



Ministry for the Environment, Land and Sea of Italy  
DG Development and Environmental Research

## **Marrakech Task Force** ***Education for Sustainable Consumption***

### **TEMPLATE FOR THE SUBMISSION OF “GOOD PRACTICES”**

Good practices in Education for Sustainable Consumption are initiatives that demonstrate successful experiences, generate ideas and contribute to policy development. These good practices:

1. focus on sustainable consumption related to the educational dimensions (in particular, to formal learning processes)
2. are innovative. They develop new and creative solutions in promoting sustainable consumption, such as:
  - ways to discover what the key local issues of sustainable consumption and production are, promoting cultural and natural heritage
  - ways to adapt processes to relevant teaching and learning strategies
  - ways of fostering links between learning situations and the community
  - ways of integrating local knowledge and culture
  - curricula development processes enabling content to be decided as locally relevant
  - starting points on how Education for Sustainable Consumption can best be put into effect.
3. make a difference. They demonstrate a positive and tangible impact on the living conditions, in particular in changing consumers and citizens behaviors. They seek to bridge gaps between different societal sectors addressing issues related to both sides of the demand and supply and their interlinkages.
4. have a sustainable effect. They contribute to sustained improvement of living conditions, promoting sustainable consumption patterns related to the specific local context. They must integrate economic, social, cultural and environmental components of sustainable development and reflect their interaction/interdependency in their design and implementation.
5. have the potential for replication. They provide effective methodologies for transdisciplinary and multi-sectoral co-operation. They serve as models for generating policies and integration between processes on sustainable development.
6. offer some elements of evaluation. They have been and can be evaluated in terms of the criteria of innovation, success and sustainability by both experts and the people concerned.

## **1. NAME OF THE INITIATIVE CONSIDERED AS A GOOD PRACTICE:**

Centre for Education on Sustainable Consumption and its network

## **2. RESPONSIBLE Country/ORGANIZATION:**

ARPAL – CREA

(Regional Environmental Protection Agency of Liguria - Regional Environmental Education Centre)

Via Bombrini 8

16149 Genova

Italy

cecs@arpal.org

<http://cecs.arpal.org>

The Centre, promoted by Regione Liguria and ARPAL, is managed by CREA - the Regional Environmental Education Centre of Liguria - which acts as a reference point that co-ordinates and fosters environmental education initiatives in the Region.

Since 2003, the CREA has become part of the ARPAL structure - the Regional Environmental Protection Agency of Liguria.

Regional Law 4/8/06 n. 20 states, among CREA's functions, the promotion of sustainable lifestyles and behaviours through the Centre for Education on Sustainable Consumption.

## **3. CONTACT PERSON (*name and title*):**

Dott.ssa Chiara Scalabrino (CECS coordinator)

Dott.ssa Serena Recagno (ARPAL-CREA coordinator)

Dott.ssa Federica Morchio

## **4. FOCUS OF THE INITIATIVE (*e.g. Education/Learning, Educators, Health, Transport, Energy, Tools and Materials, Local Knowledge, Traditional Heritage, etc.*):**

The centre aims at:

- fostering the exchange and sharing of information and proposals among all stakeholders (governmental and intergovernmental agencies, the private sector, NGO's, the civil society and suchlike)
- encouraging companies to develop environment-friendly products respectful of all the peoples of the world
- improving the active role of consumers by means of information on more ethical and environment-friendly goods and services

by means of:

- the Website
- the Info Desk
- the Documentation Centre
- the Display Windows with eco-sustainable products

- the Network of experts (NGOs, agencies...)
- the co-planning Meetings with the stakeholders
- the Workshops and events involving citizens
- the Animation workshops with schools

#### THE TOPICS:

- Environment and health
- Climate change, energy and mobility
- Sustainable building and bio-architecture, sustainability and household saving
- Nutrition and food production (organic farming, local products, GMO's...)
- Fair-trade products
- Product's lifecycle: from raw material to waste disposal
- Environmental and ethical quality brands
- Labels (home appliances, clothing, food products, packaging and suchlike)
- Responsible tourism, nature-oriented and volunteer-based tourism

### **5. INITIATIVE DESCRIPTION** *(provide brief description)*

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- Type (governmental, non-governmental, municipal, other):

It is a regional initiative, co-financed by the EU with ERDF Structural Funds (Docup Ob2 Liguria 2000-2006)

- Working language(s):

Italian (English and Spanish when needed)

- Setting / Target group(s) / Number of persons involved:

the initiatives involve the regional territory.

Target groups are: citizens (the whole family), professional categories (architects, engineers, tourism operators), schools.

In 2007 CECS' activities will involve: SMEs, industries, University Personnel.

- Starting year and Duration:

The Centre was started in 2004.

- Budget and Funding Sources:

100.000 euros for the start up and for the activities concluded in 2006 (including personnel)

30.000 euros for the 2007 (to march 2008) activities

Financed by Regione Liguria and the EU with ERDF Structural Funds (Docup Ob2 Liguria 2000-2006).

- Partner organizations involved (*if any*):

The CECS works together with the local NGOs (environmental associations, consumers' associations, professional associations, the fair trade network), the Centres for Environmental Educations of the Region, which are in relation with local Authorities such as Parks, Mountain Communities, Provinces, Municipalities, the great distribution network, other Centres for Sustainable Consumption at National and European level, governmental and inter-governmental institutions, etc.

The Network of the CECS officially includes more than 60 organizations (National Info Desks, EEC, NGOs, enterprises, schools). Some of them have been collaborating within the Technical Groups set up in 2006 to identify operational strategies on the following issues:

Energy, food, tourism. A new group was set up in 2007 on Life Cycle, waste and energy.

Among the partners: Regione Liguria, ARPAL, Agenzia Regionale per l'Energia, Legambiente, WWF, Greenpeace, Rete Lilliput, Istituto Nazionale di Bioarchitettura, Torri Superiore, Coordinamento dei Parchi Liguri, La Bottega Solidale, AIAB.

- Stakeholders involved (e.g. local community). *Describe their involvement in this initiative and the kind of relationship you have with them:*

NGOs are involved within Technical Groups which plan the actions together with the CECS. Some of them are directly involved in the organization of the events with the co-ordination of the Centre. Some citizens which had realized good practices are very good and active collaborators.

Other stakeholders as Professional Categories (e.g. Engineers and Architects), operators (e.g. tourist operators) or retailers and farmers (e.g. for food issues).

Schools are involved in educational activities through the Centres for Environmental Education of the Ligurian System for Environmental Education, or directly by CECS through the events.

## **6. MAIN OBJECTIVES OF THE INITIATIVE** (*provide brief description*)

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In general

- to encourage conscious consumption through information, dissemination, training and education to a lifestyle, which should be sounder and more respectful of the environment and individuals
- to foster the dissemination of a new way of thinking that should consider the quality of the environment and social and economic well-being as interrelated objectives and underline the environment's strategic role in development
- to promote a new development model striking a balance between individual economic and social needs and the availability of resources and the ecosystems' ability to meet current and future human needs
- improving the active role of consumers by means of information on more ethical and environment-friendly goods and services
- fostering the exchange and sharing of information and proposals among all stakeholders (NGO's, governmental and intergovernmental agencies, local Public Bodies, the private sector, Centres for Environmental Education, National Info Desks, the civil society and suchlike)

- encouraging companies to develop environment-friendly products respectful of all the peoples of the world

## **7. METHODOLOGY** *(provide brief description)*

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Methods/approach for this initiative *(list key background materials that were used; If necessary, use a separate sheet)*

Co-planning mainly with NGO and public bodies is fundamental to put together feelings and experiences, so as to plan actions and events.

Team work of all the members of the technical groups in the organization, promotion and realization of the events. The group promotion especially for events targeting citizens, together with the central and very frequented location where the events take place, completes the very little advertising, due to funds restrictions, of the events done through posters and flyers. Collaboration with experts and citizens who are good communicators for the seminars presentations.

As a second step after the co-planning, often there is the involvement of other stakeholders, important to perceive the objectives proposed.

Interactive activities are proposed during the events: confrontation tables, workshops, guided tours to sustainable buildings, information desks in squares and in malls, exposition of clean technologies, communicative posters and information material, games, hand work... People are invited to participate and ask questions during the workshops, the 'see and touch' methodology is used to promote new technologies (e.g. renewable energy) or local food and biodiversity. Schools and families in general, are involved in workshops through active role games, some times with the support of IT.

## **8. RESULTS AND EVALUATION OF THE INITIATIVE** *(provide brief description and assessment)*

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### ▪ Results

Besides a very good participation of citizens and professionals in the events proposed in 2006 to promote and rise public awareness on climate change, energy efficiency, biodiversity and food, and sustainable tourism, a positive result has been achieved with the creation of a very active group of members of local NGOs, citizens which developed best practices, public bodies' officers, who are keen to collaborate in a group together with CECS developing new actions and strategies. Information on what are the necessities of the territory by means of awareness and information is well circulated among the members of the group. Besides this, CECS acts as an intermediary between the local and the regional, national and international levels.

In terms of change in behaviour and lifestyles towards sustainable consumption of our 2006 target groups, is difficult to measure results. In general we noticed a strong interest in the economic benefits given for example by the return on the investment of the installation of some clean technologies, but not the feeling of a real environmental or social responsibility.

The contact with the territory helps discover needs, to work on: for example, the need of a good data-base of enterprises, professionals and retailers offering clean products and services

### ▪ Strengths

The network of the CECS, which includes officially around 60 members (NGO's, governmental and intergovernmental agencies, local Public Bodies, the private sector, Centres for Environmental Education, National Info Desks, the civil society) with different levels of collaboration, is important:

- to plan and realize effective events and actions involving citizens and different stakeholders to promote sustainable Consumption and Production

- to spread updated information on sustainable consumption through the CECS News Letter and the Info Desk.

To put together citizens, governmental organizations, professionals, technical experts and NGOs in developing new ideas and strategies, gives the opportunity to develop an annual program of activities integrated with most of the local activities, without useless overlapping and waste of resources.

- Weaknesses and risks

To be effective in promoting a new model of consumption and production, the work of all governmental bodies is needed by means of implementing laws and regulations and developing strict control and monitoring programs. Some infrastructures and sometimes a better management of public services are needed to help citizens or companies change their behaviour (e.g. waste, transport, energy). Information and awareness, alone are not enough. Especially with adults is very difficult to realize real educative long term programs, able to change deeply rooted habits.

Italy is not mature for an authentic social and environmental corporate responsibility: most of the business sector is interested in cutting energy expenses rather than investing in clean production or environmental friendly management. This is also due to the fact that the consumer is not prepared to spend more money on a 'green' or 'ethically sound' product. To be effective with working with the supply side, mandatory regulations are needed. These can only be expected if the externalities, environmental and social costs are shown to the community.

Long term environmental and SC education programs, well integrated in all the subjects of every degree school program are needed. As well as compulsory training on Sustainable Consumption and production issues in universities and enterprises.

In general, is difficult to prove corporate environmental and social responsibilities (problems in auditing, monitoring and controlling), while there is the risk in the next years of a boom of companies presenting them selves as 'green' or SMEs presenting themselves as 'experienced in green technologies', without

- Problems encountered:*(fill in if applicable)*

To work together is often time and energy consuming, but worth it.

The most relevant problem is how to get people involved on issues they are not interested in. We tried a lot of techniques (interactive activities, collective promotion, showing the opportunities of changing behaviours...) with a big effort, but how to compete with all the adverts the media propose, and the budgets of the big enterprises? How could we get to the same number of persons? Good examples are big events (e.g. the Earth Aid concerts). Promoting the 'greening' of the companies at a national level will help.

In giving information to citizens on companies offering 'green' technologies, services or goods is difficult to be sure of the quality guaranteed (e.g. companies installing domestic renewable energy technologies).

Another problem is bureaucracy. Co-planning, organization and promotion are time consuming. Bureaucracy often does not help choosing quality and delays or influences the realization of programs.

- Conditions for successful replication (*fill in if applicable*)

The start up of a Centre for Education on Sustainable Consumption and Production is replicable anywhere, but at the condition of having a good knowledge of what is the state of the art and who are the actors already working on this issue on the territory. The strength is to be able to cooperate with all the other subjects active on SCE on the territory and to put together competences and experiences.

It would be very important to set a coordination between different Centres at a national level, so to spread good practices and share effective strategies and methodologies.

- Unresolved issues (*fill in if applicable*)

1. Promotion of the events both at a regional and national level through the most popular medias.

2. Have a guarantee of the quality of the work of SMEs or of the environmental and social responsibility actions carried out by the corporations.

3. The coordination between national governmental bodies with their policies and local authorities, agencies and NGOs with their work, has to be strengthen:

Both the consumers and production sectors have to be stimulated through regulations and controls. The governmental bodies have to show the social and environmental costs which are not considered calculating corporations' incomes and expenditures, but which are paid by the community through health and social expenses.

The relation between the costs of reparatory interventions and the costs of prevention across all governmental sectors, such as environment, food and agriculture, economy, health and social affairs for example, are not evidenced to the community. At an Italian level, besides a national version of Stern's report, intersectorial cooperation between ministries is needed.

It has to be shown to the consumers the implications of unsustainable individual choices on their own and others' lifestyles, and on their children future, from an economical, environmental and social point of view, but also the opportunities of recuperating forgotten values or saving resources, health and money.

A collaboration of SC educators with communication professional experts is needed, and because of the considerable costs of their involvement, a network at a national level could be useful to program a professional communication campaign using all the economic facilitations reserved to the no profit sector (e.g. TV spots through the Ministry) able to compete with the big companies' campaigns fostering unsustainable consumption patterns.

- Why do you consider this a good practice?

See above: Strengths and Results.

***Please attach one relevant picture, as a separate file (max 1024 x 768 px /72 dpi/ jpg-format 80% quality/ up to 300KB)***

Please submit your “Good practice” (up to 3 “Good practices” per country/organisation) electronically by *e-mail* to: [scptaskforce.ras@minambiente.it](mailto:scptaskforce.ras@minambiente.it) .In addition, you are invited to send us any relevant information you might think useful, including references to documents, publications and/or articles describing the initiative, as well as relevant links to websites.

*For further information, please send request to the same e-mail address or contact.*



