



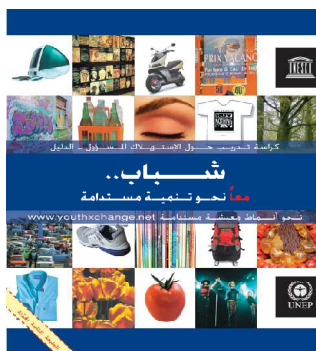
Syrian Coast Society for  
Environmental Protection (SCSEP)



Anna Lindh Foundation  
for the Dialogue between Cultures



Mediterranean Information Office  
for Environment, Culture and Sustainable Development



## Youth X Change in the Mediterranean MIO-ECSDE & SCSEP Lattakia-Syria

Tuesday July 26<sup>th</sup>, 2011

*YXC is a project to challenge our consumerist lifestyles  
and inspire responsible consumption choices.*

### "The Press Release"

More than 150 young people are expected to take part during the 1 day multi-events on Tuesday July 26<sup>th</sup>, 2011, at the culture center of Lattakia, aiming to promote sustainable consumption. The philosophy of the project can be distilled in the phrase "A Better Future is Possible, because of our responsible choices". The multi-events in Lattakia target a mixed audience of youth, trainers, teachers, media, NGOs, international organization, local authorities and as well as politicians.

**"Youth X Change"** is a worldwide UNESCO/UNEP initiative that addresses production and consumption patterns, particularly of young people. Part of the initiative is a 84p guide book addressed to youth, and that has been translated in 19 languages and is promoted in many countries.

**"Youth X Change in the Mediterranean"** aims to adapt the global initiative to the Mediterranean realities. The newly published Arabic guide includes case studies from the region appealing to young people and can be used by educators, youth leaders, NGOs etc. that wish to inspire a new consumption ethic to their target audiences.

The guide promoted via a series of launchings in the Mediterranean countries (Jordan, Egypt, Lebanon, Morocco, Tunisia and Syria) combined with trainings, where experienced trainers demonstrate how to apply the kit in a formal and non formal education setting.

Free copies of the guide book will be distributed during the events.

All the events in the countries were co-organizing by MIO-ECSDE, and the Mediterranean NGOs, While the whole project is co-founded by Alf Euro Mediterranean foundation.

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\*The press release was distributed to the media (T.V, radio, websites, newspapers and journalists as well as SANA agency for news on 25<sup>th</sup> July.

### "YXC Lunching events"

- Monday 25July, lunch event for the media, the trainers and the trainees.
- Tuesday 26July, 10:00-12:00am: Inauguration & media event, at "The culture Center of Lattakia".
- Tuesday 26July, 13:00-18:30pm Training Seminar for teachers and youth leaders 2parallel workshops, at "Masar Center".
- Wednesday 17August, 05:00pm YXC evaluation meeting, at" The Professionals Union Club".

**Free copies of the kit were distributed to the participants at the end of the events.**

### "Summary Report"

More than **150** young people gathered in the Culture Center of Lattakia with the aim to promote sustainable consumption. The 2 days events targeted a mixed audience of students, scouts, NGOs, trainers, teachers, journalists, internet website, national T.V, local authorities, politicians, international organization i.e UNRWA and the Syrian Arab red crescent, Masar Project, Education Directorate, Environment Directorate, Bashaer-alnour Society, Our Green Planet NGO, Tishreen University, Syrian Youth Parliament as well as some religious centers and the Greek Arthodox Patriarchate of Antioch.

**"Youth X Change in the Mediterranean"** led by MIO-ECSDE and co-funded by ALF, aims to adapt the global initiative to the Mediterranean realities. During the event, participants were trained on how to use the newly published guide in the Arabic language which includes case studies from the region appealing to young people and can be used by educators, youth leaders, and civil society activists who wish to inspire a new consumption ethic to their target audiences. All events in Syria were co-organized by **MIO-ECSDE** and **SCSEP** Lattakia, while the whole project is co-funded by the **ALF Euro Mediterranean Foundation**.



*Shot from the certificates distribution.*

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### "Launching media event"

## Lattakia, Tuesday 26 July, 2011

This media event was addressed to the relevant stakeholders of Education and Environment sectors, to local authorities, youth groups, NGOs, teachers and academic institutions, media and politicians as well as some international organizations.

- The mayor of Lattakia, represent, inaugurated the event followed by a welcome of:
- *Dr. Suheir Raies*, chairwoman of SCSEP who encouraged the audience to integrate the YXC kit in their professions, and presented the ALF Euro-Mediterranean Foundation: "its scope and philosophy", also she presented MIO-ECSDE who co-organized all events in Syria, the background and the rationale of the worldwide YXC initiative and in particular the 2-yr long project **"Youth X Change in the Mediterranean"**.
- Following, *Dr. Mousa Samarah* Head of the high institution for environment research/ University of Tishreen, linked the consumption issue with the current environmental challenges facing Syria.
- Dr. Salim Dakar, the leader of the scouts in Lattakia talked about the role of scouts.
- Mr. Amer Jannoud: the Masar Project Manager, talked about youth involvement in sustainable development.



*Shots from the launching media event*

### "Training event"

## Lattakia, Tuesday 26July, 2011

This event was addressed to all those involved with education and youth issues in the formal or on formal way, such as teachers of primary and secondary level, youth leaders, university students of education departments, scouts of Syria, \*Masar Project Youth, Education Directorate, Environment Directorate, Syrian Arab red crescent ,Bashaer-Alnour Society, Our Green Planet NGO, Tishreen University, Syrian Youth Parliament, Greek Arthodox Patriarchate of Antioch and all the East and UNRWA (engaging youth project).

53 participants representing those categories including some high school students belonging to youth clubs actively attended in the event. The participants, having been informed about the contents of the guide book already since the previous day, during the lunch event, were split in 2 groups and followed 2 experiential workshops, that gave them ideas on how to use the guidebook with their target audiences.

At the end of workshops, The Certificates were distributed for the whole participants with feeling of satisfaction and pleasure. The title and a short description of the workshops follows:

**A. Breaking Sustainable Consumption Barriers:** The workshop entailed work in small groups to examine the role and contribution as young citizens, to overcome the existing barriers to a more sustainable consumption pattern in Syria. It aimed to promote youth engagement and commitment through participatory techniques. (Workshop led by **Dr. Basel Bazido**)

**B. From my habits to my values....and back:** Based on practical examples of everyday consumption habits, this workshop will try to unveil key personality factors like “value system”, “self efficacy” and “locus of control” that influence the consumption behavior of individuals. Two practical games were applied for this purpose, (i) the Green Bank and (ii) the stand in line game. (Workshop led by **Ms. Vania Manjekian**)



*Shots from the activities in the Masar Center*

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\*Masar Project: is a branch from the Syrian trust for development that targets youth 9-17 years



*Shots from the experiential workshops in the Masar Center*

## "Evaluation event"

The participants of the two workshops accompanied with representatives from education & environment sectors as well as the media, were invited by SCSEP board to a round table meeting with a light snack on Wednesday August17, 5:00pm at the "**professional union club of Lattakia**", in order to evaluate the YXC events and inspire the future needs via an open dialogue and a related questionnaire.

The training Seminar was overall assessed very positive with an average score of satisfaction of the participants at more than 90%.

Specific recommendations for improvement and following up this activity include i.e. repetition of the workshops in schools and also in other part of the country, with longer in duration and more experiential workshops in the related topics such as the "environment garden", "the green city" and "Mediterranean Clean-up campaigns". Such notes are taken into consideration from SCSEP for the future events, and finally everybody thanked SCSEP, MIO-ECSDE and ALF Euro Mediterranean Foundation.



*Shot from the evaluation event*