

1.5°C Lifestyle Kit Launch



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Introduction

The concept of the "1.5°C lifestyle" is derived from the global effort to limit global warming to 1.5°C above pre-industrial levels. This goal was established by the Intergovernmental Panel on Climate Change (IPCC) in response to the increasing threat of climate change. The IPCC's Special Report on Global Warming of 1.5°C highlighted the severe impacts that even a half-degree increase in global temperatures could have on ecosystems, human health, and well-being.

The "1.5°C lifestyle" refers to adopting habits and practices that align with this ambitious goal. It involves reducing carbon emissions, minimizing waste, conserving resources, and embracing sustainable living practices. The aim is to mitigate the worst effects of climate change and create a more sustainable future for all. It serves as a reminder that individual actions, when combined, can have a significant collective impact in addressing the climate crisis.

The 1.5°C Lifestyle Kit is a practical embodiment of the principles behind the "1.5°C lifestyle." It is designed to help individuals transition to a more sustainable way of living that aligns with the goal of limiting global warming to 1.5°C. The kit includes a range of eco-friendly products that promote sustainable practices. By using the products in the kit, individuals can reduce their carbon footprint, minimize waste, and make more environmentally conscious choices in their daily lives.

Aims

With the Launch of the 1.5°C Lifestyle Kit, Policy Forum Guyana aimed to accomplish the following:

1. **Raise Awareness:** The kit aims to raise awareness about the urgency of limiting global warming to 1.5°C, as outlined in the Paris Agreement. By highlighting the potential consequences of exceeding this threshold, the kit seeks to motivate individuals to take action to reduce their carbon footprint and advocate for sustainable practices.
2. **Promote Sustainable Living:** Through the provision of eco-friendly products, the kit promotes sustainable living practices that not only reduce carbon footprints but also contribute to broader environmental conservation efforts. By showcasing the benefits of sustainable alternatives, the kit aims to make sustainable living more accessible and appealing to a wider audience.
3. **Empower Individuals:** The kit empowers individuals by providing them with the tools and knowledge needed to make informed choices that align with their values and contribute to a more sustainable future. By equipping individuals with practical solutions, the kit helps them see the tangible impact of their actions, fostering a sense of agency and responsibility.
4. **Drive Behaviour Change:** By offering practical tools and information, the kit aims to drive behaviour change towards more sustainable lifestyles and consumption patterns. This includes encouraging individuals to reduce waste, use resources more efficiently, and adopt sustainable alternatives in their daily lives. Through education and advocacy, the kit seeks to create a ripple effect, inspiring others to follow suit and collectively contribute to a more sustainable society.

5. **Support Local Economies:** By sourcing most of the items in the kit from local small businesses, the initiative supports and stimulates local economies. This not only helps sustain local enterprises but also promotes the value of community-based economic development, reinforcing the link between sustainable living and economic resilience.

Preparation of the Event

Preparations for the 1.5°C Lifestyle Launch commenced on April 26th with a meeting with staff and Volunteers to discuss the best way forward of promoting the 1.5°C Lifestyle. The goal was to provide sustainable alternatives for items that are used in our everyday lives, such as replacing the generic plastic toothbrush with a more sustainable one made out of bamboo, addressing the issues of single use plastic by providing selected individuals with reusable shopping bags, a reusable water bottle. These were just a few selected to promote the message of the 1.5°C lifestyle, which is essentially making simple changes to your everyday life routine, which would then contribute to lessening the impacts of climate change. Policy Forum Guyana recognized that promoting this concept alone would be challenging. Therefore, it was agreed that the initiative would benefit from partnering with influencers who could effectively reach and engage their followers across various social media platforms.

Sourcing the Items

Using sustainable items in the influencer kit to promote the 1.5 °C lifestyle in Guyana was a strategic approach to demonstrate commitment, raise awareness, support local economies, reduce environmental impact, build trust, encourage behavior change, and align with global climate goals. This holistic approach can effectively drive the message of sustainability and inspire widespread adoption of eco-friendly practices.

Each item in the kit was thoughtfully selected to enhance various aspects of an individual's life, promoting a balance between social responsibility, physical health, and mental well-being. This approach not only supports sustainable living but also enriches the overall quality of life, making eco-friendly choices both practical and appealing.

The items in the 1.5 °C kit, including a bamboo toothbrush, reusable water bottle, soy candle, glass straw, wooden utensils, canvas bags, a stylish hoodie with the 1.5 slogan, natural deodorant, and shampoo and conditioner bars, collectively enhance social, physical, and mental well-being. The bamboo toothbrush and glass straw promote oral health and reduce plastic waste, while the reusable water bottle encourages hydration and reduces single-use plastic consumption. The soy candle enhances relaxation and mood, supporting mental well-being, and the wooden utensils and canvas bags foster sustainable social practices, sparking conversations and encouraging eco-friendly habits. The stylish hoodie with the 1.5 °C slogan serves as a conversation starter, raising awareness, and boosting confidence, while the natural deodorant and shampoo bars promote health with their chemical-free ingredients, enhancing personal well-being and simplifying daily routines. Together, these items create a comprehensive approach to sustainable living, making eco-friendly choices practical, stylish, and beneficial for overall health and community engagement.

List of items in the kit:

- Wooden Utensils (wooden fork, spoon, knife)
- Starch Magnets
- Reusable Water bottle
- Soy wax candle
- Canvas bag
- Hoodie
- Bamboo toothbrush
- Shampoo & Conditioner bars
- Natural Deodorant
- Glass Straws

Influencers

It was determined that engaging the younger generation with the 1.5°C lifestyle would be most effective through influencers from diverse backgrounds, who could leverage their platforms to advocate for sustainable living. Consequently, a total of 12 influencers were selected.

Roles of the Influencers

1. Education and Awareness

Content Creation: Influencers can create and share content that educates their audience about the importance of sustainable living and the 1.5 °C lifestyle. This can include blog posts, videos, podcasts, and social media posts.

Sharing Facts and Data: By presenting scientific data and real-life impacts of climate change, influencers can raise awareness and encourage their followers to adopt more sustainable practices.

2. Modelling Sustainable Behaviour

Leading by Example: Influencers can showcase their own sustainable practices, such as reducing waste, conserving energy, using public transportation, and supporting eco-friendly products.

Transparency: Sharing their journey, including challenges and successes, makes the process more relatable and attainable for their followers.

3. Promoting Sustainable Products and Brands

Collaborations: Influencers can partner with brands that prioritize sustainability, thereby promoting products that align with the 1.5 °C lifestyle.

Reviews and Recommendations: By reviewing and recommending sustainable products, they can help their audience make more environmentally conscious purchasing decisions.

4. Engaging and Activating Followers

Challenges and Campaigns: Launching initiatives that encourage followers to embrace sustainable practices, such as zero-waste weeks or car-free days, to foster positive environmental habits and promote widespread adoption of eco-friendly behaviours.

Interactive Content: Using polls, Q&A sessions, and live discussions to engage with their audience and answer questions about sustainable living.

5. Advocacy and Activism

Policy Advocacy: Influencers can use their platform to support and advocate for policies and initiatives that promote sustainability and combat climate change.

Collaborating with NGOs: Partnering with environmental organizations to amplify their message and support their initiatives.

The Influencers and their platforms

Elsie Harry - Miss Elsie Harry is a 32-year-old Urban and Rural Planning Professional with over 10 years of experience in the field of community development. She is also a Spoken Word Artist, a Social Entrepreneur, a Fashion Enthusiast and an advocate for youth, women, people of African Descent and the environment.

Romario Hastings aka **Kapohn** – As an Indigenous youth and advocate, he is centred on intersectional issues of environmental conservation and Indigenous rights. A newly elected Toshiaw of Kako village, he aims to leverage indigenous cultural values and knowledge for community-based solutions towards local development.

Gabriel Gilkes – He is a thirty-one-year-old disability advocate from Georgetown Guyana and one of the founding members of the Guyana Association for Persons with Physical Disabilities, an NGO focused on advocating for persons with physical disabilities, particularly those with mobility impairments.

Joel Simpson - Joel Simpson is the Founder and Managing Director of SASOD Guyana. This is an award-winning, human rights movement organization, leading change, and educating and serving communities, to end discrimination based on sexuality and gender in Guyana and the Caribbean for over two decades. Simpson also serves on the steering committees of the Caribbean Forum for Liberation and Acceptance of Genders and Sexualities (CariFLAGS) – the pan-Caribbean LGBTQ+ network – and the Caribbean Vulnerable Communities Coalition’s Shared Incident Database (CVC’s SID). Simpson is also one of SASOD Guyana’s representatives on the Board of Directors of the Guyana Responsible Parenthood Association (GRPA).

Nicolette Fernandes - Miss Fernandes is one of Guyana’s most accomplished athletes. She is the World Women’s Squash Masters champion and has won gold at the Pan American, South American and Caribbean Squash Championships. However, few people know that her family lived in the North Pakaraima Mountains, where her father was a nature photographer. Growing up amidst these vast natural landscapes has had a profound impact on her, shaping her strong belief in the importance of social responsibility in protecting and preserving our environment.

Gordon Moseley- is a renowned media personality in Guyana, known for his incisive journalism and influential presence in the country's media landscape. As the managing editor of News Source Guyana, he has built a reputation for delivering accurate and timely news. Moseley’s career spans over two decades, during which he has received several awards for his contributions to journalism.

He is also recognized for his commitment to media ethics and his role in mentoring young journalists. Gordon's work has made him a trusted voice in Guyanese media, advocating for transparency and accountability.

Aruna Sookdeo: Aged 21, she is a final-year business economics student at the University of Guyana, poised to receive her bachelor's degree. She was crowned Miss India Worldwide 2023, marking her as the second Guyanese winner of this title in 30 years. An aspiring singer and economist, Aruna enjoys reading, singing, and writing music. She is also a passionate advocate for mental health.

Dr. Dave Lalltoo: He is the founder and president of Recover Guyana and leads efforts in conservation and sustainability. In 2019, he received the National Youth Awards for Environmental Protection and Youth Entrepreneurship. He is currently piloting a project to find Guyana's Youth Environmental Speaker, inspiring youth involvement in environmental advocacy. His leadership highlights his dedication to cultivating environmental stewardship among young people.

Sonia Noel: Miss Noel is a mother, entrepreneur, philanthropist, author, and John Maxwell-trained coach. A woman of faith who believes any dream can become a reality when we live purpose-driven lives. She is also the founder of Guyana Fashion Week and Women in Business Expo.

Shamola Ally aka Mola - Shamola Ally, from the vibrant community of B Field Sophia, is a dedicated secondary school teacher committed to shaping young minds. She has significantly impacted the fashion and beauty industries as a renowned promotional and runway model, skilled makeup artist, and nail technician. Internationally recognized, she is one of only three Hip-Hop International judges and a prominent social media influencer and content creator. As a brand ambassador for Gupta Distribution's Fluffy Products line and a social media manager for businesses, Shamola excels at enhancing their online presence. Her hobbies include cooking, traveling, and dancing, reflecting her zest for life and exploration.

Shemina Peroune - Miss Shemina Peroune, a 21-year-old Aeronautical Engineering graduate, is dedicated to creating opportunities for women in a male-dominated field. As an advocate for women's equity and empowerment, she stands as a beacon of strength for women and girls with ambitious dreams. Her commitment to these causes is exemplified by her title as Miss Caribbean Culture Queen in 2023.

Matthew Gaul - Matthew Gaul, a Tax Auditor at the Guyana Revenue Authority, is a distinguished leader in finance and business. With academic accolades including a Bachelor's Degree in Finance with Distinction, he champions innovation and youth development. Gaul's commitment to financial literacy is evident through his popular podcast 'Common Cent\$' and his initiative, ECONO-ME Business Conference & Mixer, which empowers young entrepreneurs. As Chair of IDPADA-G's Youth Arm, Gaul advocates for empowerment and equality. Co-owner of Virtual Solutions Guyana, Gaul demonstrates a dedication to both public service and entrepreneurship, shaping a brighter future for Guyana.

The Event

The 1.5°C Kit Launch took place on June 1st, 2024, in the Conference Room at the National Library, from 1:30 pm to 2:30 pm. This timing was carefully chosen to coincide with Environmental Day on June 5th, with this year's theme being "Land restoration, desertification, and drought resilience," under the slogan, "Our land. Our future. We are #GenerationRestoration."

The event commenced with a warm welcome, setting the stage for the unveiling of the 1.5°C story, a narrative crafted by Benita Davis, PFG Coordinator. This was followed by an enlightening presentation on the Background to Embracing a 1.5°C Lifestyle, delivered by the passionate 1.5°C Coordinator, Jasmine Crawford, along with a captivating "What's in the Kit" video. This video not only offered a glimpse into the contents of the kit but also explained why each item was carefully selected to be part of a collection that champions sustainable living.

Acknowledging the invaluable support of our partners, the program featured a segment where they shared their insights and reflections. The highlight of the event was the presentation of the 1.5°C Lifestyle Kits to the 1.5°C Lifestyle Ambassadors, symbolizing a pivotal moment in our journey towards sustainability.

The event concluded with heartfelt closing remarks and a vote of thanks from Shankar Cyril, one of the dedicated 1.5°C Crew volunteers. Following the formal program, guests were invited to engage with a display table showcasing Policy Forum Guyana's past projects and the 1.5°C Lifestyle Kit, allowing them to explore its contents up close and feel inspired to make sustainable choices.

A cake cutting ceremony ensued, with influencers and the 1.5°C Coordinator coming together to cut a beautifully themed cake, symbolizing the celebration of this momentous occasion. The first slices were shared with honoured guests as a gesture of gratitude for their support during the event's preparation and their ongoing commitment to sustainability.

To complement the festivities, guests enjoyed refreshments that encouraged socializing and networking in a relaxed atmosphere, fostering meaningful conversations and shared commitments to living sustainably.

The event was attended by several notable figures, including Adrienne Galanek, Chargé d'Affaires at the US Embassy, and Jamal Goodluck from the Peace Corps. Curtis Bernard from Conservation International was present, as was Khamisi Slowe of Guyana Times. Other attendees included Jermaine Grant from PADF, Kesia Niles from Sheriff Medical, and Eric Stoll from the University of Guyana. Fabiana McKlmon also participated. Influencers in attendance were Matthew Gaul, Shemina Peroune, Nicolette Fernandes, Joel Simpson, Gabriel Gilkes and Elsie Harry.

Donors and Sponsorships

Suri Trading (Sleepy's)

Suri Trading is a Guyanese-owned distribution company, committed to providing a diverse range of high-quality, affordable products, including Sleepy Baby and Adult Diapers, Wipes, Sanitary Napkins, Pet Pads, and Easy Clean Wipes. Their mission is to ensure customer satisfaction through exceptional service and dedicated support. They take pride in being the top diaper distributor in Guyana and are devoted to eco-friendly practices with their Ecologic Sanitary Napkins made from natural materials like bamboo, cotton, and sugarcane biopolymers, aiming for zero carbon emissions. Their products can be found countrywide in all shops and supermarkets. Suri Trading made a generous donation of 3 boxes of sanitary napkins and liners, along with 4 boxes of makeup wipes.

The Eco-den

ECODEN is a sustainable, eco-friendly oral care line that promotes a healthy environment, a healthy smile, and a healthy mind by offering reliable and innovative biodegradable oral care products that are good for you and kind to our planet. They believe that every small, eco-friendly change counts. And one simple yet impactful step towards a greener future starts with your oral care routine. Their durable and sustainable bamboo toothbrushes not only provide a superior cleaning experience, but also contribute to a healthier planet.

Jars Zero Waste

Jars Zero Waste Shop is a sustainable business that aims to reduce single-use plastics, support zero-waste living, and encourage health and wellness. They specialize in bulk pantry staples, health foods, sustainable/eco products, natural/essential oils, butters, and wellness items.

The business concept originated from a personal journey to reduce and replace plastic bags and bottles with sustainable alternatives. Jars Zero Waste supplied the glass straws as well as the wooden cutlery for the 1.5 °C Lifestyle Kit.

The Khry Refillery:

The Khry Refillery makes it easier and more affordable to shop sustainably. To even do better than just recycling. They carry a wide variety of refillable bulk goods and strive to source only the highest quality organic products. The organization was established because the grocery industry has made it impossible to avoid plastic packaging and waste. The small business encourages people to bring their own empty containers from home.

Nadine's Craft Shop

Miss Nadine shared that she grew up immersed in the world of handicrafts, a passion that was initially nurtured by her mother, Sumintra Bacchus. Together, they created fridge magnets made out of cassave, a tradition that continued until her mother fell ill and could no longer produce them.

In her mother's honor, Miss Nadine took up the craft and has since expanded the business. Today, she offers a diverse range of handcrafted items, including fridge magnets, paintings, jewelry, and more.

Fragrance De-lite

Fragrance De-lite was founded by two young women, Lizanna Gordon and Althea Abrams. They value class, elegance and the soft life. Their collections of products include some of the purest and most luxurious home fragrances. Each product is made by hand in small batches, using natural wax and high- quality fragrance oils.

Essence of Herbs

Essence of Herbs offers a delightful range of natural personal care products, including deodorants, shampoo and conditioner bars, and more. Each item is thoughtfully crafted with pure, herbal ingredients to nourish your body and the environment. Committed to sustainability and wellness, Essence of Herbs provides a clean, eco-friendly alternative to traditional personal care, enhancing daily routine with the goodness of nature.

Conclusion

The launch of the 1.5 °C lifestyle is a comprehensive initiative that seamlessly integrates the use of sustainable products, the engagement of local businesses, and the influential power of media personalities. By incorporating eco-friendly items like bamboo toothbrushes, reusable water bottles, and natural personal care products, the campaign promotes a holistic approach to sustainability that enhances physical health, mental well-being, and social responsibility. Local businesses, such as Essence of Herbs, play a crucial role in providing sustainable alternatives, while influencers like Gordon Moseley amplify the message, raising awareness and inspiring widespread adoption. Together, these efforts create a cohesive movement towards a more sustainable future, encouraging individuals and communities to embrace the 1.5 lifestyle for the benefit of the planet and future generations.

Appendices

I. Pre-event Publicity

Due to the limited space in the National Library Conference Room, where the event was held, invitations were sent out to select individuals from businesses, non-governmental organizations, and other entities.

POLICY FORUM GUYANA

YOU'RE INVITED TO THE

LAUNCH OF THE 1.5°C LIFESTYLE KIT

1.5°C LIFESTYLE

1st June, 2024

**LOCATION: NATIONAL LIBRARY
CONFERENCE ROOM
76/77 CHURCH AND MAIN STREETS,
GEORGETOWN**

TIME: 1:30 - 2:30 PM

Contact info: 707-3511/227-4908
Email: policyforumguy@gmail.com

II. Post Event Publicity

Posts were made on Facebook, Instagram and LinkedIn to showcase the launch of the 1.5° Lifestyle Kit.



Policy Forum Guyana is with **Joel Earl Simpson** and **4 others**.



2 Jun · 🌐

🌐 Exciting News! Last evening, Policy Forum Guyana launched the 1.5°C Lifestyle Initiative 🌐

We are thrilled to announce the launch of the 1.5°C Lifestyle initiative, a groundbreaking project aimed at promoting sustainability by encouraging simple, impactful changes to our daily activities. This initiative is a step towards a more sustainable future, where every small action contributes to the bigger picture of combating climate change and preserving our planet for future generations.

This project would not be possible without the support and collaboration of our incredible partners. A huge thank you to the businesses that have joined us in this mission:

[JARS ZERO WASTE SHOP Gy](#)
Darthan Investments
[EcoDen](#)
Sleepy's
Nadine's Craft Shop
Fragrance De-Lite
[Survival Supermarkets](#)
[Teleperformance Guyana](#)
The Khayr Refillery

Your commitment to sustainability and community well-being is truly inspiring!

We are also excited to have an amazing group of influencers from various communities across Guyana who are championing this cause:





Policy Forum Guyana

23 followers

1mo • 🌐

🎉 Exciting News! 🎉

We are thrilled to announce the launch of Policy Forum Guyana's 1.5 Lifestyle ...more

POLICY FORUM GUYANA
LAUNCH OF 1.5 °C LIFESTYLE KIT

The meticulously crafted 1.5 °C Influencer Kit offers an array of eco-friendly items aimed at empowering individuals to reduce their environmental footprint and embrace a lifestyle in harmony with the 1.5 °C climate target.

PICTURES OF THE EVENT

Price list

1.5 °C LIFESTYLE STARTER KIT

1.5 °C LIFESTYLE STARTER KIT
\$ 25,000
(ALL ITEMS BELOW AND ABOVE INCLUDED IN THIS KIT)

ITEMS SOLD SEPARATELY

WOODEN UTENSILS (SPOON, FORK, KNIFE)	\$ 300
STARCH MASKETS	\$ 100
REUSABLE WATER BOTTLE	\$ 1,000
1.5 CANDLE	\$ 1,000
1.5 TOTE BAG	\$ 3,000
1.5 HOODIE	\$ 3,500

PREORDER ONLY

CONTACT POLICY FORUM GUYANA ON 223-2000 OR 835-2210 FOR MORE DETAILS



Policy Forum Guyana had the exciting opportunity to be featured on Radio Station 94.1, where they passionately promoted the 1.5° Lifestyle and the innovative 1.5° Lifestyle Kit. This engaging radio segment allowed them to reach a wide audience, spreading the vital message of sustainable living and showcasing the impactful contents of the kit designed to foster environmentally conscious habits. The lively discussion not only highlighted the importance of the 1.5° Lifestyle in combating climate change but also inspired listeners to adopt these meaningful practices in their daily lives by using the items in the kit.



The Items in the 1.5° Lifestyle Kit were posted.

 **Policy Forum Guyana** 7 Jun · 🌐

🌱 Join the movement for a sustainable future with Policy Forum Guyana's 1.5 °C Lifestyle Starte... See more

 **1.5 °C LIFESTYLE STARTER KIT**
\$ 25,000
(ALL ITEMS BELOW AND MORE INCLUDED IN THIS KIT)

ITEMS SOLD SEPARATELY

	WOODEN UTENSILS (WOODEN FORK, SPOON & KNIFE)	\$ 300
	STARCH MAGNETS	\$ 180
	REUSABLE WATER BOTTLE	\$ 1,500
	1.5 CANDLE	\$ 1,500
	1.5 TOTE BAG	\$ 3,500
	1.5 HOODIE	\$ 3,500

 15 1 comment 1 share

III. Media Coverage

The launch event was attended by various media houses, leading to substantial media coverage. Articles about the event were produced by Guyana Times, HGPTV, Stabroek News, and NCN Guyana. This media presence helped to increase the event's visibility and emphasize its importance to the community.

Links to the Articles:

1. Guyana Times: <https://guyanatimesgy.com/policy-forum-guyana-launches-1-5-lifestyle-starter-kit/>
2. HGPTV: <https://hgptv.com/policy-forum-guyana-launches-1-5c-initiative-to-empower-sustainable-living-for-a-greener-future/>
3. Stabroek News: <https://www.stabroeknews.com/2024/06/09/news/guyana/ngo-launches-kit-to-encourage-eco-friendly-practices/>
4. NCN Guyana: <https://ncnguyana.com/2023/policy-forum-guyana-launches-1-5-influencer-kit-to-promote-sustainable-living/>

IV. Scenes from the Event















