

SWACHH BHARAT ABHIYAN AND THE CANADIAN ENVIRONMENT WEEK: CASE STUDIES IN SUSTAINABLE DEVELOPMENT CAMPAIGNS

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Abstract: With the increasing realization of the importance of communication for sustainable development, the integration of the new media in environmental campaigns has emerged as an indispensable tool for changing people's behaviour *en masse*. This paper studies two strategic sustainable development campaigns: India's Swachh Bharat Abhiyan and the Canadian Environment Week. In both the pursuits, the new media has been used extensively to create public awareness about sustainability to motivate people to be participants as well as change agents of sustainable development in the collective interest of personal, national, and global sustainability. In this article, the agenda and the action of both the campaigns as well as their key narratives have been analysed to highlight the emerging trends in sustainable development communication.

Keywords: Swachh Bharat Abhiyan; Canadian Environment Week; Sustainable development campaign; new media; waste management; 3R principle.

Resumo: Diante da crescente constatação da importância da comunicação para o desenvolvimento sustentável, o envolvimento da nova mídia em campanhas ambientais tem emergido como um instrumento indispensável para mudar o comportamento das pessoas em grande escala. Este ensaio estuda duas campanhas estratégicas de desenvolvimento sustentável: Swachh Bharat Abhiyan da Índia e a Semana Canadense do Meio Ambiente. Em ambos programas a mídia tem sido bastante usada com a finalidade de suscitar a consciência coletiva para motivar as pessoas a serem partícipes bem como agentes na mudança para um desenvolvimento sustentável em prol de uma sustentabilidade pessoal, nacional e global. No artigo, a agenda e a ação de ambas campanhas bem como suas narrativas básicas são analisadas a fim de pontuar as tendências emergentes na comunicação sustentável.

Palavras-chave: Swachh Bharat Abhiyan; Semana Canadense do Meio Ambiente; campanha de desenvolvimento sustentável; tratamento de lixo; princípio 3R.

Introduction

A vast array of scientific pursuits and philosophical inquiries post-globalization has been dedicated to the idea of sustainable development. Sustainable development demands an informed and responsible society that can make balanced decisions based on economic, social, and environmental bottom lines of development (ELKINGTON, 2004), fulfilling the wants of the present without compromising the needs of the future generations.

Colossal environmental issues such as global warming, climate change, pollution, and toxic wastes and effluents are not only a threat to the quality of life on earth but a fundamental threat to human welfare (GOUGH, 2016; STERN, 2007). Even our small and thought-to-be trivial acts of production and consumption as a whole have been steadily escalating extreme ecological imbalances. Consequently, there is a global outcry for preventing the exploding environmental catastrophe. One of the best ways to preserve the integrity of the ecosystem is to create awareness among the public in general and among the educated stakeholders like students, political and economic leaders, designers and planners, policy-makers, thought leaders, and educationists in particular (UN Environment Annual Report 2018).

An environmentally aware population can make informed decisions and can exercise better choices on complex environmental issues (SÖRQVIST; LANGEORG, 2019). Simple environmental awareness may not necessarily lead to environmentally responsible behaviour. Therefore, pro-environmental values must be deep-rooted as serious ethical codes and scripts in the collective unconscious of the people. This demands formal environmental education and training and must be reinforced in terms of people's exposure to a series of events, activities, incubations, prompts or triggers, and many other stimulants.

The development of responsible societies is the driving force of all reconstructive discourses these days (DASH; DASH, 2019). Environmental campaigns are designed to induce the responsibility into society and individuals to respect, protect, and preserve the natural ecosystem from manmade afflictions (CHEN; HUA, 2015). In addition to enhancing people's experiences of nature in terms of aesthetic beauty, campaigns elevate and enlighten the minds of people to understand and appreciate the organic man-nature relationship (VINCENZI et al., 2018). Environmental campaigns serve as non-formal and unconscious education for the masses. Therefore, they act as the engine room in creating awareness of what is *right* and what is *wrong* in their approach to nature, and hence, provide or at least propose a better world for a living (KIL; HOLLAND; STEIN, 2014). Environmental campaigns are the off-the-classroom learning stimulants heightening the imagination and the enthusiasm of people and thus, enabling them to create innovative, eco-friendly solutions to environmental issues. They also serve as the PR tools for making people aware of government policies and corporate agendas about sustainability (GRUNIG, 1977).

In the 1970s, the United Nation's Decade of Environmental Education emphasized the mass environmental education programmes. The Stockholm Conference organized by the United Nations in 1972 recommended the organization of *formal* and *mass* environmental education programmes. At the core of this new movement was the belief that environmental education can truly empower humans with the insight into human-nature interactions and interdependence and can develop critical thinking and problem-solving skills in them – all contributing to the overall quality of life on earth. The United Nations Climate Change summit 2009 pledged for the dissemination of environmental information leading to environmental awareness and change of attitude, behaviour, and action regarding climate change. Subsequently, NGOs and other private

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players have devised various communicative strategies like environmental campaigns, environmental workshops, environmental education, newsletters, and mass demonstrations to draw the attention of the media and the public. The Rio Earth Summit 2012 focused on global consensus on an eco-friendly system of production to regulate the release of toxic components and radioactive waste. It laid stress upon the generation of alternative sources of energy to replace the fossil fuel regime. It advocated for eco-sensitive public transport system to manage harmful vehicle emissions. It also looked forward to reverse the issue of climate change by combating deforestation, desertification, and water crisis. A majority of nations agreed to support the UN to create public awareness on the vagaries of climate change by reaching out to the citizens and consumers.

Geographically vast and culturally diverse, India and Canada are Commonwealth member nations following parliamentary democracy. The constitutions of these countries safeguard freedom of press and speech and are proud of their independent judiciary. Both nations are committed to the protection of the natural environment as a part of their economic growth and, therefore, they are willing and able partners in climate change actions. The reduction of harmful greenhouse emissions occupies significant space in their public policy. They have been continuously working to increase the eco-efficiency of their public transport and, of late, have been providing incentives to stimulate the sale of electric vehicles.

Indian Prime Minister Narendra Modi's speech at the third anniversary of Swachha Bharat Abhiyan (SBA) (NARENDRA MODI, 2017) reflects the stark reality of the lack of an attitude towards cleanliness in India. He laments that a majority of Indian men urinate openly anywhere without guilt or shame. They must learn from Indian women who find the right place to relieve themselves. He went on to say that "Little kids are the real brand ambassadors of this mission. They don't let people from their family litter. They have become aware and are trying to make Bapu's dream of clean India, come true." The onus of keeping the surroundings clean and hygienic should not be thrown at the government only. Citizens must have their share in it. He concluded that "There are challenges but we can't let things remain in the status quo".

The slogan for the Canadian Environment Week (CEW), 4-10 June 2018, was founded on the idea of beating plastic pollution. With an improved shift in vision, the major theme for the Canadian Environment Week, 2019 was "Encounter, Protect and Celebrate Our Nature!" with a focus on "Beat Plastic Pollution!" This was proclaimed in the Canadian Environment Week official website as well as in the climate change news. While launching the Environment Week 2019, Catherine McKenna, Minister of Environment and Climate Change espoused:

From coast to coast to coast, Canadians feel connected to nature and take pride in their natural heritage. Doubling the amount of nature we protect will help preserve our biodiversity, our health, and our communities. Every day, Canadians are working together to protect our beautiful nature for us, for our kids and for our grandkids. (BUSINESS INSIDER, 2019)

Against this backdrop, this study aims to analyze the key strategies and actions of the world's two major sustainable development campaigns: India's Swachh Bharat Abhiyan (SBA) and the Canadian Environment Week (CEW). In both the pursuits, the new media has been used extensively to create public awareness about sustainability to motivate people to be the participants as well as the change agents of sustainable development in the collective interest of personal, national, and global sustainability. The twin important research questions are:

1. What are the key public outreach strategies adopted in SBA and CEW?
2. What are the leading sustainability discourses propagated in SBA and CEW?

2. Methods

This paper consists of two case studies on environmental sustainability campaigns: The SBA and the CEW. Each case is elaborated in two stages. First, the agenda and the action of the respective governments about sustainability and the key stakeholders of development have been discussed. This is done about research question 01. Second, one ad-film from each of the campaigns has been analyzed adopting Kress and van Leeuwen’s (2006) Grammar of Visual Design framework. This part corresponds to the research question 02.

The multimodal discourse analytic framework adopted is tripartite: information value, salience, and framing. Within this framework, the images, symbols, metaphors, dialogues, paralanguage, and music, intertextuality, and discourse markers are discussed to highlight the key discursive engagements.

Table 1: Multimodal discourse analysis framework Source: Kress and van Leeuwen (2006)	
Information value	<ul style="list-style-type: none"> ▪ The left/right, center/margin position of visual elements on-screen imparts a certain understanding of those elements upon the viewer in terms of given/new or more important/less important information. ▪ In this study the same tools are applied to the study of aural texts as per their harmony/contrast vis-à-vis the visual; given/new, explicit/implicit information in dialogues; and cultural information salient in the rhythm of music and songs.
Salience	<ul style="list-style-type: none"> ▪ It is the degree of prominence to which an audio/visual element stands out or maintains the viewer’s attention. Salience is enhanced through a visual’s background/foreground position, size, brightness, or through a multitude of other techniques such as aural resonance (in figures like alliteration, onomatopoeia, etc.), aural intensity (rise and fall in intonation and unique word stress highlighting sustainability principles and modes of living
Framing	<ul style="list-style-type: none"> ▪ In a multimodal composition, framing is manifest in the rhythm which can be perceived through specific time-ordered patterns and can be realized by elements which create dividing lines through two perceptual orders: Disconnection (discontinuities) and Connection (continuities)

In the ad-films of a campaign, sustainability appeals emerge from the integration of cultural texts or signifiers in a dynamic inter-semiosis of the verbal, audio, and visual modes of discourse. In this study, the strategies and the key narratives of both campaigns have been analyzed to highlight the emerging trends in sustainable development communication.

3. Case 1: SBA

Vision and mission

The Government of India launched its mission towards a clean India, coined as SBA, on 2nd October 2014. Popularly conceived as the Clean India Campaign, SBA happens to be an integral part of the UN Sustainable Development Goal 6 that envisions universal sanitation, hygiene, freedom from open defecation, waste management, and availability of safe drinking water. In this

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direction, the Government of India took unprecedented initiatives to clean the streets, educational institutes, railway stations, office premises, bus stops, and public places. SBA also aims to achieve a 100 percent open defecation free (ODF) India. SBA was a national campaign inclusive of the provision for sanitation facilities and safe drinking water to every family and the development of infrastructure for village cleanliness such as toilets and disposal systems for solid and liquid waste by 2nd October 2019.

The mission had two fronts: SBA Rural and BBA Urban. The former operated under the Ministry of Drinking Water and Sanitation whereas the latter was vested with the Ministry of Housing and Urban Affairs. Such an ambitious and inclusive growth agenda of building a clean, hygienic, and healthy India could not be possible without the active contribution of the public. Therefore, it was ensured that the campaign was the collective responsibility of the Government as well as the citizens. Today, the mission has turned into a mass movement, which could not have been successful without the strategic as well as involvement of print, electronic and social media.

SBA Rural is committed to promoting cleanliness and personal hygiene in rural areas by eliminating open defecation. When the SBA was launched in 2014, as many as 550 million were reported to be in the habit of open defecation due to lack of latrines or lack of sanitary awareness, or both. The government aimed at constructing 90 million toilets in rural India at an estimated cost of INR 1.96 lakh crore, equivalent to US\$28 billion (Swachh Bharat Mission Gramin Reports, 2019). While both the central and the state governments work in tandem to construct latrines for the poor, the World Bank has been involved to achieve universal sanitation coverage in India.

According to the Ministry of Drinking Water & Sanitation (2019), a major success of the mission is that 617 districts of the nation have been declared as open defecation-free (ODF). The National Annual Rural Sanitation Survey (NARSS) 2018-19, conducted by an Independent Verification Agency (IVA) under the World Bank, has found that 96.5% of the households in rural India have access to a toilet. The survey was conducted between November 2018 and February 2019 and covered 92040 households in 6136 villages across States and Union Territories of India.

Cleanliness in rural India under the SBA has mainly focussed on making India open defecation free, followed by a focus on clean drinking water and solid waste disposal. Claimed to be the largest behavioural change campaign, as revealed in the Swachh Bharat Mission Gramin Reports (2019), government and non-government sectors, educational institutes, local self-government, corporate sector, and, above all, the media have collectively contributed to the promotion of the sustainable campaign.

India's National Mission for Clean Ganga (NMCG) is an integral part of the SBA. NMCG is currently working under the National Council for Rejuvenation, Protection, and Management of River Ganga (referred to as the National Ganga Council) and is popularly known as Namami Gange Programme. With a planned budget of Rs. 20,000 crores (as of June 2014) and dedicated to "effective abatement of pollution, conservation, and rejuvenation of India's most sacred and revered river" (Press Information Bureau India, n.d.), it was regarded as a flagship programme of the Government of India. The aim was to accomplish a *swachh* (clean) Ganga marked by *Aviral Dhara* (Continuous Flow) and *Nirmal Dhara* (Unpolluted Flow) by 2nd October 2019 and to provide "comprehensive and sustainable solutions for major pollution hotspots along the stretch of 97 towns and 4,465 villages on the Ganga stem" (*India Today*, 2019).

Communication and media planning

The permanent official slogan of SBA as coined by the Government of India is "*Ek Kadam Swachhatake Aur* (One step towards cleanliness)" (MHRD, n.d.). In 2017, the Ministry of Drinking Water and Sanitation, Government of India, unleashed its slogan "*Swachh Sankalp Se*

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Swachh Sidhhi (Clear determination leads to Cleanliness)”. To ingrain this value deep into the students, the government conducted essay competition on this theme (Government of India, n.d.). In 2018, the Ministry came out with another slogan “*Swachhata Hi Sewa* (Cleanliness is service)”. The Rail Safety Research and Development Forum emphasized on “*Clean and Green India*”. In 2019, the Ministry of Housing and Urban Affairs, Govt. of India “*Swachhata Ki Bani Adat, Swachh Ho Raha Bharat* (Cleanliness has become a habit, India is becoming clean)” (Swachh Bharat Mission - Urban, 2019). In these slogans, the stress on “*Swachhata*” finds an alliterative association with several other words beginning with sound //s//, i.e. “*Sankalpa*” and “*Sewa*”. Cleanliness was projected as “one step forward” in 2014 whereas, in 2019, it is claimed to have become a “habit” (*The Times of India*, 2019).

The mission of the Government is carried forward by international organisations active in India. For example, UNICEF India (2014) came out with the slogan “*Swachh Bharat, Swachh Vidyalaya* (Clean India -- Clean Schools). All these slogans focussed on cleanliness as the new national attribute. Beyond slogans, the government initiatives included floating a Swachh Bharat Ringtone and Swachh Bharat Mission mobile app, and various advertisements. A *Swachh Bharat Run*, which was attended by 1,500 runners, was organized at the Rashtrapati Bhavan on 2 October 2014.

Swachh Survekshana (Clean Survey), commissioned by the Ministry of Urban Development and carried out by the Quality Council of India was designed to encourage a spirit of competition for cleanliness among the cities as well as to gauge the progress and impact of SBA. The surveys provided extensive annual reports on the cleanliness, hygiene, and sanitation across hundreds of cities in India. These surveys were conducted to rank cities on various sanitation and cleanliness parameters aimed at creating public awareness, changing the attitude toward cleanliness, and improving sustainable behaviour. The *Swachh Survekshana* reports were made public through various media.

SBA ensured the involvement of both news media (print and electronic) and the new media (internet). The print media campaign included activities such as promoting news, advertorials, articles, editorials, Op-Eds, and letters to the editor. The electronic was endowed with the audio-visual presentation of in the form of TV programmes including live and recorded documentary on cleanliness and related activities. Real-time activities by individuals, groups, social and political leaders were followed up by internet-based sharing of activities and the exchange information and ideas among virtual citizens on Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Tumblr, and so on. User-generated contents such as blogs and vlogs were regular features of the campaigns. When the participation of the news media and social media was a *fait accompli*, it was inevitable that the media created public awareness, shaped public opinion, aired public grievances, generated public debates, appreciated governmental and non-governmental successful initiatives, found gaps, and chastised wrong practices (*The Statesman*, 2017). Whether by creating public awareness, reporting community participation, or critiquing the government for the perceived successes and failures, the media has never let the mission of Swachh Bharat go off the track.

Discursive strategies: The Two-pit Compost Toilet Ad

The Swachh Bharat Mission Grameen launched the popular *Darwaza Band* (Shut the door) advertisement campaign video in May 2018 featuring two popular Hindi movie stars Bhumi Pednekar and Akshay Kumar. The aim was to remove the notion of untouchability about human faeces or excreta and promote the use of toilets. One of the films of this campaign is analyzed in 04 sequences (see Appendix 1).

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Sequence 1. This ad-film opens with Mr. Mishra, a visiting guest of Akshay Kumar and his wife Bhumi Pednekar, exclaiming about the abundance of fruit and flower bearing trees. To his guest’s astonishment, Akshay Kumar reveals the secret as “*Sab souchalaya ka ashirbad*” (“All are the blessings of the toilet”). The shocked guest wonders loudly: “Souchalaya?!” Akshaya’s wife reinforces saying, “*Souchalayanehinsochalaya, oh bhi do gadhewala,*” and clarifies that it’s the wonderful outcome of their innovative way of thinking (‘soch’ in Hindi means thinking), that is, of the two-pit toilet (“*do gadhawala*”). She hastens to add, “I told him (i.e., her husband) seven years ago rather clearly, ‘No toilet, no marriage’. Akshaya reminds them what his response was: “If there’ll be a toilet, it can’t be anything but a two-pit toilet.” The guest is seen amused at Akshay’s emphasis on the two-pit toilet and asks him about the significance of a two-pit toilet.

Sequence 2. Akshay Kumar explains the benefits of a two-pit toilet. He shows his indigenous-technology used, locally-made two-pit toilet, which is easy to construct with locally available materials and therefore quite affordable as well. While explaining the advantages of the two-pit toilet, the host explains that both pits are to be used alternately. Anyone can be used first. When the first pit is filled with human excreta, the lever or regulator, already fit into the system and available at the surface, should be turned in a specific manner so that the next incoming excreta will go to the empty second pit. At this juncture, the guest looks at the filled pit in disgust and asks why Akshay should not throw away the dirt and clean it. To his guest’s utter surprise, Akshay disapproves of the word “dirt” and corrects him saying “It’s not dirt, dear; it’s gold!” The guest’s body language (reaction of disapproval) creates humour. A matter of fact Akshay, however, goes on to enlighten the guest by saying that if the waste will remain deposited for a year, the water will disappear gradually and the “*miti*” or earth will become as valuable as “*sona*” or gold. The waste has become compost. The dry, pathogen-free, odour-less compost should be used for agriculture and gardening. Bhumi complements her husband smilingly now, saying: “It’s a goldmine now!” The guest looks amused, relaxed, and more or less enlightened.

Akshay picks some compost and throws around the field while saying: “Mix this in your land, and enjoy the blessings of the toilet!” During this time two children of the hosts, one daughter, and one boy, are seen entering the house frolicking. Their joy, the entire family’s joy, is thus presented as the benefits coming from the two-pit toilet that has shown the way how not to waste your waste, for waste should be treated as valuable as gold.

Sequence 03. Now, the inquisitive guest has become overwhelmed with the revelation. He declares enthusiastically: “Now, I’m also going to build a two-pit toilet!” And all smile happily. Amidst a variety of fruits and flowers, some people are found taking care of the plants. At the end of the film, as Akshay and the lady of the house come to the gate to see their educated guest off, the hostess offers a basket full of fruits to the guest and tells him to present it to his wife on behalf of her: “Here’s a gift for Bhabiji.” A beaming guest and his contented hosts have now one idea: *Waste is wealth.*

Sequence 04: Akshay and Bumi pose as a happy farmer couple: sitting close to each other, against the safety toilet, and with the safety tank in front of them, with a lot of contentment and the Swachh Bharat emblem follows.

Table 2: Multimodal discourse analysis of the SBA Tow Pit Toilet Ad	
Information value	<ul style="list-style-type: none"> ▪ The core message of the ad film is that having a toilet is not only good for the hygiene and dignity of the family, but also for the agricultural benefits of one’s garden. Having a two-pit compost toilet is an advantage.

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	<ul style="list-style-type: none"> ▪ It promotes the new outlook that human faeces are not dirty. Rather through a two-pit system, they can be converted to compost which can work like agricultural gold.
Salience	<ul style="list-style-type: none"> ▪ The Bollywood two celebrities acting as the peasant couple provide the audio-visual salience. The garden with plenty of vegetables and flower beds alongside the gardener and the happy-go-lucky children add to the visual salience. The bleating of goat from the background evokes the agrarian aura. The occasional, soft music up to the 3rd sequence turns to be more continuous and prominent in the 4th sequence sustain the climax. ▪ <i>Cultural resonance</i>: The perception of the guest that human faeces are shabby; memorable dialogues such as “<i>SauchalayakaAshirvad</i>” (blessings of the toilet” and “<i>dharti ka uphar</i>” (gift of the mother earth), and the visual allusion to the national flag of India and the Gandhian reading glass offer a cultural context to the message.
Framing	<ul style="list-style-type: none"> ▪ Connection: The connection is achieved through the storyline and the dialogues. ▪ Disconnection: This is achieved through the four stages leading to the transformation of the guest: inquisition-inhibition-understating-commitment.

4. Case 2: CEW

Vision and mission

Canada, a North American country that is contiguous to the USA, with its ten provinces and three territories, is the world’s second-largest country by total area. Considered to be the world’s tenth biggest economy, Canada is a highly urbanized and developed country, even as 80% of its inhabitants are found concentrated in large and medium-sized cities. Like any other industrialized, developed country, Canada’s atmospheric air is marred by industrial and vehicular emissions, construction activities, and energy production. Air pollution has become the greatest human health hazard in Canada and a headache of the Canadian government for decades. Confronted by the vagaries of lopsided development and growing environmental degradation, Canada brought into force the Department of the Environment Act, 1971. The Department of Environment of Canada, popularly known as “Environment Canada”, was established to preserve and enhance the quality of the natural environment, to provide meteorological services, and to coordinate policies and programs to achieve environmental objectives.

Since its inception, Environment Canada has been instrumental in enacting laws aimed at enhancing the environment in Canada by organizing, implementing, coordinating, and promoting rules and regulations, plans and policies, events, and occasions. A signatory to the United Nation’s *Agenda for Sustainable Development* that comprises of 17 Sustainable Development Goals (SDGs) and 169 targets to be achieved by all the nations of the world by 2030, Canada has shown a consistent commitment to improving sanitation, hygiene, green energy, and sustainable development. This paper aims to establish Canada’s sustainable campaign ‘Environment Week’ and its upshot ‘Clean Air Day’ as a milestone in the history of its sustainable development campaign.

Globally, June 5 is celebrated as the World Environment Day. The Canadian Environment Week Act (R.S.C., 1985, c. E-11) mandates that the week that includes June 5 shall be observed

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as the Canadian Environment Week. The aim is to implement the values and ethics of Canada's commitment to environment and climate change. The prominent values include 1) the preservation and enhancement the quality of the natural environment manifested in water, air, soil, flora, and fauna; 2) conservation of Canada's renewable resources; 3) conservation and protection of Canada's water resources; 4) forecasting of daily weather conditions and warnings, and the communication of the related information to the people of Canada; 5) enforcement of rules relating to boundary waters; and 6) coordination of environmental policies and programs for the federal government (Environment Canada, 2018, p.5).

Communication and media planning

Canada's Environment Week features several events, out of which special mention must be made of the Clean Air Day (CAD) and Commuter Challenge.

The Clean Air Day

In 1999, Canada woke up to the hard reality that governmental action on curbing air pollution was not enough; action needed to be taken by all sectors and beginning from the grassroots level, and that out of box measures were badly needed. It had become imperative that all the stakeholders understand the importance of good air quality to health, environment, and the economy. Every year, the government-facilitated Clean Air Day is observed to celebrate a healthy environment by recognizing the importance of clean air. This is done by promoting individual and collective responsibility to change lifestyles that support the emission of carbon dioxide and other greenhouse gases. The objective of the CAD has been to increase public awareness about clean air and climate change and thereby promote personal lifestyle and action suitable for the purpose. The CAD campaign is facilitated by the federal government, provincial and regional governments, encompassing all sectors, and all sections of the people to combat environmental pollution and climate change. The action-oriented campaign has involved governmental and non-governmental organizations fostering huge citizen partnerships to make the Clean Air Day, which falls on Wednesday in the Environment Week (celebrated every year in the first week of June), a grand success.

The Clean Air Day intends to promote awareness about clean air, sustainable living, health issues, and climate change, and what a Canadian can do to preserve and protect their environment by personal lifestyle choices and community development work. The CAD is observed by different organizations and communities, local groups, and associations, and Environment Canada facilitates as well as coordinates all such activities. The ministry of Environment Canada works as per the provisions of the Canadian Environmental Protection Act, 1999.

The Clean Air Day was instituted as well as implemented in 1999 to ensure that good air quality is not only a right to enjoy but a duty to enjoin by every Canadian. It envisions turning every Canadian into an ambassador of clean and pollution-free Canada in terms of evidential action. The Clean Air Day is operated by the New Brunswick Lung Association (NBLA) that hosts a national website that provides information about general clean air and climate change, a list of *do's and don'ts* for personal action, and how to ensure clean air to avoid lung disease in the present as well as in the future.

The NBLA (2018) offers a list of tips to each resident of Canada for personal activities such as 1) Walking, biking, carpooling, or taking public transit; 2) Avoidance of burning wood or trash. Instead of burning debris, people are encouraged to start a compost pile at their backyard for organic materials; 3) Use of hand-powered garden tools. Avoidance of the use of gasoline or diesel-powered equipment such as lawnmowers and leaf-blowers; 4) Selecting the most fuel-efficient

ECO-REBEL

route using a free online tool such as Google maps, taking notice of areas of construction and high traffic.; 5) Checking of tire pressure to avoid loss of fuel; 6) turn off the car's engine while waiting for someone and try to avoid drive-through lines. The NBLA also provides a link to Environment Canada's Air Pollutants Emissions Inventory Online Search, a query tool that provides national, provincial, and local data regarding emission summaries from key air pollutants, heavy metals, and other atmospheric emissions sources since 1990 till date.

Commuter Challenge

One of the fun-ridden events of the CEW is the Commuter Challenge which is observed by a series of events promoting friendly competition between workplaces and Canadian municipalities. As a part of the programme, institutions promote in-house events to encourage their employees in leaving their cars at home and to use more sustainable commuting modes such as walking, jogging, cycling, in-line skating, public transit, carpooling and tele-working. This competition is currently being coordinated nationally by the Sustainable Alberta Association. The Canadian Commuter Challenge is an inter-city challenge for adopting eco-friendly transport services for travelling to and from the workplace during the CEW. The benefits are tangible - saving fuel, reducing carbon emissions, and preserving air quality.

The Commuter Challenge website provides all relevant information to workplaces, individual employees, and city coordinators to register online on this site. It involves Canadians of driving age, with or without workplace affiliation. Even as the challenge is fully free (very rarely a very small amount is charged by some local organizers), all the information for the participants is available online for registration. Social media is abuzz as this competition is treated more with enthusiasm and less as a burden. Interested participants need to register on their respective city center/chapter online (e.g. the Commuter Challenge (British Columbia Chapter). The Google Map comes handy for the commuters undertaking the challenge to trace the route, measure the distance, and avoid long routes, and thus reduce carbon emissions. Internet is the challenger's friend from the beginning to the end – from registration to calculation of impact made, encouraging friends and relatives by informing them about the sustainable competition, and by uploading videos on Facebook, YouTube, etc. which in turn helps in sharing and expanding the sustainable campaign.

The Commuter Challenge is an internet-based friendly competition even as thousands of workplaces and individuals take pride in cutting harmful emissions. The interactive database provides the facility to register and record the distance travelled in addition to the emissions saved by sustainable modes of transport like walking, cycling, carpooling or car sharing, taking transit, and telecommuting. Sustainable transport includes non-motorized transport like biking, rolling, walking, telecommuting, and sustainable motorized transport such as public transit, carpooling. Any alternative to motorized transportation is usually deemed better. The registered competitor can gain access to the tracking tool on the website of Commuter Challenge and can measure their impact during Commuter Challenge week.

Social media outlets like Facebook, Twitter, YouTube, etc. are used by the city coordinators, organizations, and individual participants to announce their involvement in the Commuter Challenge and subsequently, for mentioning the impact created and the awards/recognitions received by them. Commuter Challenge postings on social media have made the competition more popular and impressive. Thanks to the agenda-setting role of the media, the Commuter Challenge competition has become fashionable and fascinating for the youth especially.

The growing popularity of this environment-friendly competition has now become a trend called Campus Commuter Challenge as individual universities and colleges declare a week for the competition. Campus Commuter Challenge is a nation-wide campaign to encourage both students

ECO-REBEL

and faculty to commute to institutions and return to the place of living in a sustainable and environmentally-friendly manner. Campus Commuter Challenges are organized by universities and colleges and promoted by university/college websites and social media such as Facebook, Twitter, and so on.

Discursive engagement: The film “Environment Canada”

Focused on “water, waste, and wildlife”, the Canadian Environment Week 2019 was observed in Canada from June 2 to 8 (Environment and Climate Change Canada, n.d.). It was an action-oriented, pan-Canada environmental campaign based on the theme of “Encounter, Protect and Celebrate #OurNature!” and “#BeatPlasticPollution!” The campaign advancing the theme “Our Nature” aimed at making every Canadian undertake efforts to “keep our nature clean and pollution-free”. One of the underlying themes of the campaign was “waste reduction” which is indispensable to keep nature clean and pollution-free. The 1.41-minute short film “Environment Canada” talks about Canada’s long-term obligations to environmental conservation. The film consists of four sequences (see, Appendix 2).

Table 3: Multimodal discourse analysis of the film “ Environment Canada”	
Information value	<ul style="list-style-type: none"> ▪ Sequence 1 consists of the early 3 shots and offers a brief exposition of Environment Canada and its website. ▪ Sequence 2 offers a series of activities that Environment Canada is committed to which includes: 1) protection of the healthy environment, 2) reduction of gas emissions, 3) keeping Canadians ready, 4) looking to the future, 5) keeping water clean, 6) studying air quality, 7) conserving Canadian wildlife, and 8) learning about the environment. ▪ Sequence 3 of the film offers a series of visual displays of environmental research and development. ▪ Sequence 4 speaks of Canada’s commitment to the learning of new sciences about environmental sustainability: 1) leading new science, 2) holding people accountable, 3) building smart technologies, and 4) taking on new challenges. The film ends with the display of renewable wind energy systems.
Salience	<ul style="list-style-type: none"> ▪ The visual is accompanied by background music. Further, the visual display of diverse pro-environmental activities is simultaneously explained by the textual information in English as well as in French. ▪ The activities are zoomed in and out to explain the focus area as well as the wider view. ▪ Space-time resonance is achieved by presenting activities in different periods of day and night, indoor as well as outdoor.
Framing	<ul style="list-style-type: none"> ▪ <i>Connection:</i> The connection is achieved by the sequence of pro-environmental activities and their textual explanations. ▪ <i>Disconnection:</i> The cuts and breaks and improvisations in the pitch, volume, and tone of the background music provide the discontinuity in four stages. This is also observed by the addition of new musical instruments into the orchestra. ▪ Sequence 1 ends with an outburst of the sound of the wind. Sequence 2 starts with slow string beats to be followed by occasional drumbeats

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	from the distance. In Sequence 3, the string music takes a high pitch and gradually, the drumbeats become more frequent. Steadily, the music reaches the climax. Sequence 4 marks the return to the slow and the soft music once again, with the drumbeat becoming occasional. This marks the resolution and the closure of the music “celebrating 40 years of environmental leadership”.
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5. Conclusion

In an age of rapid economic transformations and related anxieties, the pursuit of sustainable development has been the foremost discursive engagement. Sustainability can be conceptualized as a socio-ecological process in quest of a common ideal. Embarked upon our common future, sustainable development is founded upon three interconnected principles: 1) environmental efficiency, 2) inter and intra-generational social justice, and 3) participatory decision making. Both SBA and CED adhere to these core values.

Research question 01 of this study probed into the major media engagement strategies adopted in SBA and CEW. Both the campaigns employed a 360-degree promotional strategy that included print, electronic, and social media. Many events and activities were given live coverage in the interactive media platforms. Motivational figures including film stars were roped in to forward the message of cleanliness and sustainability. Research question 02 probed into the leading sustainability discourses propagated in both the campaigns. As discussed above, the modes of promoting the sustainability goals in both SBA and CED are divergent. However, in spirit, both the campaigns adhere to the basic ‘3R’ principles of the United Nation’s Sustainability Goals: Reduce, Reuse, and Recycle. Both the campaigns recognize the organic inter-dependence of humans and the rest of the species on the Earth and advocate for the inter-generational equity of needs and natural resources.

Two ad-films, one from each of SBA and CED were analyzed to demonstrate the convergences in the basic philosophy of the campaigns. Both SBA and CEW involve educational institutions and students in their core mission and are, to a great extent, inspired by the UN-SDGs. However, whether long-term environmental goals can be achieved or not, largely depend upon intermediating factors such as the presence or absence of accountability, corporate social responsibility, and public participation.

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Appendix 1

Storyboard: The 60-second Two-pit Compost Toilet Ad of SBA

Source: Press information Bureau India (2018)



Sequence 1: Akshaya and Bumi are trying to explain to the visitor that the prosperity of their farm is thanks to the toilet.

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Sequence 2: Akshaya and Bumi are trying to explain the visitor the importance of the two-pit toilet.



Sequence 3: The guest overcomes his doubts and inhibitions and returns with a basket full of fruits and vegetables.

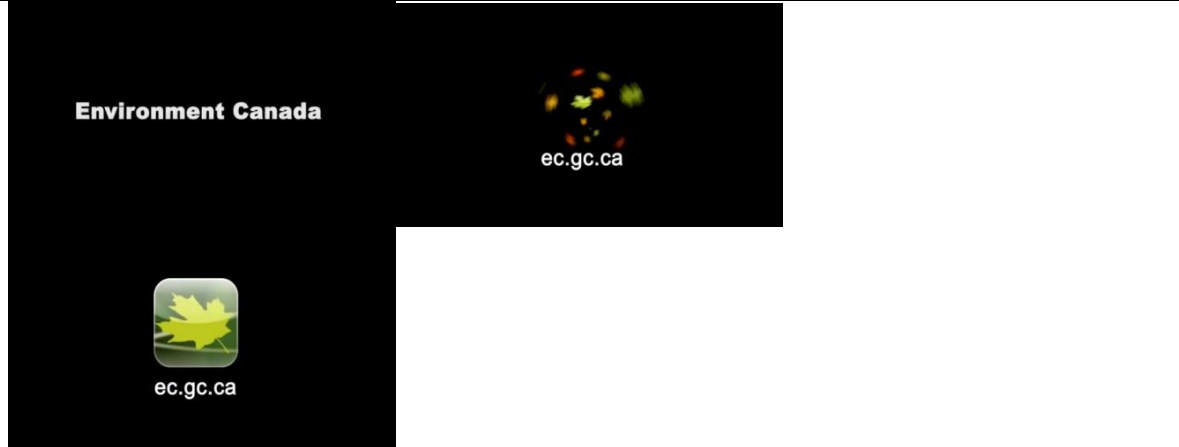


Sequence 4: Akshaya and Bumi pose as happy farmers. The Swachh Bharat emblem follows.

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Appendix 2

Story Board: 40 Years of Canadian Environment
Source: Environment and Climate Change Canada (2011)



Sequence 1: Brief exposition of Environment Canada and its website



Sequence 2: A series of activities Environment Canada is committed to



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Sequence 3: Visual display of environmental research and development



Sequence 4: The learning of new sciences about environmental sustainability

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