



CLIMATE
INSIGHTS



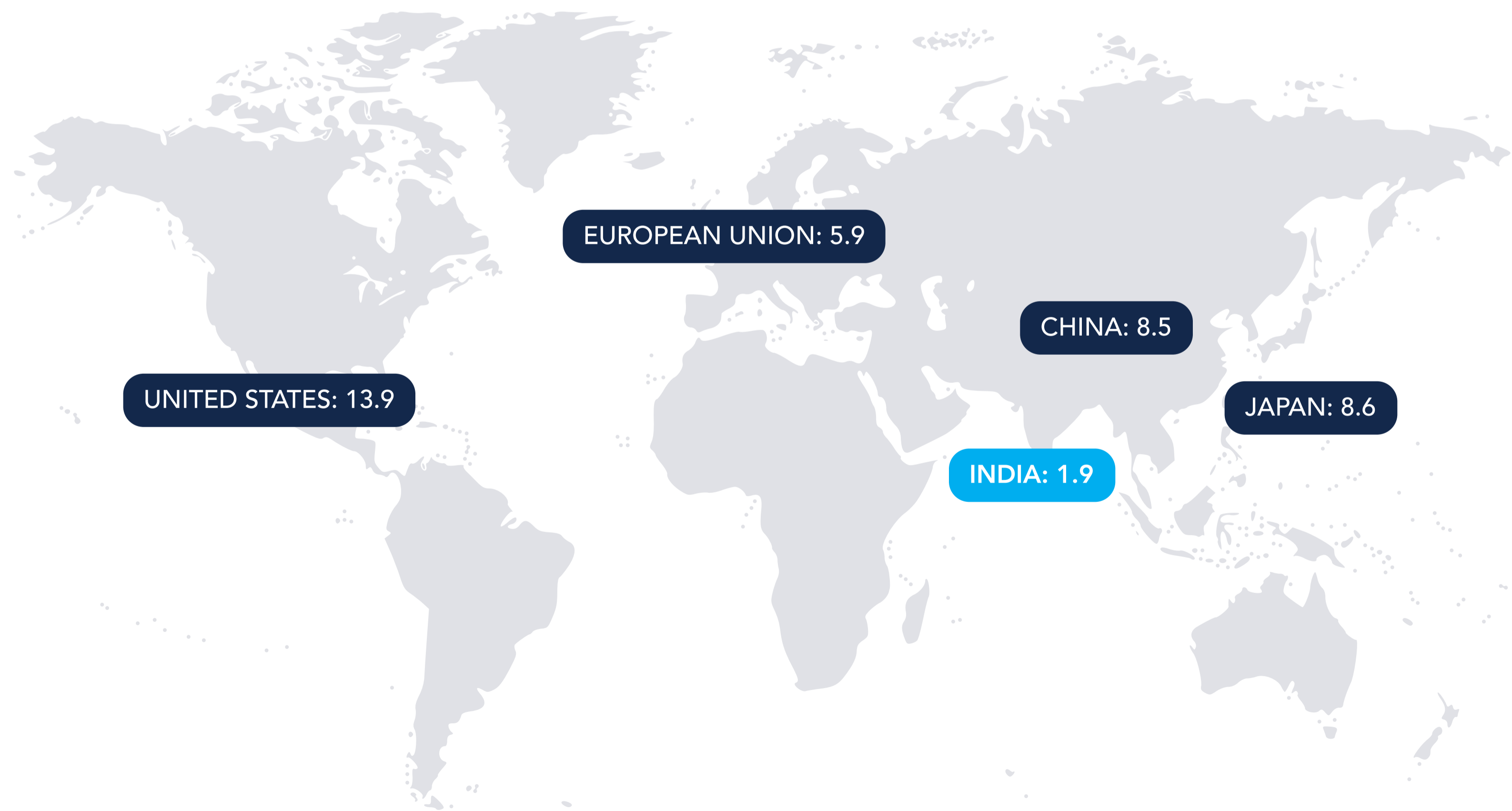
CLIMATE ACTION

ONE PERSON AT TIME



Lifestyle emissions are often an overlooked aspect in the climate conversation. With different levels of development and consumption patterns, **per capita emissions are highly unequal** between and within countries.

PER CAPITA CO₂ EMISSIONS, 2022 (IN TONNES PER PERSON)

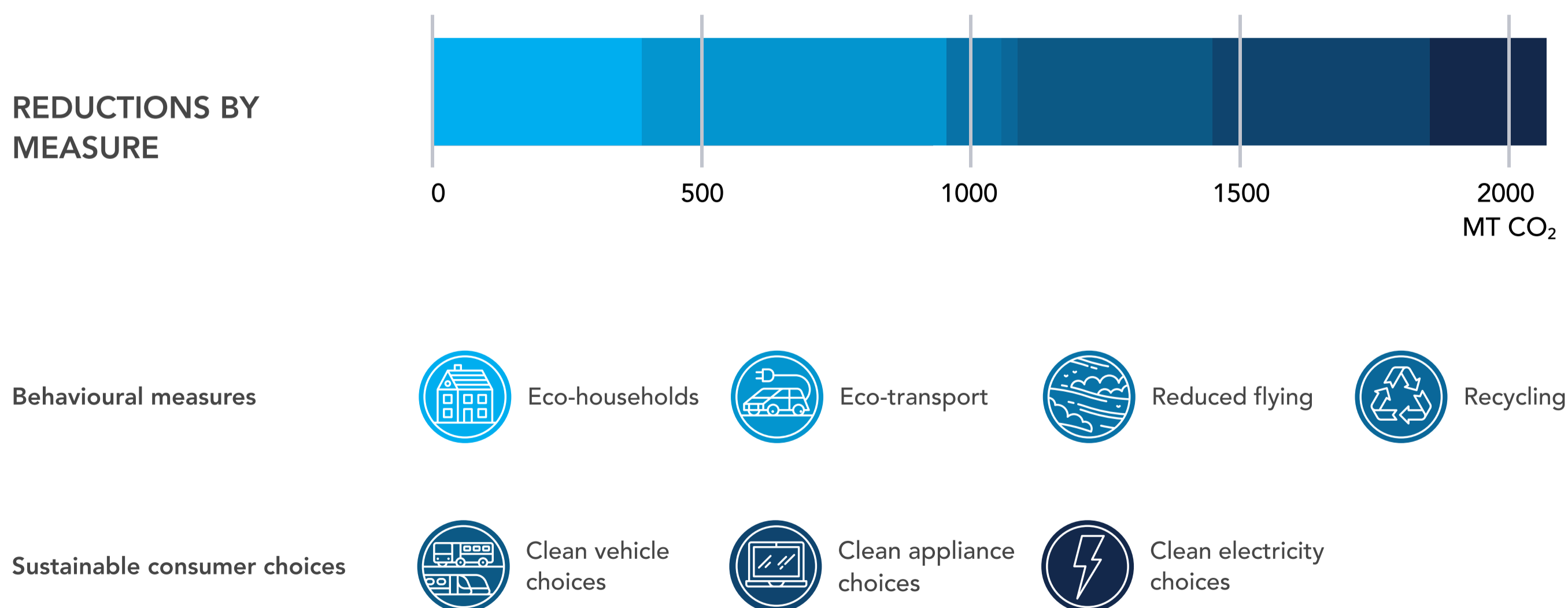


However, **behavioral change and sustainable consumption choices** by individuals can have substantial impacts on reducing carbon dioxide (CO₂) emissions.

According to recent estimates by the International Energy Agency, adopting these kinds of actions would reduce about **2 billion tons of CO₂ emissions, which is 1/5th of the annual emissions reduction needed by 2030** to keep the world on a path to net zero.

Source: International Energy Agency, LiFE lessons from India, <https://www.iea.org/reports/life-lessons-from-india>

REDUCTIONS IN ANNUAL GLOBAL CO₂ EMISSIONS FROM LIFE MEASURES, 2030

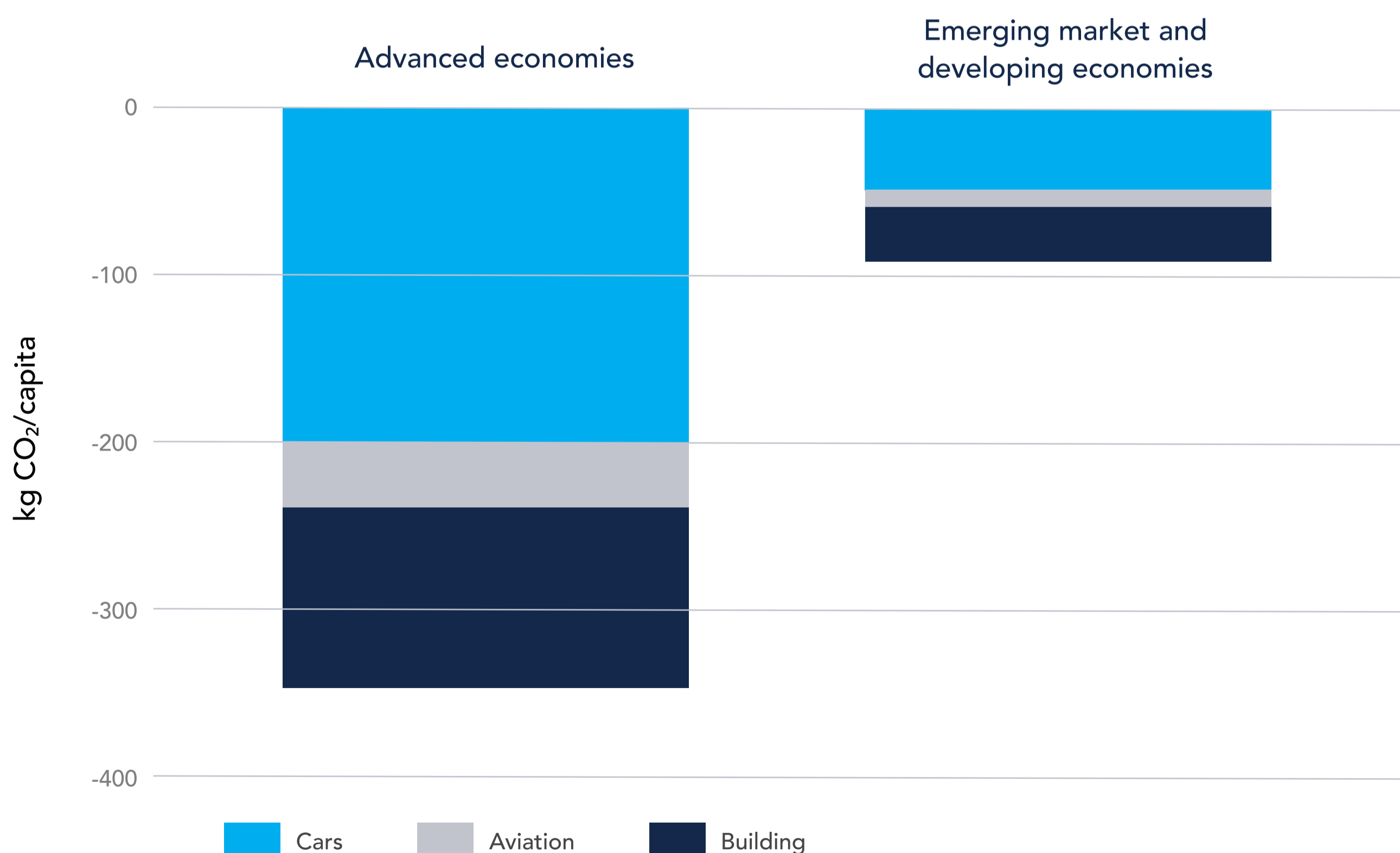


Source: IEA, <https://www.iea.org/reports/life-lessons-from-india>

Behavioral change in advanced economies can lead to **3 to 4 times greater annual reduction** in per capita CO₂ emissions than in developing countries.

Source: IEA, <https://www.iea.org/reports/life-lessons-from-india>

CHANGE IN CO₂ PER CAPITA RELATIVE TO BASELINE DUE TO BEHAVIOURAL CHANGES IN 2030

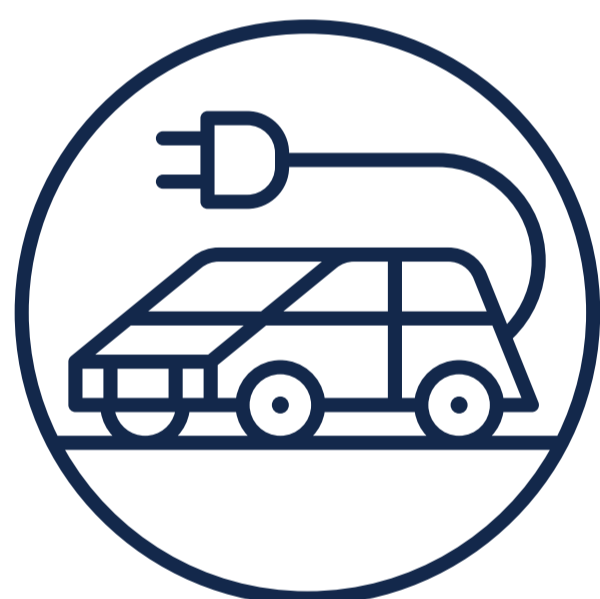


Source: IEA, <https://www.iea.org/reports/life-lessons-from-india>

Countries around the world have an important role in encouraging and facilitating sustainable lifestyles through **transparent and consistent policy support and messaging.**

Source: International Energy Agency, LiFE lessons from India, <https://www.iea.org/reports/life-lessons-from-india>

ACTIONS FOR A HEALTHY PLANET



SWITCH TO AN
ELECTRIC VEHICLE



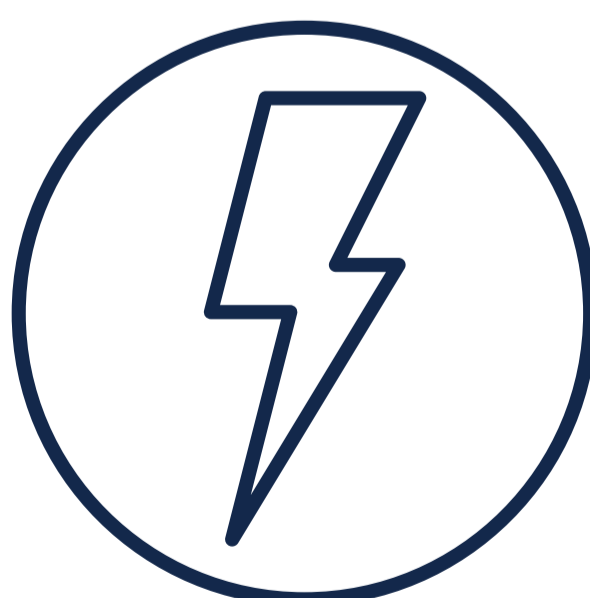
WALK, BIKE OR TAKE
PUBLIC TRANSPORT



REDUCE, REUSE,
REPAIR AND RECYCLE



MAKE YOUR
MONEY COUNT



SAVE ENERGY
AT HOME



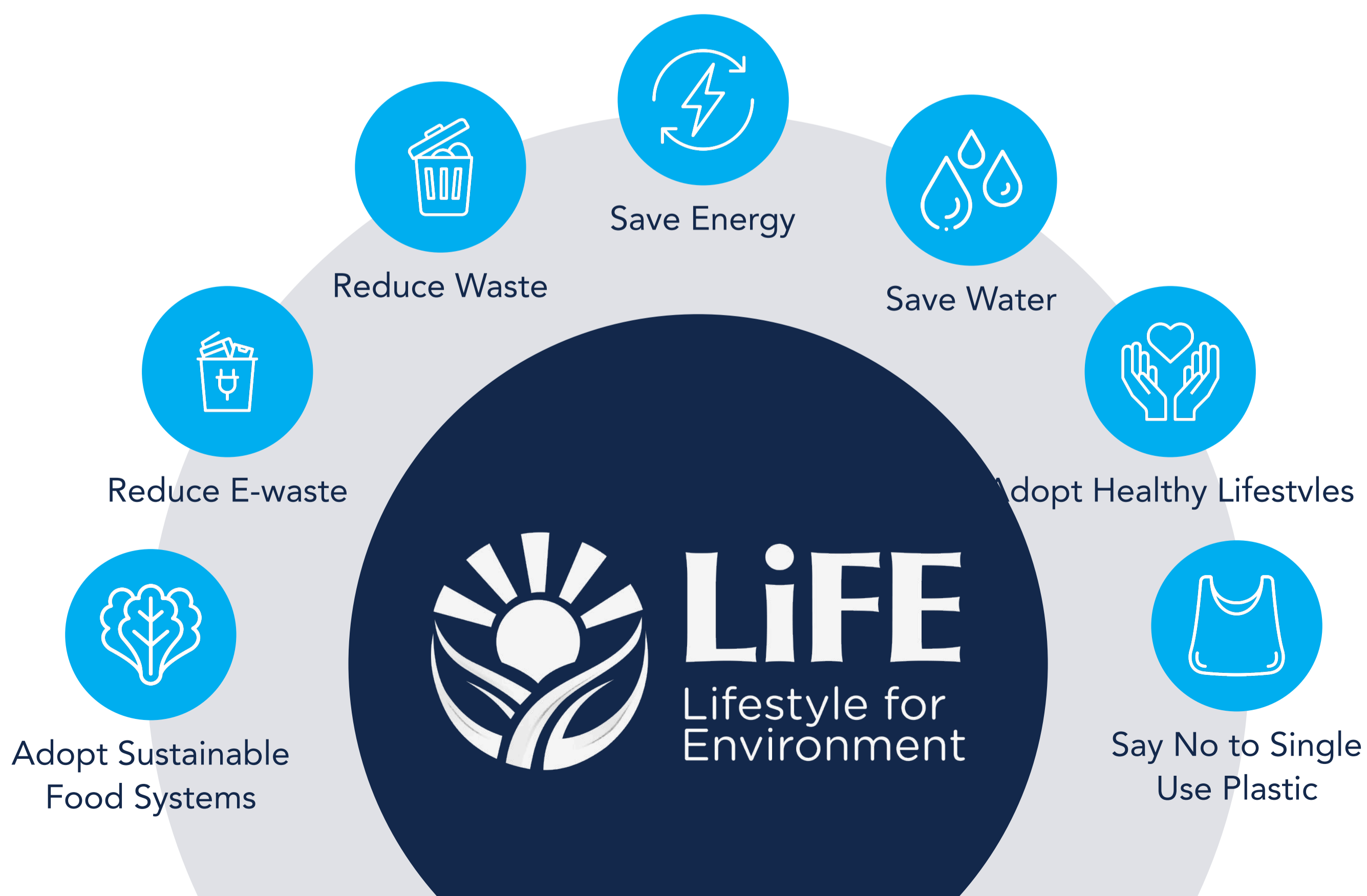
PLANT NATIVE
SPECIES

India is a strong proponent that **individual action lies at the core of climate responsibility**. At the 2021 UN climate negotiations in Glasgow (COP26), Indian Prime Minister Narendra Modi launched **Mission LiFE (Lifestyle for Environment)** as a mass movement “to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it.” Since then, India has steadily tried to mainstream the concept of lifestyles for environment on the global stage.

Source: Economic Survey of India 2023-24, Chapter 13: <https://www.indiabudget.gov.in/economicsurvey/doc/eschapter/echap13.pdf>, p.469

MOEFCC-Niti Aayog: https://www.niti.gov.in/sites/default/files/2022-11/Mission_LiFE_Brochure.pdf

G20 New Delhi Leader’s Declaration, <https://www.mea.gov.in/Images/CPV/G20-New-Delhi-Leaders-Declaration.pdf>





India is the **first country to include sustainable lifestyles** in its Nationally Determined Contributions submitted to the United Nations Framework Convention on Climate Change.

This is based on long-standing **Indian values and culture** around conservation and preservation of the environment. The goal is to shift mindsets and lifestyles to more traditional, sustainable ways of living, as opposed to the overconsumption that underlies the western construct of growth and development.

Source: Economic Survey of India 2023-24, Chapter 13: <https://www.indiabudget.gov.in/economicsurvey/doc/eschapter/echap13.pdf>, p.447

SMALL LIFESTYLE CHANGES FOR BIGGER CLIMATE GOALS

“Today, there is a need for all of us to come together and take **Lifestyle For Environment (LiFE)** forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.”

Prime Minister Narendra Modi
at COP 26





There is a **movement at the global stage** to enhance recognition of how individuals can contribute to climate change mitigation. In March 2024, the United Nations Environment Assembly adopted a resolution – championed by India and inspired by Mission LiFE – on promoting sustainable lifestyles noting that successful national initiatives can serve as a model to be replicated.

Source: <https://documents.un.org/doc/undoc/ltd/k24/006/42/pdf/k2400642.pdf>

RESPONSIBLE CONSUMPTION & PRODUCTION

Challenges	Solution
1/3 of all food produced annually (1.3 billion tons of food) – is wasted while 1 billion people remain undernourished and another 1 billion go to bed hungry	Reduce the food wasted by producers, retailers, and consumers
Households consume 29% of global energy contributing to 21% of CO2 emissions	Switch to energy efficient lighting to save \$120 billion every year and prevent 16 billion tons of carbon emissions over the next 25 years
The world's fresh water supply are polluted at much faster rate than nature can recycle and purify	Reduce the release of chemicals and waste into the air, water and soil

Source: <https://www.unep.org/topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-12-9>



As the changing political headwinds around the world make collective global action on climate change increasingly unclear, it will be ever more important to consider individual actions and efforts. **Each one of us can play a role** in the continued fight against climate change, and our efforts can, in turn, inspire broader action.

Source: India's Updated Nationally Determined Contribution, 2022, <https://unfccc.int/sites/default/files/NDC/2022-08India%20Updated%20First%20Nationally%20Determined%20Contrib.pdf>

Read more to learn about our work to advance India's climate goals and global engagement:

