



Education for Sustainable Consumption

Explore and Inspire

OECD Joint Conference on Consumer Education
24 October 2008, Paris

United Nations Environment Programme



+ Education for change



• ESC challenges today

- Consumerism at the core of the global society
- The need for sustainable consumption patterns and education

• Priorities

- Understand patterns of consumption and their cultural values
- Develop creative tools and pragmatic approaches (formal and informal education)
- Motivate policy-makers and stakeholders, create ESC networks
- Contribute to the international debate on SCP

• A specific institutional framework of action

- Marrakech Process on SCP
- UNEP, DTIE
- The Italian Task Force on Education for Sustainable Consumption
- The Swedish Task Force on Sustainable Lifestyles



A focus on youth: the future of consumerism and citizenship



Youth and Sustainable Lifestyles

- Is the future yours? A survey on consumption patterns among young people (2000)

YouthXchange



A UNEP/UNESCO
programme

More than 1 billion people aged 15 to 24 years old

90% of those younger than 25 live in developing countries

These youth aspire to have the same lifestyles as those in developed countries



The youth paradoxe

+ YXC achievements in 2008/2009

• Launch of the updated 2008 UNEP UNESCO YouthXchange Training Kit

• **8 translations and adaptations led by:**

Argentina – Ecuador – Czech Republic – Germany, Austria and German-speaking regions of Belgium and Switzerland - United Kingdom – Israel - West Asia – Philippines

• **Training of trainers in UNEP's 6 regions and among YXC's 30 local partners**

• **YouthXchange Maghreb:** proposal to work specifically in Morocco, Algeria and Tunisia, build local knowledge and capacity for ESC practices, adapt YXC to existing environmental education programs.



YouthXchange is a dynamic and inspiring programme in need of partners and support!





Global Survey on Sustainable Lifestyles



UNEP
Marrakech Task Force
on Sustainable Lifestyles
International partners
(Universities and researchers,
NGOs, OI)

The survey's objectives

- How do young adults (18-35) from different cultures perceive, picture and shape sustainable lifestyles?
- How can we build on their experience, creative ideas, values and aspirations to implement policies and send messages on sustainability that are respectful of their reality and socio-cultural identities?

Investigation tools

- A qualitative and projective approach
- A multilingual website and online questionnaire aimed at students and young professionals in all regions
- Partnerships to collect filled in questionnaires and analyze data in several countries



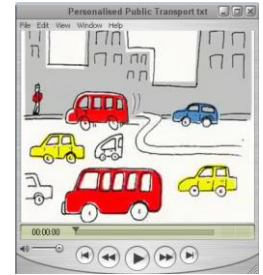
A cross-cultural report on sustainable lifestyles
Further development of networks on

+ Seeking answers

- Investigate how young adults from different cultures perceive and describe their current/future lifestyles, find out if sustainability appears as a core value.
- Understand how young adults perceive and react to simple sustainable scenarios that could change their everyday life
- Evaluate the impact of environmental information
- Understand what « sustainable lifestyles » mean to them

3 specific areas identified

MOBILITY



FOOD



HOUSE KEEPING



An in-depth investigation



Educational and
creative side
projects

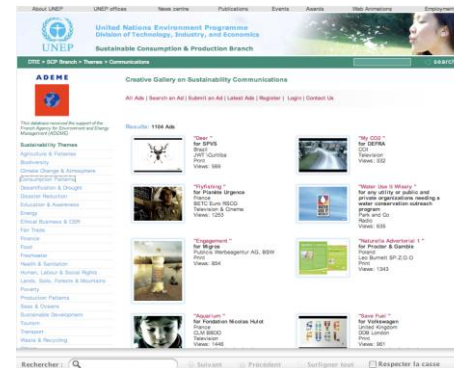
1. SEE

2. Creative
Gallery

1. SEE - Sustainable Everyday Explorations



2. Creative Gallery on Sustainable Lifestyles



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