



Arab Office for Youth & Environment

Zahraa El-Maadi, Zahraa El-Maadi St.
Masaken Masr Lel-Taameer Building # 3 A
P.O. Box: 2 Magless El-Shaab Cairo, Egypt
T: 20-2-5161519 / 5161245 F: 20-2-5162961
E: aoye@link.net W: <http://www.aoye.org>



**Mediterranean Information Office
for Environment, Culture and Sustainable Development**

12, Kyrristou str, 105 56, Athens, Greece
T +30 210 3247490, 3247267 F +30 210 3317127
E info@mio-ecsde.org W www.mio-ecsde.org

MEDIES Secretariat
E info@medies.net W www.medies.net

“Youth X Change in the Mediterranean”

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

9-10 October, Cairo, Egypt

REPORT OF EVENTS

In view of the current deterioration of our global natural resources part of which is due to the patterns of consumption attributed to a great part also to young people who form one fifth of the global population the YXC initiative emerged to address the youth community all over the world. The Arab countries in general 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.

The Launching events of the YXC kit in Egypt were organised on 9-10 October 2010 in Cairo, a great participation and interest from the Egyptian educational community on the issue consumption.

One day Training event in Egypt: Saturday 9 October 2010, 08.30 am - 18.30 pm, Golden Tulip Hotel

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, staff of museums and NGOs carrying out educational projects etc. About 80 participants representing these categories participated in the event, coming from all parts of the country.

Shot from the morning plenary



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.

- A. *Breaking Sustainable Consumption Barriers:*** The workshop entailed group-work to examine the role and contribution as young citizens, to overcome the existing barriers to a more sustainable consumption pattern in Egypt. 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 tried 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 presented for this purpose, (i) the Green Bank and (ii) the stand in line game.



Pictures from the 3 parallel workshops

The evaluation outcomes

The overall degree of satisfaction of the seminar as it set through a questionnaire was **very positive (84,4%)**. More specific assessments on the content and the organizational aspects are presented below:

1. Structure of the training (combination of plenary and the rotating workshops) **8.3/10**

*Shot from the closing plenary,
Dissemination of certificates*



2. Content of workshops (use of various methods, relevancy to the YXC kit, etc.). Trainers' preparation (clarifications, flexibility if trainers, bibliography included, etc.):
 - a. WORKSHOP A: Breaking the Barriers (Mr Miguel Fondevila) **9.0/10**
 - b. WORKSHOP B : From my habits to my values ... and back (Ms Iro Alampei) **8.7/10**
 - c. WORKSHOP C: The YXC Suitcase (Ms Nieves Alvarez) **9.0/10**
3. Balance between theoretical - experiential part **7.9/10**
4. Achievement of the seminar's objectives (presented by the trainers at the beginning of the seminar) **8.3/10**
5. Achievement of personal objectives (my expectations from the training) **7.3/10**
6. Relevancy of the seminar & the guidebook to my work. **8.1/10**
7. Overall organisation of the seminar, facilitation, secretariat, breaks, etc. **8.9/10**
8. The content of the YXC in the Mediterranean guidebook as such. **9.0/10**

Overall, the variation in the background of the attendants and the participation spirit were considered as pros of the seminar, while the time lost in the translation from English to Arabic as well as some consumption examples that missed the local relevancy were reported as drawbacks. The recommendations of the participants are taken into consideration from the organizers for the future events in the subsequent countries.

Launching event in Egypt: Sunday 10 October 2010, 10.00-12.00, Sakiet El-Sawy (El-Sawy Culture Wheel), Cairo

This event was addressed, primarily, to the relevant ministries of Education and Environment, to local authorities, CSOs & NGOs, and the media. *Mr Essam Nada*, AOYE coordinated the discussion, and in his welcome remarks, he made a briefing of the training having taking place the previous day.

The event was addressed by *Dr. Mohamed Al-Zarka*, AOYE board member, focused on how our consumption behaviors can have a great effect of the environment, and how can we reduce this effect by changing our consumption patterns to be adopted with the environment.

Ms Nadia Elkholy, from the Supreme Council for Culture presented the key priorities for Egyptian youth as identified by the Supreme Council for Culture. Amongst these she mentioned gender issues, poverty, youth welfare, as well as the feeling of marginalization of young people, and their reluctance to participate into political process.

Last speaker *Ms Iro Alampej*, form MIO-ECSDE and MEdIES concluded that several issues mentioned by the speakers so far, i.e. gender, welfare, quality of life are presented also in the YXC kit, by means of positive examples of young peoples' and civil society initiatives from all around the world, and some of these, from the Mediterranean region in particular.

The aprox. 30-40 participants were very interested in the initiative, and actively participated in the discussion that followed by giving examples from their personal experience, in the field of youth work. The event was filmed by the International Nile TV and reportage on it was made on the news.

The newly printed YXC guide was disseminated to the participants.



Shot from the media event and the interview of one of the trainers to International Nile TV



Media coverage

The launching event was filmed by the International NILE TV Channel, and a reportage on the YXC initiative was out on it. Moreover, Mr Essam Nada, as the key coordinator for the events in Egypt participated in the live broadcast 2 days later on the evening of Thursday 14/10/2010 where he had the chance to present thoroughly the Egyptian input, as well as the Mediterranean YXC Initiative, as a whole.

The event was addressed in several hardcopy or e-media of Egypt, namely

The ENPI info centre http://www.enpi-info.eu/mainmed.php?id_type=1&id=22730&lang_id=450

And the AL AHRAM newspaper (hardcopy)

AL-Ahram newspaper

الأهرام

الأحد ١٠ أكتوبر ٢٠١٠

تتمدد على دليل الشباب:

مبادرة عالمية لتطبيق التنمية المستدامة

من قاعة الكلمة بسناقية الصاوي بالزمالك انطلقت الكلمة لتؤكد انه لا تنمية مستدامة دون الشباب. فالإبى قائم لا مجال للمشاركة في تعديل أنماط الإنتاج والاستهلاك وهي مبادرة عالمية اطلقها برنامج اليونسكو بالتعاون مع برنامج الأمم المتحدة للبيئة، تحت عنوان «شباب.. نحو تنمية مستدامة» لجميع فئات المجتمع ولا سيما فئة الشباب.

الدليل تمت ترجمته الى ١٩ لغة، ويتم الترويج له حاليا في العديد من بلدان العالم ويهدف هذا النشاط الذي تنفذه جمعية المكتب العربي للشباب والبيئة بالتعاون مع مكتب البحر المتوسط للبيئة والثقافة والتنمية المستدامة ويقيم من مؤسسة أتاليند للحوار بين الثقافات، الى دعم شعوب البحر المتوسط في تلك المبادرة العالمية، وبناء عليه فقد تم تعديل هذا الدليل ليتوافق مع واقع المنطقة وأنماط الحياة فيها، وتمت ترجمته الى اللغة العربية وذلك على حد تعبير الدكتور عماد الدين عدلي رئيس الجمعية والمنسق الوطني لبرنامج المنح الصغيرة التابع لبرنامج الأمم المتحدة للبيئة. كما أوضح بان الدليل يحتوى على دراسات حالة حنيئة تعرض بطرق جذابة لشباب البحر المتوسط، ويمكن استخدامه من قبل المعلمين، وقادة الشباب، والمنظمات غير الحكومية وما الى ذلك من الفئات المستهدفة، والتي ترغب في إيجاد أنماط استهلاكية جديدة في مجتمعاتها، وذلك تماشيا مع مبادئ التنمية المستدامة في المنطقة.

جاء ذلك خلال المؤتمر الدولي لتدشين الدليل في مصر والذي تحققت أعماله ظهر اليوم وحضره - خبراء البيئة وممثلو المجتمع المدني المحلي والدولي والهيئات التنفيذية والشعبية والجهات المشاركة والدعم لآنجح وتنفيذ المشروع العالى لحماية الموارد الطبيعية من التلوث وسوء الاستغلال وللحفاظ على حقوق الأجيال المقبلة من خلال برامج للأنتاج النظيف الذي لا يعرف التلوث ويعيد تدوير مخلفاته بطرق آمنة. ويشرح طرق تطبيق وتعظيم الاستفادة من هذا الدليل ضمن سلسلة من المؤتمرات الإعلامية التعريفية في البلدان العربية البحر المتوسطية والشريكة في المشروع مع مصر وهي (الأردن، لبنان، المغرب، سوريا، تونس).

أحمد مهدي