Permapowerplots: Digital Advocacy for Climate Justice

- Kunal Badesra, 2482

I)   Project Summary and Objectives

The [Permapowerplots](#) Instagram initiative commenced in April 2023, representing a proactive attempt to illuminate the importance of permaculture in the fight against climate change. The genesis of this initiative was within an academic context, specifically a Climate Justice Course, but it swiftly expanded into a fully-fledged campaign dedicated to inciting tangible change. The growth of the project is evident from the initial 35 followers it gained within its inaugural month, demonstrating the project's relevance and resonance.

As a digital platform, Permapowerplots serves as an educational hub aimed at shedding light on permaculture and stirring action to adopt these practices. It offers a stage for stimulating and informative conversations centered on the potential of permaculture to shape a resilient and sustainable future. The page actively showcases the principles, techniques, and outcomes of permaculture, aspiring to cultivate an engaged community of environmentally minded individuals who are passionate about instigating change.

II)   Current Challenges and the Necessity of Permaculture

The absence of permaculture practices in our current agricultural systems presents considerable environmental and socio-economic problems. Conventional farming methods often rely on practices that deplete soil health, reduce biodiversity, and contribute to greenhouse gas emissions. These methods are not only harmful to the environment but also leave communities vulnerable to the impacts of climate change, affecting food security and economic stability.

The implications of climate change are particularly severe for those not employing permaculture practices. It includes everyone. Especially people in the agriculture sector. Conventional farming methods are significantly more susceptible to climate fluctuations, with extreme weather events capable of devastating crops and livestock. This vulnerability, coupled

with the broader impacts of climate change, poses a risk to food security, rural economies, and overall societal wellbeing.

The failure to adopt sustainable waste management strategies and support local food systems compounds the challenges related to climate change. Industrial agriculture tends to produce vast amounts of waste and relies heavily on long supply chains, leading to increased carbon emissions and susceptibility to disruptions. These issues, coupled with the effects of climate change, pose a serious threat to food security, rural economies, and overall societal wellbeing.

The potential ramifications of failing to address these issues are substantial. As climate change intensifies, so too will the vulnerability of our traditional agricultural systems. If left unaddressed, these challenges may lead to increased food scarcity, economic instability, and environmental degradation. The urgency to counter these challenges through practices like permaculture cannot be overstated. By embracing permaculture, we can not only mitigate the impacts of climate change but also foster a more sustainable and resilient future for our communities.

III)   Defining the Project Objectives and Role of the Instagram Page

The primary objective of the Permapowerplots project is to raise awareness about permaculture and its significant role in creating a sustainable, climate-resilient future. This involves educating the public about the benefits of permaculture in preserving biodiversity, enhancing soil health, improving waste management, and supporting local food systems.

Secondary objectives include inspiring action towards adopting permaculture practices and fostering a community of individuals committed to sustainable living. The project also seeks to spotlight the urgency of transitioning to sustainable farming practices in the face of escalating climate change impacts.

The Instagram page, Permapowerplots, plays a crucial role in achieving these objectives. It serves as a digital platform that not only educates its followers about permaculture but also provides practical tips and inspiration for incorporating these practices into their daily lives. By highlighting the connections between permaculture, climate change, and societal wellbeing,

the page encourages its followers to embrace sustainable living and become active participants in the fight against climate change.

IV)   Defining the Target Audience and Its Significance

The target audience for the Permapowerplots project primarily comprises environmentally conscious individuals, students, young adults, and local community members. The focus on this demographic group is primarily due to their ability to influence change and their increasing concern about climate change and environmental sustainability.

This group typically ranges in age from late teens to mid-thirties and represents a mix of genders, ethnicities, and socio-economic backgrounds. Interests include environmental conservation, sustainable living, local food production, and climate justice. Their motivations are primarily centered around creating a sustainable future for themselves and future generations, and they are likely to be interested in practical ways they can contribute to this cause.

 Engaging with this audience is crucial for the success of the Permapowerplots project. Firstly, students (mostly at NLSIU, Bangalore) and young adults often represent the vanguard of societal change, being more open to new ideas and practices. By focusing on this demographic, the project aims to create a ripple effect, with students and young adults incorporating permaculture practices in their lives and inspiring others to do the same.

 Secondly, local community members are critical to creating a shift towards more sustainable practices in and around campus. Their involvement can foster a supportive environment for sustainable change, enhance local economies, and create a more direct, resilient link between consumers and producers.

V)   Content Strategy and Its Contribution

The Permapowerplots project utilizes a diverse content strategy to effectively communicate its message and engage its target audience. The range of content includes informative posts, success stories, infographics, actionable advice on adopting permaculture, and exposure to harmful everyday habits. Each of these content types plays a unique role in raising awareness and instigating positive change.

Informative posts serve as the backbone of the content strategy, providing the foundational knowledge about permaculture, climate change, and their interconnections. Success stories highlight the real-world application of permaculture and its benefits, offering tangible proof of the impact that these practices can have. (In post: [Story of Okinawa people](#))

Infographics provide visually compelling data and facts that underscore the urgency of adopting sustainable practices, whilst tips for adopting permaculture provide practical advice for those inspired to take action. Posts about harmful everyday habits serve as eye-openers, encouraging followers to reflect on their behaviors and consider more sustainable alternatives. ([In post: Cigratte Butts are toxic](#))

Storytelling and visual elements are integral to the content strategy. Stories humanize the data and facts, making the information more relatable and digestible (In post: [Story of Raja Hatta](#)). They inspire followers by showing them what is possible and encouraging them to take part in this transformative journey.

Visual elements, meanwhile, capture attention and make the content more engaging. They also enhance understanding by presenting information in an easily digestible format. Combining visually appealing images and graphics with compelling narratives, the Permapowerplots page aims to not only inform but also inspire its followers to adopt permaculture practices and contribute to building a sustainable future. (In post: [Art by Katie Sheperd](#))

VI) <u>Collaborations and Partnerships</u>

Enhancing Impact and Reach An integral part of the Permapowerplots project is the strategic collaborations with local organizations, NGOs, and experts. One key collaboration has been with TIEEDI, a permaculture-based organization in Darjeeling. This partnership provides first-hand insights into the practical implementation of permaculture, offering authentic and valuable content to share with the Instagram page followers. My visit to TIEEDI also enriched me with the understanding of the permaculture lifestyle, providing real-life examples of its benefits. These experiences translate into compelling posts that can inspire followers to explore permaculture in their own lives. Another critical partnership has been with Kshitiz Chandra, a

fellow student and project collaborator. His expertise and input have contributed significantly to the project's content strategy and overall direction.

VII) Measurement and Evaluation

Tracking Success and Continuous Improvement Measuring the impact and success of the Permapowerplots project is crucial to ensure it continues to achieve its objectives and effectively engage its target audience. The key performance indicators (KPIs) for the project include follower growth, number of impressions, engagement rate (likes, comments, shares), and mentions from partner organizations or influencers.

For instance, the project has already seen significant success with the mention by TIEEDI on their profile that led to 87 profile visits in a single week. Mentions by collaborators such as Kshitiz Chandra, and their impact on reach and engagement, are also included in the KPIs.

As the project is operated through a business Instagram account, it leverages the Professional Dashboard provided by the platform. This dashboard offers comprehensive insights into account performance, including reach, impressions, and profile visits. For example, recent data indicates that the project reached 199 accounts, with 33 followers and the rest non-followers. The page made 919 impressions and received 163 profile visits.

These measurements are not static; they inform the ongoing development of the project. By analyzing this data, I gain insights into what content resonates most with the audience, the best times to post for maximum reach, and how effectively collaborations are enhancing the project's impact. Based on these insights, adjustments are made to improve performance. This could involve tweaking the content strategy, reaching out for more collaborations, or finding new ways to engage followers. The goal is to continually refine the project based on data-driven insights to maximize its impact and contribute more effectively to promoting permaculture practices.

VIII) Sustainability and Future Plans

Long-term Engagement and Expansion The long-term sustainability of the Permapowerplots project has been a key consideration from its inception. The project aims to not only raise awareness about permaculture but also inspire ongoing action and engagement beyond the project's initial duration. One strategy for maintaining audience engagement is through interactive features like Instagram Live sessions. By hosting live discussions with collaborators such as TIEEDI and Kshitiz Chandra, the project can foster a sense of community and provide a platform for direct interaction and learning.

Offline, the project could engage in local workshops or presentations in regions like Bengaluru, tying in with the local partners for a more targeted approach and with Nature Club at NLSIU, Bangalore. These offline engagements can work in tandem with the online presence, using the Instagram platform to promote events, share highlights, and encourage participation. In the long run, these strategies will ensure the sustained relevance of the Permapowerplots project, its continued growth, and its capacity to drive meaningful change in the realm of sustainable living and permaculture practices.

IX) <u>Conclusion</u>

The Permapowerplots project, as outlined in this report, represents a multifaceted initiative aimed at promoting the adoption of permaculture practices as a pathway to climate justice. Harnessing the power of Instagram, the project disseminates pertinent information on permaculture, zero waste management, local food sourcing, and the reduction of food waste, all underpinned by an in-depth understanding of the intersectionality between permaculture and climate justice. The project leverages effective collaborations with organizations like TIEEDI and individuals like Kshitiz Chandra, enhancing its reach and credibility.

The Permapowerplots project aims to galvanize this shift, acting as a beacon of knowledge, inspiration, and engagement on this critical journey. The project is optimistic about its potential to effect positive change. By influencing its followers to adopt permaculture practices, it envisions shaping a more resilient and sustainable future. The hope is to see this ripple effect extend beyond our campus and permeate throughout the lives of its audience, spreading awareness and action across different regions, and ultimately contributing to a healthier, more sustainable communities.