

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

PR 2012 08 20 0016

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More information about the  
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# Youth promote sustainable consumption

During the Rio+20 United Nations Conference in June 2012, world leaders identified the need to promote sustainable patterns of consumption and production. The 18<sup>th</sup> ASEF University (AU18), themed 'Conscious Consumers for Environmental Sustainability', is a response to this need.

Forty-two (42) students and young professionals from 33 Asia-Europe Meeting (ASEM) countries are participating in AU18. The initiative will help them broaden their horizons and deepen their insight into sustainable consumption in a multi-cultural setting.

Professor Jaak Aaviksoo, Estonian Minister of Education and Research (Haridus- ja Teadus ministereerium [HM]), officially opened AU18 at the premises of HM. "We must encourage the younger generations to take the environmental challenges seriously" said the Minister. On this occasion, he also announced the winner of an online photo competition, where images reflecting the participants' views on sustainable consumption in their countries are [exhibited](#).

AU18 is a project co-organised by the Asia-Europe Foundation (ASEF), the University of Tartu (UT), and the Estonian Student Councils' Union (ESCU) from 18 August to 1 September in 2012.

The programme will comprise one week of lectures and interactive workshops, and a second week of international volunteering awareness campaign on sustainable consumption, which will reach out to the communities of Tartu. Presentations will be given by highly regarded academics and experts from the United Nations Environment Programme (UNEP), Sustainable Europe Research Institute (SERI), Consumers International Office for Asia Pacific and the Middle East (CIAPME), Earth Hour Global, and Let's Do It Foundation.

The participants will implement the campaign through a *street action* on Wednesday, 29 August 2012, on the Rüütli and Küüni at the city center of Tartu.

An *Open Day* public event will be held to share the outcomes of the awareness campaign with the public and the media. Examples of sustainable consumption from various ASEM countries will also be displayed during the event.

Interested members of the media and the public can contact Kotryna at [Kotryna.stankute@asef.org](mailto:Kotryna.stankute@asef.org) to attend the Open Day.

**Open Day**

Date: Friday, 31 August 2012  
Time: 10:00am - 11:30am  
Venue: UT (Jakobi 2-226)

## ABOUT THE ORGANISERS

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### 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 550 projects in the realms of economy and society, environment, education, public health, arts and culture, human rights and governance. [www.asef.org](http://www.asef.org)

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

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### 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)

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### 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>)

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## 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