



04 October 2024

FEATURE ARTICLE

### **Green Action Week: Empowering Communities for a Sustainable Future in Fiji**

Green Action Week, held annually in early October, is a global campaign promoting sustainable consumption and environmental awareness. The initiative encourages individuals and communities to adopt eco-friendly practices to reduce their environmental impact. Each year, it focuses on a specific theme related to climate action, waste reduction, or sustainable resource management. Through community workshops, educational programs, and advocacy efforts, Green Action Week fosters collaboration among civil society organizations to promote sustainable living.

#### **About the Green Action Fund**

The Green Action Fund (GAF), coordinated by the Swedish Society for Nature Conservation (SSNC), supports sustainable consumption and production aligned with the United Nations' Sustainable Development Goals, particularly Goal 12. GAF provides grants to Civil Society Organizations (CSOs) in over 30 countries, including Fiji, to implement campaigns that raise awareness about sustainable practices. These initiatives encourage communities to challenge unsustainable habits like overconsumption and waste generation by promoting eco-friendly alternatives.

#### **Objectives of Green Action Week**

The campaign's primary goal is to inspire behavioural change by promoting more sustainable consumption habits. Fiji's theme for Green Action Week is "Fostering a Culture of Repair: Fijian Community Repair Cafes." This theme emphasizes resource-sharing and collaboration to reduce waste and minimize environmental impact. Specific objectives include:

1. Raising Awareness: Educating the public about the consequences of overconsumption and waste generation.
2. Encouraging Sustainable Consumption: Promoting recycling, upcycling, and reducing disposable goods.
3. Engaging Communities: Organizing activities that encourage sharing and collaboration to reduce waste.
4. Advocating for Policy Change: Supporting policies that promote environmental protection and sustainable resource management.

#### **Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

#### **Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerlkt@connect.com.fj](mailto:consumerlkt@connect.com.fj)

#### **Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [colbs@connect.com.fj](mailto:colbs@connect.com.fj)



@CCoFiji



Consumer Council of Fiji



[www.consumersfiji.org](http://www.consumersfiji.org)



Mobile App

## **Green Action Week Activities by the Consumer Council of Fiji**

The Council plays an active role in Green Action Week through various events aimed at raising awareness, particularly about managing electronic waste (e-waste). E-waste includes discarded electronics like smartphones and computers, which, when improperly disposed of, can release toxic substances such as lead and mercury, harming both ecosystems and human health. Proper e-waste recycling not only reduces environmental risks but also recovers valuable materials for reuse.

A highlight of Fiji's Green Action Week is the establishment of community repair cafes. These pop-up workshops allow individuals to bring broken electronics or household items for free repairs by volunteers. This initiative helps reduce waste by encouraging repairs over disposal. The Consumer Council organized three repair cafes at Makoi Women's Vocational Centre, Public Rental Board in Nadera, and Wainibuku Village Hart. University of the South Pacific student volunteers assisted in repairing items, helping reduce the volume of e-waste entering landfills.

Educational outreach is essential for long-term behavioural change. The Consumer Council organized workshops in schools and communities to educate the public about sustainable consumption, covering topics such as reducing waste, making eco-friendly choices, and understanding the circular economy. These workshops were complemented by social media campaigns on platforms like Facebook, Instagram, and TikTok, aimed at engaging a wider audience and future generations.

## **Impact of Green Action Week**

Green Action Week has significantly increased awareness of sustainable consumption and waste management practices in Fiji. From repair cafes to e-waste drives, the initiatives offer practical solutions to pressing environmental challenges. The campaign has also sparked important conversations about the broader effects of unsustainable consumption, particularly regarding climate change and resource depletion.

Green Action Week is a crucial force in promoting sustainability in Fiji. Through community engagement, education, and policy advocacy, the campaign addresses key issues such as waste management and resource conservation. With continued support, Fiji can strengthen its commitment to sustainability, ensuring a cleaner, greener future for generations to come.

### **Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

### **Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerlkt@connect.com.fj](mailto:consumerlkt@connect.com.fj)

### **Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [colbs@connect.com.fj](mailto:colbs@connect.com.fj)