



**Club Marocain d' Education en matiere de
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“Youth X Change in the Mediterranean”

A project to challenge our consumption behaviors and inspire responsible consumption choices

4-5 February 2011, Rabat, Morocco

SUMMARY REPORT OF EVENTS

Following a series of launching events already in four countries (Jordan, Tunisia, Egypt, Lebanon) the YOUTH X CHANGE IN THE MEDITERRANEAN initiative was launched this time in Morocco in a two day long event jointly organised by the CMED and MIO-ECSDE. The launching combined an academic event on consumption including a press conference (day 1) as well as an experiential train-the-trainer seminar for youth associations and teachers (day 2) both having a great participation and appreciation from the Moroccan community.

Background to Youth X Change

It is admitted that Planet Earth faces today a severe global crisis: Unsustainable economic and social development put an unbearable strain on our natural resources and on societies. Inefficient production and consumption patterns together with an uneven distribution of resources have widened the gap between North and South, and overconsumption is a driving force for markets. On the other hand, young people today constitute an important group within our consumer societies (forming 1/5th of the global population) and the habits they develop TODAY will play a decisive role in the evolution of societies in the FUTURE. 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.

In response to this, the YXC initiative emerged to address the youth community all over the world. The Arab countries in particular are greatly concerned about consumption issues, especially in link to their diminishing resources. In this framework, MIO-ECSDE and 6 partners took the initiative to introduce the YXC guide in the Mediterranean as part of a global campaign on sustainable consumption. Partner countries to the initiative are Egypt, Jordan, Lebanon, Morocco, Syria and Tunisia.

Academic meeting and Press Conference: 4 February 2011, 14.30-19.30, University Med V Souissi:

This event was addressed to the relevant ministries of Education and Environment, to local authorities, academic staff and university students, CSOs & NGOs, and, naturally, the media.

The event was opened by the Minister of Education, followed by welcome messages by eminent personalities from the University, the National UNESCO office, and the Municipality. *Ms Iro Alampei*, from MIO-ECSDE and MEdIES presented the background of the Youth X Change worldwide Initiative, the current “Mediterranean” project co-funded by ALF and the process of implementation, so far. The panelists pledged the relevancy and the need of such a campaign on consumption for Morocco, and confirmed their support to the initiative (e.g by facilitating in making it known to the educational community, the distribution to their schools and networks, etc), and expressed their interest to repeat the training in other parts of the country.



View of the participants and close up to the Panel at the opening of the press event YXC

Following the opening session a series of presentations followed.

- *Les modes de consommation et leurs impacts sur la biodiversité. (Prof. R. Moh: Expert en Biodiversité végétale- IAV)*
- *Les modes de consommation et la santé humaine (Dr H. Oualalou: Président de la commission santé et environnement-forum euro_ méditerranéen)*
- *La consommation et le problème des déchets solides (Prof M.El Bari: Université Ibn Tofeïl)*
- *La consommation et l' économie sociale (Prof M .Moro Université Med V Souissi)*

The ~ 150 participants were very interested in the YXC initiative, as well as on the content of the presentations and actively participated in the discussion that followed by giving examples from their experience, in the field of youth work, state of the environment in Morocco, etc. During the event newly printed YXC guide was disseminated to the participants.

The event was filmed by a national TV channel that made a reportage on it.

One day Training event, Saturday 05 February 2011, 08.30 – 18.00, Ministry of Education

This event was addressed to all those involved with education and youth issues in the formal or non-formal way, such as teacher of primary and secondary level, youth leaders, university students, and NGOs carrying out educational projects etc. About 120 participants representing these categories attended the event. This variety of their backgrounds enriched the quality of discussions during the workshops, and was considered, overall as an asset to the training seminar.

Following a general presentation on the YXC initiative and its rationale, the participants were split in 3 rotating groups and followed 3 experiential workshops that gave those ideas on how to use the material with their target audiences.



Views of the 3 rotating workshops during the training on the YXC

Read more on the Moroccan events in the full report in French language, soon to be published.

Press coverage of the YXC events in Morocco

Le matin, Maroc (27/02/2011) <http://www.lematin.ma/Actualite/Express/ArticlePrint.asp?id=147415>

Maghres (27/2/2011) <http://www.maghress.com/fr/lematin/147415>