

The idea “Sustainable Household Consumption via Sensitization in Schools”, proposed by Prof. Haritha Saranga and her team was selected as one of the 75 best ideas out of the 2,538 ideas that were submitted by 67 countries to the Life Global Call for Ideas and Papers. A pilot project was carried out in neighbourhood schools of IIM Bangalore to test this idea and the results were very encouraging. A brief synopsis of the idea can be found below:

## Sustainable Household Consumption via Climate Sensitisation in Schools

The paper proposes to encourage conservation behaviour in the domestic household use of water and electricity by using children as the conduit of behaviour change. There are four clear advantages of this approach:

- 1) schools provide useful aggregation points for behavioural interventions;
- 2) children of the house provide the impetus for behaviour change, and are likely to have a greater impact than other sources of change;
- 3) intervention through schools are more scalable, thereby achieving a wider reach compared to other methods; and
- 4) the proposed intervention is consistent with the philosophy of the New Education Policy (NEP), designed to guide the future of education in India.

To evaluate the effectiveness of this idea, the paper proposes to test it through sets of randomised control trials. The sample will consist of sixth or seventh-grade children in a set of appropriately chosen schools with one school as the control group where there will be no intervention during the period of data collection. Electricity and water consumption data can be collected from the households in the treatment group, for pre-and post-intervention periods. A difference-in-difference data analysis methodology can be used to assess the impact of the intervention.

Scalable interventions that create awareness about climate change and its impact through early self-regulation in middle and high schools is a promising opportunity to instil eco-friendly and climate-friendly behaviour in children. If successful, this intervention can be scaled up across the country and the world, thus providing a critical mechanism to bring about large-scale behavioural change in communities across the world to conserve water and electricity. The intervention design can be carried out as an extension to the regular environmental study class, in a regular classroom set-up and it only requires training of teachers.

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The compendium “[Thinking for our Planet – 75 best Ideas to Promote LiFE](#)” was released by Niti Aayog on World Environment Day, 5<sup>th</sup> June 2023.