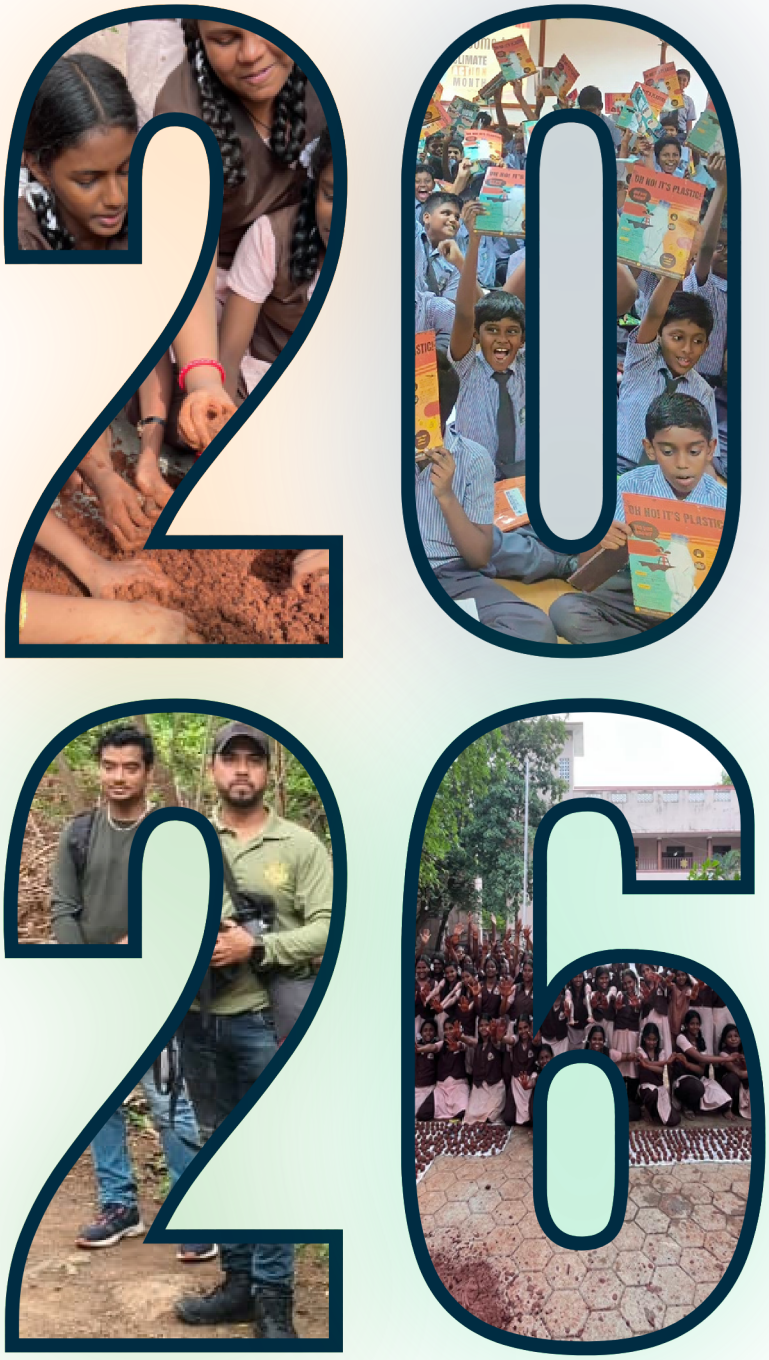
CLIMATE ACTION MONTH

A CAG INITIATIVE



CAG 40 YEARS OF ACTION

Citizen consumer and civic Action Group

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ABOUT CAG:
Citizen consumer and civic Action Group (CAG) is a forty-year-old non-profit, non-political and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes, including transparency, accountability and participatory decision-making.

CAG 40 YEARS OF ACTION
Citizen consumer and civic Action Group

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CAM 2026 at a Glance













ACKNOWLEDGEMENTS

We gratefully acknowledge the many individuals and organisations whose time, knowledge, enthusiasm and commitment contributed to making Climate Action Month (CAM) 2026 a meaningful and impactful campaign. Their support helped us take conversations on climate change beyond conventional awareness sessions and create opportunities for learning, dialogue and action across diverse communities.

We would like to express our sincere appreciation to Mr. Tushar Shrihari Shinde, I.F.S., Assistant Mission Director, Tamil Nadu Climate Change Mission, and Mr. Akella Chaitanya Madhavudu, I.F.S., Assistant Mission Director, Tamil Nadu Wetlands Mission, for their presence and support at the inauguration of CAM 2026. We also gratefully acknowledge Dr. Thirumurugan, Wetland Expert, Tamil Nadu Green Climate Company, and Dr. Eshwari, Tamil Nadu Wetland Mission, for their participation and valuable contributions to the closing event. We gratefully acknowledge the support of the Greater Chennai Corporation and the Forest Department, whose cooperation enabled us to conduct activities in public spaces and engage with communities across Chennai.

We are thankful to all our host institutions for opening their campuses and spaces to CAM 2026 and for their enthusiasm in engaging students and participants in conversations on climate action. We gratefully acknowledge the support extended by Government High School, R.A. Puram; Don Bosco School of Excellence; Government Higher Secondary School, Alwarpet; Government Higher Secondary School, Teynampet; Sri Ramakrishna Mission Sarada Vidyalaya Girls School; Sri Saradha Mission Sarada Vidyalaya Girls School; Scholars Academy; Hindu Senior Secondary School, Adyar; Chennai Middle School, Sholinganallur; Government Middle School, Manjampakkam; DG Vaishnav College; Prince Shri Venkateshwara Arts and Science College; Patrician College; DOT School of Design; Chevalier T. Thomas Elizabeth College for Women; SIET College for Women; A.M. Jain College; and Madras School of Social Work.

We also acknowledge the support of our community and institutional partners and the spaces that enabled CAM to reach audiences beyond educational institutions, including Pallikaranai Marshland Park, Tholkappia Poonga, Dr. Natesan Park, Nanmangalam Reserve Forest, Anna Nagar Tower Park, KNK Road, Besant Nagar Beach and Pondy Bazaar. We are particularly grateful to Alternative Media Centre and On the Streets of Chennai for their support and participation in the campaign.

The campaign would not have been possible without the resource persons who generously shared their time, knowledge and expertise throughout the month. We sincerely appreciate and acknowledge the contributions of Ms. Seethalakshmi, Mr. Mohan, Ms. Divya, Mr. Prasanth, Ms. Nina, Ms. Kavipriya, Mr. Suresh, Ms. Poornima, Mr. Ramalingam, Mr. Gowtham, Mr. Vinoth Kumar, Mr. Palayam, Ms. Ashika, Ms. Saroja and Ms. Eshwari, whose active involvement enriched the sessions and helped participants engage with climate and environmental issues in meaningful ways.We are also grateful to the Pichandikulam Trust and Birder Tribe for contributing to the campaign through their respective engagements and expertise.

Finally, we extend our heartfelt thanks to the students, children, young people, senior citizens, families, welfare associations, sustainable entrepreneurs, civil society organisations, government officials, companies, artists, volunteers and members of the general public who participated in CAM 2026. Their curiosity, enthusiasm and willingness to engage with climate issues made the campaign possible and gave meaning to our collective effort towards building greater climate literacy and encouraging climate action.

The preparation of this report was supported by Vamsi Sankar Kapilavai, Programme Lead, Environment and Climate Action, CAG; Benedicta Isaac, Communications Manager, CAG; and S. Saroja, Executive Director, CAG, whose guidance, inputs and feedback contributed to the development and refinement of the report.



The fifth edition of Climate Action Month was inaugurated at D.G. Vaishnav College, in the presence of Mr. Tushar Shrihari Shinde, I.F.S., Assistant Mission Director, Tamil Nadu Climate Change Mission, and Mr. Akella Chaitanya Madhavudu, I.F.S., Assistant Mission Director, Tamil Nadu Wetlands Mission, along with students and faculty of the college.

INTRODUCTION

In Chennai, climate change is no longer a distant or abstract environmental concern. Rising temperatures, changing rainfall patterns, flooding, water stress and the degradation of natural ecosystems are increasingly shaping everyday life in the city. These impacts are closely connected to questions of livelihoods, access to resources, urban development and community resilience. Addressing climate change therefore requires not only institutional and policy responses, but also informed and active participation from citizens.

For over four decades, Citizen consumer and civic Action Group (CAG) has worked to promote informed citizenship, accountability and sustainable development, engaging with issues that affect people, communities and the environment. This long-standing commitment to public interest and civic participation has also shaped CAG's engagement with environmental and climate concerns.

It was in this context that CAG conceived and launched Climate Action Month (CAM) in 2020. CAM was envisioned as a month-long public engagement platform to raise awareness of the climate crisis, encourage dialogue and knowledge sharing, and help citizens understand the role they can play in responding to climate change. The campaign seeks to bring climate conversations into spaces where people live, learn, work and gather, while connecting broader environmental concerns with everyday experiences.

Since its inception, CAM has brought together a diverse range of stakeholders, including school and college students, educators, experts, artists, government institutions, civil society organisations, communities, sustainable businesses and members of the public. The campaign has used varied and accessible approaches, such as workshops, discussions, nature walks, documentary screenings, storytelling, games, cultural performances, and other interactive activities, to encourage meaningful engagement with climate and environmental issues.

Over the years, the campaign has evolved in both its reach and areas of engagement. Beginning with climate awareness and related environmental concerns, subsequent editions have expanded the conversation to include waste, biodiversity, sustainable consumption, mobility, renewable energy, climate justice and other interconnected dimensions of the climate crisis. This continuing evolution has enabled CAM to respond to emerging concerns while retaining its focus on public participation and climate literacy.

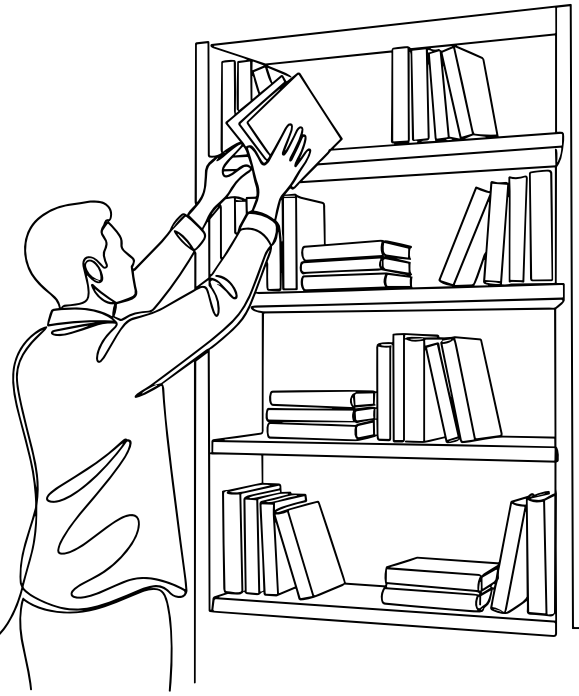
CAM 2026 marked the fifth edition of Climate Action Month. Conducted throughout July, the campaign brought together diverse stakeholders through a series of educational, experiential and creative engagements across Chennai.

The fifth edition focused on diverse themes including e-waste, green jobs, waste management, sustainable living, biodiversity, wetlands and climate action, creating opportunities for participants to understand climate change through both local and everyday contexts and global contexts.

Through its fifth edition, CAM continued to make climate conversations more accessible, participatory and action-oriented. By bringing together knowledge, creativity, lived experiences and community engagement, CAM 2026 sought to strengthen climate literacy and encourage collective responsibility towards building a more sustainable and climate-resilient future.

“Five editions of Climate Action Month - growing climate awareness into a movement for collective action."

CAM THROUGH THE YEARS



Since its inception in 2020, Climate Action Month (CAM) has evolved from a city-wide climate awareness initiative into a sustained platform for climate literacy, public engagement and collective action. Across its editions, the campaign has expanded its reach, strengthened partnerships and explored new ways of connecting climate concerns with everyday experiences.





CAM 2020 | The Beginning

The first edition of CAM was launched in 2020, with 70+ events across Chennai. It brought together schools, colleges, restaurants, cafés, environmentalists, civil society organisations and members of the public.

The campaign introduced climate change through a range of interconnected issues, including biodiversity, waste segregation, rivers, sustainable menstruation, single-use plastics, fossil fuels, corporate accountability, greenwashing and waste management. One of the notable initiatives was a 3D lungs billboard created in collaboration with Apollo Hospitals, using a visual representation of air pollution to communicate its impacts on human health.

CAM 2023 | Expanding the Conversation

(After a break over the lockdown years), the second edition was conducted over July 2023, with around 40 events across Chennai and peri-urban areas. The campaign widened its network to include educational institutions, companies, hobby clubs, civil society organisations, environmentalists and the general public.

CAM 2023 explored emerging dimensions of the climate crisis, including fast fashion, plastic pollution, species extinction, mindful resource use, nature appreciation, ecofeminism, sustainable mobility, renewable energy and climate policy. The edition also demonstrated the importance of taking climate conversations beyond conventional environmental spaces and into wider communities.

CAM 2024 | Reaching Wider Audiences

The third edition marked a significant expansion in the campaign's public reach, with 40+ events across Chennai reaching more than 20,000 individuals.

CAM 2024 placed greater emphasis on creative communication, using formats such as music, mime, flash mobs and puppetry to make climate and environmental concerns more accessible to diverse audiences. The edition highlighted how art and performance can create engaging entry points for conversations around climate action.

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CAM 2025 | Deepening Engagement

Conducted over July 2025, the fourth edition organised more than 45 events and reached over 8,000 individuals. The campaign continued to bring together educational institutions, communities, experts and other stakeholders while expanding the depth of its climate conversations.

CAM 2025 placed greater emphasis on climate justice, lived experiences, legal and policy perspectives, climate-related concerns and practical solutions. Through varied forms of engagement, the campaign sought to move beyond awareness and encourage reflection, participation and action.



CAM 2026 | The Fifth Edition

CAM 2026 marked the fifth edition of Climate Action Month, continuing this evolving journey of public climate engagement. Conducted throughout July 2026, the campaign brought together educational institutions, government stakeholders, experts, artists, sustainable businesses, civil society organisations and communities across Chennai.

The programme broadened the range of climate conversations to include e-waste, green jobs, waste management, sustainable living, biodiversity, wetlands and climate action. Alongside awareness-building, CAM 2026 created opportunities for participants to learn through direct experiences, creative expression, discussion and engagement with local environmental issues.

The edition also reflected CAM's growing emphasis on collaboration, bringing together government and institutional partners and creating spaces for community participation and sustainable alternatives. Through these continuing efforts, CAM has strengthened its role as a platform that connects climate knowledge with everyday experiences, public participation and collective responsibility.

Across five editions, CAM has continued to evolve while retaining its central purpose: to build climate literacy, encourage dialogue and empower people to participate meaningfully in addressing the climate crisis.

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CAM 2026 – DESIGN & APPROACH

Climate Action Month (CAM) 2026 was designed around the understanding that climate awareness becomes meaningful when people can learn, engage, question and connect climate issues with their everyday lives. Building on the experience of earlier editions, the campaign combined climate education with experiential learning, creative communication and opportunities for dialogue, allowing participants to engage with climate issues through formats that were accessible and relevant to them.

Objectives of CAM 2026

The primary objectives of the campaign were to:

- Inculcate climate literacy
- Strengthen awareness about the climate crisis
- Suggest possible individual actions

These objectives were pursued through engagements designed for people with different levels of prior knowledge and different ways of learning. Rather than treating climate change only as a scientific or technical subject, CAM 2026 sought to make the subject easier to understand by connecting it with familiar experiences, local environmental concerns and practical choices.

Reaching Diverse Audiences

CAM 2026 was designed to engage a broad cross-section of society, including children, youth, senior citizens, students, government officials, companies, civil society organisations, welfare associations and the general public.

Educational institutions formed an important part of this approach, providing spaces where climate conversations could be introduced through age-appropriate and interactive engagements. At the same time, public-facing activities allowed the campaign to take climate conversations beyond institutional settings and reach wider communities.

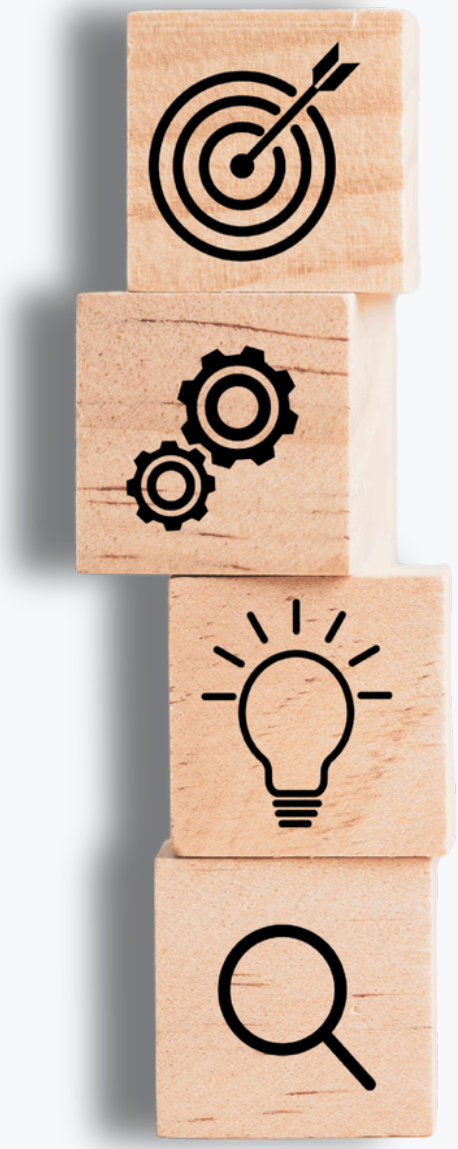


Moving Beyond Conventional Awareness

A key consideration in the design of CAM was the need to move beyond conventional awareness sessions that depend primarily on lectures and presentations. Climate change involves complex scientific, social and behavioural dimensions, and a purely information-based approach may not always enable participants to connect the subject with their own experiences.

CAM 2026 therefore used a combination of experiential, creative and participatory formats. These included:

- **Workshops**
- **Documentary screenings**
- **Storytelling**
- **Traditional Tamil folk performances**
- **Skits**
- **Music performances**
- **Walks and talks**
- **Nature walks and bird watching**
- **Interactive games**
- **Poster making**
- **Brand audits**
- **Kuppai Thiruvizha**
- **Discussions with government officials**
- **Field-based learning**



These formats created different entry points into climate conversations. Participants could encounter environmental issues through discussion and reflection, but also through observation, performance, creative expression and direct engagement with places and practices.

Learning Through Experience and Interaction

- The campaign placed importance on learning as an active process rather than simply receiving information. Workshops, discussions, field-based activities and interactive formats encouraged participants to ask questions, share their understanding and consider how climate and environmental concerns relate to their own surroundings.

- Nature walks and bird watching, for instance, provided opportunities to observe local ecosystems directly, while activities such as poster making and games encouraged participants to engage with climate concepts creatively. Discussions and walks-and-talks created spaces for participants to exchange perspectives rather than simply listen to a one-way presentation.

Connecting Climate Issues with Everyday Life

- CAM 2026 also sought to make climate action more tangible by linking larger environmental challenges with everyday choices and experiences. Themes such as e-waste, waste management, sustainable living, biodiversity, wetlands and climate action were explored through different forms of engagement.

- The inclusion of activities such as Kuppai Thiruvizha and brand audits enabled participants to examine consumption, waste and sustainability from a practical perspective. Similarly, nature-based activities created opportunities to understand the importance of local ecosystems through direct experience.

- Overall, the design of CAM 2026 combined climate literacy, experiential learning, creative communication and public participation. Rather than relying on a single method of awareness-building, the campaign created multiple pathways through which people could understand climate concerns, reflect on their implications and explore possible actions in their own contexts.



EVENTS AND STAKEHOLDERS

INAUGURAL EVENT

Climate Action Month (CAM) 2026 was inaugurated at D.G. Vaishnav College, marking the commencement of a month-long series of engagements focused on strengthening climate literacy, environmental understanding and action among students and communities. The inauguration was held in the presence of Mr. Tushar Shrihari Shinde, I.F.S., Assistant Mission Director, Tamil Nadu Climate Change Mission, and Mr. Akella Chaitanya Madhavudu, I.F.S., Assistant Mission Director, Tamil Nadu Wetlands Mission, whose participation supported the launch of CAM 2026.

The inaugural session introduced students to the growing urgency of climate change and the importance of collective responsibility in addressing its impacts. Mr. Tushar Shrihari Shinde, I.F.S., highlighted that while no one is immune to climate change, its impacts are felt first and most severely by vulnerable communities, including farmers. His address emphasised the need to recognise climate change as a present challenge requiring immediate and collective action.

Mr. Akella Chaitanya Madhavudu, I.F.S., spoke about the importance of shared responsibility in addressing environmental challenges. He cautioned that when an issue becomes “everyone’s responsibility”, it can risk becoming “no one’s responsibility”, drawing attention to civic challenges such as solid waste management and the need for clear accountability and action.

The session highlighted the importance of collaboration between governments, institutions, communities and individuals in responding to the climate crisis. It encouraged students to understand that climate action is not limited to policy and institutional interventions but also requires participation and responsibility at the community and individual levels.

The inauguration marked the beginning of CAM 2026’s month-long programme of art performances, interactive workshops, community-led initiatives, guided nature walks, panel discussions and expert talks, designed to deepen climate awareness and encourage meaningful action among diverse sections of society.

The inauguration witnessed the participation of students and members of the academic community, reflecting interest in climate and environmental issues. The session set the tone for CAM 2026 by foregrounding climate literacy, collective responsibility and the importance of connecting climate action with everyday environmental challenges.

A. SCHOOLS

School students were an important stakeholder group for CAM 2026, with the campaign focusing on building climate literacy at an early age and helping students connect environmental concerns with their everyday choices and surroundings.

During CAM 2026, CAG engaged with 13 schools through 16 sessions, reaching 766+ students. The participating institutions included government and private schools across Chennai, such as Government High School, R.A. Puram; Don Bosco School of Excellence; Government Higher Secondary Schools in Alwarpet and Teynampet; Sri Ramakrishna Mission Sarada Vidyalaya Girls School; Sri Saradha Mission Sarada Vidyalaya Girls School; Scholars Academy; Hindu Senior Secondary School, Adyar; Chennai Middle School, Sholinganallur; and Government Middle School, Manjampakkam. The sessions covered students from Classes 6 to 9, enabling the campaign to introduce climate and sustainability concepts to students at different stages of their school education.

The sessions were designed to make climate and sustainability concepts accessible through interactive and activity-based learning. Topics included millets and traditional foods, sustainable mobility, waste segregation, zero-waste practices, water footprints, pH testing and climate change impacts.
Interactive formats were used to encourage students to participate rather than simply receive information. The “Sort It Right – Waste Segregation Toss Challenge” introduced waste segregation through a game-based activity, while the Journey to Zero Waste School initiative encouraged students to consider practical ways of reducing waste within their school environment.



Students learning waste segregation through a practical, hands-on activity

Documentary screenings, workshops and interactive games further helped students explore climate and environmental issues through practical examples and discussion. Overall, the school engagements aimed to build early climate awareness and encourage students to reflect on how everyday choices around waste, consumption and resource use can contribute to a more sustainable way of living.





Students participating in a hands-on seed ball-making activity to learn about native plants and biodiversity.



Students engaging in comic-based storytelling to explore climate change and environmental issues interactively.

B. COLLEGES

College students formed an important stakeholder group for CAM 2026, as young people are at a stage where they make independent choices, influence conversations among their peers and families, and begin shaping future professional and social practices. The campaign therefore sought to move beyond basic awareness and provide students with opportunities to examine climate issues through different academic, social and practical perspectives.

During CAM 2026, CAG engaged with 8 colleges through 14 sessions, reaching 3,555+ students. The participating institutions were DG Vaishnav College, Prince Shri Venkateshwara Arts and Science College, Patrician College, DOT School of Design, Chevalier T. Thomas Elizabeth College for Women, SIET College for Women, A.M. Jain College, and Madras School of Social Work.

The college engagements covered a diverse range of themes and formats. Documentary screenings and facilitated discussions provided students with opportunities to examine environmental concerns and their wider social implications. Sessions on environmental rights, laws, pollution and public action connected climate and environmental issues with questions of rights, governance and citizen participation.



Students learn about environmental laws, pollution, waste dumping, and ways citizens can take action to protect their environment.

Climate concerns were also explored through more experiential formats. The Climate-Friendly Sustainable Living Visit encouraged students to look at sustainable practices in a practical context, while Mapping Chennai enabled them to examine the city through an environmental and climate lens. Nature-based engagements, including climate nature walks and bird watching, provided opportunities to understand local ecosystems through direct observation.

The campaign also created spaces to explore specific environmental themes. A storytelling session examined the relationship between biodiversity and climate change, while sessions for design students explored green buildings and sustainable design strategies for a climate-resilient future. The session on “Hidden Carbon – Understanding Internet & AI Emissions and E-Waste” introduced students to the less visible environmental impacts associated with digital technologies, electronic consumption and e-waste.



DGV College students during a field visit exploring climate-friendly and sustainable living practices.



Students identifying and mapping flood-prone areas, waste dumping sites, and heat hotspots across Chennai.

Other participatory engagements included a wetland conservation session with department officials, a brand audit at Besant Nagar Beach, poster-making activities and “Go Green, Smart Consumers: Build a Healthy Planet.” These formats encouraged students to examine sustainability not only as an environmental concern but also through the lenses of law, design, technology, biodiversity, consumption and civic participation.

Overall, the college engagements of CAM 2026 created multiple entry points for young people to engage with climate action. By combining discussions, visual media, field-based learning, creative activities and direct interaction with environmental themes, the campaign encouraged students to move from simply understanding climate issues towards questioning, reflecting and considering their own role in creating more sustainable communities.



Students participating in an awareness session on Wetlands, conducted by Ms. Eshwari, Expert, Wetland Mission.

C. PUBLIC, COMMUNITY AND INSTITUTIONAL ENGAGEMENTS

Public engagement was an important part of CAM 2026, extending climate conversations beyond schools and colleges into spaces where people gather, interact and spend their everyday lives. The campaign conducted 6 sessions across public spaces, reaching 1,480+ members of the public. The engagements were designed to make climate issues approachable through a combination of cultural expression, direct interaction, experiential learning and public participation.

The public-space engagements covered locations including Pallikaranai Marshland Park, Tholkappia Poonga (Adyar Eco-Park), Dr. Natesan Park, Nanmangalam Reserve Forest, Anna Nagar Tower Park, KNK Road, Besant Nagar Beach and Pondy Bazaar, T. Nagar. These settings provided opportunities to take climate conversations outside conventional learning environments and connect them with the city's public spaces and natural ecosystems.



A musical performance by On the Streets of Chennai at Pondy Bazaar, bringing climate action to the streets of Chennai through music and public engagement during CAM 2026.

BRINGING CLIMATE CONVERSATIONS INTO PUBLIC SPACES

CAM 2026 used traditional Tamil folk performances, skits, walks and talks, storytelling, documentary and movie screenings, workshops and brand audits to engage the public. Creative formats helped draw people into the conversation, while the surrounding discussions provided opportunities to connect the performances and activities with climate change, responsible consumption and individual action.

The use of Tamil cultural and performance-based formats was particularly valuable in making climate messages accessible to audiences who may not ordinarily participate in formal environmental awareness programmes. Rather than presenting climate change only through technical information, these engagements used familiar forms of communication to encourage curiosity, participation and discussion.



Traditional Tamil folk performances like Parai and Oyilattam creating awareness and celebrating Tamil cultural heritage at Anna Nagar Tower Park.

CONNECTING PEOPLE WITH URBAN NATURE

Nature-based engagements provided another important dimension to public outreach. Guided activities around Pallikaranai Marshland Park, Tholkappia Poonga and Nanmangalam Reserve Forest created opportunities for participants to observe local ecosystems and understand their importance within an urban landscape. Such experiences helped connect biodiversity and ecosystem conservation with broader conversations around climate resilience.

These engagements reinforced the idea that urban natural spaces are not merely recreational areas, but important ecological assets that support biodiversity and contribute to the resilience of cities.



Participants during the climate and nature walk at Nanmangalam Reserve Forest.

KUPPAI THIRUVIZHA AND SUSTAINABLE CHOICES

Kuppai Thiruvizha, CAG's zero-waste initiative, provided a practical platform for engaging people with sustainable alternatives and responsible consumption. The initiative brought the idea of waste reduction closer to everyday life by showcasing alternatives and encouraging participants to think critically about disposable products, consumption patterns and the waste they generate.

This approach reflects the broader role of public engagement in CAM: creating opportunities for people not only to learn about environmental challenges, but also to see, question and explore practical alternatives.



Students participating in Kuppai Thiruvizha 2026 at Prince Sri Venkateshwara Arts and Science College

FROM AWARENESS TO PARTICIPATION

Across the public engagements, CAM 2026 sought to create a two-way interaction rather than a one-directional awareness exercise. Walks, performances, storytelling, screenings, workshops and public activities offered different entry points for people to engage according to their interests and experiences.

By taking climate conversations into parks, beaches, neighbourhood spaces and other public settings, CAM 2026 reinforced the importance of meeting people where they are. The campaign demonstrated that public spaces can serve as meaningful platforms for climate communication, particularly when information is combined with creative expression, local context and opportunities for direct participation.



Participants during the guided nature walk at Tholkappia Poonga, exploring the park's diverse plant and bird life.

D. GOVERNMENT & INSTITUTIONAL PARTNERSHIPS

A significant aspect of CAM 2026 was the collaboration between CAG and public institutions working on climate and environmental issues. These partnerships helped strengthen the campaign's outreach while connecting public awareness and citizen participation with ongoing institutional efforts.

CAM 2026 collaborated with the Greater Chennai Corporation, Forest Department and Tamil Nadu Wetland Mission in conducting activities related to climate awareness, biodiversity, wetlands and environmental conservation. The involvement of these institutions provided participants with opportunities to better understand the role of government agencies in addressing environmental challenges and supporting climate action.

The engagement with the Greater Chennai Corporation was particularly important in facilitating activities across public and community spaces, enabling climate conversations to reach audiences beyond educational institutions. The Forest Department supported engagements connected with nature and biodiversity, helping participants understand the importance of protecting urban and natural ecosystems.

The Tamil Nadu Wetland Mission contributed to the campaign's focus on wetlands and their ecological significance. Engagements involving wetlands and nature-based learning provided participants with an opportunity to connect local ecosystems with broader questions of biodiversity, conservation and climate resilience.
Together, these collaborations strengthened CAM 2026 as a platform that brought citizens, educational institutions and public agencies into the same climate conversation, while demonstrating how public participation can complement institutional efforts towards environmental protection.



Students observing and learning about the wetland ecosystem during a wetland walk at Pallikaranai Wetland Park with Mr. Prashanth.

CAMPAIGN HIGHLIGHTS

Climate Action Month 2026 brought together a diverse range of engagements designed to make climate action accessible, participatory and relevant to everyday life. Across the month, 38+ events reached over 6,000 individuals, bringing together students, communities, government stakeholders, sustainable businesses and members of the public.

A defining feature of CAM 2026 was the use of creative communication alongside structured learning. Traditional Tamil performances, skits, storytelling and music enabled climate messages to reach audiences through familiar and engaging forms. The climate-action themed music performance at the inaugural event and the music programme at the closing event provided creative openings and closures to the month-long campaign.

Nature-based learning was another important component of CAM 2026. Nature walks and bird-watching sessions enabled participants to observe local ecosystems directly and understand the importance of biodiversity, wetlands and urban natural spaces. By taking climate conversations outdoors, these activities helped participants connect environmental issues with the landscapes around them.

The campaign also introduced students to less visible dimensions of environmental impact. The “Hidden Carbon – Understanding Internet & AI Emissions and E-Waste” session encouraged students to examine the environmental footprint associated with digital technologies and electronic consumption. Other college engagements explored environmental rights, sustainable design, biodiversity, wetlands and responsible consumption, demonstrating the interconnected nature of climate and environmental concerns.

Kuppai Thiruvizha was another significant highlight, bringing together 25+ zero-waste businesses and creating a space to showcase practical alternatives for more sustainable consumption. The initiative connected climate awareness with everyday purchasing and consumption choices while providing visibility to businesses working towards sustainable practices.

CAM 2026 also benefited from collaboration with the Greater Chennai Corporation, Forest Department and Tamil Nadu Wetland Mission, strengthening the connection between citizen engagement and ongoing institutional efforts in environmental protection.

Together, these initiatives reflected CAM 2026's continuing effort to move climate communication beyond conventional awareness programmes and towards learning, participation, creativity and practical engagement.

TESTIMONIALS

"Citizen consumer and civic Action Group (CAG) played an important role in making this initiative more meaningful and impactful. CAG created awareness about consumer rights, environmental protection, and responsible citizenship. They encouraged students to understand the connection between responsible consumption and environmental sustainability.

CAG provided valuable insights on issues such as plastic pollution, waste management, climate change, and sustainable consumption practices. Their collaboration helped students connect their creative poster ideas with real-world environmental and consumer issues. The initiative strengthened students' commitment towards becoming informed, responsible, and environmentally conscious consumers and citizens.

The programme also emphasized the importance of SDG 12 – Responsible Consumption and Production and SDG 13 – Climate Action.

The posters were evaluated by the jury based on creativity, relevance to the theme, clarity of the message, originality, and overall presentation. The winners were recognized and appreciated for their outstanding efforts in conveying powerful messages through their artworks.

Overall, the Poster Making Competition was a meaningful and engaging platform that inspired students to become more conscious of environmental challenges and take active steps towards sustainability.

We extend our sincere thanks to all the participants, especially the students of Patrician College of Arts and Science, coordinators, members of CCC and CAG, and everyone who contributed to making this event a grand success".

Siva Subramaniam V., Patrician College



“Thanks to the CAG team for conducting nature walks and other public events as part of the Climate Action Month initiative. I joined their first event, which was a nature walk at Pallikaranai marshland. I got to know about that through an article in the Times of India. At the event, I got to know more about the marshland, its ecosystem and how it acts as a sponge in recharging groundwater storage, a water filter, as well as a natural flood mitigator. This quenched my thirst for learning more about our surroundings and the ecosystem. The session was well conducted by CAG. I also interacted with the CAG staff who were there Mr. Ramalingam and Ms. Dharani and Mr. Prashanth from Wetland Mission, who also gave valuable information and organised the event very well.

also got a chance to go to the Nanmangalam nature walk, which made me feel awe at the sight of the greenery, since a forest at that scale is very hard to find in a city like Chennai. It was organised with Birdertribe, who showed us the different birds that existed there and the flora as well.

I also got to be a part of a brand audit session where Mr Ramalingam explained types of plastics and their demerits, where I got to learn a lot about plastics.
Looking forward to joining more such sessions with CAG, and please keep up the good work in promoting awareness on climate action”.

Sudher, Public Participant



IN THE PRESS

Climate Action Month (CAM) 2026 received attention across print and digital media platforms, helping extend the campaign's visibility beyond participants directly involved in its activities. Coverage of the campaign brought attention to its month-long programme and the range of climate and environmental issues addressed through its engagements across Chennai.

The campaign received attention for its focus on themes including e-waste, waste management and climate action, as well as for bringing together students, experts, artists and communities through workshops, nature-based activities, performances, interactive sessions and public discussions. Coverage of these activities helped highlight the campaign's approach of making climate conversations accessible through practical, creative and participatory formats.

The inaugural event at D.G. Vaishnav College also received media attention, including coverage of the participation of Mr. Tushar Shrihari Shinde, I.F.S., Assistant Mission Director, Tamil Nadu Climate Change Mission, and Mr. Akella Chaitanya Madhavudu, I.F.S., Assistant Mission Director, Tamil Nadu Wetlands Mission.

Media engagement helped carry CAM 2026's climate conversations beyond individual events and contributed to the wider dissemination of the campaign's messages around climate literacy, environmental responsibility, sustainable practices and citizen participation. It also helped bring greater public visibility to the importance of connecting climate action with everyday choices and local environmental concerns.

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Climate awareness through puppet shows, Parai, and panel discussions

TNN / Jul 02, 2026, 23:08 IST

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Chennai: This year's edition of Climate Action Month (CAM) will focus on short-life electronic accessories and their environmental impact, alongside ocean science, green employment opportunities, solid waste management and climate action.

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Fifth edition of Climate Action Month 2026 inaugurated

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The need to address climate change and crisis should be a shared responsibility, experts said at the inauguration of the fifth edition of Climate Action Month 2026 (CAM) organised by Citizen consumer and civic Action Group (CAG) here on Wednesday.

An article by The Hindu covering the inauguration of Climate Action Month (CAM) 2026 at D.G. Vaishnav College, July 2026.

KEY LEARNINGS FROM THE FIELD

Climate learning is stronger when participants are actively involved:

Across the campaign, interactive workshops, games, discussions, field-based activities and nature walks provided opportunities for participants to engage rather than simply receive information. These approaches helped make complex environmental issues more accessible and encouraged participants to ask questions and relate them to their surroundings.

Everyday issues provide effective entry points for climate conversations:

Waste, consumption, mobility, digital technologies and the condition of local ecosystems provided tangible ways of introducing climate concerns. Connecting larger climate questions with familiar experiences made the subject more relevant to participants.

Creative communication can make climate issues more accessible:

Music, traditional performances, storytelling and skits demonstrated the potential of cultural and creative formats to communicate environmental messages to wider audiences. Such approaches can complement formal workshops and discussions by creating an immediate and relatable connection with the public.

Local ecosystems can make climate change tangible:

Nature walks, bird watching and wetland-related engagements demonstrated the value of using Chennai's own ecological spaces as learning environments. Direct observation can help participants better understand biodiversity and the importance of protecting ecosystems within an urban setting.

Young people are important partners in climate action:

The participation of 766+ school students and 3,555+ college students demonstrated the importance of educational institutions as spaces for building climate literacy. The range of topics and formats also showed that students can engage with climate change through different academic and experiential entry points.

Collaboration increases the depth and reach of engagement:

The involvement of the Greater Chennai Corporation, Forest Department and Tamil Nadu Wetland Mission demonstrated the value of connecting civil society-led awareness efforts with public institutions working on environmental issues. Such collaboration can provide participants with a clearer understanding of how citizen action and institutional action can complement one another.

Awareness needs to be followed by continuity:

CAM creates an important space for initiating conversations, but one-time engagements alone cannot sustain long-term behavioural change. Continued engagement through schools, colleges, communities and public institutions is necessary to build on the awareness and interest generated during the campaign.

Conclusion

The CAM 2026 Closing Event marked the culmination of the month-long climate action campaign and featured a climate change-themed music performance. The event also included a Wetland Mission awareness session, followed by the orientation and badge distribution for the 2026 batch of the Eco Club at Madras School of Social Work. Dr. Thirumurugan, Wetland Expert, TNGCC; and Dr. Eshwari, Tamil Nadu Wetland Mission participated in the event.



Students listening to a climate change-themed music performance by Ashika,CAG, during the CAM 2026 Closing Event at Madras School of Social Work.

Climate Action Month 2026 marked the fifth edition of CAG's flagship annual climate awareness campaign, continuing a journey that began in 2020. Over the course of July, the campaign brought climate conversations into educational institutions, public spaces and communities through learning, creative expression, experiential activities and public engagement.

With 38+ events reaching over 6,000 individuals, CAM 2026 created diverse opportunities to engage with issues including e-waste, waste management, sustainable living, biodiversity, wetlands and climate action. The participation of school and college students formed a significant part of the campaign, while public-facing activities extended these conversations beyond institutional settings.

The campaign also strengthened collaboration with the Greater Chennai Corporation, Forest Department and Tamil Nadu Wetland Mission, highlighting the importance of bringing together civil society, public institutions and communities to address environmental challenges.

A significant strength of CAM 2026 was its use of diverse formats, including workshops, documentaries, discussions, nature walks, bird watching, storytelling, traditional performances and music. These approaches enabled participants to connect environmental concerns with their own experiences and encouraged wider participation.

The fifth edition reaffirmed that climate literacy is not simply about communicating information. It is about creating opportunities for people to understand, question, experience and participate. CAM 2026 therefore represents another step in CAG's continuing effort to build informed citizens and strengthen collective engagement with climate and environmental challenges.



.....understand, question, experience and participate.....

Recommendations

The experience of CAM 2026 points towards several areas that can strengthen future editions and contribute to sustained climate engagement.

1

Strengthen continuity in schools and colleges

- CAM engagements can be followed by longer-term activities within participating institutions, such as student-led environmental initiatives, waste audits, biodiversity observation and sustainability projects. This can help transform a one-time awareness session into an ongoing learning process.

2

Expand experiential climate education

- Nature walks, bird watching, field-based learning and direct engagement with local environmental challenges should continue to form an important part of climate education. Such experiences help participants understand environmental issues through observation rather than information alone.

3

Continue using creative forms of climate communication

- Music, storytelling, folk performances, skits and other cultural formats should continue to complement workshops and discussions. Creative communication can help make climate issues accessible to audiences who may not engage with conventional awareness programmes.

4

Strengthen public engagement in shared spaces

- Parks, beaches, neighbourhoods and other public spaces can provide valuable platforms for sustained climate communication. Regular public engagements can help bring climate conversations into everyday community spaces.

5

Create stronger links between awareness and practical alternatives

- Initiatives such as Kuppai Thiruvizha demonstrate the value of showing participants practical alternatives rather than only discussing environmental problems. Future campaigns can further strengthen platforms that connect citizens with sustainable products, services and practices.

6

Deepen engagement with local ecosystems

- The campaign can continue to use Chennai's wetlands, forests, parks and other ecological spaces as learning environments. Building greater public understanding of these ecosystems can strengthen support for biodiversity conservation and urban environmental resilience.

7

Strengthen government–civil society collaboration

- The experience of working with the Greater Chennai Corporation, Forest Department and Tamil Nadu Wetland Mission demonstrates the value of institutional partnerships. Future editions can build on these relationships to create more opportunities for public dialogue, environmental education and citizen participation.

8

Improve impact documentation

- Future editions can strengthen documentation beyond attendance numbers by systematically capturing participant feedback, learning outcomes, behavioural intentions and institutional follow-up actions. This would provide a clearer picture of CAM's longer-term impact.

9

Sustain engagement beyond the campaign month

- Climate literacy requires continued reinforcement. CAM can serve as an annual anchor for year-round programmes, enabling CAG and its partners to maintain climate conversations with schools, colleges, communities and the wider public throughout the year.
- Ultimately, the experience of CAM 2026 suggests that effective climate action begins with informed people, but grows through continued engagement, local experience, collaboration and opportunities to act.

ACT NOW - CLIMATE CHANGE IS NOT A FUTURE PROBLEM



CAG 40 YEARS OF ACTION
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