

Social Norms and Sustainability

Workshop Organized under the Aegis of SALT

4th May 2018

Sustainability Action Learning and Teaching 'SALT', this beautiful acronym came into being with the Xavier School of Sustainability(XSoS), Xavier University Bhubaneswar (XUB)along with Wipro taking up the initiative to give meaning to a partnership that transcends into a pioneering leadership role, that is reaching out with sustainability education, which is creating empowered communities and institutions. The ingenuity of SALT initiative is resting in inculcating the unique features of *salt*, in its participants i.e. to become an agent of balance, giver of life through sustainability-action, learning and teaching, preserve the environment and be readily available to reach out to those in need.

All this has been possible by coming together of Academia (XUB) and Corporate as (WIPRO) through an MoU. The scope of this collaboration covers joint explorations in (i) pedagogic practices around sustainability education, (ii) in advocacy, capacity building and the wide dissemination of sustainability-in-education to a wide range of stakeholders in higher education and (iii) in developing capabilities of the students. The MoU has enabled Xavier School of Sustainability, to be the front runner of sustainability education with students, academicians and key stakeholders on a long term.

May 4, 2018 that embarks upon the theme of Social Norms and Sustainability is the fourth workshop under the aegis of SALT. This workshop has witnessed a representation from over 30 institutions, ranging from development sector to schools, colleges, NGOs, universities and corporates, a total of 45 participants. The sensitivity and the sensibilities of the thematic area opted for has helped in bringing all the stake holders together.

Conceptual Framework of the workshop

Scope: Social Norms can be understood as 'customary rules that govern behavior in groups and societies' which define a range of everyday social practices. The unprecedented social, economic, political and ecological crises the world is witnessing are largely behavioural in nature as they are often the result of the insatiable need and greed of human beings. Social norms provide the blueprint for governing individuals, groups and community. The UN's commitment to achieving Sustainable Development Goals (SDGs) by 2030 calls for greater degree of behavioural changes and hence the call to invoke the indissoluble nexus between social norms and sustainability. SALT (Sustainability Action, Learning and Teaching) is an alliance of teachers and practitioners engaged in spearheading and mainstreaming the power and spirit of sustainability rooted in the ideology of triple bottom line that connects people, planet and profit. Wipro has been mentoring and supporting Xavier School of Sustainability (XSoS) at XUB and the birth of SALT is the result of this partnership between XUB and Wipro. SALT encourages members, particularly the teachers, to initiate and implement sustainability related actions in their institutions; learn from them and incorporate the learning into their teaching curriculum. As we believe that education and persuasion, will ensure a certain behavior, which when enough people adopt will create a norm, bringing about a "tipping point" (Gladwell 2000, Levin et al. 1998) such that the pro-environment norms will become common, and environmentally friendly

The Family is the salt of the earth and the light of the world, it is the leaven of society.
Pope Francis



GREAT THINGS ARE DONE BY A SERIES OF SMALL THINGS BROUGHT TOGETHER -
VINCENT VAN GOGH

behaviors necessitates. At SALT members representing business and social sector organisations share their experiences as practitioners of sustainability and provide technical and practical guidance to the teaching community. XUB-WIPRO along with its partners is daring to create a SALT norm, which in time will transform to be a *Social norm* that will model individual behavior towards sustainability.

XUB has become a knowledge partner with UNICEF for mainstreaming social norms in the educational ecosystem. Considering the significance of the link between social norms and sustainability, we feel that the SALT platform can effectively be used to achieve the twin objectives of mainstreaming social norms and sustainability

Proceedings

The workshop started with the opening remark made by Dr. Prof S Peppin (Dean, XSoS) wherein he emphasized on the critical role that is played by 'SALT' in maintaining the balance of taste, that there is an urgency to play the role of SALT to maintain balance that will lead towards a better, harmonious today and tomorrow. After the brief opening remark Prof. S. Peppin asked all the participants to introduce themselves and share, in one word what sustainability means to them. They came out with ideas mentioned below in the box.



"If everyone is moving forward together, then success takes care of itself."
~ Henry Ford



Sustainability Means.....

To care, partnership, develop without destruction, last mile connectivity, harmony to/of commons, knowledge, urbanization, collaborate, nurture, empower, convergence, interconnectedness, no wastage, togetherness, social balance, coping up with changing environment, economic growth, minimal use of natural resources, long lasting, spiritual growth towards sustainable development, social networking, prism, symbiotic relationship, achievement, urbanization, championship, blend of social, commercial & technical aspects, realization leading to disruptions, one that stays, etc.

With this, the Chief Guest, Fr. E.A Augustine S.J, Registrar (XUB) shared his views on the concept and ideology of sustainability through a story " *Once upon a time in a village there was a famine and people had almost nothing to eat, at that time a monk who was passing through the village went around asking people for food, but alas every one refused except one in reciprocation the monk told this good soul that I have a magic stone with which I can make very tasty soups, if yo u give me some cabbage I can make that soup for you. The good soul gave the cabbage to the monk who by now was already boiling the water using the magic stone and started cooking the soup, in the meantime the curious onlookers who were gathered there to see the magic soup and have some of it. While cooking the monk asked for some garlic, salt, pepper and other ingredients, kept saying that this will be the tastiest soup one could ever get. Strangely enough the onlookers started supplementing the monk with all the ingredients. Finally, the soup was served, everyone in the village relished it. After getting the taste of the soup everyone wanted the magic stone. But the monk refused to give the stone and left the village after the meal and until this day the village people agree that the soup made with the magic stone*

Human behavior flows from three main sources: desire, emotion, and knowledge. Plato



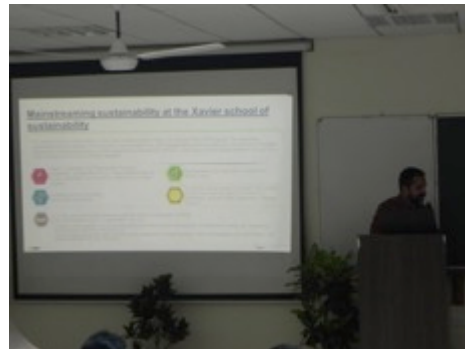
WE RISE BY LIFTING OTHERS

Robert Ingersoll

was the tastiest soup that they ever had."

Morale: -Through willingness and enabling conditions one can make the best in worst of situations.

Speaker -Mr. Abhijit Paul Zacharia, Programme Manager, WIPRO Foundation spoke on the role and initiatives undertaken by WIPRO in mainstreaming sustainability education, capacity building and developing capabilities of students, faculty and institutions in the realm of sustainability. Mr. Zacharia started with a brief introduction of himself and his educational qualification, which was very motivational looking at the fact that as history student he could become a part of a corporate and drive the sustainability agenda for WIPRO through its corporate citizenship programmes which takes forward its agenda's through the Wipro earthian that is India's largest sustainability education program for schools and colleges. It is designed to act as a catalyst for fostering excellence in sustainability thinking and action amongst youth. The competition looks at waste, mobility and water related issues and best alternatives to solve the issues. The competition witness participants from all over India. One of the other initiatives that WIPRO has undertaken is the "Continuous Engagement Programme that is carried out through a set of rich and diverse programs targeted at both faculty and students which is being achieved through institutional collaboration, symposiums, internships, experiential workshops fellowships and working groups, college sustainability internships, development of academic literature for pedagogic use in higher education, curation of multiple regional symposiums on sustainability education for top higher education institutes experiential field workshops for schools, Wipro earthian Sustainability Quiz across colleges India, setting up of multimedia sustainability learning centers in schools, nurturing the growth of select institutes as nodal hubs for sustainability education, supporting student and faculty led research and fellowships in colleges. Some of the other initiatives undertaken through the academic collaboration are creation of handbooks which focus on the first principles of sustainability, the work is being carried out CATRA(IIT(B)). Also with CEPT University -WIPRO is developing a first of its kind compilation of case studies and other pedagogic tools for urban planning, to be used as a reference for classroom learning in planning schools. Through such involvements WIPRO aims to create informed citizens and paves a way towards behavioral change, creating an inclusive programme and finally creating tangible impact through sustainability education. As a closing remark Mr. Abhijit Zacharia said social norms looks at the belief system and in our culture most of our decisions are influenced by our belief system, thus working at that core level and having a clear understanding of the same, can bring about informed change.



Awareness is like the sun
when it shines on things, they
are transformed – Thich Nhat
Hanh

Speaker-Dr.Lopamudra Tripathy (UNICEF) spoke on Promoting social norms to facilitate behavioral change. She started by speaking about her background and that she is a student of political science, who joined UNICEF so that she can work with all the stake holders' bottoms up approach, she also said that she works cross sectoral and shared some of her experiences in the case of gender and the treatment inflicted upon girl children. She mentioned that UNICEF has a life cycle approach which is a very critical factor for mapping tangible change. Quite interestingly she pointed out the difference between intervention and action. Wherein the clarification given was a major take away the term intervention means working from outside whereas the term action mean working from within. So, to



create social norms, one must work from within, as norms get created through practices. In her session Dr.Lopamudra Tripathy posed very thought-provoking questions, wherein she asked why is it that in India that is a land of great minds and thought leaders, we still have the most deplorable practices, some of the astounding facts stated are: -The rate of female children taken to sick new born units is way much lesser to that of boys. Odisha has a total of 37% malnourished children which is large number. With respect to ODF Odisha, there is only 22% of people who use toilets and the other 57% don't which almost leads to water borne diseases that is the cause of 17% of child deaths. The practices such as Kondabibha wherein parents announce that their young girls have attained puberty and now they solicit eligible bachelors and they are ready. Such evil social norm practices are one of the main reasons of high rate of violence against young girls and rapes. Despite the Supreme Court verdict on death penalty for rape in past ten days Odisha has witnessed 22 reported rape cases. In some of the interior parts of Odisha like Nagada, due to social determinants that act as an impediment, institution deliveries have been desisted. For instance, in the hospital the lady has to lie on her back and give birth, which is supposed to be an unclean practice, unholy as to that of squatting and giving birth. Even today in many parts of Odisha the dropout rate of girls posts 6th grade is about 80%. Through all these instances Dr.Lopamudra Tripathy wanted the audience to engage in a process that brings about informed citizens and increases their awareness levels which is one of the major determinants of behavior.

After this the participants were divided into teams according to a color code and were asked to identify social norms within their workspace that accelerate and impediments sustainability.

- 1) Team Green and Red presented sustainability efforts at school and university level. KIIT school has paperless campus, Silicon Institute of Technology has Swachh Bharat Abhigyan and energy conservation adopted in enjoyable and disciplined way. DAV Public School has snapchat app for awareness on Bluewhale menace in the society. Birla Global University has a non-toxic campus, organic farming, recycle car wash project and new product innovation for elimination/competing with tobacco products.
- 2) Team White and Blue looked primarily at two sustainability initiatives such as the youth empowerment programmes and the creation of knowledge repositories. OUAT specifically states that they have solar power, their campus follows the 3 R policy (recycle, reuse and reduce). One of the impediments identified by SCB medical college was that there is a need to educate the educated rather than thinking that everything is the government's responsibility. It is equally important that people/ individuals full fill their duties towards their surroundings.
- 3) Team colorful stated that at BJEM the school and college has initiated a plantation drive carried out by the students and there is self- defense, personal hygiene, NCC training and health awareness camps that are conducted. Silicon technical college has initiatives on nature and nurturing the nature, sanitation and awareness on ODF camps. KISS has an interesting practice wherein passing out students of KIIT give their books to KISS students once their term is over. Left over food is donated and used for energy. They also have rain water harvesting, eco clubs under which shoe boxes are tied on trees which are used by nesting birds as nest. Students are also encouraged to bake so that they can make pocket money for themselves. Most of the initiatives undertaken by this group aligned towards SDG's



In the session on 'Mainstreaming Social Norms and Sustainability', Dr.Lopamudra Tripathy (UNICEF) encouraged all the participants to pick up any one social norm and how it is critical towards an objective e.g. towards gender, health care etc. Study the mentality that people have towards that one

objective that we intend to work towards, identify the key impediments and then built the action plan for best possible outcomes. She suggested to take all the involved stake holders for best outcomes as this will encourage creation of enabling social /societal structure.

Closing remark by Mr. Abhijit Zacharia (WIPRO) he stated that this workshop marks a new beginning and he requested the participants to highlight the spaces within their institutions through which the agenda of sustainability education can be taken forward. He also suggested that XSoS acts as a knowledge hub of Eastern India region and act as a facilitator for the participating institutes to promote the knowledge and thinking of sustainability.

Feedback given by the participants

Q 1. Identify 3 components that you learnt or discovered after the Social norms and Sustainability workshop.

1. Social norms are reflected by what individuals believe their peers do and think. 2.Social norms can be emphasized to encourage behavioral change. 3.Changing social norms at community level is key to achieving sustainable development

1. Irrespective of different streams we all think in uni-direction about SUSTAINABILITY. 2. XSoS, Wipro Foundation and UNICEF have created the path to join with them and to start the journey for SUSTAINABILITY. 3. Many people are working in their circle for SUSTAINABILITY and in the workshop, we came to know each others' effort, commitment and dedication. These are the motivating factors to achieve the goal.

- SALT is all about a solid like-minded group, building a platform to work with cohesiveness for a healthy and happy living condition - Harmony with commons with a changing social norm justifiably accepted by one and all Creating a social balance with human chain

1.UNICEF Projects in ground level, 2. WIPRO facilitates for both students and Faculties, 3. XSoS, XUB's guidance help to create awareness among the future generation starting from school level to know how to live in a better way in this planet Earth. The spirit of belongingness and sustainable behaviour can help in this regard to value our custom, practice, livelihood etc in future in a positive and progressive approach.

I completely agree with Dr. Lopamudra T. that Sustainability is about to STAY. Also, Mr. Zachcharia rightly added the holistic science on sustainable efforts from industry towards society. Dr. Peppin and his XSoS team especially Dr. Vikrant delivered factual contents on sustainability practice.

1-Interconnected/Social cohesions 2-Equity 3-Quality of life

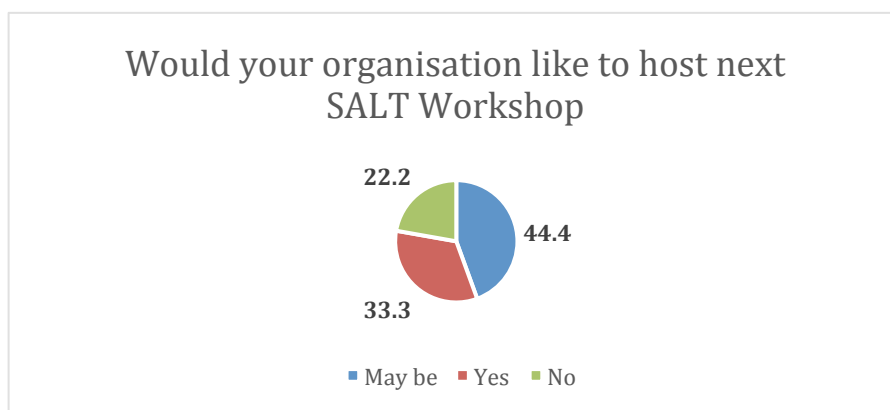
1.Make literate oneself and others how to act sustainably. 2.Communicate internally and externally. 3.Treat sustainability projects with the same business case requirements as other projects.

1.To correlate the social norms with present situation. 2.To implement continuous engagement programme in academics. 3.Plan out to handle behavioral issues.

1. Social norm in most cases determine our behavior, but it may not be always so, as personal attitude, habits and convenience many a times influence our behavior, either positively or negatively influencing SUSTAINABILITY. 2. Social norm that influence our behavior, are both INFLUENTIAL and MALLEABLE. 3. Social norms can SHIFT overtime, to imbibe sustainable practices.

Power of collaboration, Behavioral changes and action & intervention for sustainability

Q 2. Would your organization like to host the next SALT workshop?



Q 3. What are the initiatives undertaken in your institutes that reflect both social norms action and sustainability?

1. Use of PV based rooftop solar energy 2. Waste management of the campus by participatory approach for waste to energy & manure 3. Awareness of 6 waste rules 4. Energy auditing

1. In our institution we practice the action of power-saving, maintaining clean and green campus. We have undergoing projects of solar panel in our roof top, rain water harvesting, reusing the used water. 2. We practice academic sustainability and gender equality on campus in terms of rights, duties and availing the facilities irrespective of gender. 3. WE RESPECT AND ACCEPT each individual's individuality with all his/her strengths and weaknesses.

- Inculcating a sense of responsive citizenship among students with positive social norms among schools and colleges in organizing thematic competitions, debates, essay writing and painting on sustainable living. - Natural Resource Management with green technology park through demonstration - Working on Model Village Concept wiping out ill social norms and customs among SC Community in Mayurbhanj District through Science and Technology Intervention - Clean stove technology introduction at village level to check drudgery and carbon dioxide at village level

Good Health and Well being, Quality Education, Clean Water & Sanitation, Partnership for the Goals, Climate Action, Reduce Inequalities.

Non-Toxic campus Organic farming of bitter-gourd, spinach, potato, tomato, maize, broccoli etc. Recycled water for vehicle wash Substitute product for Tobacco

Efforts to Empower Women, Initiatives to Promote Sustainable Economic Growth Mutually Reinforcing

1.Youth connect program was being conducted to create awareness among the students under BMC. 2.Trident is a member of Unnat Bharat Abhiyaan that creates awareness to village people about cleanliness

We have arranged a special assembly to create awareness for Blue Whale game. Use of smart phones is banned for students which we informed to the parents through snap app.

1. We orient out FRESHERS in some essential campus sustainable lifestyle and practices, that they are supposed to follow. 2. Ours is a SMOKE-FREE campus, and it is enforced by one and all, including student volunteers. 3. On a weekly rotation basis, we teachers ensure twice a day that all electrical and electronics gadgets are switched-off when not in use. 4. We have a Sustainability related NEWS BOARD, where we put a related message, every week.

Capacity building of communities on various issues covering disaster risk reduction, climate change, quality education, malnutrition, child protection, capacity building of teachers on climate change, school safety, quality education etc, capacity building of parents and care givers on several issues like child health, education, etc, CVA- Citizen Voice and Action and capacity building of School Management committees for strengthening the schools etc...

Q 4. How would you like XUB - XSOS to assist your organization in mainstreaming sustainability education and SDG's

XUB and OUAT can arrange workshop for awareness jointly for sustainable development

We have to discuss before asking for any assistance from XUB-XSOS.

XUB- XSOS can be knowledge partner and network member for campaigns and awareness building on various themes These can be Capacity Building Partner for Social Change - A Platform for exchanging new ideas and innovations - Action research jointly on different sectors including education, health, nutrition, sanitation and social behavior change

Through Collaborative action plans and survey work as well as handling case studies by the help of our students and XUB -XSOS students with the able guidance of faculties of both the Institution.

We can have curriculum on sustainability education for our BBA/MBA students. And work on village/semi-urban water/pollution management in Gothapatana, Kateni and Paikhirapur areas near our institutional zone.

In learning.

Modelling the projects to cover maximum villages to get benefit out of Cleanliness and sanitation.

We might organize a one day SENSITIZATION WORKSHOP on CAMPUS SUSTAINABILITY PRACTICES for all stakeholders in the institution, sometime towards last quarter of 2018. We would request XSOS to assist in planning organizing this workshop.

Joint Collaborative efforts

Q 5. Any Suggestions?

No

My belief is that to bring any change in the mass or in society, we have to tap the individual mindset. As in our country we are always provoked to be like someone else who is the better version than us. With this inferiority we are not ready for any change and we are not accountable for our deeds. Therefore, to feel our worth we have to be like ourselves and we should be answerable for our thinking and behavior. Then we are empowered to alter the conservative norms hindering the path of sustainability with progressive norms.

We can involve multi-sectoral like-minded people for meeting the Global call on SDGs

The Workshop and discussion with Action Plan should continue to fulfill the SDG goals collectively.

Lovely experience year after year! Hope to mainstream capacity building together.

It was a great workshop ever. The workshop should be for 2 or 3 days to discuss more & more

XUB can act as a mentor to Youth of the society to inculcate social norms in each individual through different initiatives like banning of Polythene bags in Malls, etc

It should be more activity oriented.

1. Discussion and deliberations in SUSTAINABILITY related workshops be documented and shared among members of SALT and other institutions, either as a QUARTERLY news letter or as WORKSHOP PROCEEDING, be it in hard or soft copy. 2. We may consider having a Facebook group for SALT members to share best practices, ideas and views related to sustainability.

Having clear Way for warda joint effort along with individual efforts are very much important



~~~~~Thank You! ~~~~~