

**Name of the Partnership/Initiative*****Youth dialogue on consumption, lifestyles and sustainability***

*Partnership for the creation of an international communication and information platform on sustainable consumption (SC) for youth.*

**Expected date of initiation: January 2003 or earlier**

**Expected date of completion: December 2004**

**Partners Involved:***Governments:*

Germany (Ministry of Environment, Ministry of Consumer Protection)

*Intergovernmental organisations:*

United Nations Environment Programme (UNEP)

United Nations Educational, Scientific and Cultural Organisation (UNESCO)

*Major groups:*

Consumers International (CI)

Federation of German Consumer Organisations (VZBV, Germany)

UNEP Youth Advisory Council (UNEP YAC)

Environmental Youth Alliance (EYA, Canada)

Striving Towards Environmental Protection (STEP, Bangladesh)

Environmental Youth network of Yucatan. C.(Mexico)

Eco-Accord (Russia)

*Scientific community:* University of Arts Berlin, Institute of Theory and Practice of Communication, (Germany)

*Other:*

Media Ecology Technology Association (META)

Schools and youth organisations linked to the partners' networks

*Leading Partner:* VZBV Federation of German Consumer Organisations

Name of the contact person/focal point: Elke Salzmann

Address: Verbraucherzentrale Bundesverband, Markgrafenstr. 66, 10969 Berlin Germany

Phone: ++ 49 30 25800-212

Fax: ++ 49 30 25800-218

E-mail: [salzmann@vzbv.de](mailto:salzmann@vzbv.de)

**Main objectives of the Partnership/Initiative**

*Please provide a brief description:*

The partnership will consist of a platform for capacity building on sustainable consumption for youth organisations, schools, local authorities and consumer organisations. The capacity building process will stem from the provision of awareness raising material and of a space for the exchange of experiences among youth. Both personal meetings and interactive internet communications are essential assets in the project. Paramount in the project is the language: the concepts will be transmitted using visuals, text, youth icons and slogans to make the complex concepts of sustainable development and sustainable consumption closer to the day to day reality of young people. The partners believe that to stimulate critical thinking in young consumers one has to talk to them through the channels and icons they recognise as their own, to provide critical material and reliable information rather than "already packaged dos and don'ts".

The partnership is based on merging and jointly advancing the work of two complementary awareness raising and training web-sites, the UNEP/UNESCO training kit on responsible consumption *youthxchange*

and of the internet magazine *Yomag*.

The partnership will operate with the following objectives:

- Provide reliable and complete information about the concept of sustainable consumption at global level. In particular, provide a critical insight in the global environmental and social impacts and challenges of the current consumption patterns of affluent societies.
- Offer an online “territory” for the exchange of ideas, visions and projects to youth from all over the world.
- Provide youth, communicators, teachers and consumer organisations with the tools to efficiently communicate about sustainable consumption.
- Through a series of workshops, allow youth from all over the world to meet, exchange perspectives and experiences on their different consumption patterns and to envision concrete solutions to the imbalances in the access to basic needs.
- Establish and link networks of youth organisations and consumer organisations to enable capacity building, awareness raising and mutual understanding of the problems and imbalances linked to current consumption patterns and the solutions to overcome them.

*Please also provide a brief description of the relationship of the Partnership/Initiative with the objectives of Agenda 21 as well as relevant goals and objectives of the United Nation Millennium Declaration:*

The initiative will assist the implementation of the following chapters of Agenda 21:

- Chapter 4 - Changing consumption patterns
- Chapter 25 – Social partners for sustainable development – “youth need to participate in decisions that may affect their future”
- Chapter 36 – Promoting environmental awareness – “Education is critical for promoting sustainable development...”
- Chapter 37 – Building national capacity for sustainable development
- Chapter 38 – Strengthening institutions for sustainable development
- Chapter 40 – Bridging the data gap- “developing guidelines and mechanism for transfer...”

**Expected results:**

*Please provide a brief description:*

- Capacity building of trainers (school teachers, academia, etc.), non-governmental organisations (youth oriented but also environmental and consumer organisations), other organisations such as local authorities to provide them with effective communication skills focused on youth and sustainable consumption.
- Increased awareness and understanding among youth in developed countries about the impacts of current consumption patterns and the possible and effective responses to the existing imbalances.
- Exchange of perspectives, visions and experiences among youth world wide with a focus on consumption patterns and access to basic needs through a series of workshops.
- Creation, maintenance of a complete capacity building and communication platform for young people all over the world with the merging of the two web sites:
  1. *youthxchange* provides information and a method on how to communicate with youth on sustainable consumption;
  2. *yomag* provides a platform for discussion and for the collection of feedback from the workshops and the users of the two sites.
- Creation of a solid and wide basis for further co-operation on sustainable consumption between youth and international organisations (such as UNEP and UNESCO), education and training centres (schools, universities, etc.) and consumer organisations acting globally and at regional level.
- Creation of a network of youth and consumer organisations to highlight and integrate positive synergy effects to further facilitate the understanding and change of current consumption patterns. This includes facilitation and identification of national partnerships between relevant organisations interested in the topic.

**Specific targets of the Partnership/Initiative and timeframe for their achievement:**

*The time schedule starts with the granting of funds*

First phase (6 months) requires integration of the *youthxchange* and *yomag* web-sites:

- Update of *yomag* web-site.
- Design, writing and uploading *youthxchange* web-training kit.
- A meeting among all partners (especially the representatives of youth organisations) to define future actions, deliverables and respective tasks.

Second phase (12 months) will concentrate on capacity building and awareness raising for a first group of organisations to implement the *youthxchange* training kit and *yomag*:

- Two international scenario building workshops in which youth will exchange perspectives on:
  1. the North-South divide in consumption access and lifestyles and
  2. the use of the capacity building platform to raise awareness about sustainable consumption.
 Depending on the partnership's timeline, the first or the last of these workshops will be held in parallel with Consumers International World Congress (Lisbon, Portugal, 13-17 October 2003) bringing youth and consumer organisations to exchange experiences and facilitate integrated networks and capacity building.
- Pilot training sessions in various countries (tentatively one per continent) to test the *youthxchange* and *yomag* platform to optimise the synergy between the two sites. The organisations involved in the pilot phase will be preferably "recruited" among the participants of the scenario building workshops.
- Collection of feedback from the pilot training sessions and revision of the platform in line with the feedback received.
- Media communication and international promotion to disseminate the material and the results of the workshops: ongoing.

Third phase (6 months) will consist of:

- A report and an evaluation survey on the project's results.
- A publication in a youth-friendly format of the scenario building workshops' results.

**Co-ordination and implementation mechanism**

*Please provide a brief description of expected coordination/implementation mechanism of the Partnership/Initiative.*

The project duration is estimated to 24 months from the transfer of funding. Within this timeframe:

- *Yomag* will be updated and will provide a platform for the exchange of information and experiences on sustainable consumption. For the concept of sustainable consumption and as an input for discussions, *yomag* will refer and link to *youthxchange*. *Yomag* will also open a special page on the results of the first scenario building workshop for open discussion as a tool to facilitate a North South-dialogue among young people and other stakeholders.
- *Youthxchange* (both the web site and the hard copy guide) will provide the content for online discussions.
- The partners will run the organisation of the scenario workshops and will create a room in the *youthxchange* and *yomag* sites where the various scenarios are presented in a youth friendly format (e.g. comics).
- All partners, including the youth organisations involved in the scenario building workshops, will cooperate in testing the training material in schools, cities, and organisations.
- All partners will jointly establish and implement a communication strategy to disseminate information about the *youthxchange* / *yomag* platform to ensure as wide use as possible of the two tools. Partners can count on an impressive network of international and national "focal points" will they be schools (UNESCO), environmental organisations (UNEP), youth organisations (UNEP YAC and EYA), consumer organisations (VZBV and CI) and media networks (MÉTA).

**Arrangements for funding**

*Please describe available and/or expected sources of funding for the implementation of the Partnership/Initiative (e.g. donor government(s); international organization(s)/financial institution(s); foundation(s); private sector; other major groups, etc.)*

The funding (Euro 650.000) for the period of 2003-2004 will be raised jointly from contributions from governments and international organisation such as the European Union. UNEP and UNESCO have already invested significantly in human and financial resources in *youthxchange*. UNEP and consumer organisations will contribute with in kind work and carry out fundraising activities.

**Arrangements for capacity building and technology transfer**

*Please include information if the Partnership/Initiative provides for training, informational support, institutional strengthening and/or other capacity building measures:*

The partnership itself focuses on capacity building and knowledge exchange, rather than “transfer”:

- The partnership will provide a training kit with information and training method on sustainable consumption.
- The experience of using new media and forms of online communication as well as online-learning will help to diminish the “digital divide” between developed and developing countries.
- The scenario workshops and the piloting phase will empower and broaden the perspectives on sustainable consumption of youth and consumer organisations.
- Scenario building and pilot training sessions will sharpen youth organisation’s professional skills and ability to work in a international and multi-stakeholder environment.
- The exchange of different consumption experiences, particularly focused on North/South imbalances and possible solutions, will allow expansion and strengthening of existing youth/consumer networks as a base for future activities.
- The partnership will also strengthen the network of the project partners and will enhance synergies for further activities concerning sustainable consumption.

Please also provide here a brief description of expected arrangements for technology transfer (if applicable).

**Links of Partnership/Initiative with on-going sustainable development activities at the international and/or regional level (if any)**

*Please provide a brief description:*

The partnership is in itself a merging of existing ongoing international and regional activities of intergovernmental organisations (such as UNEP, UNESCO), national governments (Germany) and non-governmental organisations (CI, VZBV, UNEP YAC, EYA, MÉTA, etc.) to implement policies and activities towards sustainable consumption and production patterns. The partnership builds upon and adds value to each partner’s ongoing projects on youth and sustainable consumption.

### **Monitoring Arrangements**

*Please describe expected arrangements for monitoring of progress in the implementation of Partnerships/Initiative after it will be launched at the WSSD: (e.g. frequency/modalities of preparation of progress reports; electronic updates, news-letters, etc)*

- *Yomag* and youthxchange web-site statistics will provide information about the number of users and their special interests on a daily basis.
- *Yomag's* monthly newsletter will inform about ongoing activities and current topics.
- Institute of Theory and Practice of Communication at the University of Arts will provide an evaluation report focussed on the use of information technologies to support cross-cultural dialogue on sustainable consumption. The report will include recommendations for improvement and further activities.
- The testing of the *youthxchange/yomag* platform is part of the project itself; the comments from the pilot training sessions will be crucial in the final drafting of the capacity building platform itself.
- Each partner will be responsible for quality control of the material in the project according to its area of expertise.

### **Other relevant information:**

Web-site (if available):  
[www.yomag.net](http://www.yomag.net); [www.yomag.net/members\\_only](http://www.yomag.net/members_only)  
[www.youthxchange.net](http://www.youthxchange.net)  
[www.e-meta.net](http://www.e-meta.net)

### ***Name and contact information of the person filling in this table:***

*Name: Elke Salzmann*  
*Position: Project manager of yomag.net, Federation of German Consumer Organisations*  
*Address: 66, Markgrafenstr. 66, 10969 Berlin, Germany*  
*Phone: ++ 49 30 25800-212*  
*Fax: ++ 49 30 25800-218*  
*E-mail: [salzmann@vzbv.de](mailto:salzmann@vzbv.de)*