

w w w . y o u t h x c h a n g e . n e t

youthXchange

t o w a r d s s u s t a i n a b l e l i f e s t y l e s

THE GUIDE

t r a i n i n g k i t o n r e s p o n s i b l e c o n s u m p t i o n



United Nations
Educational,
Scientific
and Cultural
Organization



United
Nations
Environment
Programme

UNESCO and UNEP gratefully acknowledge the time and effort spent by those involved in producing and commenting on The Guide to YouthXchange.

This publication was prepared under the supervision of UNEP Division of Technology, Industry and Economics (DTIE) and UNESCO Division of Secondary Technical and Vocational Education, by Méta (Media, Ecology and Technology Association) in collaboration with Consumers International.

Patrizia Lugo Loprieno authored the Guide and supervised the Méta team (Madhavi Bhatt and Peter Williams) for the 2002 edition and for the 2006 update (Ilaria Alegrozzi and David Gerstein). The work was coordinated by Isabella Marras, Programme Officer at UNEP DTIE and Julia Heiss, Programme Specialist at UNESCO's Education Sector. Christine Knights and Alina Tugend from Consumers International provided advice and editing assistance for the 1st edition of the Guide. Special thanks to Bas de Leeuw, Head, Integrated Resource Management, Sustainable Consumption and Production Branch, and to all involved staff of UNEP DTIE, for their support in the project and technical advice.

Early drafts of the guide were also submitted to those who initially encouraged UNEP and UNESCO to establish a source of information and education on sustainable consumption for young people: the participants at the UNEP/ UNESCO Expert Workshop on Youth, Sustainable Consumption and Lifestyles (Paris, 6-7 November 2000).

Since its launch in 2002 the YOUTHXCHANGE guide has been translated in more than 15 languages and distributed at the four corners of the world through partnerships with local organisations. The youthxchange translators are extremely motivated organisations (public, private or non-for-profit) thanks to whom the guide has reached about 400,000 people. They are the real ambassadors and implementers of the project. See the full list of local partners here below.

This second edition of the YOUTHXCHANGE guide mirrors the structure of the first one, including new entries and modifications.



WWW...
youthxchange.net

YXC partners worldwide
Nowadays (2007), the YXC GUIDE is available in the following languages:

📄 **Portuguese** (2003) - Sonae Comercio e Serviços; Instituto do Consumidor
[comunicacao@sonae.pt];
[dgc@dg.consumidor.pt];
[ana.cabral@ic.pt]

📄 **Korean** (Republic of South Korea, 2004) - Consumers Korea

[jokim@consumerskorea.org]

📄 **Spanish** (Messico, 2004) - Secretaría de Medio Ambiente y Recursos Naturales (Semarnat); Procuraduría Federal del Consumidor (PROFECO)
[tiahoga@semarnat.gob.mx];
[quejas@profeco.gob.mx]

📄 **Catalan** (Spain, 2004) - Ajuntament de Barcelona
[recursos@mail.bcn.es]

📄 **Castillano** (Spain, 2004) - Fundación Ecología y Desarrollo; Escuela Europea de Consumidores
[pbarrenechea@ecodes.org];
eva@e-cons.net]

📄 **Hungarian** (2004 and 2006) - Association of Conscious Consumers; Association for Environmentally Aware Management [lewis@tve.hu; toth@kovet.hu]

📄 **Chinese** (2005) - Cina Centre for Environmental Education; Broad Company
[mayufei@chinaeol.net]

📄 **Flemish** (Belgium, 2004) - UNESCO Platform Vlaanderen
[info@unescovlaanderen.be]

📄 **Norwegian** (Norway, 2005) - Ministry of Children and Equality; Ideebanken, Consumer Council [oey@bld.dep.no]; [kirsten@idebanken.no];

Planet Earth is facing a severe global crisis. Economic and social development is putting an unbearable strain on our environment. Inefficient production and consumption patterns, together with uneven distribution of resources, have widened the existing gap between **North and South**.

It has been estimated that if all people of the world were to consume like in the affluent countries, then we would need the equivalent of **4 extra Earths**.

Young people today constitute an important group within our consumer societies, and the habits they develop **now** will play a decisive role in **future** consumption patterns. Their decisions as consumers exercise a growing influence on markets and lifestyles. Therefore, they deserve special attention in efforts to change wasteful consumption patterns into ones that are more attuned to sustainable development.

As the environmental conscience of the UN, the United Nations Environment Programme (UNEP) underlines the importance of and the urgent need for a worldwide change in consumption and production patterns and attitudes.

For its part, the United Nations Educational, Scientific and Cultural Organization (UNESCO) emphasises the role of education in shaping attitudes, values and behaviour, while developing the capacities, skills and commitments needed for building a sustainable future.

Through **youthxchange**, UNEP and UNESCO work to show young people that it is possible to translate our aspirations for a better world into everyday actions.

Achim Steiner
Executive Director UNEP

Koïchiro Matsura
Director- General UNESCO



[post@forbrukerradet.no]

📄 **French** (France, 2005) -
*EKWO Magazine with Ministère
de l'écologie et du
développement durable*
[monica@ekwo.org]

📄 **Italian** (Italy, 2005)
- *Veneto Region; Veneto
Environment agency*
[psalmaso@arpa.veneto.it]

📄 **Arabic** (Dubai, 2005)

- *Emirates Diving Association;
Ministry of Immigration;
Knowledge and Human
Development Authority*
[ibrahim.alzubi@khda.gov.ae]

📄 **Basque** (Basque Region -
Spain, 2006) - *Basque Regional
Government Industry authority;
IHOBE (Environment authority)*
[josebe-alonso@ej-gv.es];
[xabier.gonzalez@ihobe.net]

📄 **Japanese** (Japan, 2007)

- *Hakuhodo LTD with Nippon
express LTD*
[satoru.mizuguchi@hakuhodo.co.jp]

📄 **Greek** (Greece, 2007) -
Mediterranean Information Office
[alampei@mio-ecsde.org]

📄 **Slovenian** (Slovenia,
2007) - *Ministry of the
Environment and Spatial
Planning* [Alenka.Burja@gov.si]

📄 **Philippino** (Philippines,

2007) - *Young Artists Fellowship
for the Environment*
[yafe2004@gmail.com];
[laiden@yafe.ph]



Contents

- 06 The YXC project**
Youth in the world; Role of information; UNEP/UNESCO Initiative on Youth and SC
- 09 Focus on Education**
Education for sustainable development; Priorities and actions
- 11 Introducing Sustainable Consumption**
SC concept; Factor 4 and Factor 10; Tools for change
- 13 Switching to sustainable lifestyles**
SC: a multi-faceted issue; Facts & figures; Breakdown of topics
- 17 Take care**
Food crisis; Need for more information; How to cut down chemicals? Urban air pollution
- 21 Getting around**
Mobility; Carbon emissions; Car dependency
- 24 Getting away**
Impact of mass tourism; Sustainable holidays
- 27 Reduce waste**
Production: facts & figures; Ecodesign; The virtuous 5 R's
- 34 Optimise energies**
Consumption: facts & figures; Renewable energies; Energy saving
- 39 Forecast the weather**
Climate change, Ozone depletion; Facts & figures
- 43 Save water, safe water**
Consumption: facts & figures; Imbalances between North & South: a critical issue
- 46 Purchase without pain**
Child labour; The right to education; Working conditions, gender inequalities, human rights
- 52 Live and let live**
Animal testing and cruelty; Biodiversity; Endangered species
- 57 Looking cool & fair**
Fashion/intro; Smart shopping; Sweatshops; Clean clothes
- 65 Take action**
Globalisation, Informed choice, Increasing consumers' scrutiny; Committed investments
- 70 Discover the global village**
Media literacy; Impact of advertising; Your rights and obligations; Idols & audiences
- 75 YXC website**
- 76 Networking: instructions for use**
Networking as a training tool; www.youthxchange.net; Thematic rooms; Utilities
- 80 Sources**
Websites, books, etc. mentioned in the guide; Putting priorities into perspective





The YXC project

"The starting point for a better world is the belief that it is possible."

[Norman Cousins, American writer]

The world's population is expected to increase by **50%** by 2050 bringing the total of people on this planet to some **9 billion**. Nearly all growth is projected to take place in the developing world.

This will put **immense pressure** on our natural resources, biodiversity and the ecological balance of the planet. We need to change the way we view our resources and, more importantly, how we use them. Promoting sustainable consumption is more **urgent** than ever.

Half the world's population is under **20 years old** and **90%** of all young people live in developing countries. Youth is a critical stakeholder in the global economy and will be the **main actor** and **motor** for change in the near future. Thus the energy, motivation and creativity of youth are essential assets to stimulating change.

This guide and the related website are intended as a **tool kit** to help teachers and trainers, NGOs and youth groups to help raise awareness of SC and empower youth to put **theory into practice**.

YXC, as we will refer to it.

The ultimate target of YOUTHXCHANGE is the urban consumer class: despite the huge and growing gap in the quality of life between developed and developing



IS THE FUTURE YOURS? In 2000, UNEP and UNESCO interviewed 10,000 young people (between 18-25). The aim was to open a dialogue with them about their:

- ▶ levels of **awareness** and interest in SC;
- ▶ degrees of **commitment** to sustainability;
- ▶ vision of the future and their **potential role** as leaders in the

development of more responsible consumption patterns.

The survey revealed that young people were ambivalent in their consumption patterns. In particular, the respondents:

- ▶ report as major concerns for the future: environment, human rights and health;
- ▶ understand the impact of their use and disposal of products on the environment but not of

their shopping behaviour.

- ▶ generally prefer individual to collective action to improve the world.

Given the findings, UNEP and UNESCO concluded that there is a need for reliable, clear and accessible information on the meaning and challenges of SC among young people.

Survey on line at:
[www.unep.fr/pc/sustain/youth/research-project.htm]



countries, urban consumer class consumption is quite similar worldwide. Young people are inspired by the same **role models** (pop stars, actors, sport heroes, etc.) and look at an almost homogenous planet of products & services. YXC is addressed to **urban youth**, no matter where it lives.

The Kit illustrates the world behind products and the importance of choosing more sustainable options for our daily lives. But in order to do so without too much effort, we - as consumers - need:

- ▶ clear **information**;
- ▶ accessible **sustainable products & services**;
- ▶ adequate **infrastructures**.

Using accessible **information**, concrete **examples** and everyday **language**, the kit provides many **facts & figures** on SC issues. This tool kit highlights the **links** between cultural, geographical and inter-generational factors. In particular, YXC underlines how SC directly relates to quality of life, efficient use of resources (both human and natural), reduction of waste, ethical issues such as child labour, animal cruelty, fair trade and general equality.

Chapters such as 'Take care', 'Getting around', 'Getting away' or 'Looking cool &

Population aged 15-24

Medium variant (2005-2010)

Where	2005 /Thousands	% of total population	2010 /Thousands	% of total population
Africa	188,597	20.8	207,688	20.6
Europe	101,029	13.9	92,242	12.7
Lat. America & Caribbean	105,665	18.8	107,543	18.0
Asia	711,633	18.2	737,388	17.9
Northern America	46,818	14.2	49,255	14.2
Oceania	5,132	15.5	5,457	15.6

Source: [http://esa.un.org/unpp/index.asp?panel=2]



fair' relate to our health, how we eat, or dress, how we go on holiday or move around in our cities, and so on. These chapters show how these daily actions have direct and indirect implications for our environment and how important the choice of products and solutions we find to satisfy our basic needs is to shape the market.

YXC also touches upon more 'traditional' issues: waste, climate change and ozone, energy, water, child labour and human rights, animal welfare and biodiversity. Here the guide looks at the use and abuse we make of resources, at innovative solutions to manage them more rationally, and at the importance of respecting people and their potential to help society grow.

A look of the consumer society, its mechanisms and the key role active citizens can have in shaping their future is looked at in the sections '*Take action*' and '*Discover the global village*'.

www.youthxchange.net

The last chapter of this guide provides a section by section description of the youthxchange website, highlighting its interactive nature as well as its teaching potential.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_8903

