

“Youth X Change in the Mediterranean”

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

8-9 May, Amman, Jordan

In view of the current deterioration of our global natural resources part of which is due to the patterns of consumption attributed mainly and practiced by youth who form one fifth of the global population the YXC initiative emerged to address the youth community all over the world. As Jordan, the Arab countries and Mediterranean in general are greatly concerned about consumption issues, especially in link to their diminishing resources, MIO-ECSDE and 6 partners from the Mediterranean took the initiative to address young generation and introduce this YXC kit that supplies youth with simple tips in an appealing way. The Launching events of the YXC kit took place on 8-9 May 2010 in Amman, Jordan, with a great participation and interest from the Jordanian educational community on the issue consumption.

Training event in Jordan: Saturday 8 May 2010, 08.30 am - 18.30 pm, Arena Space hotel Amman.

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, staff of museums and NGOs carrying out educational projects etc. About 90 participants representing these categories participated in the event, coming from all parts of the country.

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



Shot from the introduction to the training

- 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 Jordan. It aimed to promote youth engagement and commitment through participatory techniques.
- B. YouthXchange Suitcase:** During this workshop the contents of a relevant were presented, namely materials for games and activities that were demonstrated (Game NOCO; Game of water; the environmental route; ecological purchase; the rubbish bin; acid rain; test of dirty water; plastics; Paper recycling; choice of packaging; ecology test).

C. 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 will be applied for this purpose, (i) the Green Bank and (ii) the stand in line game.



Shots from the 3 parallel workshops

The evaluation outcomes of the training seminar were very positive with an overall degree of satisfaction of the attendants at 84 %. Specific recommendations for improvement include i.e. repetition of the workshop in other parts of the country and fund-raising for such action. A few participants, esp. those that traveled long distance found the training duration too long and proposed for the future events to deliver it in more condense form. Such notes are taken into consideration from the organizers for the future events in the subsequent countries.

Launching event in Jordan: Sunday 9 May 2010, 10.00-12.00, Zaha cultural centre, Amman.

This event was addressed, primarily, to the relevant ministries of Education and Environment, to local authorities, CSOs & NGOs, and the media. With the patronage of HE the Minister of Environment represented by HE Engineer Al-Junidi inaugurated the event and addressed the presence who were about 60 participants representing the public, private, CSOs, the diplomatic missions in Jordan, mayors, academic institutions and media. Mr Ziyad Allawneh, director of LHAP made a presentation on the need and the importance of carrying such a project for the young people of Jordan on the critical issue of consumption. Following, Ms Alampei presented the background and the rationale of the Youth X change in the Mediterranean initiative, as part of a worldwide initiative of UNEP and also outlined the contents of the printed guide. The event was interactive with requests from different parties to extend the training and the utilization of the kit to reach the country peripherals.



Shots from the launching event