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"Youth X Change in the Mediterranean"

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

26-27 November, Beirut Lebanon

REPORT OF EVENTS

Overview

Following a series of launching events in Jordan, Tunisia and Egypt, the YOUTH X CHANGE IN THE MEDITERRANEAN initiative was launched this time in Lebanon in November 2010 in a one and a half day long event jointly organised by the Makhzoumi Foundation and MIO-ECSDE. The event combined a press conference and an experiential train-the-trainer seminar for youth associations and teachers both having a great participation and appreciation from the Lebanese community on the issue consumption. Along with the events, several media activities took place for the promotion of the YXC initiative: Interviews at two Lebanese TV stations, one interview at a radio station and two articles in a newspaper. (see published press releases below).

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 the environment. Inefficient production and consumption patterns together with an uneven distribution of resources have widened the gap between the North and the South. Overconsumption is a driving force that puts an extra burden to the current situation. 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 and the FUTURE consumption patterns. 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 from the Mediterranean took the initiative to address youth and introduce this YXC kit, as part of a global campaign on sustainable consumption. Partner countries to the initiative are Egypt, Jordan, Lebanon, Morocco, Syria and Tunisia.

Launching event: 26 November 2010, Press Conference at the Press Syndicate

This event was addressed, primarily, to the relevant ministries of Education and Environment, to local authorities, CSOs & NGOs, and, naturally, the media. During the event newly printed YXC guide was disseminated to the participants.

Mr. Fouad Harakeh from the Press Syndicate coordinated the discussion, and in his welcome remarks, he addressed the issue of consumerism in Lebanon and the need for awareness on the matter.

Ms Sallama Namani from the Makhzoumi Foundation presented an introduction about MIO-ECSDE, Makhzoumi Foundation, and the target group and scope of the training of trainers.

Last speaker *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 \sim 80 participants were very interested in the initiative, 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 Lebanon, etc. The event was filmed by the Lebanese national TV that made a reportage on it, for the evening news.



Shots from the media event, 26/11/2010

One day Training event: Saturday 27 November 2010, 08.30 - 17.30, Golden Tulip Hotel

This event was addressed to all those involved with education and youth issues in the formal or nonformal way, such as teacher of primary and secondary level, youth leaders, university students, and NGOs carrying out educational projects etc. About 80 participants representing these categories attended the event, coming from all parts of the country. 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.



Shots from the rotating workshops of the training 27/11/2010

Evaluation results of the training

The evaluation outcomes done through anonymous questionnaires were very positive, having an overall degree of satisfaction of **85,9 %.** Specific percentages for the components of the training are as follows:

Structure of the training 85.0%

Content of the 3 workshops:

- a. Breaking the Barriers (Mr Miguel Fondevila): 88.2 %
- b. From my habits to my values ... & back (Ms Iro Alampei): 81.7 %
- c. The YXC Suitcase (Ms Nieves Alvarez): 86.3 %

Balance between theoretical - experimental part: 82.7 %

Achievement of the seminar's objectives: 85.4 %

Achievement of my personal objectives: 81.9 %

Relevancy of the seminar & the printed guidebook to my profession /work: $\underline{85.8~\%}$

Overall organization: <u>92.6 %</u>

The content of the YXC in the Mediterranean book as such: 89.5 %



Shot of the closing plenary of the training: Ms Sallama Namani is thanking the participants

Interesting suggestions from on behalf of the participants for a potential future training include:

• BEFORE THE TRAINING - Sending a detailed program before the work shop to the participants so they can be more active in the sessions; Filling a form for the participants before the workshop to see what they know

- THE TRAINING ITSELF: Extending the training in 2 days (with fewer hrs each day) with more subjects (sessions) and more time for discussion, reflection and practical work; Including more experiments and practical activities that a teacher could use.
- Combining the training with A practical activity like reforestation of an area or cleaning up to apply the knowledge gained; OR an entertainment activity (like a visit) to build the dynamic of the groups.
- Particularly for the YXC suitcase: The training could contain a part where participants could learn how to make (or find in Lebanon) the materials of the suitcase, and If possible, to do the experiments by themselves.
- Language: Providing all the info in the 3 languages to have more time for discussion; having Arabic speaking trainers in order not to lose time in translation; Using one language in the sessions either French or English;
- Having a more eminent National highlight: to focus on the problems in Lebanon and try to find some answers / solutions that a citizen could apply.
- TARGET AUDIENCE: Performing the work shop to university students specializing in education; or even directly to students, especially those involved in environmental contests
- Repeating the training to other regions of the country; to a larger number of participants.

On the other hand, following the event, the local partner (Mackzoumi Foundation) received **three thanking letters**, warm and encouraging, from the Rachaya Public Secondary School, the Young Women's Christian Association and the Azm Youth Association.

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Shot from the closing plenary of the training, 27/10/2010



Media promotion:

During the events in Lebanon the YXC initiative was widely promoted in the media, namely it was announced in 2 TV Channels and a Radio Station as well. Specifically:

On 25/11 Ms Sallama Namani (Makhzoumi Foundation) and Ms Iro Alampei (MIO-ECSDE) were interviewed during the morning TV live show "A New Day" of the Orange TV. U TUBE LINK: <u>http://www.youtube.com/watch?v=5z97fTDTOd4</u>

On 26/11 Ms Arlette Saadeh (Makhzoumi Foundation) was interviewed during the live morning program "Without Caffeine" on Melody FM Radio.

On 27/11 Ms Sallama Namani Makhzoumi Foundation) was interviewed during the morning TV live show "Good Morning Lebanon" of the Lebanese National TV. U TUBE LINK??

On December 10th, an article was published about the training seminar and its content, in Al Hiwar newspaper



Press clipping on the YXC events in Lebanon

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Press clipping on the YXC events in Lebanon

Dissemination of the YXC guide/kit

A total of 1260 guides/kits were made available for free distribution. Copies of those guides were distributed to all participants who attended the press conference and the training seminar.

The remaining copies are being distributed by the Mackzoumi Foundation to the following sectors:

- 1- All those schools which could not participate at the training
- 2- Unions of schools
- 3- The Educational Center of Research and Development
- 4- Environmental NGOs
- 5- Ministries: Agriculture , Environment , Social Affairs , Education
- 6- University students : Lebanese University, American University of Beirut, Notre Dame University
- 7- Municipalities
- 8- Scouts
- 9- Clubs