

Program Profile

Program	Program name	Culture Shift: Innovating for Climate Responsibility
	Category	A6

Summary of Program

Program Name	Culture Shift: Innovating for Climate Responsibility
Category	A6
Abstract of Program	CultureShift: Innovating for Climate Responsibility is a transformative program aimed at addressing climate change through cultural innovation and behavioral change. This initiative focuses specifically on the widespread issue of plastic waste, particularly the harmful practice of blocking drainage systems with plastic litter—a habit that contributes to urban flooding, water pollution, and broader environmental degradation. The program seeks to shift cultural norms by promoting sustainable habits, community engagement, and environmental awareness. Through education, creative campaigns, and local partnerships, CultureShift encourages individuals to take ownership of their environment by changing everyday behaviors. At its core, the program emphasizes that being a responsible human being in society means recognizing one's impact on nature and actively choosing habits that support ecological balance. By aligning personal responsibility with collective climate goals, CultureShift fosters a culture where innovation begins with mindset and action, ultimately contributing to a cleaner, more resilient future.

Details of Program

Planning

Objectives	Long-term Goals	The long term goal of this project is to foster a culture of environmental responsibility in Bangladesh by transforming everyday habits related to plastic waste disposal—particularly the practice of blocking drains—and encouraging sustainable behavior as a core social value.
	Short-term Targets	The short-term goal of this project is to raise public awareness about the environmental and health impacts of improper plastic waste disposal—particularly drain blockage—through targeted community campaigns, educational programs, and collaboration with local authorities within selected pilot areas.
	Rationale	CultureShift: Innovating for Climate Responsibility emerges in response to this urgent need for cultural transformation. The program recognizes that sustainable environmental change in Bangladesh must begin at the community level, through education, behavioral nudges, and cultural innovation. It aims to instill a sense of environmental ownership and social duty—particularly the simple but powerful habit of properly disposing of plastic waste. By changing how people think, speak, and act about their environment, the program promotes a new cultural norm: that protecting nature is not just a government task, but a personal and moral responsibility of every citizen.
Subject (Leader)	Initiator (s)	Humayra Akhter

	Champion (s)	Humayra Akhter
	Major team member(s)	N/A
Environment	Nature/Society	The study is relevant to the study is relevant to both nature and society. Specifically; it will focus on bringing some changes in the society.
	Industry/Market	The research directly relates to Sustainability and Climate Change Consulting
	Citizen/Government	N/A
Resources	Human resources	The program requires skilled human resources (educators, coordinators, creatives, and community workers)
	Financial resources	Funding would be necessary for research development, computational resources.
	Technological resources	Access to personal laptops.
Mechanism	Strategy (Weight/Sequence)	The mechanism of the CultureShift program involves community-based engagement, education, and cultural storytelling to drive behavioral change, with strategic options including school-based interventions, public art campaigns, local leader advocacy, digital and social media outreach, incentive-driven clean-up initiatives, and partnerships with institutions for policy alignment and sustainable impact.
	Organization	WUB's organizational structures that have laid out research organogram and typologies offer options for encouraging, accessing and participating in the research cultural practices for all the domain entities (e.g., Department of English)
	Culture	Culturally accommodative
Doing		
Launch date		15 th July, 2025
Responsible organization		World University of Bangladesh
Program Content and Process		1. Introduction and Awareness □ Overview of climate change and environmental challenges in Bangladesh □ The impact of plastic waste on drainage systems, urban flooding, and public health □ Importance of social responsibility and cultural change in addressing these issues 2. Behavioral Change Workshops □ Interactive sessions on the consequences of plastic pollution □ Training on sustainable waste disposal practices □ Encouraging personal responsibility and habit formation 3. Community Engagement Activities □ Organizing clean-up drives focused on drains and waterways □ Community discussions and storytelling sessions to share local experiences and solutions □ Mobilizing local leaders and influencers to advocate for change 4. Cultural Innovation Initiatives □ Public art projects (murals, installations) highlighting climate and plastic waste themes

	☐ Street theater and performances promoting responsible environmental behavior ☐ Social media campaigns using creative content to reach wider audiences 5. Educational Programs ☐ Integrating environmental responsibility into school curricula ☐ Training teachers and students to become climate ambassadors ☐ Developing educational materials and toolkits focused on plastic waste management 6. Partnership and Collaboration ☐ Building alliances with local government, NGOs, and community organizations ☐ Coordinating with waste management authorities for better infrastructure and policies ☐ Engaging corporate partners for funding and CSR involvement 7. Monitoring, Evaluation, and Feedback ☐ Regular assessment of behavioral changes and environmental impact ☐ Collecting community feedback to improve program delivery ☐ Reporting progress to stakeholders and adapting strategies accordingly
Key highlights of the content/process	The CultureShift program raises climate awareness, promotes sustainable habits through workshops and cultural innovation, engages communities, integrates environmental education, fosters partnerships, and continuously monitors impact for lasting change.
Differences from traditional approaches	The CultureShift program differs from traditional approaches by focusing on cultural innovation and behavioral change rather than just awareness or infrastructure, using creative community engagement and social habits transformation to embed environmental responsibility deeply into everyday life, making sustainability a shared cultural value rather than a top-down mandate.
Progress as of today	Foundational stage
Problems in implementation	N/A
Approaches to solve the problems	N/A
Completion date, if completed	N/A
Seeing	
Impacts on students	Due
Impacts on professors	Due
Impacts on university administration	Due
Responses from industry/market	Not initiated
Responses from citizen/government	Not initiated
Measurable output (revenues)	Not initiated

Measurable input (expenses)	Due
Cost-benefit analysis for effectiveness	Analysis due
Future Planning	
Due to be implicated.	Due to be implicated.
Addendum	
Exhibits, pictures, diagrams, etc.	Will be included in submitted research article
Reports, mimeos, monographs, books, etc.	A report will be published
Others which may help explain the program (including website links)	None