

“BARRIERS TO SUSTAINABLE CONSUMPTION”
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The workshop aims to be a simple, close and participatory approach to what the attendants may define and understand as sustainable consumption in their own environment, in terms of positive behaviors, existing barriers and possible actions and initiatives to be undertaken by the young people.

Many different factors are linked to the consumption behaviors and habits of every country, territory or group of people, and therefore it is important to determine which are the main aspects to be highlighted and discussed, according to the people that know better.

In this sense, the workshop dynamics are as simple as possible, aiming to promote an open space of discussion and brainstorming, with the minimum possible external interferences. There are three different phases linked with each other by a common thread based on the specific reality of the participants.

1. Selecting the most relevant sustainable consumption practices and behaviors, in terms of impact, urgency or priority and acceptance or feasibility in our country/territory.

The Youth for Change Sustainable Consumption Guide as well as some other useful materials have provided us with a wide range of possible behaviors and habits that improve, by reducing our negative impact in the environment, the way we coexist within the planet.

However, as stated previously, every different territory or group of people cope with different circumstances, resources and needs, which have a determinant influence in the possible choices and the most urgent issues to tackle.

In plenary, encouraging everybody to participate by selecting the three or four most important habits to be promoted in the territory in terms of sustainability, we will end up having a list of priority issues and behaviors linked to sustainable/unsustainable activities.

Every one of the selected practices or behaviors will be written in a green card (with a maximum of 10 to 15 for a number of participants around 20 to 25).

2. Finding out which are the actual barriers and obstacles that hinder or stop the chosen behaviors from being implemented.

The participants will form groups of 4-5 people, and every group will receive two or three of the previous phase green cards. Keeping always in mind the real

factors and circumstances present in their own environment, they will try to find out which are the main issues affecting or influencing negatively the sustainable consumption practice stated in every one of the green cards. The point is to find out what stops themselves and their populations from applying the selected sustainable consumption behavior.

The obstacles or barriers defined for every green card, will be written down in a red card, so at the end of the exercise we will have a red card for every green card, or which is the same, an equal number of red and green cards.

Once the groups are over with their thinking, we will put in common the results, enabling some discussion about the outcome.

3. Looking forward. What can we do, as youngsters, to overcome the encountered barriers, and promote a more sustainable pattern of consumption in our environment?

Continuing with the previous phase procedure, every group will be given a set of cards, green and red (two or three). Of course, the red and green cards are linked, as was made in the preceding exercise, but they will be given to a different group of people. Those that looked for barriers to the sustainable behavior 'X', will not receive the related cards. Instead, they will get some other barriers to a different sustainable consumption good practice.

The point here is to promote different points of view and focus. If a given group found out some particular barriers to a chosen sustainable consumption practice that stops or hinder themselves from applying it, quite likely, they may not know what actions could be taken to overcome the barriers. A different group, however, may have a different approach, way of thinking or knowledge, which contribute to find out solutions and paths to solve the problem.

Every group, therefore, will write down in blue cards their ideas and suggestions in order to overcome the barriers to the given sustainable consumption habits. It is important to think in those possibilities from the point of view of the young people, considering their resources, needs, capacities and skills.

Finally, the cards will be collected and discussed in plenary, ending up with a set of ten to fifteen positive consumption behaviors, actual barriers to their implementation and possible action to cope with them and overcome the obstacles, always from a local point of view.

The goal and main objective of the workshop is to promote and help the forge of positive and constructive attitudes towards sustainability, encouraging the commitment and the will of participation in the change of local behaviors. Since the future of the planet belongs to the next generations, they must get actively involved and assume their role in the improvement of the present state of art.