

Mission LiFE

Mission LiFE (Lifestyle for Environment) is an initiative launched by the Government of India with the aim of promoting sustainable lifestyles that respect and protect the environment. The concept was introduced by Prime Minister Narendra Modi during the 26th United Nations Climate Change Conference of the Parties (COP 26) in Glasgow in 2021.

Concept and Objectives:

Mission LiFE is a public movement to mobilize individuals to become 'Pro-Planet People'. The mission emphasizes individual and community action to protect and preserve environment to address global environmental challenges through simple yet impactful changes in daily behaviour.



Focus Areas:

In 2022-23 Mission LiFE focused on Phase I, Change in Demand, by nudging individuals, communities and institutions to practices simple environment-friendly actions (LiFE actions) in their daily lives. Mission LiFE stands as a call for a paradigm shift from "use-and-dispose" culture to a circular economy and sustainable living practices. In view of Mission LiFE being launched in the 75th year of India's independence, a comprehensive and non-exhaustive list of 75 individual LiFE actions across 7 categories is identified such as that most actions are:

For more details about 75 LiFE actions, please visit: <https://missionlife-moefcc.nic.in/assets/flipbook/LiFE-Brochure-ebook/LiFE-Brochure-ebook.html#page/12>

Implementation Strategy:

Mission LiFE employs a three-pronged approach to drive sustainable behaviour:

- Awareness Creation:** Through campaigns, educational programs, and community engagement, the mission aims to inform citizens about the importance of sustainable living.
- Behavioural Nudges:** Using strategies rooted in behavioural science, the mission seeks to make eco-friendly choices easy and appealing to influence the behaviour of individual and

Phases of Mission LiFE

Change in Demand (Phase I)

Individuals are encouraged to adopt simple, environmentally-friendly actions in their daily lives.

Change in Supply (Phase II)

The supply of products and services is changed to be more sustainable.

Change in Policy (Phase III)

The government creates policies to support sustainable living.

community. For instance, incentives for using public transport or penalties for excessive resource usage.

3. **Global Collaboration:** Mission LiFE is not limited to India; it's a global mass movement of positive behavioural change, it aspires to create a global network of individuals and communities committed to environmental sustainability. Global Mission LiFE also aligns with the UN Sustainable Development Goals (SDGs) by addressing SDG 12 (*Responsible Consumption and Production*), SDG 13 (*Climate Action*), and SDG 17 (*Partnerships for the Goals*).



Mission LiFE embodies the principle that small, consistent actions can lead to substantial environmental benefits. By intertwining individual responsibility with global climate goals, it sets an example for holistic and inclusive sustainability. By integrating environment-friendly choices into everyday life, it has the potential to contribute significantly to India's climate targets, including achieving **net-zero emissions by 2070**.



For more details about Mission LiFE, please visit <http://missionlife-moefcc.nic.in/>

