

GREENPEACE
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Binu Jacob

Executive Director,
Greenpeace India

On the morning of 30th July 2024, as I woke up to the sound of the world stirring to life, I was struck by a wave of emotions as I scrolled through the news—shock, sorrow, but most powerfully, resolve. Landslides in Wayanad decimated entire villages, burying homes, dreams, and over 200 lives under layers of mud and despair. In the quiet hours that followed, as reality sank in, I couldn't help but think about the families and the communities, whose futures have been stolen by a force that has become all too familiar—extreme climatic events.

This is the new reality across the world, and it is terrifying. But as devastating as these landslides are, they are not isolated events. While we can't attribute these occurrences to only climate change, there are other contributing factors, viz., lack of planning, long-term vision, natural phenomena, the greed of powerful individuals, et al.—sustainable climate action needs us to act on multiple fronts. The losses caused by such climate events highlight that adaptation along with mitigation must be central to our approach. We need systemic thinking rather than quick fixes or band-aid solutions.

A one-size-fits-all approach will fail to tackle the challenges of climate change, especially when it comes to the more marginalized in our society. As these families have little to protect themselves against climate vagaries, we must work closely with the communities most affected by these tragedies, empowering them, listening to their needs, and crafting locally driven solutions that are globally supported. This requires policies that protect vulnerable ecosystems and communities, investments that build resilience against future shocks, and a collective movement that places climate justice at the core of every decision.

The people of Wayanad, though shaken, are resilient, but we shouldn't take resilience for granted. In their stories, I find hope—the kind that refuses to be extinguished even in the face of overwhelming adversity. Decision-makers in government and large organizations need to plan for both mitigation and adaptation in the face of climate change. Let us honor those lost by doubling down on our commitment to a just and sustainable world for all.



PEOPLE FOR CLIMATE

CAMPAIGN COHORT: POWERING COMMUNITY SOLUTIONS FOR TRANSIT



Many communities across India face serious challenges with public transportation, including limited routes, unsafe stops, and inadequate lighting. These issues particularly affect marginalised groups like women, street vendors, and informal workers, who often lack the resources and platform to influence transportation policies.

Greenpeace India's Campaign Cohort aims to equip communities to lead their own campaigns to demand better public bus services and address other transport issues. This community-driven initiative places decision-making with those most affected, uniting residents, activists, and representatives to shape solutions. Beyond immediate fixes, it fosters long-term community action, cultivating leaders who can drive sustainable change for future generations.

Greenpeace has already engaged with several communities, where residents are struggling due to inadequate or completely absent bus services. By collecting data, holding workshops, and fostering dialogue between the public and decision-makers, the cohort is pushing for accessible routes, safer bus stops, and inclusive transport

systems. These efforts not only address immediate needs but also lay the foundation for systemic, policy-driven improvements based on genuine community insights.

Together, we are not just advocating for change—we're igniting the power of community to forge a future where every voice is heard, every need is met, and every journey is a shared victory for all.



Bengaluru (HRS Hill Top)



Delhi (Sunder Nagri)



Delhi (Bhalswa & Seemapuri)



Bengaluru (Somasundarapalya)

RESTORING BENGALURU'S LIFELINE: THE FIGHT FOR BUS PRIORITY LANES



In a bustling city like Bengaluru, bus priority lanes are essential for enhancing public transportation efficiency. These dedicated lanes help reduce traffic congestion, improve bus travel times, and encourage more commuters to utilize public transit, leading to a more sustainable urban environment. Bus lanes are lifelines for commuters, having significantly boosted BMTC ridership and reduced travel times from 70 minutes to just 50-55 minutes when operational.



Despite the success of the Outer Ring Road bus lane, these crucial lanes have been rolled back, jeopardizing the progress made. With buses representing less than 1% of Bengaluru's vehicles, while serving 50% of its commuters, it's vital to protect and enhance this essential service.

Recently, Greenpeace India highlighted this pressing issue with a vibrant model of a BMTC bus parked outside the Directorate of Urban Land Transport (DULT) office. The bus was adorned with thousands of postcards representing 29,000 petitions united in their demand to reinstate the bus priority lane on the Outer Ring Road and implement the 11 lanes outlined in the city's Comprehensive Mobility Plan.



Inside the DULT office, community members, including women garment workers and students, shared their struggles with long commutes and inefficient public transport. Their heartfelt stories captured the attention of DULT officials, emphasizing the human impact of transportation policies.

SPARE THE AIR 2: A WAKE-UP CALL FOR SOUTHERN INDIA'S AIR QUALITY CRISIS

The 2nd Edition of Greenpeace India's Spare the Air report presents a comprehensive analysis of air pollution trends in 2023 across 10 major cities in South India. The findings are alarming, showing that PM2.5 and PM10 pollution levels in these cities far exceed the World Health Organization's (WHO) latest safety guidelines.

SOUTH INDIAN CITIES choking on rising air pollution



PM2.5 & PM10 levels in South Indian cities **exceed** WHO limits.

SPARE THE AIR 2

VISAKHAPATNAM

PM2.5 levels: 10x
PM 10 levels: 9x
Higher than the revised
WHO standards.



BANGALORE

PM2.5 levels: 5-6x
PM 10 levels: 3-4.5x
Higher than the revised
WHO standards.



HYDERABAD

PM2.5 levels: 7-8x
PM 10 levels: 4-5x
Higher than the revised
WHO standards.



CHENNAI

PM2.5 levels: 4-7x
PM 10 levels: 4-6x
Higher than the revised
WHO standards.



- > PM2.5 levels are 6-7 times higher in **Vijayawada, Kochi, Mangaluru, and Amaravati.**
- > PM10 levels are 4-5 times higher in **Puducherry and Mysuru.**

These elevated pollution levels pose a severe risk to public health, affecting millions of people daily. The report highlights the urgent need for stronger air quality measures and policies to protect communities in South India from the harmful effects of air pollution.

Our data-driven study serves as a wake-up call for policymakers and citizens alike—clean air is not a privilege; it's a basic right.

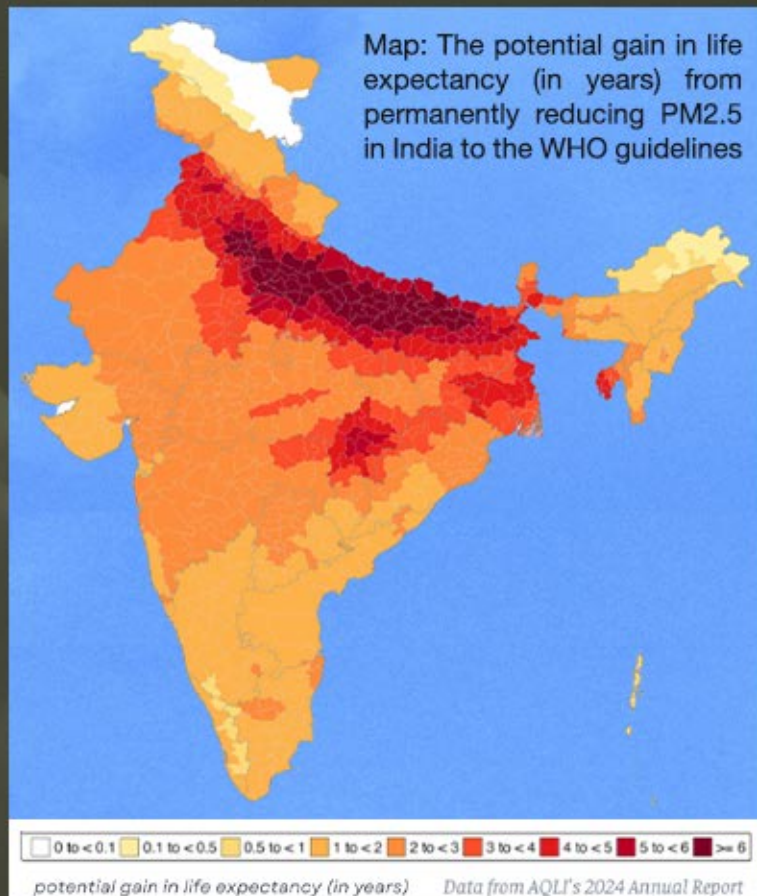


CLEAN AIR FOR ALL

PARTICULATE POLLUTION'S CHOKEHOLD ON INDIANS—AQLI REPORT 2024



The 2024 Air Quality Life Index by the Energy Policy Institute at the University of Chicago (EPI) reports that all of India's 1.4 billion people live in areas where annual particulate pollution exceeds WHO guidelines. Over the past decade, India's average particulate pollution level was $49 \mu\text{g}/\text{m}^3$.



The report highlights that if air quality adhered to WHO standards, Delhiites could gain 7.8 years of life expectancy and Bengalurians 1.8 years. Globally, reducing PM_{2.5} pollution to WHO levels could add 1.9 years to the average person's life, totaling 14.9 billion additional life years. The health impact of air pollution on life expectancy surpasses smoking and heavy drinking and is greater than risks like HIV/AIDS and malnutrition.

CLEAN AIR FOR ALL

A WORD FROM ACROSS THE WORLD

GREENPEACE SHUTS DOWN DOVE HQ WITH A GIANT ARTWORK

Dove  **Real Harm**

Greenpeace UK activists have shut down the London headquarters of Dove's parent company, Unilever, in a powerful protest against the company's greenwashing. Activists locked themselves to the building's entrances, unveiling a massive artwork exposing the company's false environmental claims and halting operations to disrupt their harmful business practices.

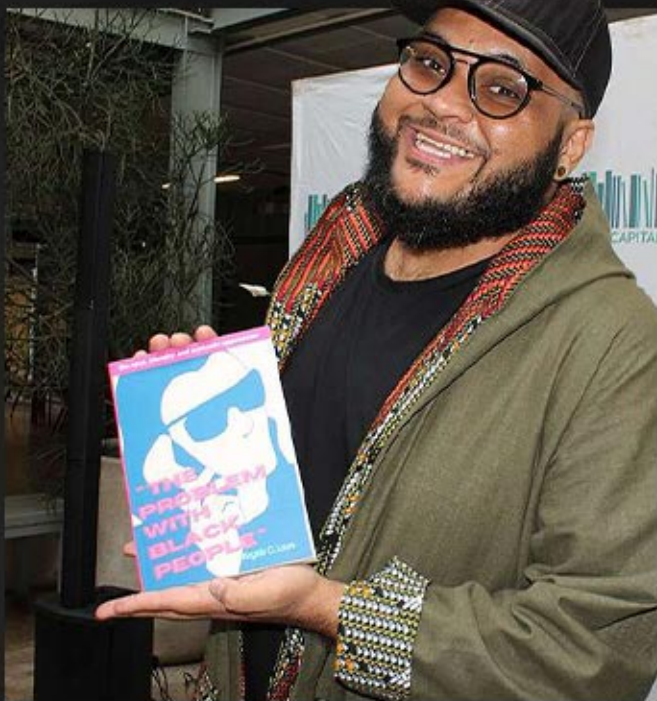
The protest comes in response to Unilever's continued failure to address its plastic pollution and its recent decision to scale back on sustainability goals. While Dove's "Real Beauty" campaign promotes a commitment to social and environmental causes, particularly the well-being of women and girls, reality tells a different story. For decades, Dove has flooded regions with mostly marginalised communities with billions of plastic sachets, disproportionately harming the same women and girls they claim to support. As one of the world's largest plastic polluters, Unilever sells the equivalent of 1,700 highly polluting sachets every second, contributing to an environmental crisis that undermines their highly publicised marketing campaign.



BOOK EXCERPT: THE TRUTH ABOUT ECO-FASCISM

South African climate justice activist and Greenpeace International Content Editor Angelo C. Louw is making waves in the environmental space. Through his film and literary projects, he explores the intersections of race, gender, and climate, shedding light on critical issues. In an excerpt from his new book, *The Problem with Black People*, he discusses the dangers of eco-fascism, often disguised as environmentalism.

He explains, "In 2015, Oxfam released a study that found that the richest 10 percent of people worldwide produced half of the planet's consumption-based fossil fuel emissions, while the poorest 50 percent of the world's population—about 3.5 billion people—contributed a mere 10 percent. The reality is that carbon emissions are predominantly caused by, and for



the comfort of, the wealthy whiter West but impact the poorer black and brown people of the world at an alarmingly disproportionate rate."

ECOFASCISM

NATIONAL NEWS

INDIA SIGNS AGREEMENT TO PROTECT MARINE LIFE IN THE HIGH SEAS

India has taken a big step to protect oceanic life by signing an important international agreement, the Biodiversity Beyond National Jurisdiction (BBNJ), or the "Treaty of the High Seas." This agreement was signed by India's External Affairs Minister, S Jaishankar, at the United Nations General Assembly in New York on September 25, 2024.

The goal of the BBNJ Agreement is to protect marine life in ocean areas not owned by any one country, or in other words "International Waters." These areas start 370 kilometres from any country's coastline and cover two-thirds of the world's oceans.

The agreement helps countries use ocean resources sustainably, meaning they can't claim these resources for themselves. It also ensures that benefits from marine life are shared fairly between countries.

Source: <https://x.com/DrSJaisankar/status/1839016035854463076>



INDIA RECORDED SECOND WARMEST JUNE-AUGUST THIS YEAR SINCE 1970: STUDY

Climate Central's seasonal analysis from June to August 2024 offers a striking insight into the influence of human-induced climate change on global temperatures, with a detailed focus on India. The report leverages temperature anomalies and the Climate Shift Index (CSI) to illustrate the magnitude of climate change's role in raising temperatures across the region.

India recorded its second-hottest season since satellite data tracking began in 1970. Over this three-month period, temperatures were at least three times more likely to spike due to the climate crisis. Approximately 20.5 million Indians faced temperatures aggravated by climate change for at least 60 days (CSI 5), underscoring India's vulnerability to extreme heat compared to other Southern Asian nations.

INDIA TODAY

India recorded second warmest June-August this year since 1970: Study

India recorded its second-hottest season since satellite data tracking began in 1970.



Source: <https://www.indiatoday.in/india/story/india-weather-climate-change-impact-warmest-june-august-climate-shift-index-climate-central-study-2601824-2024-09-18>



ACTION BOX



**SHOULD BUSES BE
FREE FOR WOMEN?**



**HOW MUCH DOES
YOUR COMMUTE
COST YOU?**



**GOT ANSWERS?
HELP US RETHINK
PUBLIC TRANSPORT.**

We are building a campaign to demand fare-free buses for women and the transgender community as a national policy. This initiative aims to make buses accessible and affordable, promoting social equity while advancing our climate goals for cleaner, healthier cities for everyone.

Share your commute experiences, costs, and challenges through our survey. Your insights will help us build a stronger campaign and push for a transport system that prioritizes people over profits. When public transport is accessible to all, it uplifts communities and changes lives! Click Here; it will only take 2 minutes!

CLICK HERE



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Greenpeace Office-

Bangalore:

Greenpeace Environment Trust

#142, First Floor, 2nd Main, 2nd Cross,

Domlur 2nd stage

Bangalore Karnataka- 560038

Chennai:

No. 49/23, 2nd Cross Street,

Ellaiamman Colony, Gopalapuram, Chennai-600 086

T: 1800 425 4594

(Monday to Friday, 10:00am to 06:00pm)

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