

Education for Sustainable Consumption



United Nations Environment Programme



UNECE Steering Committee on ESD – 19th February 2009 Geneva

+ ESC: a core challenge today



Consumption

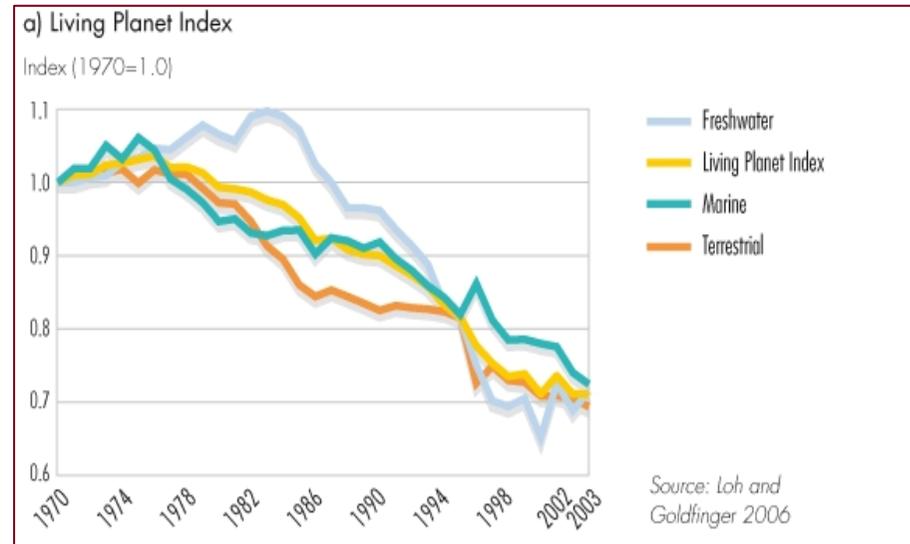
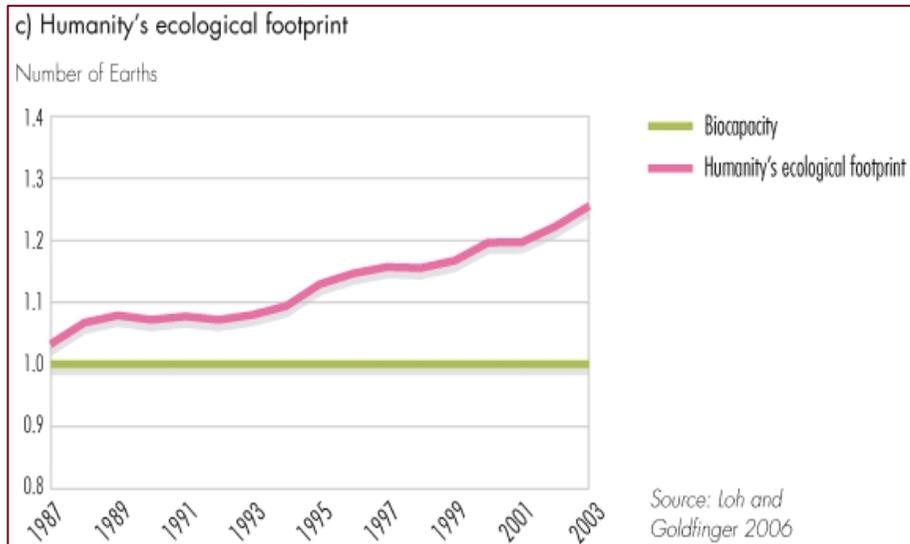


- *Selecting, buying, using, caring and disposing of goods and services...*
- *A core value of contemporary lifestyles, representations, attitudes and behaviors*

Unsustainable patterns



Worldwide individuals face the consequences of unsustainable consumption and production (degradation the environment and natural resources, socio-economic development, poverty, health...)



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SC and the UN Decade

3

Translate sustainable development in daily actions



+ ESC and the 4 Thrusts of the Decade



- 1) **Promote and improve quality of education** requisition of lifelong learning and skills and values needed by citizens to **improve their quality of life**
- 2) **Reorient curricula:** from preschools to higher education, education must be re-thought to become a vehicle of knowledge through **patterns and values needed to build a sustainable world**
- 3) **Raise public understanding and awareness of the concept of ESD** and demonstrate how to put it in practice.
- 4) **Educate the employed:** TVE of managers and workers in trade and industry to enable them to adopt sustainable modes of production and consumption (purchasing)

+ UNEP's approach and contribution



- Environment for Development
- Support change in consumer choice and behavior
- Business responsibility in producing « stuff » vs. goods & services with real value to society
- Governments enabling framework, market instruments, incentives and measures, raising awareness
- Promoting SCP and ESC at the international level: Marrakech Process on SCP



+ Policy-making for advancing sustainable societies



Marrakech Process for sustainable consumption and production



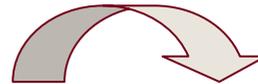
- **UNEP and UN DESA**
- **Expert meetings and SCP roundtables (international, regional and national)**
- **Seven Task Forces**
 - Italian Task Force on ESC
- **NGO and Business Forums**
- **Cooperation dialogue**



United Nations Decade on Education for Sustainable Development



- **UNESCO World Conference on Education for Sustainable Development, Bonn, 31 March-2 April 2009**



**International organizations (UNESCO, OECD...)
Civil society (e.g. Consumer Citizenship Network)
Private sector**



**10-Year Framework of Programme on SCP (2010)
International, regional and national strategies for sustainable development**

+ Educating towards sustainable lifestyles



- Responsible citizens and consumers
- Rational participation in the markets (social and environmental impacts)
- Awareness of fundamental rights and freedoms
- Participation in the public debate (values, quality of life, responsibility and accountability...)
- Knowledge, attitudes and skills necessary for functioning in today's society



+ Strategies to fill in the gap...

Observation: ESC is not a central topic in educational systems, nor a priority in national education policies

What is needed?

- ESC policies from primary schools to high schools
- Cohesiveness and innovation: beyond consumer / environmental education
 - Adaptation of teacher training
 - Promotion of sustainable education institutions
 - Creation of pedagogical approaches and tools
- Multi-stakeholder cooperation, especially at the local level
 - Research and evaluation

A dynamic and adaptable process

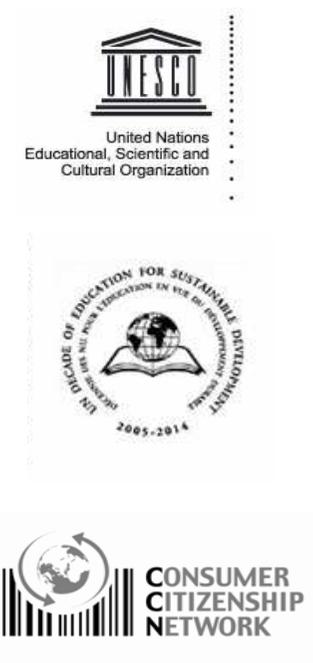
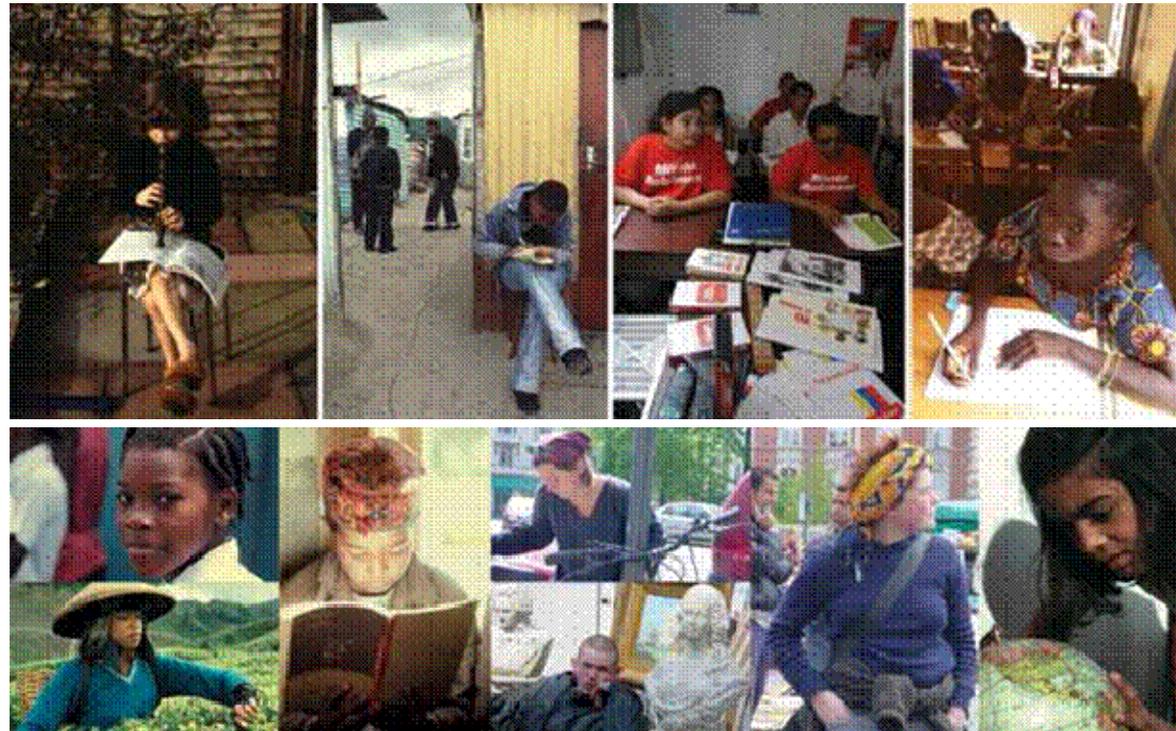


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HERE and NOW!

Education for sustainable consumption

Recommendations and Guidelines



A publication 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

+ Formal Education Objectives



POLICY-MAKERS

- An instrument to understand the importance of ESC in supporting other policy goals (citizenship and democratic participation, environmental protection, energy and climate policies, etc.)
- Guidance on how to integrate ESC into existing educational and sustainable development strategies

EDUCATORS

- Tools and instruments to include ESC in curricula, teaching practices and activities



Three complementary sections

Addressing the challenges



A rationale for education for sustainable consumption as well as suggestions for action plans.

Optimizing opportunities



How to integrate ESC into existing educational and sustainable development strategies? Didactic tools and plans for ESC, core curricular suggestions.

Relevant resources



Overview of resources and teaching materials, references to theoretical research and practical materials, web links...

+ Addressing the challenges



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



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.



+ Optimising opportunities

Optimizing opportunities: guidelines for educational institutions and actors

• ESC Implementation

- ESC themes
- ESC learning outcomes and competences
- ESC methodologies
- ESC assessment

- Setting examples
- Adapting established curricula
- Encouraging research
- Strengthening connections
- Enhancing cooperation
- Facilitating ESC in teacher training
- Rewarding innovation
- Respecting indigenous knowledge
- Fostering intergenerational learning
- Providing opportunities for community service

Relevant Resources

- An overview of relevant resources and teaching materials, theoretical research and practical materials, web links...

Available online at

<http://www.unep.fr/scp/education>



Here and Now! International events



- **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

+ Remaining questions...



How can ESC be efficiently integrated into educational institutions and curricula (schools and universities) as a crosscutting issue?

What are the roles of universities, public actors involved in career services, NGOs, consumers associations and businesses in this process?

How can we mobilize all actors and bring them to cooperate for the development of methodologies and tools that are adapted to local realities and cultural contexts?

How can we encourage the development of ESC within professional training (trade, marketing, communications, advertising, etc.)?

How can we assess the impact of ESC on attitudes and behaviors in educational institutions, at work and within the private sphere?

+ UNEP's education activities on SCP



Citizens and consumers



Educators, trainers, youth



Business and industry



Public institutions



International organizations

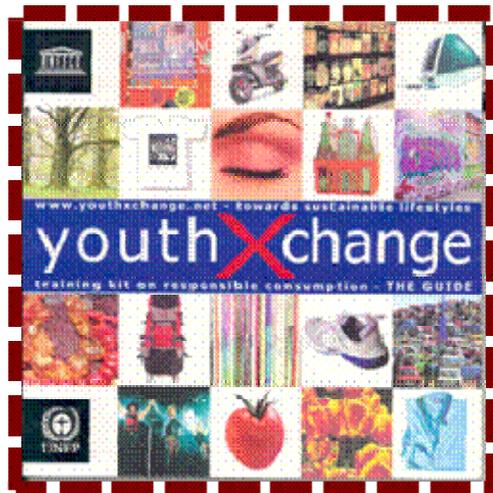


Specific sectors

(tourism, design, retailers, etc.)



+ YouthXchange Programme



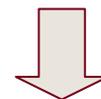
A UNEP/UNESCO
programme

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

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



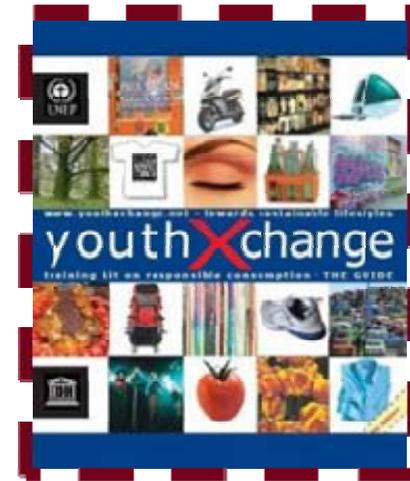
The youth paradoxe

+ YXC training kit on sustainable lifestyles

- A train-the-trainer toolkit associating a guide book and a website
 - A working tool for educators and trainers to explain the challenges and opportunities of SD in a day to day life frame and to empower youth towards action
 - Target: **15-25** global urban consumer class / future decision makers
 - Aims to assist youth groups, NGOs and teachers to **help raise awareness of SC** in a fun, accurate and concrete way
 - A training kit adapted in **19 countries** and **translated in 16 languages**



30 local partners and 500 organizations
A new culture of consumption

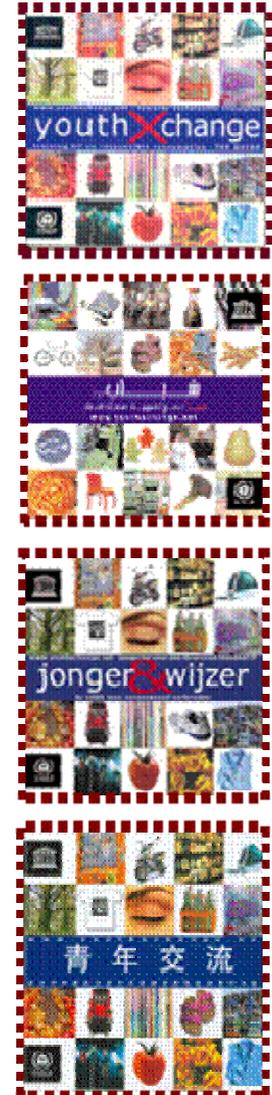


<http://www.youthxchange.net>



+ YXC achievements and projects 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
- **Ongoing 2009 translations and adaptations led by:**
Turkey – Croatia – Mauritius
- **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.
- Selected project for the **World Conference on Education for Sustainable Consumption – March 2009**
- Coordinating YXC partners in the implementation of **the Global Survey on Sustainable Lifestyles**



+ Global Survey on Sustainable Lifestyles



Explore



Produce



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

- **A cross-cultural report** with recommendations on developing new solutions and on communicating on sustainable lifestyles
- **New networks on sustainable lifestyles**
- **An original approach** replicable in many countries
- **A greater visibility of the Marrakech Process** on Sustainable Consumption and Production

+ Stimulating and inspiring tools

The survey's website: www.unep.fr/gssl



How do we live around the world?

Welcome and thank you for participating in this global survey!
This initiative is meant to bring young adults from all over the world and different cultures to share their ways of living and their vision for the future.
For closed questions, just tick the answers that fit you the best. For open questions, feel free to express yourself and make your own comments.

There are no good or wrong answers!
Just share your opinions and experiences with us!

To make your journey more comfortable: allow pop-ups before clicking the "Start" button; at the end of each module, click on the "End" button to save your answers.

Language

START

OR DOWNLOAD

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How do we live around the world - A global Survey
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UNEP

Available in English, French, Spanish, soon in Portuguese, Japanese, Vietnamese...

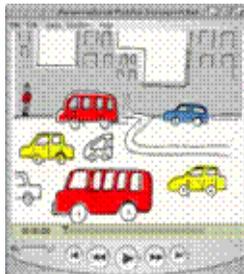
+ Stimulating scenarios for sustainability



1-minute videos with subtitles in all languages

9 sustainable scenarios

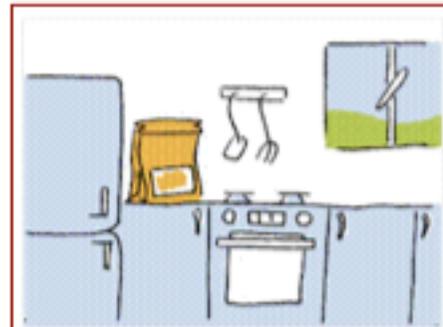
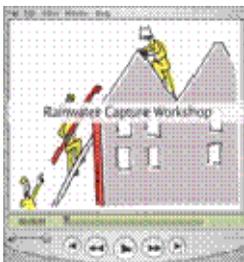
MOBILITY



FOOD



HOUSE KEEPING



Vegetable Bag Subscription
A solution to do easy and convenient shopping with local farmers

+ A project built on partnerships



- **An international and multistakeholder expert group** (Consumers International, One Earth Initiative, OECD, International Association of Universities, etc.)
- **A successful call for partnerships** through various networks and events (CCN, YouthXchange, UN Youth, international conferences)

About 20 countries

- **Europe** (France, UK, Portugal, Slovakia, Sweden, Turkey)
- **Africa** (Ethiopia, Senegal, South Africa, Egypt)
- **Asia Pacific** (Japan, Vietnam, India, China)
- **West Asia** (United Arab Emirates)
- **North America** (Canada, USA)
- **Latin America** (Brazil, Argentina, Colombia, Mexico)

Translation, collection of questionnaires and special events, data analysis