

## **Lifestyle for Environment (LiFE) – Building a Community of Pro-Planet People**

Virtual via Zoom and in Room W

20 October 2022 11:30 – 13:00 CET

This event is being organized in the context of "Trade and Environment Week 2022".

### **Abstract:**

LiFE envisions replacing the prevalent 'use-and-dispose' economy—governed by mindless and destructive consumption—with a circular economy, which would be defined by mindful and deliberate utilization. The Mission intends to nudge individuals to undertake simple acts in their daily lives that can contribute significantly to climate change when embraced across the world.

LiFE plans to leverage the strength of social networks to influence social norms surrounding climate. The Mission plans to create and nurture a global network of individuals, namely 'Pro-Planet People' (P3), who will have a shared commitment to adopt and promote environmentally friendly lifestyles. Through the P3 community, the Mission seeks to create an ecosystem that will reinforce and enable environmentally friendly behaviours to be self-sustainable.

### **Panel:**

#### **Speakers**

Yugal Joshi, NITI Aayog, Government of India

Amitabh Kumar, Ministry of Commerce and Industry, India

Moderation: Aashish Chandorkar

**This event is organized by:** India

The event will be held on Zoom and in room W at the WTO premises.