

Lifestyle for the Environment – LiFE Movement

June 7, 2022

In news– The Prime Minister of India has launched the ‘Lifestyle for the Environment (LiFE) Movement’ recently.

What is LiFE Movement?

- The **idea of LiFE was introduced by the Prime Minister during the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow** in 2021.
- The idea **promotes an environmentally conscious lifestyle** that focuses on ‘mindful and deliberate utilisation’ instead of ‘mindless and wasteful consumption’.
- **The LiFE Movement aims to utilise the power of collective action** and nudge individuals across the world to undertake simple climate-friendly actions in their daily lives.
- It also **seeks 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.
- The Mission **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 utilisation.
- Mission LiFE borrows from the past, operates in the present and focuses on the future.

Note- The launch also initiated the **‘LiFE Global Call for**

Ideas and Papers', inviting individuals, universities, think tanks, non-profits and others worldwide to submit measurable and scalable behavior change solutions that can drive climate-friendly behaviors among individuals, communities and organisations.