



Impact Assessment Summary Report- FY 2021-22

Ecozone

Project Duration:
2019-20 to 2020-21

Report Submission Date:
28-01-22

Executive Summary

As climate change becomes an increasingly pressing issue, it is clear that the earth, with all its inhabitants and resources, is to be treasured and protected. The scope of human impact on the environment can be one of great concern or celebration. It only depends on how we choose to interact with the world around us. This is something that Toyota Kirloskar Motor Private Limited (TKM) understands very well and strives to ensure that their impact on the earth is a positive one. It is only fitting then, that Environmental Education is one of the main pillars of TKM's environmental protection agenda. Because TKM believes that, it's not just what we do in the present that matters — *it's how we equip and inspire future generations.*

The Ecozone was created with this very philosophy in mind, visualized to help the younger generation tangibly understand their impact on the environment and learn how to protect it. Here, children can truly experience the beauty of nature and understand how humanity has evolved within and alongside our ecosystems. It takes students beyond the scope of classroom learning and helps them understand the importance of living harmoniously with nature through hands-on training in conservation practices.

Ecozone: Education for Sustainable Development

In 2015, TKM had launched an educational project – “**Green me**”, where students were trained on science-based learnings through demonstrations. After the success of Green me Project, TKM took an ambitious project, an experiential based Environmental Education Centre, Ecozone to foster an eco-conscious mind in our future generations, to live in harmony with nature. Toyota Ecozone is spread across 25 acres of land with 17 Educational theme parks and 4 types of forests. This experiential learning centre, spread alongside a 500 KW solar park and 51,000 m³ rainwater harvesting pond, is dedicated to promoting eco-consciousness among the future generation.

Experiential Education at Ecozone

The centre uses a unique model of environmental education which makes the children to experience and observe the problems of pollution. They are then made to reflect on what has gone wrong. This will be followed by the development of solutions to the problems by the children themselves, who will experiment the solutions. This way, TKM wants to bring behavioural changes among the children.

Training Modules Developed at Ecozone

- **Regular training** - 1 day: Five Regular Training Modules have been developed namely, 1. Biodiversity, 2. Water, 3. Energy, 4. Climate Change, 5. Value
- **Focused training** - 2 days: One Focused Training Module has been developed on Biodiversity



- **Online Ecozone training** - 2 hours programme: Three Modules have been developed namely, 1. Evolution and Birds; 2. Waste to Wealth; 3. Evolution and Butterflies

The curriculum for Ecozone training has been developed involving Subject Experts from Education Department in line with NCERT syllabus. From January 2018 to March 2021, a total of 12,675 students have attended the Ecozone training. The impact assessment pursues to evaluate the impact of the programme through its unique design. The assessment seeks to examine key indicators in terms of learning and implementation of activities in their schools/communities, based on Ecozone training. The study conducted has captured responses from more than 460 students, parents, teachers, HMs and trainers through interviews and school visits.

Impact Assessment: Context and Framework

With quality infrastructure and equity of opportunity at its heart of defining actions and strategy, TKM believes at creating long- term value for stakeholders. To ensure securing the future of the community engaged with, TKM embraced a sustainable approach through committed investments towards developing Ecozone infrastructure as well as training modules to create interest of the students for the same.

With the scale and reach of the programme, it was essential to reflect on the journey accomplished. TKM felt the need to understand the progress of the project towards attaining the objectives. TKM, through this study aims to understand the project's progress towards achieving its intended outcomes and to take cues if any course correction is required to attain the impact envisioned. This study will also guide TKM in the journey towards achieving sustainability of the programme.

Key Findings

- 467 beneficiaries contacted to document the project impact
- 100% of the students agreed that they have learnt more than school curriculum
- 91% of the respondents rated very good knowledge received at ecozone
- 75% of the students understand the solution for the current problem after Ecozone observations and trainings.
- 99% of the students wanted to visit again
- 58% of the students felt that too much information in one visit is not having sufficient time to understand.

Key Recommendations

The Ecozone theme park and training programme established by Toyota Kirloskar Motor for the benefit of students and the entire community, is a great step towards providing **Environmental education** for all. The Ecozone theme park has been applauded and awarded by many institutions for its environmental education program and the flora-fauna created in the Ecozone area.

In the light of the foregoing outcomes and conclusions, the following are recommended:

- **Yearly target for schools/students'** outreach must be set, well in advance in the MoU, and regular (monthly/quarterly) project progress review meetings must be conducted with the implementation partner. This quantitative output would be required during monthly/quarterly project progress meetings to assess project implementation.
- It is suggested that a **data management system** should be set up, which not only helps to track project implementation, but also be beneficial in tracking and planning future school visits to Ecozone, project implementation follow up and status of student projects.
- It is recommended to have **Taluk level PICs** from the implementation partner, than a single PIC in making the project implementation more effective.
- We recommend that **regular monthly or quarterly project reviews** must be conducted with the implementation partner, in order to get detailed activities/project implementation after Ecozone training, in any school.
- It is recommended that proper **feedback is collected from stakeholders** on regular intervals to ensure continued training and implementation of the programme by incorporating feedback regularly. Hence yearly assessment is a necessity to assess project impact, as students move out of schools after completing primary/high school levels.
- We recommend that the programme should be made **compulsory in student's curriculum** for at least schools within 60-80 km radius of TKM Ecozone facility, with the help of the DD/CSR coordinator of the District/State.
- After Ecozone training, the **students must be incentivised** to come up with solutions and projects, which shall be awarded on school level, area level and/or taluk level. This will make the students to be more eager, in terms of outcomes from the learning.
- Ecozone training, which is mostly focusing on students must target people from all walks of life, to create a greater impact. It must be **open to the public as well**.
- **Better co-operation and co-ordination** between the major stakeholders (TKM, implementation/training partner and state education department) can make the programme more effective, and increase outreach, benefitting more number of students and the public.



- The Ecozone training and learning can be spread over a period of 3 days, one day in each quarter, so that the students can implement the activities, and a follow up of the same can be taken in the 2nd and 3rd training visit, to make the training and implementation from the Ecozone training programme, sustainable and effective for the students, as well as for the community, where the activities would be implemented.
- In light of the Covid pandemic self-help groups, youth groups, other like-minded NGOs and corporate groups who wish to get trained and are potential target groups, must be identified for **long term sustainability** of the Ecozone training.

The impact assessment report acknowledges that the Ecozone theme parks and training programme clearly shows TKM's commitment to contribute to the society on creating greener ecosystems and environmental education for students. Further strengthening of the programme by increasing outreach, improving implementation of activities or projects by students in their schools/community after training, effective follow up of the same, and additional Ecozone visits/sessions for students, will help in creating long term impact of Ecozone training programme on the society at large.

THANK YOU

Study Partner



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