

Report

Green Nudge “Reusable Revolution”

By

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Section 1: Executive Summary

We are pleased to present the Final report for the Green Nudge Reusable Revolution Project, implemented at the University of Peshawar from November 2023 to February 2024. This report extends a narrative that encapsulates the essence of the project and weaves together the threads of triumphs, hardships, and profound insights gained along the way.

At the core of the Green Nudge initiative was a noble aspiration—to reduce the widespread menace of plastic pollution within the University of Peshawar. The vision aimed to cultivate a heightened awareness of climate change, fostering a campus that resonates with resilience and sustainability.

The project set its sights on a comprehensive engagement strategy, encompassing students, faculty members, and the owners of campus cafes, all falling under the Green Nudge Reusable Revolution umbrella. A target of 600 students and collaboration efforts with seven cafes formed the ambitious scope. However, despite extensive planning, the project faced challenges in enlisting the full participation of students and cafe owners, which were attributed to constraints such as the project's brief duration, intense Campus community commitments, and the overlapping exam season.

To attain the project objective, Green Campus strived for the realization of three key milestones:

1. Crafting an optimal product to supplant single-use disposable items within the designated project timeline.
2. Identifying and engaging with cafes that use single-use disposable items and enjoy significant popularity among the student body.
3. Implementing an extensive awareness campaign within the campus community, fostering a collective shift towards the utilization of reusable items and reduction of disposable items.

Under the project, a comprehensive array of activities was introduced encompassing economic strengthening, indigenous innovation, and community empowerment to ensure this initiative's enduring success and self-sustainability. Economic strengthening efforts involved resourceful product exploration and procurement to facilitate seamless community climate adaptation. The pursuit of indigenous innovation centered on sourcing, delivering, and utilizing locally crafted products, fortifying local businesses, and intertwining cultural elements to bolster climate adaptation support. Campus Community strengthening activities encompassed diverse initiatives such as awareness sessions, workshops, meetings, and competitions. Collectively, these efforts aimed to imbue the project with a campus-centric approach, making it timeless and capable of sustaining itself in the future.

Green Nudge aimed to revolutionize the campus environment by striving towards zero-waste, primarily focusing on rectifying detrimental food consumption habits. The prevalent dining culture on campus was marked by a high reliance on plastic, from utilizing single-use disposable items to packaging meals in plastic wrappers, creating an environment dominated by plastic.

As part of the Green Nudge project, a comprehensive baseline study was launched to investigate the usage and disposal patterns of single-use disposable items within campus cafes and food stalls. The objective of this thorough study was to establish a foundational understanding of the ecological impact generated by these Cafes and Food markets. Personal engagements with cafe owners were conducted to facilitate the collection of valuable data and insights regarding their perspectives on the adoption of reusable cups and plates.

The survey findings revealed that the campus community's insufficient awareness regarding the adverse effects of single-use disposable plastics was a significant contributor to excessive plastic consumption. Furthermore, the study highlighted that nearly **one million** such items were being generated for garbage collection each month, worsening the University of Peshawar's mounting waste issues.

Awareness campaigns were initiated to combat these challenges, spanning departmental sessions, competitions, workshops, and seminars. With an inclusive approach, the campaign

reached beyond gender boundaries, encompassing women's colleges such as Jinnah College and College of Home Economics. The objective was clear—to inspire women to play an active role alongside their male counterparts in the collective struggle to be in harmony for a sustainable climate change within the campus.

Our replacement strategy was meticulously devised with two distinct categories: products for personal use and those tailored for cafe owners. Implementation of both product lines extended to students and cafe proprietors alike. The strategic selection of cafes played a pivotal role, targeting cafes that were not only popular and bustling but also fostered gender inclusivity.

Among the chosen cafes, special attention was given to two venues, namely the College of Home Economics and the Jinnah College canteen, which exclusively catered to women. This careful consideration ensured that our sustainable products were integrated seamlessly into diverse settings, promoting environmental consciousness across various demographic groups.

A crowning achievement of our initiative was the inaugural Zero-Waste Food Fest. Breaking new ground, this festival showcased how food markets can thrive without leaving a trace of waste and relying on plastic. The event garnered widespread enthusiasm across the entire campus, drawing active participation from both male and female students and cafe owners. They took part in the festivities and committed to upholding the principles of a zero-waste and plastic-free campus by setting up their food stalls. Adding a playful element to the occasion, a game stall was set up to captivate the students, and winners were rewarded with reusable kits.

Additionally, the project incorporated a logical framework approach for monitoring and evaluation, ensuring systematic tracking of progress and outcomes throughout the implementation phase. This approach facilitated evidence-based decision-making and enabled adjustments to strategies in real-time, enhancing the project's effectiveness and ensuring alignment with overarching goals.

The results of the Green Nudge Reusable Revolution Project reflect a positive impact on campus sustainability. The project led to a notable reduction in single-use disposable items, with a decrease of 190,350 items per month. This reduction was paralleled by an increase in the adoption of reusable alternatives, rising from zero to 13,950 uses. Moreover, the project's impact extended beyond tangible metrics, indicating a heightened awareness of climate change among students. A survey revealed that 92.9% of respondents were aware of the Green Campus program, indicating a widespread understanding of sustainability initiatives on campus.

Furthermore, the project's ripple effects extended to collaborations and initiatives that contribute to broader sustainability goals. The introduction of electrically powered shuttle services in partnership with Pak EverBright Development Organization (PEDO) and Trans Peshawar marks a significant step towards cleaner transportation options. Additionally, collaborations with Transparency International and the Khyber Pakhtunkhwa Forest Department showcase a commitment to climate governance and environmental conservation. These initiatives, coupled with awareness campaigns and employment opportunities through projects like "rebag," underscore the multifaceted impact of the Green Nudge Reusable Revolution Project in fostering a sustainable and eco-conscious campus community.

Section 2: Introduction

2.1 Regional Context

The University of Peshawar stands as the mother institution of higher education in Khyber Pakhtunkhwa, attracting students from diverse backgrounds across the province. Despite its diverse student body, the campus currently falls short in its commitment to environmental sustainability. However, this presents an opportunity for the campus to emerge as a leader in promoting environmental responsibility within the region.

Pakistan, as highlighted in the Global Climate Risk Index 2021, ranks as the 8th most vulnerable country to the impacts of climate change. The management of waste, a critical environmental concern, contributes significantly to greenhouse gas emissions, worsening global climate

change. Alarming, Pakistan generates approximately 49.6 million tons of solid waste annually, with an annual increase exceeding 2.4% (Khurshid, 2022). Peshawar, as a major urban center of the province, suffers with its own waste management challenges, generating 2208 tons of solid waste daily, with only a fraction being effectively collected (Ahmad et al., 2020).

Effective waste management planning is important for sustainable environmental practices, involving strategies to limit, reuse, recycle, and responsibly dispose off resources to minimize adverse biophysical and socioeconomic impacts. On the University of Peshawar campus, waste accumulation predominantly comprises thermocol packaging used in on-site dining, including package boxes, plates, glasses, straws, and cups. However, the absence of a comprehensive waste management system or recycling initiatives worsens the problem, leading to waste being indiscriminately disposed of in landfills, water canals, and university landscapes.

2.2 Target Population:

The target population of the Green Nudge initiative is the vibrant community of the University of Peshawar. This comprehensive project strategically targets all stakeholders within the university, aiming to foster sustainable practices and environmentally responsible behavior across campus. The diverse target population encompassed students, faculty members, food shop owners, and the broader campus community, ensuring inclusivity and broad-reaching impact. By engaging with each segment of the university population, we were able to cultivate a culture of sustainability and responsibility, harnessing collective efforts towards a greener and more environmentally conscious campus environment.

2.3. Geographic Scope of Implementation

Green Nudge project aimed to capture all potential beneficiaries within the University of Peshawar, including food stall vendors, cafe owners, and students. To achieve this, an approach was established to cover the major food markets situated on campus, ensuring representation of various beneficiary types. Specifically, 16 canteens within the university were identified, and

the final cafes were selected on the basis of three criteria: the canteen's scale and popularity, its location within the campus, and its focus on women-centric services.

The 7 cafes/food markets, namely University Quetta Chai and Foods, STC Cafe, Cafe de Puta, Cafe Ammu, College of Home Economics, Jinnah College Canteen, and Madina Market, were selected for implementation. These establishments were chosen due to their large-scale operations and popularity among students. Notably, two of the selected canteens, Jinnah College Canteen and Home Economics Canteen, cater exclusively to women, while Cafe de Ammu and Cafe de Puta are particularly favored by young girls. The remaining three canteens are equally accessible to both men and women, strategically located in the heart of the campus and widely frequented by students.

2.4 Project Timeline

Project Inauguration: November 2023

The project kicked off with the formation of a diverse team, including ambassadors dedicated to promoting sustainability. A comprehensive project plan was crafted, detailing our approach to fostering a culture of reuse over waste. Alongside this, a website was developed, and a social media campaign was launched to spread the message and engage the university community.

Inventory and Awareness: December 2023

This period was pivotal with regard to the design of reusable starter kits and an inventory assessment to ensure adequate resources. An awareness campaign was planned to inform the campus about the environmental benefits of reusable items. The awareness campaign commenced with a Kickoff seminar in December. Along with that, the green campus social media websites were launched to create a digital footprint and to facilitate our awareness campaign.

Engagement with Stakeholders: January 2024

The month was enriched with educational workshops and interactive departmental sessions to deepen the community's commitment to the project. A strategic approach to engage all volunteers included formation of champion teams, engaging volunteers, impactful social media campaigns, and collaborative meetings with key stakeholders. Efforts were made for product hunting, sensitizing team trainings, and finalizing designated areas to target the students. Uet Chaat was transformed into a zero-waste stall by providing them with the reusable crockery.

Challenge and Motivation: February 2024

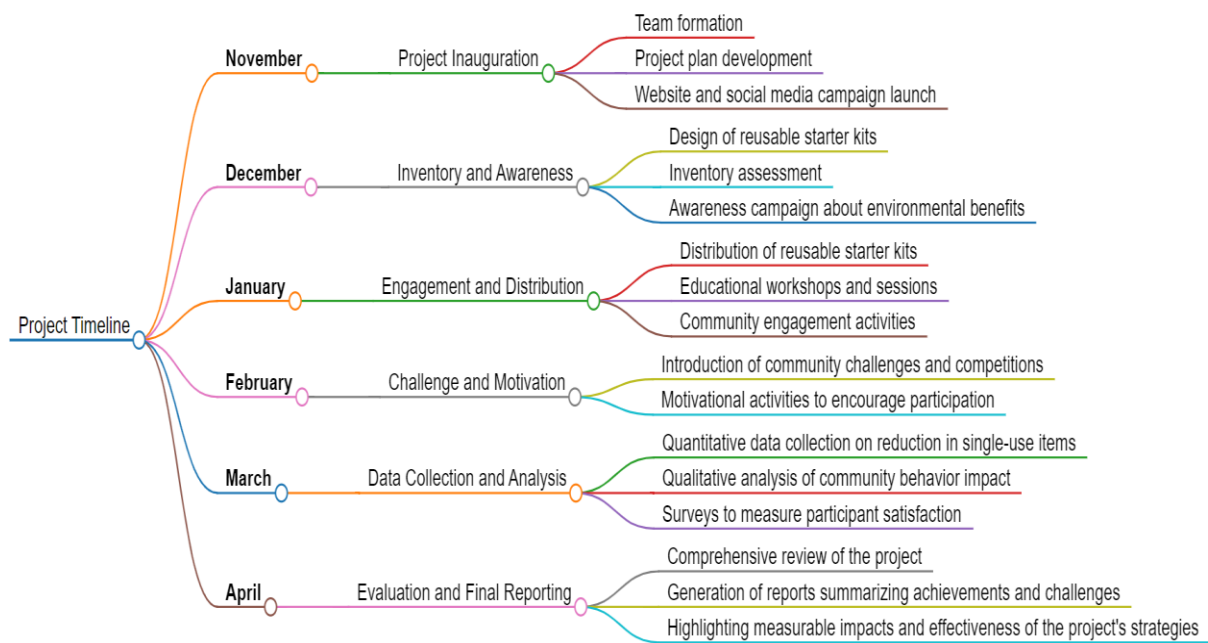
Community challenges and competitions were introduced to encourage active participation and amplify the project's impact. The reusable areas established in campus facilities served as hubs for these activities. The awareness campaign persisted, with ongoing monitoring ensuring the initiatives were on track and adjusting strategies based on real-time data. The Zero-waste food festival was included to demonstrate our commitment to zero waste on campus.

Data Collection and Analysis: March 2024

As we advanced, focused data collection began, assessing the quantitative reduction in single-use items and the qualitative impact on the community's behavior. Surveys measured participant satisfaction, providing another layer of informed feedback for the project's continuous monitoring efforts.

Evaluation and Final Reporting: April 2024

In the final month, the project was reviewed comprehensively. Reports summarizing the achievements and reflecting on the challenges encountered were generated. These documents highlighted the measurable impacts and the effectiveness of the continuous monitoring strategy throughout the project. The following figure encompasses the timelines of project activities:



2.5 Background of Green Nudge

According to the UN's Green Nudge handbook, a "green nudge" approach has been proposed to shift from single-use disposable items to sustainable practices. Defined by the United Nations Environment Programme (UNEP), nudges are gentle persuasions designed to positively influence behavior and decision-making. These interventions, such as choice architecture, default settings, social influence, and increased salience, aim to encourage environmentally friendly behavior. Green nudges included awareness campaigns, competitions, workshops, seminars, and festivals, all aimed at seamlessly integrating sustainable food practices into campus dining culture.

Behavioral science supports the effectiveness of nudges in prompting environmental action among students and campus community members. Techniques like gentle persuasion, reframing choices, resetting default options, or harnessing social influence can lead to sustainable conduct and foster an eco-friendly campus. Nudges are not only effective but also often cost-effective and time-efficient. They prioritize behavioral changes over acquiring new

equipment and can succeed by modifying existing systems and processes rather than creating entirely new ones. Nudges that conserve energy and resources benefit the planet while generating cost savings for universities and students.

The Green Nudge theory takes a multifaceted approach to promoting environmentally sustainable behaviors. It centers on understanding human decision-making processes, acknowledging environmental concerns, and designing contexts to influence choices effectively. In practice, the Green Nudge theory is implemented through various strategies. Choice architecture designs decision-making contexts to nudge individuals towards environmentally friendly choices. Awareness campaigns disseminate information and promote sustainable behaviors by raising public consciousness about environmental issues. Additionally, the implementation of incentives and disincentives reinforces these behaviors by rewarding green choices and penalizing unsustainable ones.

2.6 Green Nudge working areas

The successful implementation of green nudges at the University of Peshawar was achieved through the application of the EAST (Easy, Social, Attractive, and Timely) Strategy.

Easy:

The project aimed to simplify sustainable choices by removing minor obstacles that could deter desirable behaviors. For example, reusable options were prominently displayed, and the layout of choice architecture was strategically designed to encourage their use. Reminders promoting a green and clean campus were strategically placed at cafe entrances, prompting students to opt for reusable food containers. Additionally, food vendors were provided with complimentary reusable options along with straightforward implementation guidelines.

Attractive:

Visual cues were strategically used to emphasize the positive aspects of reusables and encourage their adoption. Reusable items were designed with modern aesthetics, making them

visually appealing to students. The implementation process was made seamless, with no additional costs or requirements imposed on users. Reusables were strategically placed in prominent areas within campus cafes to enhance their visibility and attractiveness, effectively capturing students' attention and prompting many to opt for their use.

Social:

A social media strategy was employed to underscore the significance of sustainability. Students who actively embraced reusables or participated in initiatives advocating their use received positive reinforcement. Influential individuals within the student body were targeted, encouraging their adoption of reusable practices. This leveraged the social contagion effect, leading to increased utilization of reusable items as others emulated their actions under the sway of social influence.

Timely:

Behavioral nudges were strategically implemented during pivotal moments of transition in individuals' lives. Young students, particularly those in their first or second year of university education, were targeted for their receptiveness to new ideas and influences. This demographic was chosen for their potential influence over their peers and subsequent cohorts of students due to the duration of their university tenure. The mind map below explains the project's EAST Approach



2.7 Evolution of Green Nudge into Green Campus:

The project started with the introduction of a green nudge strategy designed to promote environmentally friendly behaviors within the campus community. This initial effort proved to be a powerful catalyst, igniting a larger initiative to create a comprehensive Green Campus framework. This strategic shift was inspired by the desire for a more holistic and impactful approach to sustainability that could integrate a broader spectrum of initiatives and significantly enhance visibility.

The Green Campus initiative is built upon 11 key components:

1. Campus-wide Awareness Campaign
2. Water Conservation
3. Energy Efficiency Measures
4. Sustainable Food Initiatives
5. Waste Management
6. Academic and Research Integration
7. Sustainable Transportation
8. Green Landscaping
9. Partnership and Collaboration
10. Infrastructure Development
11. Community Engagement

These components ensure sustainability and offer the scalability needed to expand climate-friendly activities across the campus. By transitioning to this Green Campus model, the project embraced the flexibility to implement a wide range of initiatives across various aspects of campus life. This comprehensive approach enabled the project to tackle key sustainability challenges such as infrastructure development, waste management, transportation, and community engagement with greater efficiency and effectiveness.

SECTION 3: KEY APPROACHES

3.1 Used Existing Community Based Platforms:

To catch student interest in our green nudge vision, we pursued a strategic approach grounded in collaboration and digital outreach. Partnering with established university entities like the KP Business Expo team and UOP societies, we tapped into existing networks for dissemination. Concurrently, we leveraged the power of social media platforms managed by the University of Peshawar, engaging students in conversations about sustainability. Recognizing the importance of grassroots involvement, we worked closely with class representatives to spread our message within their respective groups, promoting peer-to-peer advocacy. This multi-faceted strategy not only facilitated widespread dissemination but also encouraged active participation. Through these concerted efforts, we successfully amplified our message, catalyzing a collective commitment to building a greener community.

3.2 Engagement, Participation, And Connecting to Stakeholders

To nurture engagement within the campus community, we initiated a structured approach. Firstly, we appointed focal persons from various departments to act as liaisons. These focal persons played a pivotal role in identifying and enlisting active student ambassadors from each department. These ambassadors were tasked with engaging fellow students within their respective departments while also supporting our initiatives within their departments.

Moreover, our team maintained regular visits to campus cafes, actively engaging with owners to explain our objectives and gather their valuable feedback. These interactions were instrumental in fostering a sense of ownership and collaboration among cafe and food market owners.

Formal meetings were regularly organized with focal persons, ambassadors, and cafe owners to ensure collective participation and alignment of efforts. Through this inclusive approach, we ensured the active involvement of all stakeholders in our initiative, fostering a cohesive and supportive campus community.

A "Green Campus Community" WhatsApp group was established to actively involve students in various activities aimed at enhancing their engagement. Through this platform, students are assigned small tasks to interact on social media, provide feedback, take part in questionnaires and surveys, and connect with their peers. This initiative serves to create a sense of community engagement among the student body, promoting active participation and collaboration towards sustainable campus initiatives.

3.3 Introduction of Reusable Starter Kits

The purpose behind the introduction of Reusable Starter Kits was to engage focal persons, active students, competition winners, and the project team by providing them with a hamper containing Resip (reusable coffee mug) and re-eat (reusable lunch box). This initiative sought to create a gentle nudge within the campus community towards adopting reusable products over single-use disposable items. Additionally, it generated a ripple effect as other students, upon learning about these starter kits, became aware of the Green Nudge Project.

3.4 Gender Equitable Approach

In our vision of creating an inclusive and equitable environment at the University of Peshawar Campus, we have adopted a gender-equitable approach as a fundamental principle.

Recognizing the imperative link between gender and development, we uphold the value of gender equity as supreme. This commitment is reflected in every aspect of our organization's

activities. Our leadership team comprised both males and females, ensuring diverse perspectives and balanced decision-making processes. Moreover, we meticulously selected venues such as cafes to cater to the needs of both women and men, fostering inclusivity in our physical spaces.

Our ambassadorial teams from every department consisted of representatives of both genders, enabling us to better serve and connect with all members of our community. Through targeted awareness campaigns and special seminars held at institutions like All Women College of Home Economics, we engaged audiences of both genders, facilitating discussions on gender-related issues and promoting inclusivity. Additionally, our competitions celebrated diversity with both male and female winners, emphasizing meritocracy and equality.

3.5 Extensive Use of Research for Informing Program Design And Intervention

The Green Nudge Initiative underwent continuous refinement, drawing extensively from research studies, surveys, and stakeholder feedback. A substantial investment of time and resources was dedicated to product development, prioritizing cost-effectiveness, indigenous solutions, convenience, and zero waste generation. Rigorous research, site visits, and analysis were conducted to identify suitable products. The Green Campus team, along with cafe owners and other stakeholders, actively contributed interventions, which were thoroughly evaluated and integrated if they enhanced project execution. This inclusive approach fostered a sense of ownership within the campus community, driving towards a greener and cleaner campus environment.

3.6 Conceptual Approach and Theory of Change

Our objective to initiate a sustainable shift towards a greener campus at the University of Peshawar is underpinned by a strategic amalgamation of positive reinforcement, nudge theory, and choice architecture. Through this innovative approach, we aimed to mitigate the environmental impact of single-use disposable items by championing the adoption of reusable alternatives.

By leveraging principles of positive reinforcement, we incentivized and reinforced sustainable behaviors among students, faculty, and staff. Through rewards, recognition, and a supportive community, we aimed to support a culture where choosing reusable options becomes the norm.

Drawing from nudge theory, we crafted subtle interventions within the campus environment to gently push individuals towards eco-friendly choices. By strategically designing spaces, signage, and communication channels, we aim to subtly nudge individuals towards selecting reusable alternatives, making sustainable options more visible, attractive, and convenient.

Moreover, through the implementation of choice architecture, we aimed to redesign decision-making environments to make reusable options the default choice. By strategically placing reusable items in prominent locations and simplifying the process of access and use, we facilitated effortless transitions and perceptions towards sustainable practices.

SECTION 4: DESCRIPTION OF PROJECT ACTIVITIES

The journey began by forming the Green Champions Team, with selected representatives from each department. Two formal meetings were held with these focal persons to clarify their roles and stress the importance of their contributions. Through them, active male and female students were chosen as green champions to engage their peers.

Simultaneously, two formal meetings were conducted with cafe owners, explaining the harmful impact of single-use items and advocating for the switch to reusables. The initiative's objectives were thoroughly explained to ensure their commitment.

This collaborative effort resulted in a dedicated group committed to driving positive change. Interactive brainstorming sessions engaged students in meaningful dialogues, fostering a collective commitment to the ideals of the reusable revolution.

On December 5, 2023, a dynamic social media campaign under the banner 'green campus.pk,' unfolded across Instagram, Facebook, and LinkedIn. Invitations extended to media teams

strategically sought enthusiastic participation to broaden the campaign's impact. Daily content uploads ensured sustained engagement, involving stakeholders, students, and faculty in a meaningful dialogue.

The initiative's official website, launched on December 15, 2023, served as a centralized hub for project-related information, enhancing online presence, fostering customer engagement, and disseminating timely updates. Simultaneously, a survey questionnaire assessed the levels of awareness and attitudes among students regarding green initiatives prior to the implementation of a green nudge. This process aimed to establish a baseline for the current state of awareness and to capture a diverse range of perspectives.

A breakthrough came with testing a prototype featuring mud utensils, identified as a cost-effective, environmentally friendly, and culturally relevant alternative to single-use items. Extensive preparations unfolded for the kick-off seminar from December 12 to December 21, including agenda development, venue details, visual content creation, and collaborative meetings with the media team.

On December 21, 2023, the Green Campus Project achieved a significant milestone by collaboratively organizing a successful kick-off seminar with the Sustainable Energy and Economic Development (SEED) initiative. Held at the Business Incubation Centre, University of Peshawar, this event marked the commencement of a transformative journey towards fostering a sustainable campus, primarily emphasizing enhancing environmental awareness.

Simultaneously, meetings were conducted with the cafe owners, focal persons from different departments, and green champions to create a holistic approach to engaging the campus in the reusable revolution. The Green Campus team is organized into five units: the Event Management Team, Community Engagement Team, Marketing and Communication Team, Green Activity Monitoring Team, and Monitoring and Evaluation Team.

The Green Campus Giveaway Competition, announced on January 9, 2024, recognized and rewarded winners for their active participation in green campus activities, emphasizing the

importance of environmental awareness. The video competition showcased impactful contributions, reaching a broad audience and awarding winners with certificates, reusable kits, and cash prizes.

In January, a comprehensive search for sustainable alternatives led to testing prototypes on various materials, culminating in the adoption of mud utensils. The breakthrough provided a sustainable alternative and contributed to the preservation of indigenous craftsmanship and business.

An enlightening workshop on "Green Innovations: From Idea to Practice" on January 24, 2024, emphasized the development of green ideas. Thorough training sessions equipped the education team with the knowledge and skills to convey information about the green campus project effectively.

Seven distinct spaces were chosen for collaboration in implementing the reusable revolution, fostering sustainability across various campus locations. Notably, Uet Chaat transitioned into a zero-waste and green food stall, setting an example for other vendors.

The "Brushing Off Plastic" poster competition and awareness sessions further reinforced the commitment to a waste-free environment. Various seminars and events, including the Green Campus "Unveiling the Impact of Reusables on Campus" in the College of Home Economics, Zero-Waste Food Fest, and awareness sessions in different departments, successfully engaged the university community, promoting sustainability and responsible environmental practices.

Significant progress in product procurement focused on designs supporting local businesses, ensuring cultural relevance, and contributing to community empowerment. Introducing Resip cups and Re-eat plates in campus cafes marked a significant step towards sustainability, minimizing single-use plastic and promoting an eco-friendly environment.

The Green Campus Reusable achieved its objectives and created a sustainable, inclusive, and environmentally conscious culture within the University of Peshawar. The success of this

initiative reflects the commitment of students, faculty, and stakeholders toward building a greener and cleaner campus community.

SECTION 5. MONITORING AND EVALUATION

Utilizing a structured approach grounded in Logical Framework Analysis (LFA), our monitoring and evaluation framework offered a comprehensive overview of the Green Nudge Reusable Revolution Project. This table delineates our objectives, indicators, means of verification, assumptions, and project summary, providing a framework for tracking progress and assessing impact.

	Project Summary	Indicators	Means of Verification	Risks/ Assumptions
Goal	The project aims to significantly decrease the amount of waste generated from single-use items on campus through the implementation of reusable alternatives.	Reduction in waste from single-use items	Number of single use items before and after intervention -Surveys on awareness and behavior change among students	- Continued support from university administration - Availability of budget and resources for project implementation
Purpose	The project seeks to promote the widespread adoption of reusable	Adoption of reusable alternatives	- Increase in the use of reusable items	- Availability of affordable and accessible reusable

	alternatives among students, faculty, and staff, thereby reducing reliance on single-use disposable items.			alternatives
Outcome	Through the establishment of sustainable practices, the project aims to create a long-lasting culture of environmental consciousness and responsibility within the campus community.	Establishment of sustainable Cafes	- Number of reusable infrastructure installations	- Engagement and cooperation from students, faculty, and cafe owners in implementation
Outputs	The project will implement various initiatives, including the distribution of reusable items and the installation of infrastructure to support sustainable practices on campus.	Implementation of reusable initiatives	- Number of reusable items distributed	- Adequate training and capacity building for stakeholders involved in the project implementation

Objective Monitoring:

Our primary goal is to reduce waste from single-use items on campus. Through regular measurement of the number of disposable items and reusables before and after interventions, we assessed the effectiveness of our efforts in achieving this objective. This process is crucial for ensuring accountability and maintaining alignment with project goals.

5.1 Indicator Assessment:

A key indicator of success is the increase in the use of reusable alternatives among students, faculty, and staff. By tracking this indicator, we assessed the extent to which the adoption of sustainable practices is being realized within the campus community. Additionally, the number of reusable alternatives installations in cafes served as a tangible indicator of progress towards establishing sustainable practices on campus.

5.2 Means of Verification:

To verify progress and outcomes, various means of verification were utilized. Surveys on awareness and behavior change among stakeholders provide valuable insights into the effectiveness of our awareness campaigns and educational initiatives. Additionally, the monitoring team collected data weekly to compare the usage of reusables versus single-use disposable items, assessing progress and identifying challenges in transitioning to reusable products.

5.3 Assumptions Evaluation:

We recognize the importance of acknowledging and evaluating underlying assumptions that may impact project success. Continued support from university administration, availability of budget and resources, and engagement from stakeholders are critical assumptions that warrant ongoing assessment throughout the project lifecycle.

5.4 Project Summary:

The Green Nudge: Reusable Revolution Project aims to significantly decrease waste generated from single-use items by promoting the adoption of reusable alternatives within the University of Peshawar community. Through strategic interventions, including awareness campaigns, reusable infrastructure installations, and training sessions, the project established a culture of sustainability and responsibility, ultimately contributing to a greener and more environmentally conscious campus environment.

5.5 Data Collection Tools:

Efficient data collection tools formed the base of our monitoring and evaluation strategy. To analyze the effectiveness of our efforts, we systematically collected data on the utilization of reusable items and the reduction in single-use alternatives through in-person surveys. Feedback from cafe owners and students, highlighting areas for improvement and suggestions collected to understand project dynamics.

To assess behavioral changes and environmental consciousness, we employed questionnaires and surveys. These instruments provide valuable insights into the impact of single-use disposable items on the environment, enabling us to tailor interventions effectively.

5.6 Reporting:

Regular reporting was done for maintaining transparency and accountability. Monthly reports serve as a vital mechanism for tracking progress, documenting events, and synthesizing feedback. By maintaining comprehensive records of activities and stakeholders' inputs, alignment with project goals and informed decision-making was ensured.

5.7 Data Limitations and Analysis Approach

Due to the project's short timeline, it was challenging to conduct comprehensive analysis comparing single-use disposable items with reusable alternatives. Specifically, we encountered difficulty in quantifying the ratio of one reusable item to multiple single-use items. Our analysis primarily relied on information gathered from cafe owners, particularly their feedback on the demand for Resip and Re-eat items over time. This feedback, along with the frequency of their requests for more reusable products, formed the basis of our evaluation regarding the shift towards sustainable options in the consumption habits of the campus community.

SECTION 6: MAJOR ACCOMPLISHMENTS, LESSONS LEARNED & CHALLENGES

6.1 Major Accomplishments

The impact of the Green Nudge Reusable Revolution project has been transformative within the confines of our university. One of the most immediate and tangible effects has been the significant reduction in single-use plastic waste on campus. Adopting reusable alternatives by the six most famous cafes on campus has resulted in a visible decrease in plastic litter, contributing to a clean and green environment.

Moreover, the project has directly influenced the behavior and habits of the campus community. The integration of reusable items into daily routines has not only minimized the generation of waste but has also fostered a sense of responsibility and environmental consciousness among students and faculty members. This shift in mindset is reflected in increased awareness about the environmental impact of individual choices, reinforcing a culture of sustainability.

The Green Campus Reusable Revolution has also led to notable cost savings for the university. By reducing reliance on disposable items, we have seen decreased procurement expenses associated with single-use plastics. These financial savings can be reallocated to enhance

sustainability initiatives further or invest in other impactful projects to benefit the academic community.

Additionally, the project has served as an educational tool, providing hands-on learning experiences for students. Workshops, awareness campaigns, and practical demonstrations through the Zero-waste food fest have sensitized the overall campus community about the importance of sustainability and empowered them to participate actively in the green movement. This educational aspect can create a lasting impact as students carry these values beyond their university years.

University Quetta Chai and Foods

The response to the Green Nudge reusable revolution at University Quetta Chai has been overwhelmingly positive, with Quetta Cafe receiving the highest praise thus far. The cooperation of cafe owner Abdullah has been instrumental in the success of our initiative. This café embraced the cause wholeheartedly and actively contributed to its progress. The initial batch of reusable mud crockery provided to Abdullah was well-received and utilized to such an extent that he eagerly requested more. His constructive suggestions for additional shapes and designs have been invaluable in enhancing the appeal of the reusable items.

A student enrolled in the 8th semester of the Department of Economics, shared her experience, stating, "I recently visited Quetta Caffé, and I was delighted to witness the use of mud crockery for breakfast. It resonated with my love for nature, and owner Abdullah's evident passion for sustainability was truly inspiring. Indulging in paratha, chai, and chanay became even more enjoyable in an eco-friendly setting. Quetta Caffé's unwavering dedication to being environmentally conscious sets a remarkable example, and I sincerely hope that more establishments will follow their lead."

Likewise, a student in the fourth semester of the Department of Computer Science, expressed her pleasant surprise during her visit to Quetta Caffé, remarking, "The use of mud crockery for breakfast not only added a rustic charm to the experience but also fostered a deeper

connection to the earth. Abdullah's commitment to sustainability was palpable, and he shared how customers appreciated the eco-friendly choices. Leaving the café, I felt not only delicious but also by the strong commitment to a greener future. Quetta Caffè's dedication serves as a beacon for others to embrace sustainable practices."

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/per month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	375	9,750	100	2,600
Use of reusables	0	0	100	2,000

University Quetta Chai and Foods underwent a transformative shift as part of the Green Campus reusable revolution. Previously generating approximately 10,000 disposable items monthly and exclusively relying on non-reusable materials within the cafe, the establishment has embraced an eco-conscious approach. University Quetta Chai and Foods currently incorporate nearly 100 reusable items daily, effectively replacing around 2,600 disposable counterparts monthly. This commendable shift signifies not only a numerical change but a profound commitment to reducing the environmental impact of non-biodegradable plastic waste.

STC Cafe

STC Cafe has shifted from generating nearly 42,000 disposable items monthly to now embracing the use of approximately 125 reusables each day. This shift translates to a remarkable reduction of almost 3,200 disposable items employed monthly. STC Cafe is a beacon of environmental responsibility, protecting our planet from the detrimental impact of non-biodegradable plastic waste.

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	1,600	41,600	750	19,500
Use of reusables	0	0	125	3,250

Cafe de Puta

PUTA Cafe progressed from generating nearly 8,000 disposable items monthly to now exclusively employing approximately 100 reusable items each day. This transformative leap translates to a significant reduction of around 2,600 disposable items every month. By embracing this reusable revolution, PUTA Cafe is not only fostering a more eco-conscious

approach but is also actively contributing to the preservation of our planet by mitigating the impact of non-biodegradable plastic waste.

Savoring tea from a reusable cup at the University of Peshawar, Zain Anwar expressed, "The owner actively advocates for reusables over disposables. This brings me joy as someone who values tradition; enjoying meals and chai in mud crockery feels like home."

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	300	7,800	150	3,900
Use of reusables	0	0	100	2,600

College of Home Economics Canteen

In the pursuit of fostering an environmentally conscious campus, the transformation within the College of Home Economics Cafe stands as a testament to our commitment to a greener future. Previously, the cafe wasted 52,000 disposable items each month, utterly devoid of reusable alternatives. However, a profound shift has occurred in the wake of the Green Nudge reoccurring. Presently, the College of Home Economics Cafe embraces the use of nearly 115 reusables daily. This remarkable transition translates to a substantial reduction in our ecological footprint, with a significant drop in the consumption of disposable items from 52,000 to 19,000 per month.

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	2000	52,000	750	19,500
Use of reusables	0	0	115	2,000

Jinnah College Canteen

Similarly, the transformative impact of the Green Nudge reusable revolution is vividly illustrated in Jinnah College Canteen. Formerly, the canteen generated 50,700 disposable items monthly without reusable alternatives within its confines. However, by implementing a reusable revolution, the cafe utilizes approximately 130 reusable items daily, substantially reducing single-use disposable items. This deliberate transition translates to a remarkable decline from 52,000 disposable items discarded monthly to a significantly lower figure of 26,000. By embracing reusables, Jinnah College Canteen has minimized its environmental impact and actively saved our planet from the detrimental effects of non-biodegradable plastic waste.

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	1,950	50,700	1,000	26,000
Use of reusables	0	0	130	3,000

Madina Market (UET Chaat)

We targeted the bustling Madina Market at the University of Peshawar. Two essential student-favorite cafes, UET Chaat and Chai Cafe, underwent a complete transformation into reusable cafes. Each cafe received 250 reusable items, replacing many single-use disposables. This move led to a daily reduction from 20,000 to 17,000 disposable items, preventing the environmental impact of nearly 100,000 items.

Our initiative didn't just stop at physical changes but extended to creating awareness. A male student in his eighth semester studying Economics at the University of Peshawar, attended our awareness session and volunteered, vowing to boycott plastic in his personal life. His commitment reflects the success of our initiative in instilling a sense of responsibility and sustainable practices among students.

Category	Baseline (before Green Nudge) items/day	Baseline (before Green Nudge) items/month	Impact (After Green Nudge) items/day	Impact (After Green Nudge) items/month
Discarded Single-use disposable items	20,000	600,000	17,000	500,000
Use of reusables	0	0	250	3,000

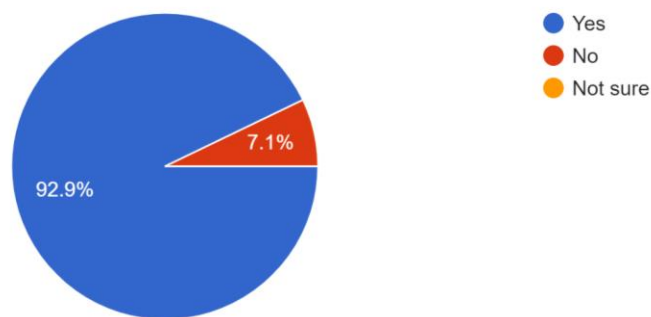
Summary

S.no	Cafe Name	Before Nudge (items per month)	After Nudge (items per month)	Impact (items per month)
1	University Quetta Chai & Foods	9,750	2,600	7,150
2	STC Cafe	41,600	19,500	22,100
3	Cafe de Puta	7,800	3,900	3,900
4	College of Home Economics	52,000	19,500	32,500
5	Jinnah College for Women	50,700	26,000	24,700
6	Madina Market	600,000	500,000	100,000
7	Total	761,850	571,500	190,350

The quantity of single-use disposable items witnessed a decline from 761,850 to 571,500, reflecting a total reduction of 190,350 items per month. Concurrently, the adoption of reusable alternatives experienced a notable increase, surging from zero to a frequency of 13,950 uses. The total reduction in expenditure on the purchase of these single-use disposable items is approximately **PKR 1,900,000, estimated cost of a single disposable was estimated at PKR. 10 as communicated by the café owners in our interactive sessions.**

Green Nudge Awareness Perception Level

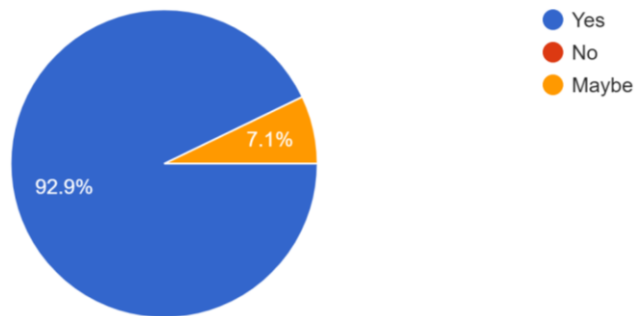
After the Green Nudge, there has been a significant improvement in the awareness level of students regarding climate change. 92.9% of the respondents indicated that they were aware of the ongoing campus-wide awareness program named Green Campus.



Question title: Were you aware of the campus-wide sustainability campaigns promoting the use of reusable items?

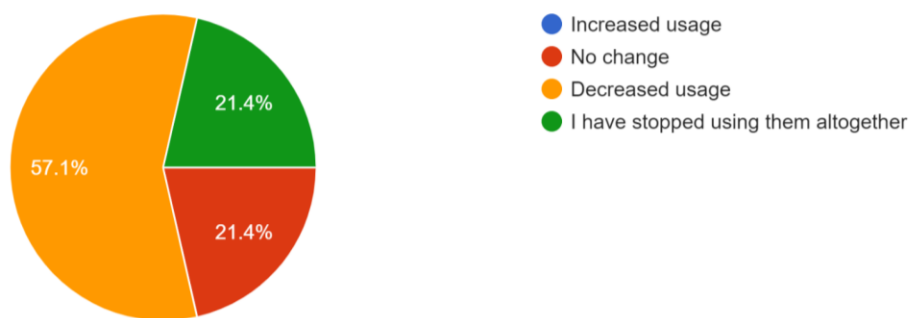
Campus Sustainability Participation

After the Green Nudge, 92.9% of respondents showed interest in sustainability initiatives within the campus.



Question title: Would you be interested in more sustainability initiatives and campaigns on campus?

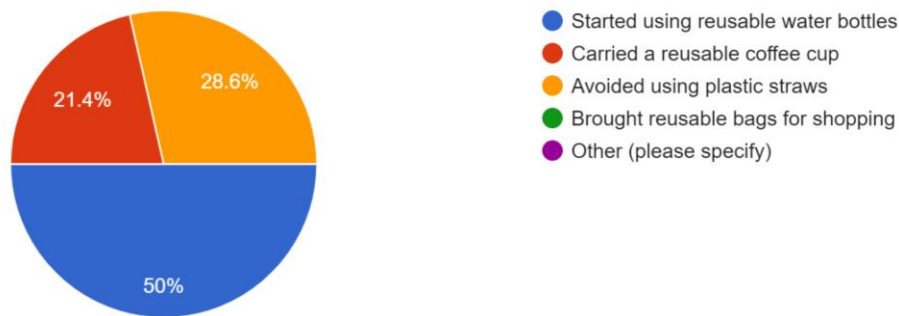
After the implementation of Green Nudges, the use of single-use disposable items decreased by 57.1% while 21.4% stopped using them altogether.



Question title: After being exposed to the sustainability campaigns, how has your attitude towards using single-use items changed?

usage frequency of single-use disposable items

Upon asking them what actions the students took to decrease the use of single-use disposable items, 50% stated that they started using their own reusable water bottle, 21% opted to use their own coffee mug, and 28.6% chose to avoid using plastic straws.



Question title: What specific actions have you taken to reduce your consumption of single-use items as a result of the awareness campaigns? (Select all that apply)

6.2 Indirect Impact

The Green Nudge Reusable Revolution Project has transcended mere tangible outcomes, fostering a profound ripple effect throughout our university community and beyond. It has sparked vital conversations on sustainability, environmental consciousness, campus footprint, and climate change, creating a newfound awareness within our academic environment.

Beyond the boundaries of our campus, the reverberations of this initiative have extended to various organizations, laying the groundwork for potential collaborations. The launch of Green Campus shuttle services, a collaborative effort with PEDO and BRT Peshawar, stands as a significant achievement. These electrically powered vehicles, replacing traditional fuel-powered rickshaws and cars, offer a cleaner, cost-effective transportation solution, heralding a sustainable campus environment accessible to all students. The cost of a single shuttle is **PKR**

2.4 million 2. At present, there are five shuttles operating within the campus, offering services to the students. The number is expected to expand to twenty shuttles by September 2024.

Moreover, the Green Nudge Reusable Revolution Project is poised to indirectly impact climate governance significantly. In partnership with Transparency International, the University of Peshawar a youth climate fellowship has been introduced. This initiative, accompanied by a capacity-building workshop, will engage students in practical climate governance activities, nurturing new trends and cohorts of environmentally conscious leaders. Under the Fellowship Programme, 35 fellows are selected. The total funding allocated for this programme amounts to **PKR 3.5 million**.

Another notable endeavor is the "One Person, One Tree" plantation drive within the campus premises, conducted in collaboration with the Khyber Pakhtunkhwa Forest Department. This initiative aims to plant 20,000 trees, enhancing the campus's greenery and fostering environmental conservation while strengthening community ties. To date, we have successfully planted 12,500 trees. We received substantial assistance from various organizations for our plantation drive. Additionally students, faculty and campus community participated and contributed plants to support the effort.

A dedicated cleanliness initiative, in collaboration with WSSP, unfolds within the campus premises. Complemented by strategically positioned dustbins and benches, this campaign fosters a heightened sense of cleanliness and promotes responsible waste disposal among students.

Furthermore, the transformative "rebag" initiative, developed in partnership with Sheen Pekhawar, is set to revolutionize the campus environment by eliminating plastic wrappers. Rebag will provide reusable bags to the campus community at no cost. A total of 3,000 bags, each valued at 85 rupees, will be distributed. This initiative not only addresses plastic pollution but also creates employment opportunities for indigenous women, aligning with our broader mission of social and ecological change.

6.3 Lessons learned

Throughout the duration of the project, we embraced a continuous learning mindset, allowing each phase to serve as a valuable opportunity for growth and refinement. The lessons gleaned from our experiences are outlined below, offering invaluable guidance for future projects of similar nature.

Embracing Indigenous Solutions:

The first lesson underscores the importance of prioritizing indigenous solutions as the primary approach. Particularly in addressing sustainability challenges posed by single-use disposable items, indigenous solutions not only prove convenient and cost-effective but also resonate deeply within the community. By leveraging local resources and expertise, indigenous solutions contribute to community prosperity and foster employment opportunities, thereby reinforcing their sustainability and impact.

Innovative Awareness Strategies:

The second lesson emphasizes the significance of integrating innovative and practical events alongside traditional awareness-building methods. In our case, incorporating community competitions and hosting zero-waste food festivals proved immensely successful in engaging the campus community. These initiatives not only garnered appreciation from students and faculty but also provided tangible demonstrations of achievable zero-waste practices in food consumption, thereby fostering a deeper understanding and commitment to sustainability.

Collaborative Teamwork and Stakeholder Engagement:

The third lesson underscores the imperative of collaborative teamwork and continuous stakeholder engagement. Regular discussions with all stakeholders, including students, cafe owners, and faculty members, were instrumental in fostering a sense of ownership and unity within the campus community. By incorporating diverse perspectives and insights, we were able to adopt a holistic approach, addressing potential loopholes and ensuring widespread

acceptance of proposed solutions. This collaborative approach not only enriched the project but also strengthened community engagement and participation, ultimately contributing to its success.

These lessons serve as invaluable guiding principles for future endeavors, ensuring the sustainability and effectiveness of projects aimed at promoting environmental stewardship and sustainable practices within communities.

6.4 Challenges

Introducing innovative concepts within a community invariably encounters numerous challenges, particularly when adopting a stakeholder engagement approach, as evident in our project. Amidst our endeavors, we confronted multifaceted challenges demanding effective risk mitigation strategies, particularly during the month of January.

Academic Exams Interruption:

The ongoing campus exams posed a significant threat to project timelines and student involvement. To address this, all project activities were rescheduled to align with the exam schedule. Despite these obstacles, we maintained student engagement, ensuring minimal disruption to project momentum.

Extreme Weather Conditions:

January's harsh cold weather resulted in unusually prolonged vacations and hindered student participation in the green campus initiative. To combat this, we adapted by organizing indoor workshops with adequate heating arrangements and rescheduling outdoor activities based on weather forecasts. Additionally, we initiated online competitions to sustain student engagement during the inclement weather period.

Financial Constraints:

Technical issues led to financial constraints, leaving us with a tight budget and no initial funding. Despite this setback, all planned activities were executed seamlessly. Proactively securing financial backup from alternative sources enabled us to sustain project operations without major setbacks, underscoring our adaptive approach in overcoming financial limitations.

Zero Food Fest Participation

Securing student and café owner participation in the zero waste food fest posed another risk due to hesitancy surrounding the concept's financial implications. Mitigating this risk involved direct stakeholder engagement, including waiving stall fees and providing reusable crockery at no cost. This approach proved effective in securing participation and fostering positive feedback post-event.

Collaboration Challenges with Café de Ammu

Despite initial assurances, collaboration efforts with Café de Ammu faced resistance, primarily due to concerns over profit impact and perceived challenges in the cleaning process for reusable items. These hurdles highlight the complexities of stakeholder engagement and the necessity for tailored approaches to address diverse concerns and motivations.

Product Hunting

Identifying suitable alternatives to replace plastic disposables proved to be a time-consuming challenge. Finding products that were convenient, attractive, cost-effective, and environmentally sustainable posed significant hurdles. Extensive research and evaluation were necessary to ensure that the selected products aligned with our project goals and met environmental friendly standards.

Interruption due to Ramzan and Eid

The onset of Ramzan and Eid in March and April respectively significantly slowed down our progress. During this period, cafes and food markets remained closed, and student involvement in food consumption decreased. Consequently, there was no tangible progress, and tracking project advancements became challenging. This interruption also led to a loss of momentum, necessitating additional efforts post-Eid to regain the progress achieved before Ramzan.

SECTION 7: FINDINGS & PROMISING PRACTICES

7.1 Key findings:

Green Nudge Impact on Behavioral Change:

The Green Nudge Reusable Revolution Project showcased the potential of employing nudges to drive behavior change towards embracing reusable alternatives. By implementing strategic interventions and engaging in targeted awareness campaigns, the project catalyzed a behavioral change among students, faculty, and staff. Notably, individuals demonstrated increased awareness of sustainability issues and exhibited a greater inclination towards adopting eco-friendly practices, contributing to a more environmentally conscious campus community.

Reduction in Single-Use Waste:

Implementation of reusable alternatives led to a significant reduction in the generation of single-use waste on campus. By replacing disposable items with reusable alternatives such as water bottles, utensils, and bags, the project contributed to minimizing harmful environmental footprint associated with waste disposal.

Campus Engagement and Participation

The project fostered widespread engagement and participation across the campus community. Students, faculty, and staff actively embraced the concept of sustainability and demonstrated a willingness to adopt eco-friendly practices, contributing to a culture of environmental stewardship.

Financial Viability

Despite initial concerns about financial constraints, the project showcased its financial viability through cost-effective solutions and innovative approaches. By leveraging resources efficiently and indigenous solutions, the project was able to sustain operations and achieve its objectives within budgetary constraints.

Scalability and Replicability:

The success of the Green Nudge Reusable Revolution Project demonstrates its potential for scalability and replicability in other academic institutions and community settings. The project's framework and strategies can be adapted and implemented in diverse contexts to promote sustainable practices and mitigate the environmental impact of single-use waste.

7.2 Promising practices:

Behavioral Insights Integration:

The project effectively integrated behavioral insights into its design and implementation strategies. By understanding the psychological factors influencing decision-making, such as social norms, availability and convenience, the project tailored interventions to encourage the adoption of reusable alternatives effectively.

Choice Architecture Design:

The project utilized choice architecture principles to redesign the physical environment and influence decision-making towards sustainable choices. Installing signage and boards around cafes and strategically placing reusable utensils in campus cafes exemplifies the application of choice architecture to promote sustainable behaviors.

Participatory Approach:

The project embraced a participatory approach by actively engaging stakeholders throughout the planning, implementation, and evaluation phases. By involving students, faculty, staff, and administration in decision-making processes, the project fostered a sense of ownership and commitment to sustainability initiatives, enhancing their effectiveness and long-term sustainability.

Multi-Channel Communication:

Employing a multi-channel communication strategy, the project effectively disseminated information and raised awareness about sustainable practices. Utilizing various platforms such as social media, campus community pages, whatsapp community, and interactive workshops, the project reached diverse audiences and reinforced key messages to drive behavior change.

Incentive Mechanisms:

The project implemented incentive mechanisms to incentivize sustainable behaviors and promote active participation. Offering rewards such as discounts to cafe owners for using reusable items or organizing competitions with prizes for eco-friendly initiatives ensured that individuals had increased willingness to adopt and maintain sustainable practices.

Capacity Building and Training:

Recognizing the importance of education and skill development, the project conducted capacity building workshops and training sessions to equip stakeholders, awareness teams and students with the knowledge and tools necessary to embrace sustainable behaviors. Empowering individuals with the information and skills to make informed choices contributed to the project's success in fostering behavior change.

Continuous Monitoring and Evaluation:

The project established continuous monitoring and evaluation mechanisms to track progress, assess impact, and identify areas for improvement continually. By collecting data on key performance indicators and feedback from stakeholders, the project continuously refined its strategies and interventions to maximize effectiveness and sustainability.

SECTION 8: RECOMMENDATIONS

8.1 Advancing Research and Innovation for Sustainable On ground Solutions on Campus

To address the pressing need for sustainable takeaway options within the campus environment, concerted efforts are essential in research, product design, and innovation. Current choices predominantly rely on plastic, posing environmental challenges. While alternative options were explored during the project, they proved costly and inconvenient for daily use. Nevertheless, ongoing research into mud crockery as a viable takeaway solution shows promise, despite concerns regarding fragility and weight.

Looking ahead, we advocate for future research endeavors, investment opportunities, and collaborative consideration to tap into indigenous markets. By doing so, we can harness local resources and knowledge to develop sustainable takeaway solutions that eliminate plastic and single-use disposable packaging. This call to action seeks to propel advancements in creating accessible, eco-friendly alternatives that meet the practical needs of campus life while promoting environmental stewardship.

Government institutions, policymakers, organizations, and the development sector should prioritize the establishment of sustainable education institutions that foster environmental consciousness and promote conscious resource consumption. By integrating sustainability principles into educational curricula and campus practices, institutions can cultivate a culture of environmental stewardship among students and staff. Emphasizing sustainable practices such as waste reduction, energy efficiency, and resource conservation not only contributes to environmental protection but also equips individuals with the knowledge and skills needed to address pressing sustainability challenges. Investing in sustainable education initiatives is essential for building a more resilient and environmentally responsible society for future generations.

8.2 Nationwide Implementation of the Green Nudge Reusable Revolution"

Given the demonstrated success and application potential witnessed at the University of Peshawar, we strongly advocate for the replication of this program across campuses throughout the province and country. Despite the vast and sprawling nature of our university campus, we have effectively implemented this initiative, underscoring its adaptability and scalability. In contrast, smaller universities, colleges, and schools with fewer facilities to cover would find implementation even more manageable. By targeting campuses with one or two canteens or a centralized canteen system, the program can be seamlessly integrated, offering a practical solution to waste reduction. Moreover, extending this program has the potential to not only minimize waste but also foster a culture of sustainability and environmental responsibility across educational institutions nationwide.

Annexes

News Features

- <https://www.thenews.com.pk/print/1140595-uop-academics-begin-drive-to-ensure-plastic-free-campus>
- <https://epaper.dailyaaj.com.pk/main/epaper>
- <https://tnnenglish.com/varsity-of-peshawars-academics-out-to-ensure-plastic-free-campus/>
- <https://newspakistan.tv/peshawar-unis-green-campus-journey/>
- <https://www.thenews.com.pk/print/1140595-uop-academics-begin-drive-to-ensure-plastic-free-campus>
- <https://www.facebook.com/share/v/Fe7rLXKy61DsigLc/?mibextid=iCjFHx>
- <https://www.thenews.com.pk/print/1162544-uop-ti-launch-climate-fellowship-programme>
- <https://jang.com.pk/news/1325638>
- <https://www.facebook.com/61553868993855/posts/pfbid02skjeyJSwXXci3QFWek7aERL4KZdBgkAD2PoHkR43pNFC8Mk69zLgJxS8RB8o3FGFI/>
- <https://www.facebook.com/share/v/nbXPYw4EfLHS1Cz6/?mibextid=iCjFHx>
- <https://www.thenews.com.pk/print/1160893-one-person-one-tree-drive-launched-in-uop>
- <https://www.thenews.com.pk/print/1162544-uop-ti-launch-climate-fellowship-programme>
- <https://www.facebook.com/share/p/rehaUZNdgLkTXXkY/?mibextid=qi2Omg>

Awareness Activities

Green Campus Kick-Off Seminar: Embracing Reusables

Agenda:

1. Opening (9:30 am to 10:00 am)

- Registration and distribution of event materials
- Welcome address by the Project Lead.

2. VC address (10:00 am to 10:30 am)

3. Introduction to the Project (10:30am to 11:00 am)

- Vision and mission of the project
- Goals and objectives
- Project timeline and milestones
- Q&A session

4. Keynote: "Your Food doesn't have to cost the Earth" (11:00am to 11:45am)

- Overview of the Reusable Revolution Green Campus Project
- Importance of sustainability in the modern era
- Keynote speaker: (Nidal Khan) SEED KPK

5. Baseline report presentation (11:45am to 12:00 pm)

- Overview of baseline study
- Key findings

6. Resip (12:00 pm to 12:45 pm)

- Introduction to resip
- Display of reusable alternatives

7. Panel Discussion: "Green Campus: Where Sustainability take center stage"(12:45 pm to 1:30 pm) Dr Bushra Khan, Dr Muhammad Nauman, Dr Habib Jan, Director Administration UOP.

- Panelists include faculty members, environment and sustainable development experts
- Sharing success stories and challenges
- Strategies for integrating sustainability into daily campus life

8. Interactive Session (1:30 pm to 2:15 pm)

- Breakout groups to brainstorm innovative ideas

9. Closing Ceremony (2:15 pm to 2:30 pm)

- Closing remarks by the project lead

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Home Economics seminar:

Seminar: Impact of Reusables on Campus - Green Campus Reusable Revolution

Date: February 13, 2024

Venue: college of home economics

Seminar Agenda

- *Introduction (9:30-10:00)*

Welcome and Opening Address.

- *Keynote (10:00 am-11:00 am)*

Understanding Reusables and their Environmental Impact .

- *Panel Discussion (11:00 am-12:15 pm)*

Implementing Reusables on Campus, Interactive Workshop and Showcase of Reusable Products

- *Student Engagement and Community Outreach (12:15 pm-1:30 pm)*

Student Initiatives and Q&A Session

- *Overcoming Challenges and Future Outlook (1:30 pm-2:15 pm)*

Addressing Challenges and Vision for the Future

- *Closing Remarks (2:15 pm to 2:30 pm)*

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