

**PRESS RELEASE****FOR IMMEDIATE  
RELEASE**

PR 2012 08 31 0017

**MEDIA CONTACT****Kotryna Stankute**

Asia-Europe Foundation

[kotryna.stankute@asef.org](mailto:kotryna.stankute@asef.org)

T: +65 6874 9746

F: +65 6872 1135

**Andre Sostar**Estonian Student Councils'  
Union[andre.sostar@opilasliit.ee](mailto:andre.sostar@opilasliit.ee)

T: +372 5818 8604

More information about the  
project: [www.asef.org](http://www.asef.org)

# Asian and European youth promote conscious consumerism

Forty-two (42) young students from thirty-three (33) Asian and European countries gathered for an *Open Day* event at the University of Tartu (UT), Estonia on 31 August 2012. They are participants from the 18<sup>th</sup> ASEF University (AU18) who took part in this event to promote public awareness on conscious consumerism.

During the *Open Day*, the outcomes of AU18 were presented to media representatives and local people from different walks of life. Various [examples](#) of sustainable consumption from Asia-Europe Meeting (ASEM) countries were also displayed in the form of exhibits.

"It is great that young people promote responsible consumption and take actions to make a positive change in the world", said Professor Rein Raud, ASEF Governor, Estonia.

AU18 is one of ASEF's flagship projects this year co-organised with UT and the Estonian Student Councils' Union (ESCU). The project engaged presenters who are highly regarded academics as well as experts from the United Nations Environment Programme (UNEP), Earth Hour Global and the Let's Do It Foundation. It was officially opened by Professor Jaak Aaviksoo, Estonian Minister of Education and Research (Haridus-ja Teadus ministeerium [HM]), at the premises of HM on 20 August 2012.

During the course of AU18, the participants had meaningful exchanges through interactive workshops on best practices for conscious consumerism. These sessions strengthened their skills to motivate others in changing consumption patterns. Participants also organised *street actions* putting together interactive and creative activities. These actions encouraged a more environment-friendly lifestyle among local community members and international students in Tartu.

This awareness chain will continue as the participants return to their respective countries, where they will initiate actions to further promote conscious consumerism in their localities.

## ABOUT THE ORGANISERS

---



### Asia-Europe Foundation

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM), which currently comprises of 46 member states plus the European Commission and the ASEAN Secretariat ([www.aseminfoboard.org](http://www.aseminfoboard.org)). ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 600 projects in the realms of economy and society, environment, education, public health, arts and culture and human rights and governance. [www.asef.org](http://www.asef.org)

In 2012, ASEF is commemorating its 15th Anniversary and invites everyone to take part in celebrating Connected Histories, Shared Future.

---



### University of Tartu

The University of Tartu (UT) was founded in 1632, intended to pursue research and advance learning in a wide variety of disciplines. Research at UT focuses on subjects as diverse as medicine and philosophy, genetics and computer science. UT preserves the culture of the Estonian people and spearheads the country's reputation in research and provision of higher education. UT stresses the importance of international co-operation and partnerships with reputable research universities all over the world. [www.ut.ee](http://www.ut.ee)

---



### Estonian School Student Councils' Union

The Estonian School Student Councils' Union (ESCU) is a student representative organisation and the largest youth organisation in Estonia. ESCU unites students' councils from almost 200 schools and the opinion of 100,000 students across Estonia. ESCU is also active at the international level as member of the Organising Bureau of European School Student Unions (OBESSU). <http://opilasliit.ee/about-escu.htm>

---

## ABOUT THE SUPPORTERS

AU18 is supported by the Estonian Ministry of Foreign Affairs and the Estonian Ministry of Education and Research and with the financial support of the Environmental Investment Centre of the Estonian Ministry of Environment.



ESTONIAN MINISTRY  
OF FOREIGN AFFAIRS



Haridus- ja Teadusministeerium  
Estonian Ministry of Education and Research