

La voix des Consommateurs
à travers le monde

The global voice
for consumers

La voz global para la defensa
de los consumidores



Consumers International: today

- | **Founded in 1960: Consumers International (CI) is the only independent global campaigning voice for consumers**
- | **Now *220 member organisations* – including 30 government affiliates – in *115 countries***
- | **‘Act as a global watchdog on the behaviour of international corporations’**
- | **Two-thirds of member organisations in Latin America, Africa, Asia and Central/Eastern Europe and in countries of the former Soviet Union; the other third in Western Europe and North America**
- | **In-house expertise: consumer protection law and institutions; standards; food safety; trade and utilities; sustainable consumption; advocacy; communications; NGO strategy...**

Education for Sustainable Consumption

The background of the slide is a solid blue color. On the right side, there is a faint, light blue graphic. It consists of a globe with latitude and longitude lines. In front of the globe, there are silhouettes of several people standing in a circle and holding hands, symbolizing global unity and community.

Elena Wolf

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CE and SC Definitions

“Consumer Education is to equip consumers with knowledge and skills to use information provided to be effective and confident consumers”

The UN guidelines for consumer protection say: *“Sustainable consumption includes meeting the needs of present and future generations for goods and services in ways that are economically, socially and environmentally sustainable”*

Education for Sustainable Consumption is not yet defined but CI's work on sustainable consumption consistently highlights the need for the role of government in promoting an enabling environment within which consumers can act responsibly

The areas of action:

Education for SC into formal curricula with the perspective of the lifelong learning process

50 full members of CI list consumer education and/or sustainable consumption as current campaigns.

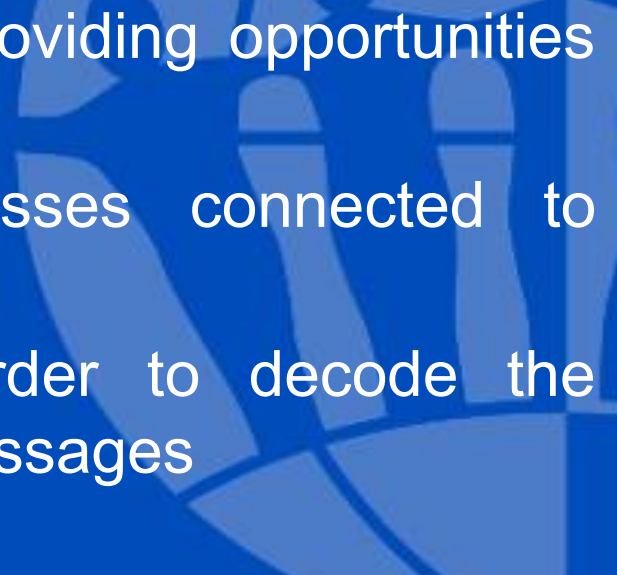
Education for SC considering the role of corporate, social and environmental responsibility: existing networks:

- | [Consumer Educators Network \(CEN\)](#)
- | [Consumer Citizenship Network](#)
- | [European Network for Consumer Education \(E-Cons\)](#)
- | [Latin American Network on Consumer Education](#)

Here and Now: Education for Sustainable Consumption Guidelines 2008

- I The CCN (Consumer Citizenship Network - interdisciplinary network of educators from 123 institutions of higher education in 37 countries and includes UNESCO and UNEP): Recommendations for the Marrakesh Process' Italian Taskforce on Education for SC
- I A clear framework for national governments to promote the education for SC agenda
- I The objective is to adopt the Guidelines as part of the 10YFR of Programmes on Sustainable Consumption and Production

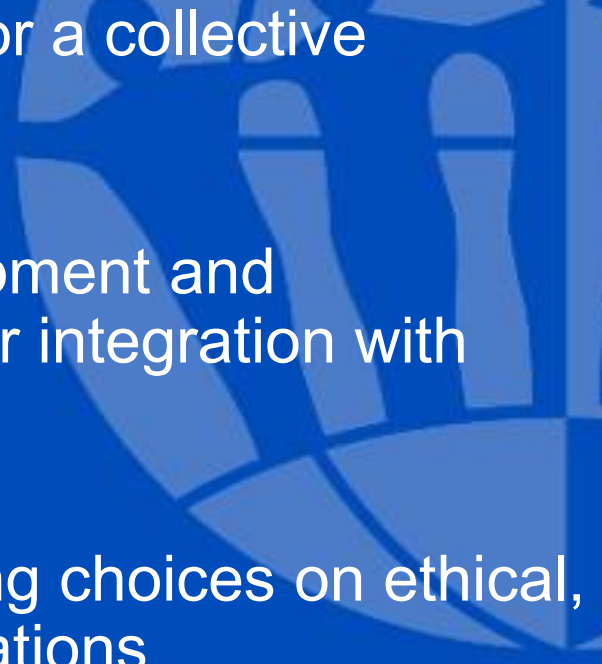
Why formal education for sustainable consumption?

- | Formal education plays a key role in providing opportunities for individuals to:
 - | learn about the systems and processes connected to consumption
 - | develop reflective thinking skills in order to decode the extensive and aggressive commercial messages
 - | ensure an awareness of consumer rights
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What CI is doing: October 15th Global Consumer Action Day

- I CI was approached by CCN in March 2008
- I 15 October-Global Consumer Action Day: purpose - to facilitate the CI members lobbying of ministers to endorse the Guidelines both on national and international level.
- I Call for the adoption of the recommendations by appropriate national authorities in 2008 and for implementation by 2009-2010 (ideally by the Minister of Education)
- I Call to ensure the Guidelines are supported by national delegations to the UN CSD in 2010 and 2011 (ideally by the Minister of Environment)

Creating enabling environment for consumers

- I Governments are the best starting point for a collective approach to enable policy change
 - I Governments should promote the development and implementation of policies for SC and their integration with other public policies
 - I A consumer citizen as an individual making choices on ethical, social, economic and ecological considerations
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- A background graphic on the right side of the slide. It features a stylized globe with latitude and longitude lines. Overlaid on the globe are silhouettes of several people standing and holding hands, symbolizing a global community or collective effort.

Thank You

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