

EARTHCON SOCIETY

DEPARTMENT OF ENVIRONMENTAL STUDIES
MATA SUNDRI COLLEGE FOR WOMEN
UNIVERSITY OF DELHI, DELHI-110002



PROJECT REPORT

TIDE TURNERS PLASTIC CHALLENGE

NOVEMBER 30, 2020 TO APRIL 30, 2021

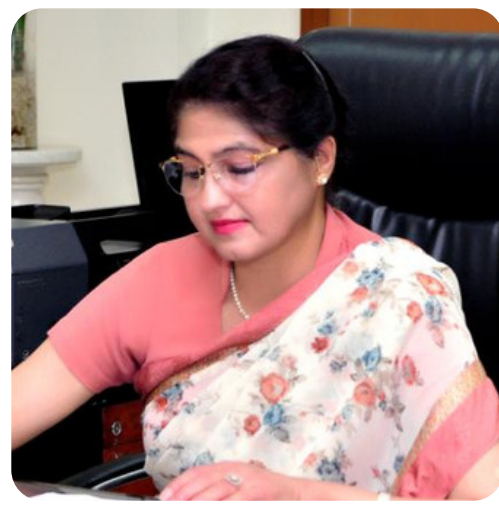
ACADEMIC PARTNERSHIP WITH
WORLD WILDLIFE FUND
(INDIA)



DR. UZMA NADEEM
(Teacher In- Charge)



DR. KAMLESH KAUR
(Coordinator, EVS Deptt.)



PROF. HARPREET KAUR
(Principal, MSCW)



PROJECT BACKGROUND

THE TIDE TURNERS PLASTIC CHALLENGE was an initiative of United Nations Environment Program with Center for Environment Education and World Wildlife Fund-India as implementing partners, to involve youth in India to take action and inspire their community to address the issue of Plastic in the COVID times. To adapt to the COVID-19 pandemic, the campaign has evolved as a complete digital one, continuing to attract a large number of youth in participating in the campaign.

The Tide Turners Plastic Challenge was a global youth movement to fight plastic pollution around the world. It was designed to inspire young adults to reflect upon their plastic consumption, discover solutions to reduce this consumption, and lead change in their homes, communities, institutions and offices. The challenge involved completing three levels. The entry level builds knowledge about the cause in the young leaders. The leader level supports young leaders into taking action for environmental causes and steers them towards advocacy in small groups.

Earthcon Society, Department of Environmental Studies, Mata Sundri College for Women worked with WWF-India for Tide Turners' Plastic challenge as an Academic Partner. This project was started by Earthcon on 30th November 2020. We brought the registrations to the Tide Turner Plastic Challenge partnering with WWF-India in order to make people aware about the Plastic Pollution in India. The deadline of the project was 30th April 2021.

A GLOBAL YOUTH
MOVEMENT TO
FIGHT PLASTIC
POLLUTION
AROUND THE
WORLD.

PROJECT TEAM

**Dr. Uzma Nadeem
(Teacher In-charge)**

STUDENT TEAM

Harpuneet Kaur

Ekisha Mehrotra

Jasjyot Kaur

Shipra

Sanya Gupta

Zoya Arshad

Jigyasa Singh

Pratigya Singh

Preet Kaur

Pakiza Shekh

Muskan Hashim

The Mission

- Understand how plastic pollution is threatening life in oceans, other water bodies and on lands.
- Reduce your personal consumption of single-use or disposable plastics.
- Inspire friends, family, school, college or community to reduce consumption of single-use plastics.
- Become a Youth Leader by creating lasting change on a wider scale in your sphere of influence.



ABOUT THE CHALLENGE

The Tide Turners Plastic Challenge was a global youth movement to fight plastic pollution around the world. It was designed to inspire young adults to reflect upon their plastic consumption, discover solutions to reduce the consumption, and lead change in their homes, communities and institutions. By joining the challenge people became a part of an entire generation of young leaders who are changing the world, by one action at a time.

- Level 1: Entry level activities were designed to get people think about their own consumption and what simple actions they can take to reduce single-use plastic from their day to day life.
- Level 2: With the leader level activities, participants have to delve deeper to explore, investigate and take action about single-use plastic consumption and its management within their home, neighborhood or at a community level.
- Level 3: In the Champion level, they were ready to scale-up efforts to make a greater impact. Activities included taking action to promote sustainable consumption & production by influencing consumers and businesses. They educated others and continue their advocacy efforts by turning the learnings and actions into educational assets like videos, comics, storybooks, GIFs etc.



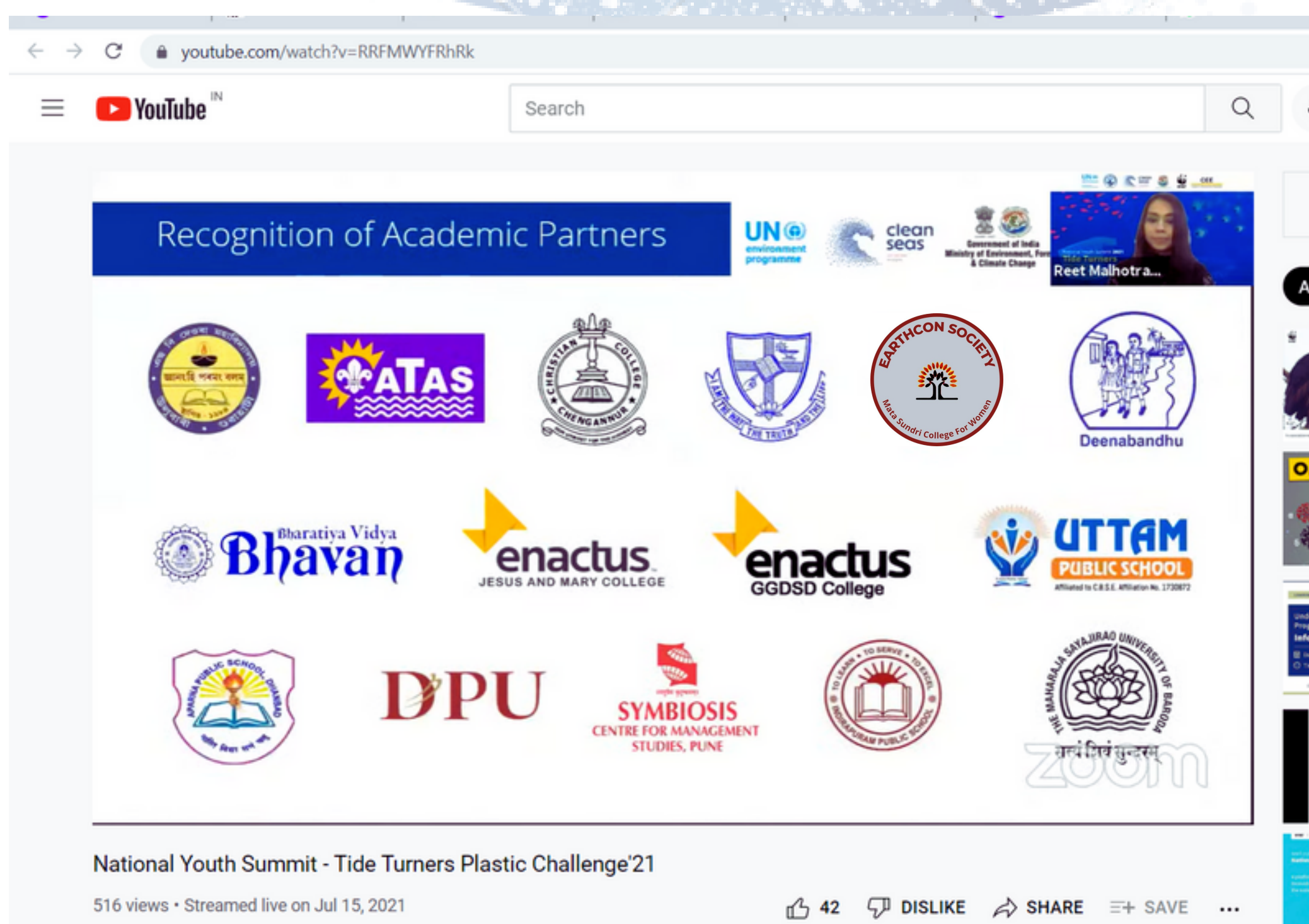
Participants received Certificate upon completion of the Challenge.



PROJECT OUTCOME

As we managed to bring more than 1200 registrations for the Tide Turner Plastic Challenge. Earthcon Society received recognition in the National Youth Summit'21 held on 15th July 2021 by WWF-India as their Academic Partner.

<https://www.youtube.com/watch?v=RRFMWYFRhRk>



THE SDGs LINKED TO PLASTIC POLLUTION

The Sustainable Development Goals (SDGs) are a set of 17 goals that the international community identified as our world's most pressing needs, which we need to achieve by 2030 to nail a more sustainable future for everyone.



It's not a stretch to say we can't achieve the SDGs unless we get a handle on our plastics problem.

As you know by now, plastics endanger wildlife, threaten human health, worsen problems like climate change, flooding, and disease, and cost our global economy billions each year. Good thing, then, that the people who designed the SDGs included a whole bunch of goals that are directly linked to plastics.

With everyone buckling up and getting to work on the SDGs, there's a lot of hope on the horizon that we'll all do something about plastic pollution and other global problems together.

Content source : <https://tide-turners.org>



CHAMPIONS FEEDBACKS

A HEARTFELT THANKS TO ALL THE CHAMPIONS FOR MAKING THE TIDE TURNERS PLASTIC CHALLENGE A SUCCESS!



It was a great experience participating in such wonderful event. There is really need in such times when resources are exhausting so quickly so save them for future generation.

-Tarika Jain

B.Com.(Prog)- 1st year

It was a wonderful experience to perform in this event. Really, there is a great need to reduce, reuse and recycle. Plastic should be banned. Only then, all creatures will be able to live happily.

A great initiative taken by WWF-India and Earthcon Society.

-Asses Kaur

B.Com.(Prog)- 1st year



Tide Turner challenge is a step to decrease the plastic pollution in the world and keep environment safe, as a youth I appreciate the effort of organisations to create awareness about pollution in this crucial period and connecting many members through this and spreading awareness.this challenge is very beneficial for an individual as well as for the whole community. I am glad that I participated in this event and get to know many information about our environment.

-Aditi Nehra

B.Sc.(Hons) Mathematics- 1 st year

It provided me a great knowledge and more awareness related to plastic and disadvantage of using it. A great initiative taken by WWF-India and Earthcon Society of Department of Environmental Studies, Mata Sundri College for Women.

-Srishti Kansal

B.Sc.(Hons) Mathematics- 1 st year



it was a long process, but I learnt a lot. So informative that it sparked me to bring about a change and to save environment in small lil ways I could.

-Ameen Mehta

B.Sc.(Hons) Mathematics- 1 st year

“Plastic pollution free world is not a choice but a commitment to life - a commitment to the next generation.”

— Amit Ray

SAY NO TO PLASTICS!



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