**OECD Conference on Consumer Education**

**Jointly organized with UN MTF and UNEP**

*Paris, OECD Headquarters*

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**Session A: Sustainable Consumption**

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The Marrakech Process

Responds to the WSSD, Johannesburg Plan of Implementation, 2002.

It is a Global process to support the:

• implementation of Sustainable Consumption and Production (SCP)

• elaboration of a 10-Year Framework of Programmes (10YFP) in support of regional and national initiatives to accelerate the shift towards SCP.

Outcomes formally presented and discussed at UN CSD 18/19
Marrakech Task Force on Education for Sustainable Consumption

Italy launched MTF on ESC during the 14th session of the UN Commission on Sustainable Development (New York, May 2006)

Develop and strengthen SCP patterns focusing on education as a tool of implementation in both a long and short term perspective

Objective

To achieve progress in introducing ESC into formal learning processes by providing guidelines and recommendations for different levels of intervention together with practical tools and experiences of ESC
“We should progress from the idea that consumers should only be protected and empower them to be actors of our present and future world.”

Task Force Secretariat Meeting

“Education for sustainable consumption consists of the acquisition of knowledge, attitudes and skills necessary for functioning in today’s society. […] It is evident that incorporating the concept of responsible consumption into daily actions is a process and must be developed and modified over time.”

“Here and Now” Guidelines on education for sustainable consumption
A working paper from the United Nations Environment Programme and the Marrakech Task Force on Education for Sustainable Consumption led by Italy in collaboration with the United Nations Decade on Education for Sustainable Development and the Hedmark University College in Norway
Here and Now - Education for sustainable consumption

Guidelines and recommendations for the introduction of ESC into formal learning processes was developed by the TF on ESC in collaboration with UNEP, UNESCO and the Consumer Citizenship Network and aimed at:

• helping decision makers to understand the importance of ESC in supporting other policy goals such as citizenship and democratic participation, environmental protection or energy and climate policies;

• providing guidance to policy makers on how to integrate ESC into existing educational and sustainable development strategies;

• providing educators with tools and instruments in order to include ESC in curricula.
The document is composed by three different but integrated sections:

- **“Addressing the challenges”**, written for policy makers. It contains a rationale for education for sustainable consumption as well as suggestions for action plans.

- **“Optimizing opportunities”**, written for educational authorities, teacher trainers and teachers, it contains core curriculum suggestions.

- **“Relevant resources”** is an overview of resources and teaching materials, that provides references to theoretical research and practical materials, as well as web links.
“Addressing the challenges”,
How can education for sustainable consumption be achieved?

A roadmap of recommendations

In a concerted effort to address the interdisciplinary issues of equitable, sustainable consumption and production, governments are urged to:

1. Ensure that education institutions reflect in their daily management the priorities given to sustainable development

   2. Include themes, topics, modules, courses and degrees about education for sustainable consumption in established curriculum.

3. Encourage research in education for sustainable consumption-related areas.

4. Strengthen connections between researchers, lecturers, teacher trainers and socio-economic actors and stakeholders.

5. Enhance cooperation between professionals from diverse disciplines in order to develop integrated approaches to education for sustainable consumption.
“Addressing the challenges”,
How can education for sustainable consumption be achieved?

A roadmap of recommendations

6. Facilitate teaching and teacher-training which strengthens global, future-oriented, constructive perspectives within education for sustainable consumption.

7. Reward creative, critical, innovative thinking related to education for sustainable consumption.

8. Ensure that education for sustainable consumption respects the importance of indigenous knowledge and recognizes alternative lifestyles.

9. Foster intergenerational learning as an integrated aspect of education for sustainable consumption.

10. Provide opportunities for practical application of theoretical study through social involvement and community service.
“Addressing the challenges”,
How can education for sustainable consumption be achieved?

A roadmap of recommendations

Time frame

Overall framework of the
United Nations Decade on Education for Sustainable Development
(2005-2014)

Above recommendations represent a vital contribution in the next five years to promote ESD
“Optimizing opportunities”,

How can education for sustainable consumption be achieved?

Contains descriptions and definitions of ESC as well as suggestions on how to implement the recommendations presented in the document, “Addressing the challenges”

• Includes guidelines for an ESC core curriculum, ESC themes, ESC learning outcomes (attitudes, knowledge, skills and behaviour) and competences (ability to make critical choices, to apply knowledge), ESC methodologies (relearning, science and values, lectures, use of internet, of the media, active learning), ESC assessment (group examination, showcasing, portfolio assessment, etc.)

• Numerous examples of how countries have dealt with ESC
“Resources”,

Partners on ESC can be varied (politicians, researchers, headmasters, teachers and advocacy groups)

Resource clustering:
1. Resources dealing with education for sustainable consumption which provide relevant statistics, theory, and background information
2. Resources which provide methodological guidance, curriculum suggestions and teaching materials about ESC
3. Online pedagogical guidelines and teaching examples
4. Cases and articles
5. Web links
6. Games
7. Journals
8. Some relevant United Nations documents

Institutional guidelines, toolkits, reports and researches (at local, national, and international level); academic researches and surveys; academic publications; civil society initiatives, guidelines, publications and toolkit; centers and networks (Governmental, academic, non governmental); courses, workshops,
**Education for sustainable consumption: …Here and Now!**

**Global Consumer Action Day on ESC** (15 October 2008) organized by Consumers International to draw attention to the importance of ESC and the Guidelines and to promote the integration of ESC into 10YFP

**Joint Conference on Consumer Education** (Paris, 24 October 2008) organized by the OECD Committee on Consumer Protection, together with UNEP DTIE and the Task force on ESC

**International Conference on ESD: Workshop on ESC** organized by UNEP DTIE in cooperation with the TF on ESC (Bordeaux, 27-29 October 2008)

**Regional Meetings and National Roundtables on SCP** organised by UNEP and UNDESA to promote SCP with governments and relevant stakeholders also in view of CSD 18/19 (New York, 2010/2011)

**Sixth International Consumer Citizenship Network Conference** “Making a difference putting consumer citizenship into action” (Berlin, 23-24 March 2009) at the Technical University of Berlin in Germany

**UNESCO World Conference on ESD** “Moving into the Second Half of the UN Decade” (Bonn, 31 March – 2 April 2009) organised by UNESCO and the German Federal Ministry of Education and Research in Cooperation with the German Commission for UNESCO
Education for sustainable consumption: …Here and Now!

“Gutta cavat lapidem, non vi, sed saepe cadendo”
Ovidio

The drop hollows out the stone by frequent dropping, not by force… …constant persistence gains the end.
The road ahead is long and we are working to ease the journey.

“Gutta cavat lapidem, non vi, sed saepe cadendo”

Ovidio

The drop hollows out the stone by frequent dropping, not by force… …constant persistence gains the end.
Thank you for your kind attention!

Italian Ministry for the Environment, Land and Sea

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