

GREEN CONSUMERISM AND RCE SUNDARBANS : YOUTH PERSPECTIVE

SUCCESS, POTENTIAL & CHALLENGES

Presented in the International Webinar on

*“Making Right Choices, Becoming A Responsible Consumer” : Towards Sustainable Consumption and Production
(SDG 12)*

RCEs of Asia-Pacific Region Celebrating “Green Consumer Day” 2020

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BACKGROUND

- The issue of green development has remained less influential to both the government and the citizens
- Majority of upper middle and middle-class people involved in wasteful consumption
- Residential areas consume around 53% of total electricity whereas industry lines consume 28% only
- 30 gallons of water per head wasted everyday during household chores i.e. cleaning dishes, brushing teeth, shaving, having a shower, car washing, flushing toilet etc.
- BDT 51 billion on an average can be saved by practicing the efficient and responsible consumption of energy annually (Source: UNDP, 2018)



CONSUMERS' PERSPECTIVE

- Majority are aware of Green Marketing
- Positive perception towards Green product
- Willing to extra payment for Green product
- Green product not readily available in the market
- Consumers encourage others to use Green products or services
- Asking manufacturer to produce environment friendly products or services
- Male are more concern about green marketing compare to female
- Highly educated people are more concerned than less educated people
- Lower and upper income people are more concerned than middle income people
- Student and service holder people are more concerned than businessman
- Younger people are more conscious compare to middle age and older age people



GOVERNMENTAL INITIATIVE FOR GREEN DEVELOPMENT

Institutions/Departments	Initiatives/Roles
Bangladesh Bank	Policy formulation and governance, introduction of green finance, supporting employee training, consumer awareness, and green events
Sustainable and Renewable Energy Development Authority (SREDA)	Maintain coordination among various organizations working on green technologies, capacity building in terms of manpower, logistics, and funds
Planning Commission	Inter-sectoral coordination among the related ministries, allocation of resources towards implementation.
Finance Division	Preparing, analyzing, and implementing fiscal policies, budgetary functions, allocate fiscal incentives etc.
Economic Relations Division (ERD)	External support for the socioeconomic development, securing green finance from international sources.

CHALLENGES

- How to make a balance between high economic and technological growth with environmental sustainability?
- Rapid & unplanned urbanization adding to existing problems, such as air and water pollution and deforestation
- Electronic waste such as used batteries, appliances and cellphones handled in quite inefficient manner, with most of it generally ending up in landfills
- Heavy dependence on fossil fuel for energy generation
- Medical waste management remained a big challenge
- Overpopulation, poverty and absence of rule of law



RCE SUNDARBANS' RESPONSE

- Research, documentation, publication and dissemination of knowledge promoting Green Development- Sustainable Consumption and Production
- Impact analysis of macro-economic and social policies to the nature and human being
- Market potential, value chain and cost-benefit analysis of nature based products
- Identifying marketing channels for nature based products
- Involving stakeholders in awareness building campaign
- Academic-practitioners-indigenous people dialogue for sustainable development and conservation of biodiversity
- Nature based solution and incorporation of ILK for sustainable development and conservation of natural resources
- Enhancing community capacity and knowledge to make



BIODIVERSE ADAPTATION TO CLIMATE CHANGE: COMMUNITY MANAGED MANGROVE AGRO AQUA SILVI (CMAAS) CULTURE

Economic Benefits of CMAAS

Economic Returns (Benefits > Cost)	Mangrove Cultivation (flora):	Mangrove Aqua Farming (fauna):
	Total income (per bigha/per year): BDT 56,250	Total income (per bigha/per year): BDT 183,000
	Total cost (per bigha/per year): BDT 1,800	Total cost (per bigha/per year): BDT 14,750
	Net benefit: BDT 54,450	Net benefit: BDT 173,250
	Cost Benefit Ratio: 1:32	Cost-Benefit Ratio: 1:12

Measures of CBA	CMAAS Culture (BDT/bigha/yr)	CS Culture (BDT/bigha/yr)
Present Value of Costs (PVC)	16550	8860
Present Value of Benefits (PVB)	217500	177272.72
Net Present Value (NPV)	202454.54	169218.18
Net benefit (NB)	200950	168412.72
Benefit-Cost Ratio (BCR)	13	20



COMPARISON BETWEEN CMAAS AND CS (COMMERCIAL SHRIMP) CULTURE

Criteria	CS culture	CMAAS Culture
Salinity	Increases salinity in soil (in farmland and in adjacent lands)	No use of saline water; no salinity intrusion
Use of lands	Used ponds exhaust usefulness within three to six years of construction. So, destruction of mangroves occurs to make room for more ponds.	Homestead adjacent fallow lands are used, and no conversion of forest lands into cultivation lands.
Use of chemical fertiliser, pesticides, insecticides	Chemical fertiliser, insecticides etc. are used, causing pollution.	No usage of chemical fertiliser or insecticides, natural feeding, and therefore, no pollution.
Impact on agricultural productivity	Restricts crop production in agricultural land (by increasing salinity of lands) and conversion of agricultural lands to shrimp farming ponds reduces land availability.	Does not affect the agricultural productivity.
Impacts on the Sundarbans (in particular)	Eradication of natural mangrove vegetation, and pollution of aquatic resources (negative).	Eases and reduces the increasing anthropogenic pressures, making an alternative source of livelihoods for the local people who are dependent on the Sundarbans.
Adaptation to climate change	Increases the vulnerability to climate change.	An innovative adaptation method to climate change for the vulnerable



THANK YOU!