



सत्यमेव जयते

Embassy of India

The Hague

Press Release

Seminar on ‘Mission LiFE: G20 and the Lifestyle for Environment’



Embassy of India in the Hague in collaboration with the Think Tank Circle Economy from the Netherlands organized a Seminar on ‘Mission LiFE: G20 and the Lifestyle for Environment’ at the KIT Royal Tropical Institute, Amsterdam on July 03, 2023. The aim of the event was to introduce Mission LiFE (Lifestyle for Environment) to the Netherlands in the context of India’s G20 Presidency.

The keynote address was delivered by Her Excellency Mrs Reenat Sandhu, Ambassador of India to the Netherlands. In her opening remarks, Ambassador Reenat Sandhu, introduced Mission LiFE and spoke about the concept of circularity integrated in Indian traditional systems as well as emphasis on reduce, reuse and recycle. Building on the strong cooperation between India and Netherlands in the field of Technology and Innovation, she highlighted the areas where the 2 countries could partner to integrate Mission LiFE in sustainability related projects.

Other notable speakers included Ms Stientje Van Veldhoven, Vice President of the World Resources Institute who spoke about the contribution of World Resources Institute in creation of the right enabling environment for sustainable lifestyles. Prof. Joyeeta Gupta from University of Amsterdam and the Spinoza Prize Awardee for 2023, spoke about climate justice and sustainability. The Dutch organization BYCS working in the area of sustainable mobility with the focus on promoting cycling in India, was represented by the co-founder Ms Maud de Vries. The Dutch company NL Works with an impressive waste to wealth program in India was represented by Mr Frank Eyssen. The partner for the event, Circle Economy was represented by Ms Hilde van Duijn who summarized the event and spoke about the need for better research in circularity practices followed in the global south.

Around 75 participants including experts, academia, business representatives, researchers and students attended this in-person event which sought to introduce Mission LiFE to the Netherlands.

‘If we want to solve big problems of the world – climate change, bio-diversity loss, and inequality – it’s important that we look at people, climate and nature through an integrated lens. If we want to find solutions, it is very clear that lifestyle and consumption patterns are a huge part of the equation.

-Ms Stientje van Veldhoven, Vice President, World Resources Institute’

‘Mission LiFE is about awareness of how much we consume, how much we waste, how we produce & invest, basically more conscious purchase patterns – be it clothes, energy or food. India has diverse food culture and it is perhaps easier to have a mass movement around vegetarianism.

-Prof. Joyeeta Gupta, University of Amsterdam & Spinoza Awardee 2023’

“At the core of Mission Life lies the recognition that climate change cannot be fought by governments or policy makers alone. It has to become a mass movement. Mission Life is about making people conscious that simple acts in their daily lives are powerful, and can have a very positive impact”

-Amb Reenat Sandhu

[Background: Mission LiFE (Lifestyle for Environment) is a global mass-movement led by India to nudge individual and community behavioural change in order to reduce emissions, protect the environment and conserve resources. Mission LiFE was announced by Prime Minister of India, Shri Narendra Modi at COP26 in Glasgow in November 2021 and formally launched in October 2022 in the presence of UN Secretary General Antonio Guterres. LiFE draws on India’s experience of mounting successful large-scale behavioural change

campaigns to address waste, sanitation and clean cooking challenges. Mission LiFE is one of India's priorities during the G20 presidency.

The stated objective of Mission LiFE is to mobilise at least one billion Indians and other global citizens to take individual and collective action to protect and conserve the environment in the period 2022-28. India is promoting LiFE through its engagement in multilateral fora, including it in the country's Nationally Determined Contribution at COP27 and making LiFE an overarching theme of its G20 Presidency.]

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