community.