



Rotary



ESRAG

ENVIRONMENTAL
SUSTAINABILITY
ROTARY ACTION GROUP

SIMPLE 
SUSTAINABLE 
IMPACTFUL 
ENVIRONMENTAL 
PROJECTS FOR CLUBS

ABOUT US :

ESRAG, the Environmental Sustainability Rotary Action Group, is a global initiative that empowers members of the Rotary Family to take meaningful actions to sustain our environment and combat the urgent global crisis of climate change.

As Rotary International's 7th Focus Area, ESRAG serves as a central hub for members and communities to access essential resources and information about sustainable practices. By leveraging the collective power of Rotary's vast network, ESRAG strives to create a lasting impact on our planet and future generations.

At ESRAG, we understand that environmental sustainability is not just a moral imperative, but a crucial aspect of humanitarian work. By prioritizing sustainable practices, we can build resilient communities that are better equipped to handle the challenges of a rapidly changing climate.

Through innovative projects, partnerships, and advocacy efforts, ESRAG is committed to driving progress towards a more sustainable and equitable world. Join us in this critical mission and make a positive difference for our planet and all who call it home.

PROJECT THEMES :



Biodiversity

- » Pollinator Gardens
- » Mangroves/Wetlands
- » Restoration Projects
- » Interpretive Centers
- » Urban Dense Forestations



Circular Economy

- » Composting
- » e-Waste/Lithium battery recycling and repurposing
- » Repurposing plastics and upcycling



Climate Change

- » Flight carbon calculator to offset
- » Restoring our forests
- » Smoke free chullahs
- » Club Carbon Calculators



Food Systems

- » Regenerative agriculture
 - » Agroforestry
 - » Reduce food waste
- » Organic Terrace Gardens
- » Aquaponics/Hydroponics
 - » Permaculture



Pollution

- » EV Charging station adoption/ battery swapping station
 - » Plastic cleanups
 - » Cleanup of waterways
 - » Agrivoltaics
 - » Reducing noise pollution
- » Awareness on air & soil pollution



Sustainable Living

- » Plant rich diets
- » Energy & Water Audits
 - » Waste segregation
- » Refuse, Reduce, Repair, Repurpose, Recycle

Impact

Increase our impact by reducing greenhouse gas emissions

Expand

Expand our Reach through partnership

Engage

Engagement through carbon emission reductions and nature-based solutions

Adapt

Adapt by aligning our investments

ESRAG's Climate Roadmap Goals

VISION AND MISSION OF ENVIRONMENTAL PROGRAM

VISION

Rotary Clubs carry out Simple, Impactful and Measurable Projects addressing Climate Change, that reinforce Rotary's commitment to Supporting the Environment.



MISSION A

Ease of doing Climate Friendly Environmental Projects . Multiple projects on a single theme amplifies impact.



MISSION B

Dedicated Environmental Chair in a Club who undertakes Execution and Reporting



MISSION C

Citations that are easily achievable by Clubs thereby promoting active membership and inviting local partnerships



SUPPORTING THE ENVIRONMENT

Clubs are doing
Sustainable | Impactful | Measurable | Projects



1. 30 by 30

The COP 15 for biodiversity has tasked countries to protect 30% of its biodiversity



2. Climate Crisis

The world is heading to global warming of 1.5 °C above pre-industrial levels before 2050



3. How can Rotary clubs help?

As People of Action we can do multiple impactful projects and bring about sustainable change.



4. Engagement and Membership

Scalable projects brings in new partners and engages the youth. This also helps increase membership



5. Consistent Monitoring

Impact Reporting across uniform parameters helps in accessing funding and garner Climate carbon credits for communities

HOW DO ROTARY CLUBS DO THIS?



What To Do?

Each club chooses atleast one of the impactful projects listed.



Resources

ESRAG provides the Action Guides as well as training opportunities to make club projects successful



Choose Option

Clubs can scale projects and form partnerships to provide greater impact



Action Needed

Project selection, Project Execution, Project Reporting

Rotary



ESRAG

ENVIRONMENTAL
SUSTAINABILITY
ROTARY ACTION GROUP

Rotary

Methuën MD 1255

Rotary

Centerville MD 22011

Rotary

ESRAG



i ROTREE

Project. Impact. Report.
www.irotree.org

PROJECT IMPACT
REPORTING

[WWW.ESRAG.ORG/
IOTREE](http://WWW.ESRAG.ORG/IOTREE)

IOTREE

IOTREE - PROJECT IMPACT REPORTING

- Whenever a project is implemented, user can take pictures and upload to app with location marking.
- Data enrichment (e.g. tree species name) will be done by a Rotaractor team.
- Periodic reminders to check on project impact
- Reports and Analytics on the backend.
- Tech Stack: ReactNative, ReactiS, NodeJS, MySql

Projects that can be entered

- Tree Planting
- Air Pollution
- Mangroves,
- Freshwater Pollution
- Pollinators
- Marine Pollution,
- Coral Reefs,
- Soil Pollution
- Grasslands
- Plastic Pollution
- Pollinators,
- Invasive Species Removal



Scan or visit
www.esrag.org/irotree
for more details.

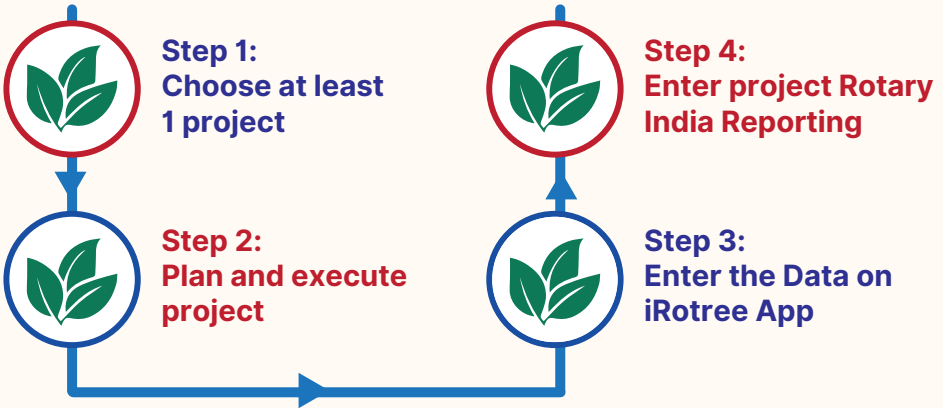
CITATION

ESRAG will recognize the efforts of clubs and organizations taking action towards the environment. **To acknowledge their hard work, ESRAG has introduced a citation system - Bronze, Silver, or Gold citations based on their performance.** To receive a citation, clubs must meet certain criteria based on their chosen citation level. Clubs can track their progress and submit their activities to ESRAG for evaluation.

Receiving a citation from ESRAG is a great way for clubs to showcase their dedication and hard work towards environmental causes. It helps to promote the importance of environmental actions and inspires others to take action towards a sustainable future.

STEPS TO GET CITATION

RESPONSIBILITY OF CLUB'S ENVIRONMENTAL CHAIR



BRONZE CITATION LEVEL

MINIMUM ONE PROJECT HAS TO BE DONE BY A CLUB

CREATE
A POLLINATORS/
BUTTERFLY PARK



ADOPT A
RIVER/WATERBODY
AWARENESS DRIVE



ORGANIZE
AN E-WASTE DRIVE



RUN
A GREEN EVENT



ADOPT A RIVER/WATERBODY

AWARENESS DRIVE

Background:

Less than 3% of the water resources on earth is freshwater and less than 1% is readily available. How do we use this sustainably?

Purpose Statement:

Create awareness on the importance of freshwater bodies- Lakes, Wetlands, Ponds, Springs, Streams, Rivers

Targets & Objectives:

1. To Adopt freshwater body (Ponds, lakes, springs, wetlands, streams, rivers)
2. To find the CORRECT SITE for your club OR multiple clubs
3. To create an awareness campaign around the waterbody with the local community using social media/print media/ television/radio/seminar etc.
4. To involve the people around the waterbody
5. To conduct a community needs assessment using a awareness meeting with resource
6. To enter your project in iRotree and Rotary India (see iRotree page for details)

Key Performance Indicators:

METRICS MONITOR

1. Type of Awareness Campaign (Social media/ Meeting/Print Media/TV/
2. Cost

GOAL

1. Number of People reached through media
2. Getting local businesses to sponsor the drive so there is greater engagement and ownership

Personnel:

STAKEHOLDERS

- Rotarians/Rotaractors/RCC/Interactors/Inner Wheel
- Community Leaders/Members of community
- Local Administration
- Local businesses

ASSIGNED TEAM

- Environment Chairman- Site selection, Program coordinator
- Public Image - Access to media
- Community Servicer Chairman
- Youth Service Chairman
- RCC Chairman/ Create new RCC in community

Resources:

MATERIALS	SOURCE	BUDGET
Banners, Awareness Messages	Cloth Printed Banners. Messages/ Awareness slogans can be also a competition for Rotaractors	₹5000+
Snacks and Tea for Participants	Local Businesses	+
	TOTAL	₹5000+

Project outcome:

Publicity - Add in iRotree and Rotary India

- Number of Participants
- Type of Awareness Campaign
- Resolutions/ Pledges Taken

Community Involvement for Further Action:

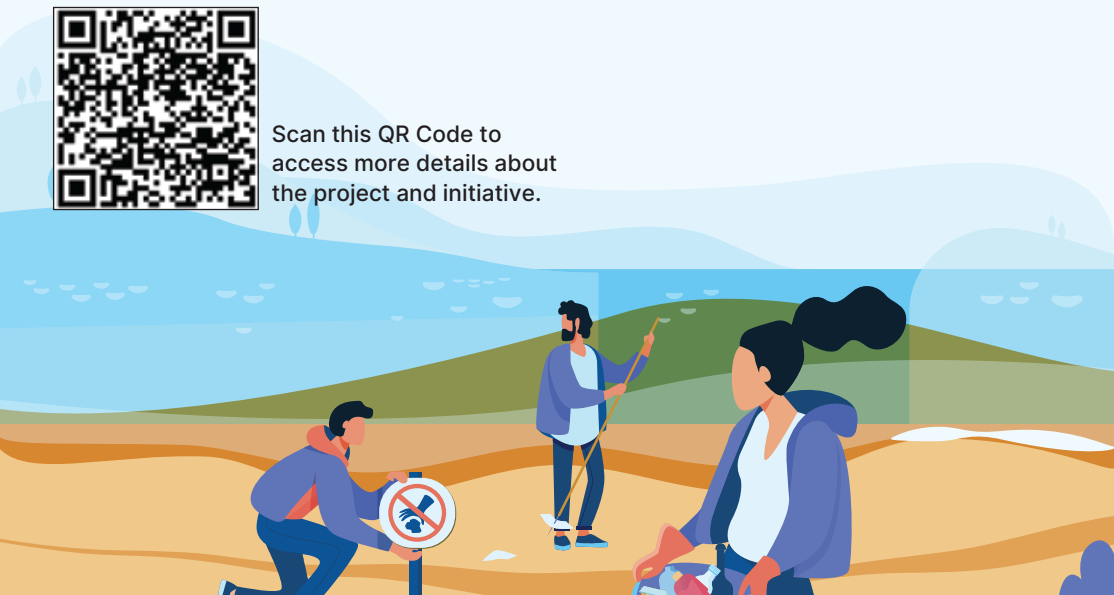
RCC Formation / Clean Ups / Bund Restoration / Tree Planting / Rejuvenation / Floating Islands

- Sign on to restorerivers.org
- Fill in your project details
- Use the Clean Up+ strategies
- Involve Local businesses for sponsorship of cleanup kits (gloves, picker, bags)
- Get a trash pickup done at site by municipality
- Engaging local community can lead to formation of RCC
- For more details on the next step, contact esraggsa@gmail.com
- Your project now moves to the next level of citation

Data entry is must on iRotree App.



Scan this QR Code to access more details about the project and initiative.



E-WASTE DRIVE

MORE PUBLICIZING, MORE COLLECTING, MORE IMPACT

Background:

We've embraced technology and gadgets in all their glory. The result ? An ever-increasing heap of e-waste, we find hard to manage. About 95 percent of electronic waste in India is treated and processed in urban slums, where untrained workers carry out practices unsafe for human and environmental health.

Purpose Statement:

Create awareness on what is e-waste, how to dispose e-waste through certified recycler. Awareness in communities, schools, colleges, and workplaces.

Targets & Objectives:

1. **To create** Public awareness campaign on what is e-waste and why it is important for proper disposal
2. **To inspire** local community partners for collection
3. **To educate** a common awareness campaign, giving publicity to local businesses that join collection drive
4. **To educate** people on the Rs- Refuse, Reduce, Repair, Repurpose, Recycle, Rethink

Key Performance Indicators:

METRICS TO MONITOR	GOAL
Enthuse local businesses, schools, colleges to participate	No. of Partners
Type of Awareness Campaign (Social media/ Meeting/Print Media/TV)	Minimum Number of People reached through 10,000
Authorised Recycler receipt	This gives the club/clubs the exact segregation of the e-waste collected and the amount that can be safely recycled
COST	₹10,000+

Personnel:

STAKEHOLDERS

- Rotarians/Rotaractors/RCC/Interactors/Inner Wheel
- Members of community/schools/colleges
- Local businesses

ASSIGNED TEAM

- Environment Chairman- Site selection, Program coordinator
- Public Image - Access to media
- Community Service Chairman
- Youth Service Chairman

Resources:

MATERIALS	SOURCE	BUDGET
Selection of Vendor	http://www.cpcbenvnis.nic.in/related_links.html	0
Awareness banners/radio spot advertisement/		₹10000+
Collection centers with chairs, shade and collecting boxes		
Vehicle to collect from all collection centers and deliver at recycling center	Rental	₹1000+
TOTAL		₹11000+

Project outcome:

Publicity - Add in iRotree and Rotary India

- Number of Participants
- Number of kilos collected
- No. of Computers refurbished
- Type of Awareness Campaign
- Resolutions/ Pledges Taken

Community Involvement for Further Action:

- Template for e Waste collection to local businesses
- Resident Associations invited to see the effect of collection
- Network and increase reach
- For more details, contact esragsa@gmail.com

Data entry is must on iRotree App.



POLLINATOR PARK

MORE NUMBERS, GREATER IMPACT

Background:

Nearly 35% of all crops we eat require pollination. 75% of all flowering plants require pollinators to form fruit. Pesticides, urbanisation have caused pollinator populations to come down drastically. By creating small parks close by or even pollinator friendly balcony or terrace gardens we can increase pollinator diversity.

Purpose Statement:

Create pollinator/ butterfly gardens to increase awareness on the importance of bees, flies, butterflies, moths and beetles in the act of pollination- Schools, home gardens, terrace gardens, public parks

Targets & Objectives:

1. **To create** a pollinator park /butterfly park
2. **To create** multiple such parks or in terraces and balconies to increase impact
3. **To observe** the number of pollinators visiting garden
4. **To educate** importance of pollinators
5. **To publicise** the importance of pollinators through media

Key Performance Indicators:

METRICS TO MONITOR	GOAL
No. Of Species of Plants and their individual numbers	Host and larval plants for butterflies. Bees and Flies usually also visit but prefer smaller flowers in dense arrangements.
Type of Awareness Campaign (Social media/ Meeting/Print Media/TV)	Number of People reached through media
Sponsorship	Getting local businesses to sponsor the gardens, or educational institutions using Rotaractor/Interactors/nature clubs; Rotarians on their terrace gardens or gardens; road medians; roundabouts
Total Number of Pollinator Gardens	Number
Bee Hotels	Number
COST	₹5000+

Personnel:




STAKEHOLDERS

- Rotarians/Rotaractors/RCC/Interactors/Inner Wheel
- Members of community/schools/colleges
- Local Administration
- Local businesses

ASSIGNED TEAM

- Environment Chairman- Site selection, Program coordinator
- Public Image - Access to media
- Community Servicer Chairman
- Youth Service Chairman

Resources:

MATERIALS	SOURCE	BUDGET
Plants from Nursery. Clubs can also create nurseries to sell to make more gardens		₹5000+
Pollinator Resolution and Pledge		0
Adding Bee Hotels, or Mini Library, Boards with information of Plants and Pollinators	Bee Hotels can be bought from ordering on from below QR code. Boards can be made out of Tin Sheets. Information of the Pollinator species can be found in QR Code 	Bee Hotel (basic) = ₹3000 Bee Hotel (solar + Camera + Wi-Fi) = ₹170000
TOTAL		₹5000+

Project outcome:

Publicity - Add in iRotree and Rotary India

- Number of Participants
- Type of Awareness Campaign
- Resolutions/ Pledges Taken

Community Involvement for Further Action:

Pollinator Talks/Butterfly Watch/ Photo Trails

- Offer walks for school children with a guided talk
- Have guidebooks at hand so people can see more about the insects or use inaturalist or Google Lens on phone
- Try getting community members to start similar garden on their terraces or balconies.
- Get more bee hotels places near greenery and in partial shade.
- For more details, contact esragasa@gmail.com

Data entry is must on iRotree App.

GREEN EVENTS

REFUSE, REDUCE, RETHINK, REUSE, REPAIR, REPURPOSE, RECYCLE

Background:

Club or District functions tend to have lot of Flex banners, food wastage, water bottles and people coming in cars alone. How do we make our events climate friendly?

Purpose Statement:

Create awareness on how to make your club and district events Climate Friendly. Awareness in clubs, service projects, fellowship, district conferences

Objectives:

1. **Create** an awareness campaign on single use items, food waste and why it is important for reducing carbon footprint
2. **To create** a template to make club/district events green
3. **To take** a carbon foot print challenge

Key Performance Indicators:

METRICS TO MONITOR	GOAL
No. of Single use plastic, Flex banner, Food waste audit, vehicles coming in for meeting	To remove and reduce these items in 6 months
Carbon Footprint Calculator	All members of the club take the carbon footprint challenge
Type of Awareness Campaign (Social media/ Meeting/Print Media/TV/	Number of People reached through media
COST	₹5000+

Personnel:




STAKEHOLDERS

- Rotarians/Rotaractors/RCC/Interactors/Inner Wheel

STAKEHOLDERS

- Environment Chairman-Setting Awareness to club and implementing action plan
- Public Image-Access to media
- Community Service Chairman
- Youth Service Chairman

Resources:

MATERIALS	SOURCE	BUDGET
Green friendly ideas		0
Carbon Footprint Calculator		0
See Every club climate friendly		

For any queries/help, write to us at: esragga@gmail.com

Project outcome:

Publicity - Add in iRotree and Rotary India

- Number of Participants
- Carbon Footprint Score
- Type of Awareness Campaign
- Resolutions/ Pledges Taken

Data entry is must on iRotree App.

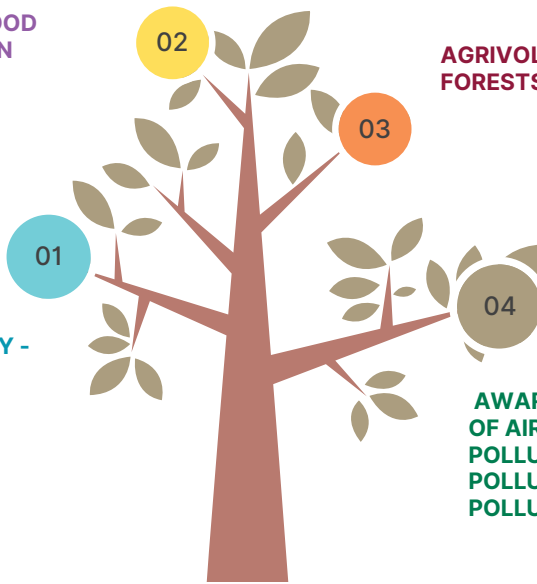
SILVER CITATION LEVEL Multiclub/District PROJECTS



**SOLID WASTE
MANAGEMENT/ FOOD
WASTE REDUCTION**

**AGRIVOLTAICS/ FOOD
FORESTS/PERMACULTURE**

**ADOPT A
RIVER/WATERBODY -
ACTIVITY BASED
PROJECTS**



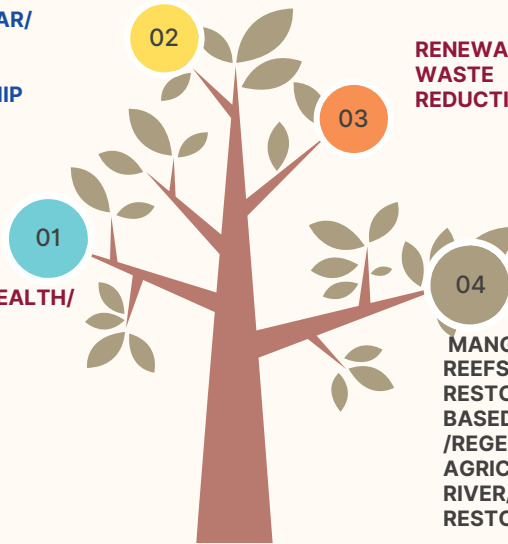
**AWARENESS/MITIGATION
OF AIR POLLUTION/ WATER
POLLUTION/ SOIL
POLLUTION/ NOISE
POLLUTION**

GOLD CITATION LEVEL Multiclub/District GLOBAL GRANT/CSR PROJECTS



CIRCULAR
ECONOMY/BIOCHAR/
UPCYCLING /
ENVIRONMENTAL
ENTREPRENEURSHIP

ENVIRONMENTAL HEALTH/
ENVIRONMENTAL
EDUCATION



RENEWABLE ENERGY/FOOD
WASTE
REDUCTION/PLASTICS/

MANGROVES/ CORAL
REEFS/FOREST
RESTORATION/COMMUNITY
BASED CONSERVATION
/REGENERATIVE
AGRICULTURE/ADOPT A
RIVER/ - WATERSHED
RESTORATION /WETLANDS



ACTION GUIDES TO RUN A
PROJECT



EXAMPLES OF PROJECTS



DISTRICT ENVIRONMENTAL HELPDESK



HELP IN DESIGNING GLOBAL GRANTS



REPORTING AND MONITORING
HELPDESK

RESOURCES FOR CLUBS



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esrag@gmail.com OR
visit us at www.esrag.org/south-asia