Conscious Consumers for Environmental Sustainability

18 August - 1 September 2012 | Tartu, Estonia
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In 2012, the Asia-Europe Foundation (ASEF) organised its 18th edition of the ASEF University (AU18) in partnership with the University of Tartu and the Estonian School Student Councils’ Union. Themed “Conscious Consumers for Environmental Sustainability”, AU18 addressed pressing concerns raised at the 3rd Asia-Europe Meeting (ASEM) Environment Ministers’ Meeting and the Rio+20 United Nations Conference on Sustainable Development.

More than 400 applicants responded to the AU18 open call for participants. In total 42 students and young professionals, such as researchers, artists, volunteers, NGO staff and youth organisation representatives from 33 ASEM countries gathered from 18 August to 1 September 2012 in Tartu, Estonia. AU welcomed the first participant from New Zealand since the country’s accession to the ASEM Process in 2010.

Prior to the event, 25 pictures were exhibited online reflecting the participants’ views on sustainable consumption in their homelands. The public was then invited to select the picture that captured best the theme to be discussed.

The programme in Tartu included expert presentations, interactive workshops and a public campaign on sustainable consumption. The participants contributed their experiences, creative skills, gained knowledge and passion to create street actions, during which they engaged the residents of Tartu in a dialogue on sustainable lifestyle.

All AU18 participants became members of the ASEF University Alumni Network (ASEFUAN), which represents more than 600 alumni from 44 ASEM countries who now hold positions in in their respective governments, business sectors, academia, civil society, etc. In line with ASEF’s mission, ASEFUAN organises projects that promote intercultural dialogue between Asia and Europe, particularly among the younger generation.

After their participation, the AU18 participants could share their knowledge and experiences with their peers and implement similar awareness activities back home. In addition, ASEF initiated ASEF Green Action to raise awareness on the harmful effects of plastic on the environment. Coordinated by selected AU18 participants, ASEF Green Action includes a variety of activities, such as public launches, bag exchanges and workshops. During bag exchanges, passers-by are invited to swap their plastic bags for a sustainable one and are encouraged to use the latter instead in the future. The collected materials will be creatively reused to promote further green awareness.

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Asia-Europe Foundation (ASEF)

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Asia-Europe Foundation

1 More information can be found on www.asefuan.org.
On the global scale, Estonia is a tiny country with a small population. Thanks to its stubbornness and special focus on natural way of life and environmental and cultural sustainability, the country has managed to survive different foreign conquests and occupations.

Historically, the student movements in Estonia have always been the progressive power in the society, initiating the national awakening, citizenship rights as well as other social changes. The creation of its national flag was based on the flag of one student society.

Estonian School Students Councils’ Union (ESCU) has a track record of providing innovative new approaches to positively influence the processes in Estonian society. ESCU is famous for the General Assemblies, which always create great interest and participation numbers.

In the summer of 2012, ESCU had the honour to co-host and co-organise the 18th ASEM University themed “Conscious Consumers for Environmental Sustainability”. The project provided an excellent opportunity for students and young professionals from 33 ASEM countries to get challenged on how to maintain global sustainability in the 21st century. The 2-week event was hosted in the green city-centre of Tartu, also known as “the city of good thoughts”.

The participants, together with volunteers from ESCU, conducted very successful street actions, which continue to have spin-off activities throughout 2013.

In the current publication you can read more about what happened during these two weeks.

**Estonian School Student Councils’ Union (ESCU)**
THE 18TH ASEC UNIVERSITY

Background

ASEF University (AU) is a two-week programme that aims to promote cross-cultural exchanges among youth from Asia-Europe Meeting (ASEM) countries. AU offers opportunities for promising students and young professionals to explore current issues in various fields through presentations, workshops, field visits and other highly interactive activities. AU is organised annually at locations alternating between Asia and Europe. The most recent editions took place in Penang, Malaysia (2011) and Lodz, Poland (2010), with the themes “Cultural Heritage: Challenges and Opportunities”4, and “Public Health and Vulnerable Groups: Access To Quality Health Care”5, respectively.

In co-operation with the University of Tartu and the Estonian School Students Council’s Union, ASEF organised the 18th ASEF University (AU18) from 18 August to 1 September 2012 in Tartu, Estonia. As part of ASEF’s work on international voluntary service6, AU18 integrated an international volunteering awareness campaign. This addition to the academic programme was a first in the history of AU.

Relevance

At the 3rd ASEM Environment Ministers’ Meeting7, ministers underlined

“the need for a strengthened dialogue and cooperation between Asia and Europe on environmental issues including climate change and sustainable energy, and their relevance for other issues such as sustainable consumption and production”.

The importance of the connection between consumption and environment was also reflected in Green Economy, one of the themes at the Rio+20 United Nations Conference on Sustainable Development8.

Green Economy “rests on a balanced consideration of social, economic and environmental goals and objectives in both public and private decision-making”.

Emphasising the need to foster awareness of the connection between consumption patterns and the sustainability of the environment, AU18 focused on sustainable consumption. Being the initiator of the Let’s Do It Foundation9, Estonia was an appropriate country to host AU18. The project received support from the Estonian Ministry of Foreign Affairs and the Estonian Ministry of Education and Research. The Environmental Investment Centre of the Estonian Ministry of Environment also extended their financial support.

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4 ASEM now brings together 49 member states (Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat.
5 Co-organised with the University Sains Malaysia (USM) and in co-ordination with the Centre for Policy Research and International Studies (CerPRIS), AU17 took place from 20 June to 3 July 2011.
6 Co-organised with the Medical University of Lodz, AU16 took place from 23 June to 3 July 2010.
7 The Asia-Europe Co-operation in Voluntary Service (VolunAEB).
8 The 3rd ASEM Environment Ministers’ Meeting took place from 24 to 26 April 2007 in Copenhagen, Denmark.
9 Let’s Do It 20 took place from 20 to 22 June 2012 in Rio de Janeiro, Brazil.
10 The “Let’s do it!” movement was first conceived in Estonia in 2008. More than 50,000 volunteers have since cleaned up 10,000 tonnes of waste. In 2012, the campaign aims to include 70 countries.
Objectives

Themed "Conscious Consumers for Environmental Sustainability", AU18 gathered 42 students and young professionals from 33 ASEM countries. It combined academic and theoretical inputs with practical learning through formal and non-formal education approaches with the aim of raising awareness of sustainable consumption.

The main objectives of the programme were:

- To deepen understanding of concepts, challenges and co-operation related to sustainable consumption in the ASEM context;
- To inspire young people to look beyond the scope of their own educational background and become acquainted with a broader view illustrated by cases from various ASEM countries;
- To encourage dialogue between the participants and inhabitants of Tartu on the connection between consumption and the environment;
- To enhance the debating skills and critical thinking of the participants through discussions and intellectual challenges;
- To establish linkages and a sustainable network (ASEF University Alumni Network) among top university students and young professionals from ASEM countries, who have the potential to become the next leaders.

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58 The profiles of all participants, as well as organizers, guest speakers, facilitators and rapporteurs are to be found in the Annex.
59 Austria, Belgium, Bulgaria, China, Denmark, Estonia, France, Germany, Greece, Hungary, India, Indonesia, Italy, Japan, Latvia, Lithuania, Malaysia, Myanmar, the Netherlands, New Zealand, Pakistan, the Philippines, Poland, Portugal, Republic of Korea, Russia, Singapore, Slovakia, Spain, Sweden, Thailand, United Kingdom and Vietnam.
Methodology

AU18 combined theoretical learning and hands-on experience. The programme (see Chapter 4) began with a week of presentations by academics and experts from Copenhagen Business School, United Nations Environment Programme (UNEP), Sustainable Europe Research Institute (SERI), Institute for Global Environmental Strategies (IRES), Earth Hour Global, Consumers International Office for Asia Pacific and the Middle East (CIAPME), European Commission, Association for Development of Youth Exchanges Estonia (ETYES), Tartu Environmental Education Centre (TEECE), Estonian University of Life Sciences and Let’s Do It Foundation.

Following the lectures and presentations, the facilitators invited participants to join in interactive sessions to further deepen their knowledge and allow them to share their experiences. They also guided participants in planning and implementing their awareness campaign, i.e., street actions, on sustainable consumption. Participants analysed unsustainable consumption issues in Tartu through social mapping activities, which included interviews, informal talks with residents of Tartu, observations, etc. Based on the outcomes of this exercise, participants designed the street actions, which engaged the local population and international students in Tartu in a dialogue on the sustainable use of plastics, water and energy as well as environmentally friendly ways to commute, eat, and manage wastes. The campaign was then evaluated on the basis of its content and group process.

Short summaries of all lectures and interactive sessions can be found in Chapter 5, whereas the street actions are highlighted in Chapter 6. Participants’ recommendations on the organisation of street actions can be found in Chapter 7.

Prior to the event, participants had interacted with one another through ASEP’s online platform to prepare themselves for the programme in Tartu. As an outcome of this activity, the participants shared photos of sustainable consumption in their home countries in an online exhibition (see Chapter 3).

Output

AU18 had the following output:

- An online photo exhibition reflected the participants’ perspective on sustainable consumption in the ASEM region;

- Eight creative street actions encouraged residents of Tartu to rethink their consumption behaviour;

- An Open Day was organised to share the outcomes of the awareness campaign with interested members of the public;

- The AU18 video featured street actions and participants’ impressions on the whole programme;

- AU18 contributed to ASEP’s overall work on environment. Representatives gave a presentation on “Youth Perspectives on Sustainable Consumption” during the Asia-Europe Environment Forum (ENVforum) Seminar that took place from 20 to 22 November 2012 in Singapore;

- A publication compiled the methodologies and outcomes of AU18;

- Interpersonal connections among participants were strengthened and their understanding of international issues was deepened;

- Awareness of the connection between consumption and the environment for the participants as well as the students and general public in Tartu was increased.

12 The video can be found on www.bit.ly/AU18video and on the enclosed DVD.
13 Ms Zsuzsanna VARI-KOVACS and Mr CHIA Jia Hao Alvin were elected by their fellow participants as AU18 batch representatives.
SUSTAINABLE CONSUMPTION EXHIBITION

Background

Prior to the event, AU18 participants shared their views on sustainability issues with regard to consumption in the ASEM countries through 25 selected pictures. Members from the public then voted for the picture that portrayed the theme in the most striking way. The photos were also exhibited during the Open Day on 31 August 2012 in Tartu, Estonia.

The top three entries that received the highest number of votes were:

1) Automatic sink faucet in Yogyakarta, Indonesia, by Rahmat HIDAYAT HM
2) Vertical garden in Madrid, Spain, by Carlos Cruz DIAZ
3) Bicycle rider in Beijing, China, by CHIA Jia Hao Alvin

All 25 photos are shown in this chapter according to the categories Food and Water, Urban Environment, Transportation, Energy, Recycling and Waste Management and Plastic Use.

Food and Water

Yogyakarta, Indonesia

winning photo by Rahmat HIDAYAT HM

An effort to foster sustainable water consumption by providing an automatic sink faucet.

Hong Kong SAR, China

photo by XU Ray Nirui

Smaller scattered streams from a tap that can easily save water!

Alytus, Lithuania
photo by Karolina MAZETYTE

The organic market in this industrial town is very popular among its inhabitants.

Urban Environment

Madrid, Spain
photo by first runner-up Carlos Cruz DIAZ

Vertical Garden: natural vegetable surface of 460m², designed by Patrick Blanc, placed on the facade of the Caixa Forum Building.

Incheon, Republic of Korea
photo by CHAN Guo Feng William

Songdo City has been awarded for its sustainability as more than 40% of the city is reserved for green space.
**Transportation**

**Hong Kong SAR, China**
photo by Candy TSANG

The Community Gardens promote social interaction for the people, urban greening and home production of vegetables.

**Beijing, China**
photo by second runner-up CHIA Jia Hao Alvin

A worker riding his trusty bicycle as he gets increasingly surrounded by fuel-guzzling automobiles.

**Myanmar**
photo by Zin Mar LWIN

Vehicles using Compressed Natural Gas, a more environmentally clean alternative to fossil fuels.

**Mumbai, India**
photo by Tasneem KAKAL

The Dabbawalas collect lunch boxes from their clients' homes and deliver them to the respective offices (and vice versa) by using local means of transport such as bicycles and trains.
Thousands of bicycles for hire to help cut costs, save energy and boost health.

London, United Kingdom (top most)
photo by Kristian Jeff AGUSTIN

Thousands of bicycles for hire to help cut costs, save energy and boost health.

Samut Songkram, Thailand
photo by Pimwipa VATANUTANON
Amphawa floating market with man-powered boats.

Gili Trawangan, Indonesia
photo by Riska MIRZALINA

No Car No Cry: no engines or gasoline-powered transportation are allowed on the little pristine Gili Island, Indonesia.

Hanoi, Vietnam
photo by Van Anh DO
Household using solar heated water.
1 Seoul, Republic of Korea
photo by Nathalie SAJDA

‘Cool Biz Fashion’ hits the streets of South Korea! Seoul is underdressing in order to reduce its air-conditioning consumption!

2 Tokyo, Japan
photo by Misato NAGAKAWA

By using the solar panel of the roof, the Yotsuya Station is able to produce its own energy!

3 Bangui, the Philippines
photo by Kim Sony MENDOZA

Bangui Windfarm includes 20 units of wind turbines stretching along a nine-kilometer shoreline off Bangui Bay, Philippines.

4 Belgium
photo by Kina MARKOVA

Reaching the 20-20-20 objective: wind energy currently contributes to 5 per cent of the total energy used in Belgium.
Copenhagen, Denmark
photo by Helga HUBECK-GRAUDAL
A houseboat sustaining itself with energy via the solar panel on the roof.

Recycling and Waste Management

1. Tartu, Estonia
   photo by Annika KARUSION
   A second-hand shop: a place where old clothes find their new life.

2. Leuven, Belgium
   photo by Marijke VERMANDER
   The Ecoshop is a big second-hand store that buys almost everything and tries to resell them.

3. Vienna, Austria
   photo by WANG jue
   Waste separation bins everywhere in the city (plastic bottles, paper, glass, metal etc.).
Bandar Seri Begawan, Brunei Darussalam  
*photo by Nursaiwa BAHARUDDIN*

Recycling bins around Universiti Brunei Darussalam to promote the practice of recycling among university communities.

Ljubljana, Slovenia  
*photo by Doša KOKOLE*

Recycling bins fitted in the city centre.

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**Plastic Use**

Frankfurt, Germany  
*photo by Elena MOZGOVAYA*

The Cage Challenge demonstrates the amount of beverage container waste one family creates in three years when enjoying their favourite drinks.

Seoul, Republic of Korea  
*photo by Laurens BISTERVERS*

Shops charge for plastic bags, encouraging people to bring their own bags.
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<td>Arrival of Participants</td>
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<td>Ice Breakers and Name Games</td>
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<td>SUN 19/8</td>
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<td>Presentation of the Programme</td>
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<td>Expectations and Fears</td>
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<td>16:15</td>
<td>Contract for Good Co-operation</td>
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<td>19:00</td>
<td>Walking Tour in Tartu</td>
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<td>Dinner</td>
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<tr>
<td>MON 20/8</td>
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<td><strong>Session 1: Introduction to Behavioural Economics and Sustainable</strong></td>
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<td><strong>Consumption and Production</strong></td>
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<td><em>Presentation by Prof. Dr. Lucia A. Reisch, Full Professor at the</em></td>
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<td><em>Copenhagen Business School, Copenhagen, Denmark, Department of</em></td>
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<td><em>Intercultural Communication and Management, Centre for Corporate</em></td>
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<td><em>Social Responsibility (cbsCSR)</em></td>
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<td>Interactive Session by Facilitators</td>
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<td></td>
<td>14:00</td>
<td>Official Opening of the 18th ASEF University at the Ministry of</td>
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<td>Education and Research</td>
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<td>14:10</td>
<td>Key Note Speech by</td>
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<td>· Professor Jaak Aaviksoo</td>
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<td>· Estonian Minister of Education and Research</td>
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<td>Welcome Remarks by</td>
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<td>· Mr Zhang Hongtie</td>
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<td>· Director of the Education Department at the Asia-Europe Foundation</td>
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<td>· Dr Marco Kirm</td>
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<td>· Vice-Rector for Research at the University of Tartu</td>
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<td>· Mr Timo Uustal</td>
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<td>· Chief Executive Officer (CEO) at the Estonian School Student*</td>
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<td>Councils' Union (ESCU)</td>
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<td>14:30</td>
<td>Announcement of Winning Photo in the Sustainable Consumption*</td>
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<td>Exhibition</td>
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<td>15:00</td>
<td>Presentation of ASEF/Asia-Europe Meeting (ASEM)</td>
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<td>Presentation of the University of Tartu</td>
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<td>Presentation of ESCU</td>
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<tr>
<td>TUE 21/8</td>
<td>9:00</td>
<td><strong>Session 2: Sustainable Consumption in Asia and Europe</strong> Presentation by Dr Sylvia LOREK, Chair of Sustainable Consumption Research at Sustainable Europe Research Institute (SERI), and Dr Magnus BENGSTSSON, Group Director at the Institute for Global Environment Strategies (IGES)</td>
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<td>11:30</td>
<td>Interactive Session by Dr LOREK</td>
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<td>14:00</td>
<td><strong>Session 3: Sustainable Consumption</strong> Webinar by Ms Khairoon ABBAS, Consultant (Education, Lifestyles and Youth) at United Nations Environment Programme (UNEP)</td>
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<td>19:00</td>
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<td>WED 22/8</td>
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<td><strong>Session 4: The Impact of Social Media on Sustainability Campaigns</strong> Webinar by Mr Benjamin VOZZO, Digital Communications Manager at Earth Hour Global</td>
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<td>Presentation by Ms Catharine CANDANO, AU18 Facilitator</td>
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<td>Interactive Session by Facilitators</td>
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<td><strong>Session 5: The Strength of Consumers’ Campaigns on Sustainable Consumption in Asia and Europe</strong> Presentation by Dr Anni MITIN, Policy Officer at the Consumers International Office for Asia Pacific and the Middle East (CIAPME), and Mr Martti LUTSAR, Political Adviser at the European Commission Representation in Estonia</td>
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<td>THU 23/8</td>
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<td><strong>Session 6: Non-formal Education Contributions to Increase Awareness of Sustainability</strong> Workshop by Facilitators</td>
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<td><strong>Session 7: International Voluntary Service Contributions to Increase Awareness of Sustainability</strong> Presentation by Mr Aleksandr KURUSHEV, Director of the Board at the Association for Development of Youth Exchanges EstYES</td>
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<td>THU 23/8</td>
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<td>Session 8: Youth Participation in Creative Sustainable Consumption Awareness Campaigns</td>
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<td>Presentation by Ms. Terje ONG, Environmental Information Specialist at Tartu Environmental Education Centre (TEEC), and Ms. Kadri KALLE, Green University Specialist at the Estonian University of Life Sciences</td>
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<td>Interactive Session by Facilitators</td>
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<td>Dinner</td>
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<td>FRI 24/8</td>
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<td>Session 9: Social Mapping Exercise</td>
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<td>Introduction by Facilitators</td>
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<tr>
<td></td>
<td>14:00</td>
<td>Preparing the Social Mapping Presentation</td>
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<td>Preparing for the Intercultural Evening</td>
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<td>Intercultural Evening</td>
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<td>Presentation of the Social Maps</td>
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<td>SAT 25/8</td>
<td>14:00</td>
<td>Field Trip to Alam-Pedja Nature Reserve</td>
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<tr>
<td>SUN 26/8</td>
<td>14:00</td>
<td>Workshop by Ms Maris MAGI, Environmental Information Specialist at TEEC</td>
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<td>19:00</td>
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<tr>
<td>MON 27/8</td>
<td>9:00</td>
<td>Session 10: Estonian Initiatives on Sustainable Consumption and Environmental Sustainability</td>
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<td>Presentation by Ms Kadi KENK, Co-ordinator of the South-European and North-African countries, and Ms Anne RUUSMANN, Volunteer at Let’s Do It Foundation</td>
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<td></td>
<td>11:15</td>
<td>Introduction of the Creative Campaign by Facilitators</td>
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<td>14:00</td>
<td>Creative Campaign Workshop</td>
</tr>
<tr>
<td></td>
<td>16:00</td>
<td>Preparing the Street Actions</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Dinner and Presentation by Archimedes</td>
</tr>
<tr>
<td>TUE 28/8</td>
<td>9:00</td>
<td>Preparing the Street Actions</td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td>Presenting the Street Actions + Feedback</td>
</tr>
<tr>
<td></td>
<td>12:45</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>14:00</td>
<td>Presenting the Street Actions + Feedback (cont.)</td>
</tr>
<tr>
<td></td>
<td>16:00</td>
<td>Final Preparations</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Dinner</td>
</tr>
<tr>
<td>WED 29/8</td>
<td>9:00</td>
<td>Preparing to Campaign</td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td>Street Actions</td>
</tr>
<tr>
<td></td>
<td>13:30</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>16:00</td>
<td>Evaluation of the Street Actions, by Facilitators</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Dinner</td>
</tr>
<tr>
<td>THU 30/8</td>
<td>9:00</td>
<td>Preparations for the Open Day</td>
</tr>
<tr>
<td></td>
<td>12:45</td>
<td>Lunch</td>
</tr>
<tr>
<td>DATE</td>
<td>TIME</td>
<td>Event Description</td>
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<tr>
<td>THU 30/8</td>
<td>14:00</td>
<td>Street Actions with International Students</td>
</tr>
<tr>
<td></td>
<td>16:00</td>
<td>Final evaluation of the Street Actions and Preparations for the Open Day</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Dinner</td>
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<tr>
<td>FRI 31/8</td>
<td>8:30</td>
<td>Final Preparations for the Open Day</td>
</tr>
<tr>
<td></td>
<td>9:30</td>
<td>Arrival of Guests</td>
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<tr>
<td></td>
<td>10:00</td>
<td>18th ASEF University Open Day</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Welcome Remarks by</td>
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<tr>
<td></td>
<td></td>
<td>- Prof. Rein RAUD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Estonian Governor to the Asia-Europe Foundation (ASEF)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Mr Timo UUSTAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- CEO of the Estonian School Student Councils’ Union (ESCU)</td>
</tr>
<tr>
<td></td>
<td>10:20</td>
<td>Presentation of the Street Actions by Participants</td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td>Display of Sustainable Consumption Pictures in the ASEM Region</td>
</tr>
<tr>
<td></td>
<td>11:20</td>
<td>Closing Remarks by</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Dr Marco KIRM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Vice-Rector for Research at the University of Tartu</td>
</tr>
<tr>
<td></td>
<td>12:30</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>14:00</td>
<td>ASEF University Alumni Network (ASEFUAN) Presentation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>By Mr Timo UUSTAL, President, and Ms Anastasia BASKINA,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>External Relations Manager at ASEFUAN</td>
</tr>
<tr>
<td></td>
<td>15:20</td>
<td>Final Evaluation, by Facilitators</td>
</tr>
<tr>
<td></td>
<td>19:00</td>
<td>Dinner and Farewell</td>
</tr>
<tr>
<td>SAT 1/9</td>
<td></td>
<td>Departure of Participants</td>
</tr>
</tbody>
</table>
SUMMARY OF SESSIONS

Session 1: Introduction to Behavioural Economics and Sustainable Consumption and Production

PRESENTATION BY PROF. DR LUCIA A. REISCH

Prof. REISCH presented (1) the drivers and barriers for sustainable consumption, (2) the antecedents of behavioural economics, (3) consumer behaviour, (4) elements of a “behaviourally informed” policy and (5) libertarian paternalism. She introduced the MOAB-model that describes how motivation, opportunities (external conditions) and abilities (and limitations) influence and constrain behaviour. She further explained the discrepancies between “ECON” (the ideal consumer) and “HUMAN” (how we really consume). Prof. REISCH noted several behavioural biases that influence the decision-making process: overconfidence bias, conformity bias, endowment effect/status quo bias, irrational risk aversion/probability blindness, present bias (i.e., preference for the immediate), and altruisms and sense of fairness. Prof. REISCH outlined the role of “nudging” and the kind of tailored instruments that are available for this, e.g., the power of defaults, working with instead of against biases, smart choice settings, simplification, target group specific approach and involvement of people in decisions.

INTERACTIVE ACTIVITY LED BY MS CATHERINE CANDANO AND MS ILZE JECE

Participants analysed a chocolate bar, a phone charger, a plastic bottle and a T-shirt on their respective usage (in terms of purpose and frequency); necessity as opposed to desirability and impact (on the consumer, other people, the environment and animals). They also addressed differences between (1) the impact in Asia and Europe and (2) the product today compared to 100 years ago. Participants shared the kind of sustainable alternatives that could be used in place of these products.

Session 2: Sustainable Consumption in Asia and Europe

PRESENTATION BY DR SYLVIA LOREK AND DR MAGNUS BENGTTSSON

The session started with a data block on consumption and development patterns and trends in Europe (presented by Dr LOREK) and Asia (presented by Dr BENGTTSSON). A comparative analysis showed significant differences and similarities between and within the two regions that were related to the expanding global consumer class. Dr LOREK and Dr BENGTTSSON highlighted the elements that shape consumption: economic influences, demographic development, technology and innovation, urbanisation and infrastructure, social and cultural aspects (such as habits and values), and laws and knowledge. Sustainable consumption was introduced, which combines environmental sustainability (i.e., consumption of resources that stay within the carrying capacity of the earth) and economic/social sustainability (i.e., consumption of products and services that meet at least the basic needs of all people). Dr LOREK presented weak and strong sustainable consumption and the “I=PxAxT” formula, i.e., impact on the environment = Population x Affluence x Technology.

Dr BENGTTSSON added three key tasks for developing Asia: (1) enabling the poor to access the resources needed for decent, safe and healthy lives, (2) mitigating the environmental impacts of consumption in all social groups and (3) safeguarding the sustainable and culturally valued aspects of traditional Asian lifestyles.

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"Full presentations of sessions 1, 2, 3, 4, 8 and 10 as well as E3Y3S’ handbook for Asia/Europe volunteers and two Let's Do It Foundation videos are to be found on the DVD."
INTERACTIVE ACTIVITY LED BY DR SYLVIA LOREK

In separate groups, participants proposed their ideal mix of “nudging” instruments to foster sustainable mobility, housing and food consumption. They developed various combinations involving policy-based regulation and voluntary instruments relating to economics and information, and made a case for each combination.

The participants presented the following suggestions for food consumption: co-operation between farmers and government; creating more awareness in the relation between consumption and production; and support for local production and product labelling. Regarding housing, the participants proposed the construction of more sustainable houses (improving isolation and reducing energy use) and raising awareness for sustainable living. Mobility-related proposals included the reduction of car use and increased co-operation between citizens and the government in the promotion of cycling.

Session 3: Sustainable Consumption

WEBINAR BY MS KHAIRROON ABBAS

Ms ABBAS introduced the United Nations Environment Programme (UNEP) and its work on education for sustainable consumption, sustainable lifestyles and youth in three parts:

- Key findings of UNEP’s Global Survey on Sustainable Lifestyles, which was concluded in 2010, involving 20 countries and 8,000 young adults;
- Education for Sustainable Consumption (ESC), highlighting UNEP’s publication Here and Now! ESC Recommendations and Guidelines as well as UNEP’s pilot project on the institutional strengthening of ESC in Chile, Indonesia and Tanzania;
- The UNEP/UNESCO YouthXchange Initiative, which promotes sustainable lifestyles through education, capacity-building and awareness-raising by providing young people with ideas on how they can live sustainably through more responsible consumption habits.

Session 4: The Impact of Social Media on Sustainability Campaigns

WEBINAR BY MR BENJAMIN VOZZO

Mr VOZZO introduced Earth Hour Day, which commenced in Sydney, Australia. As of 2012, 152 countries and territories were participating in it, showing a strong growth in Southeast Asia. He shared insights on how social media has helped to connect individuals, organisations, governments and businesses working together towards the world’s environmental solution. He then discussed social media campaigns from other organisations, such as Facebook Green, Social Energy App, Infographics, Greenpeace Brazil and Save the Arctic. He shared some useful tips on how to use digital platforms to share one’s own ideas for a better planet.

INTERACTIVE SESSION BY MS CATHERINE CANDANO

Ms CANDANO began with the definition of social media: media that goes from the audience to the centre: media in which people have a greater hand. Social media shapes a different kind of audience as everyone can be producers of the content. Participants then worked on case studies, such as a fisherman in the Philippines, a young mother in Japan and a student in Australia. They presented how social media could communicate sustainable consumption messages. They underlined the necessity of motivation, the importance of an attractive media and the relation between consumption and the environmental issue. They also mentioned limitations, such as reaching out exclusively to young people or insufficient knowledge in using or understanding social media.
Session 5: The Strength of Consumers’ Campaigns on Sustainable Consumption in Asia and Europe

PRESENTATION BY DR ANNI MITIN AND MR MARTTI LUTSAR

Dr MITIN introduced consumers’ rights in terms of basic needs, safety, healthy environment, choice, information, consumer education, representation and redress. She also explained consumers’ responsibilities such as critical and environmental awareness, action, social concern and solidarity. Sustainable consumption, according to Consumers International, is “the use of products and services that respond to basic needs and bring a better quality of life including broader development and equity while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life-cycle so as not to jeopardise the needs of future generations”. Dr MITIN outlined the following obstacles for sustainable consumption in Asia: (1) limited access to fair products and services, (2) lack of transparency and credibility, (3) lack of awareness for low-impact product use, (4) missing after-sales support section, (5) inadequate infrastructure and (6) few take-back systems. She shared examples of Asian campaigns on energy use, transportation, “green” supermarkets and plastic use.

Mr LUTSAR introduced “Generation Awake”, a pan-European communication campaign on resource efficiency that was launched by the Directorate-General for the Environment of the European Commission in October 2011. It aims to raise awareness of the consequences of unsustainable use of natural resources – such as water, energy, soil, timber, metals, minerals, air, biodiversity systems – and to encourage citizens to choose a more sustainable consumption pattern and to think about their impact on the planet when making purchasing decisions. The focus in the first campaign was on daily, impulse and over-consumption. In May 2012, a new phase of the campaign – dedicated to both direct and indirect water consumption – was launched. The campaigns were based on the outcomes a qualitative research in a representative set of countries through focus groups targeting young families and young urban citizens.

INTERACTIVE SESSION BY MS ILZE JECE AND MR WIM VOGELAERE

The participants shared case studies of successful as well as unsuccessful consumer campaigns in their countries. They then identified intercultural and sub-cultural elements that determined the success of particular consumer campaigns.

Session 6: Non-formal Education Contributions to Increase Awareness of Sustainability

WORKSHOP BY MS ILZE JECE AND MR WIM VOGELAERE

Mr VOGELAERE explained the differences between formal learning (within a school setting), non-formal learning (outside of schools, but facilitated and planned) and informal learning (everything else including daily life experiences). All these together form Lifelong Learning (LLL). Mr VOGELAERE then introduced different levels of learning: knowledge (brains), skills (using our body, hands and
and attitude (using our heart and soul). Ms JECE added that non-formal learning is learning to do, to learn, to be (i.e., values) and to be with others. She stated that powerful learning comprises (1) accurate information, (2) fostering curiosity, creativity and critical thinking, (3) promoting reverence or appreciation, respect and responsibility, and (4) providing positive choices tools. In groups of three, participants defined their ideal conscious consumer’s knowledge, attitude and skills. In a bigger group, participants reflected on how much of this ideal they personally possess. They had to position themselves on an imaginary line, e.g., the left side to the line were fully knowledgeable and had many skills while the right side had no knowledge or skills.

**Session 7: International Voluntary Service Contributions to Increase Awareness of Sustainability**

**PRESENTATION BY MR ALEKSANDR KURUSHEV**

Mr KURUSHEV shared the history, aims and objectives of International Voluntary Service (IVS) at the Association for Development of Youth Exchanges (EstYES). He introduced different forms and categories: short-term (two to three weeks and in groups), mid-term (a month or more) and long-term (a year or more as individuals). He also described the age range and group types (e.g., teenagers, adults, seniors and families) as well as some of the themes (e.g., construction, social projects with children, environmental or organic farming, etc.). Mr KURUSHEV also shared some statistics on the number of volunteers and EstYES’ experiences in the field of Asia-Europe volunteering and sustainability. Sustainability issues and other challenges for the IVS projects and organisations were addressed, such as volunteers depriving local residents of jobs, how organisations could function in a sustainable manner, the low recognition of IVS, difficulties in measuring impact, and imbalanced opportunities in hosting and sending of volunteers.

**Session 8: Youth Participation in Creative Sustainable Consumption Awareness Campaigns**

**PRESENTATION BY MS TERJE ONG AND MS KADRI KALLE**

At the Tartu Environmental Education Centre (TEEC), Ms ONG presented an overview of the programmes of the centre: the Tartu Nature School, the Environmental Information Centre and Adult Education Centre. She added that activities, such as thematic months, recycling and re-using workshops, lectures and movie evenings, are directed to increase responsibility and awareness towards nature for people of all ages.

Ms KALLE defined awareness as an interaction between values, knowledge, attitudes and behaviour. She added that people like to consume while material things can give social and psychological meanings; people need things to communicate their identities. People could also use alternatives, such as taking part in more meaningful activities, focusing on self-development and interacting with one’s community. Ms KALLE also underlined the role of emotions in this process. She provided examples, such as the European Students’ Forum (AEGEE), WinterAcademy (an interdisciplinary conference on sustainability in Estonia, bringing together the country’s four biggest universities) and Summer Camps, and from her own experiences working a youth activist in sustainability projects.

**INTERACTIVE SESSION BY MR WIM VOGELAERE**

The participants exchanged ideas on how young people could influence others to consume sustainably. Through a World Café-style discussion called the “Think global, act local café”, participants discussed in small groups one of the following questions: (1) How can youth strengthen the sustainable consumption in their communities? (2) How can young people influence their peers? (3) How can young people promote sustainability towards their families? (4) What sustainable values and activities from traditional culture can young people preserve and promote? Every 20 minutes, a signal was given and the participants shifted to the next table to exchange ideas on a new question. At each table, one participant played the role of rapporteur and stayed on to record the notes of subsequent groups.
Session 9: Social Mapping Exercise

WORKSHOP BY MS CATHERINE CANDANO, MS ILZJE JECE AND MR WIM VOGELAERE

The facilitators introduced the concept of social mapping to understand stakeholders, information sources and social construction of issues in order to develop communication plans.

Campaigns have different stages: mapping (i.e., defining the issue), formulation (i.e., selecting the strategy), implementation (i.e., doing the action) and evaluation (i.e., monitoring the process). The social mapping guided the eight groups in coming up with a relevant unsustainable consumption topic for which to campaign.

In their groups, the participants were given the following guiding questions:
- What unsustainable behaviour/theme area will you focus on?
- Who are the stakeholders? How do they influence each other?
- Where can you find these stakeholders?
- What method will you use to access information about the issue: observation, interview, photos, etc.

An Estonian volunteer joined each group to provide local context and to translate interactions with the citizens of Tartu. The participants presented their outcomes as well as their initial ideas on the subject, content and method of the street action.

Session 10: Estonian initiatives on Sustainable Consumption and Environmental Sustainability

PRESENTATION BY MS KADI KENK AND MS ANNE RUUSMANN

Ms KENK and Ms RUUSMANN shared how the civic movement Let’s Do It Foundation started in 2008 in Estonia. Estonians were engaged in clean-up activities throughout the country. A map indicating affected areas guided the more than 50,000 participants in doing so. The success of the action led to similar events in other countries and an international conference with organisers and volunteers of these clean-ups. The speakers added that Let’s Do It World was developed in 2012, where actions are taking place in more than 90 countries around the world. They shared two recommendations: the activity needs to be in line with the national laws, which are different for every country. Furthermore, waste may be seen as a resource and waste companies may see the activity as competition. The speakers also introduced the new direction of Let’s Do It: its new zero-waste philosophy aims to change the concept of trash to that of resources that can be used most efficiently by closing the loop of recycling all materials.

Creative Street Actions

FACILITATED BY MS ANGELA DAVIES, MS ILZJE JECE AND MR KENNETH WONG

Following the lectures, presentations and interactive workshops, the facilitators guided the participants, divided in eight groups, in the organisation of their street actions (promoting sustainable consumption). Several steps were taken to plan, implement and evaluate them:

- Based on the outcomes of the social mapping exercise, the participants presented ideas on the method and content of their activities;
- Mr WONG introduced various forms of awareness campaigns to provide more ideas for the participants’ activities;
- Ms DAVIES introduced sensory learning and creative methods to engage the public in awareness campaign, e.g., music, songs, visual displays, taste, movement, dance, etc. She also shared ways on how materials can be recycled for the activities;
- The participants then prepared and rehearsed their street actions. The other teams provided feedback to improve and finalise the activities;
- The participants implemented their street actions twice: once for the public in the city centre of Tartu and once for the international students of the University of Tartu. The following chapter describes the actions;
- After the implementation of the street actions, participants discussed within their groups the challenges and best practices of the street actions and the group process. The outcomes of these discussions are presented in Chapter 7.
6 CREATIVE STREET ACTIONS

Background

During the second week of AU18, the participants organised eight creative street actions to engage the residents of Tartu in a dialogue on sustainable consumption. Each action was implemented by a group of five to six participants. Estonian volunteers supported the groups with translation and understanding of the local cultural aspects.

This chapter presents all eight street actions.

Apple Break

<table>
<thead>
<tr>
<th>THEME</th>
<th>Local food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>To raise awareness of the importance of buying local instead of imported products.</td>
</tr>
<tr>
<td>Why?</td>
<td>The transportation of products increases the carbon footprint.</td>
</tr>
<tr>
<td>How?</td>
<td>Three group members –some were wearing traditional Estonian clothes – asked people to identify the Estonian and Polish apple from two samples. The person was then invited to a stationary point to have an “apple break”. Several posters in this stall provided information on the importance of buying local products and the environmental impact of imported products. Participants engaged the people in a dialogue on their food purchasing habits and encouraged them to come up with reasons to buy local products. They also handed out handwritten cards carrying practical advice on how to buy and consume local food.</td>
</tr>
<tr>
<td>Materials</td>
<td>Posters</td>
</tr>
<tr>
<td></td>
<td>Apples</td>
</tr>
<tr>
<td></td>
<td>Traditional Estonian clothes</td>
</tr>
<tr>
<td></td>
<td>Information cards promoting the purchase of local products</td>
</tr>
<tr>
<td>Outcome(s)</td>
<td>Improved the understanding of why people should buy local products; Increased awareness of the environmental impact of purchasing habits in terms of consuming local and imported food.</td>
</tr>
</tbody>
</table>
### Tartu Carbon Footprint

<table>
<thead>
<tr>
<th>THEME</th>
<th>Carbon emissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>To increase awareness of high carbon emissions of Estonia compared to the world and the EU average; To promote a sustainable behaviour that has less negative impact on the environment, e.g., car-sharing, cycling, consuming less meat, eating more vegetables, etc.</td>
</tr>
<tr>
<td>Why?</td>
<td>The Estonian emissions are high primarily due to the use of nonrenewable energy sources in the country. Residents are heavy users of cars in the European context and consume more meat than the global average.</td>
</tr>
<tr>
<td>How?</td>
<td>To catch people’s attention, some group members sang three popular songs with changed lyrics describing the carbon emissions in the world, in the EU and in Estonia. Others created a statistical display on the wall where passers-by were invited to guess their carbon footprint in relation to the world and the EU, to see which was the highest of the three. Finally, a graph was created on the ground showing footprint-shaped cards representing the carbon footprint of food items (y-axis) and transport options (x-axis). People placed themselves in the graph by standing at the point that represents their usual lifestyle (primarily by using cars and eating beef). They were then asked how they could be more environmentally friendly (primarily by using a bicycle and eating vegetables).</td>
</tr>
<tr>
<td>Materials</td>
<td>Poster and paper Variety of footprint sizes and drawings of food and means of transport on cardboard Stationery including pen, pencil and adhesive tape Songs Guitar Chair</td>
</tr>
<tr>
<td>Outcome(s)</td>
<td>Increased awareness of the high carbon emissions in Estonia; Increased awareness of alternatives to reduce personal carbon footprint.</td>
</tr>
</tbody>
</table>
## Challenge Accepted

<table>
<thead>
<tr>
<th>THEME</th>
<th>Food consumption and balanced health and diet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>To encourage community members to have a balanced diet with less meat consumption and more vegetables.</td>
</tr>
<tr>
<td>Why?</td>
<td>Increased meat production and consumption leads to growing CO2 and greenhouse gas emissions. People are not always aware of the vegetarian alternatives.</td>
</tr>
<tr>
<td>How?</td>
<td>The group members wore “chef hats” and distributed handmade vegetarian recipes. Passers-by were asked if they could accept a challenge related to their food consumption, e.g., eating less meat and more vegetables for a whole week, eating only fish, avoiding meat for a month, etc. Those who accepted the challenge were asked to write a personal pledge. All pledges were put on a board.</td>
</tr>
<tr>
<td>Materials</td>
<td>Recycled paper such as craft paper and cardboard, Stationery including pencils, glue and Post-it notes for the pledges, Chef hats</td>
</tr>
<tr>
<td>Outcome(s)</td>
<td>Created a pledge board with approximately 100 Post-it notes; Handed out recycled, handmade and handcrafted recipe cards written in English and Estonian to provide passers-by with information about vegetarian meals; Encouraged passers-by to change food consumption behaviour; Developed a website containing vegetarian recipes.</td>
</tr>
</tbody>
</table>

<http://tartuchallenge.wix.com/go-green-recipe>
Creative, Reuse, Recycle

**THEME** | Waste management and recycling
---|---

**Objectives** | To create awareness of recycling; To invite people to reuse everyday materials in a more creative and expressive way.
---|---

**Why?** | Only a small percentage of items intended to be recycled are actually recycled. Many people are not familiar with the possibilities of recycling and reusing for creativity.
---|---

**How?** | The group members wore costumes that they created out of paper, such as pirate hats, hair clips or skirts. They asked passers-by if they would like to receive a recycled gift, such as a doll or puppet or a CD case, made from various materials that they collected. The person was then engaged in a conversation on recycling and reusing. Some group members performed with the puppets that they made to interact with the public. This attracted several people to visit the booth to get a recycled gift that was made on-site.
---|---

**Materials** | Stationery including adhesive tape, scissors, glue Recyclable materials such as paper cups, newspapers, plastic bottles, etc.
---|---

**Outcome(s)** | Gave recycled gifts to members of the public; Increased awareness of the possibilities and importance of recycling and reusing; Improved the skills of passers-by in reusing materials for creative purposes.
**Theme:** Meat consumption and healthy diet and lifestyles

**Objectives:** To empower the consumer to make better-informed choices regarding their everyday food habits.

**Why?** During the latter half of the 20th century, world population doubled and meat consumption quadrupled. In North-Western Europe, increasing incomes since 1880s have led to stark long-term increases in animal products and more pollution and waste while natural resources have depleted.

**How?** Given the cultural and historical aspect of meat consumption in Estonia, which makes it a sensitive issue, the group decided that a less pedantic approach would be more suitable. Group members therefore organised an interactive game called “Snakes & Ladders”, also locally known as “Circus”. The board game included questions and tasks about meat, CO2 emissions, water usage and balanced diets. The game attracted dozens of people from different age groups. As the game was set on the ground, each game participant moved from one number to another by throwing the dice and answering the questions.

**Materials**
- Cardboard
- Paper
- Stationery such as scissors, masking and double-sided tape, pencils, tape
- Paint
- Newspapers (for making paper hats for the game participant)

**Outcome(s)**
- Increased awareness of the environmental impact of meat consumption and sustainable alternatives;
- Empowered consumers in making dietary choices by providing them with information.
## Bag Exchange

<table>
<thead>
<tr>
<th><strong>THEME</strong></th>
<th>Reduce the use of plastic bags through using durable bags</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives</strong></td>
<td>To encourage the use of reusable bags in order to minimise the amount of plastics.</td>
</tr>
<tr>
<td><strong>Why?</strong></td>
<td>Plastic affects the environment negatively as it takes a very long time to decompose; it fills up the wasteland and ends in the ocean.</td>
</tr>
<tr>
<td><strong>How?</strong></td>
<td>Participants tried to convince passers-by to exchange their plastic bag for a reusable one, explaining the advantages of using reusable bag. Small pieces of paper stating how plastic affects the environment were provided. The collected materials were tied up into a chain resembling a snake, which was carried around in the city. A song, called “Reduce plastic use, plastic is not fantastic”, was sung by group members. Eventually, the plastic materials were given to the Tartu Environmental Education Centre for an artist to creatively reuse.</td>
</tr>
</tbody>
</table>
| **Materials** | Reusable bags  
Cardboard and paper  
Pens and pencils |
| **Outcome(s)** | Handed out durable bags to use instead of plastic bags;  
Increased awareness of the harmful effects of plastic on the environment. |
THEME
Economic incentives to consume sustainably

Objectives
To promote economic incentives leading to sustainable consumption related to water, electricity, recreation and sports, e.g., through decreased usage of electricity by switching off the light or unplugging electric devices.

Why?
Partaking in positive environmental impact is neither costly nor time-consuming but may rely on personal benefits as a driver.

How?
The group members created boards carrying messages in English and Estonian on the environmental impact of the economic incentives. These boards were shown while the participants stood still as statues in the streets of Tartu. The group aimed to make the “statues” relevant to the message and the locations where they stood. Passers-by were then invited to leave reflections and their own sustainability tips on a message board.

Materials
String
Cardboard provided by a local restaurant
Coloured paper
Markers
Borrowed sign stand from a local restaurant

Outcome(s)
Created a message board where people could share their insights and inspire others; increased awareness of economic incentives to consume sustainably.
THEME
Transportation: carpooling and cycling

Objectives
To encourage people to carpool and use their bicycles.

Why?
Other transportation, such as individuals driving their own cars, produce more pollution.

How?
The group members cut different shapes out of cardboard and decorated cars, a (tandem) bicycle, smog, a sun, traffic lights and text balloons on it. Short plays on promoting (1) cycling and (2) carpooling were acted out on the street, using text balloons carrying the main message. The first, where cyclists were allowed to pass first, carried the message “Legs, sexier than wheels”. The second, where a person driving a very polluting car joins someone else’s vehicle, stated “Together is better”. Besides the plays, the group members froze for a while to allow passers-by to read the messages.

Materials
Recycled cardboard
Paint
Scissors to cut the cardboard

Outcome(s)
Encouraged passers-by to take pictures and discuss the messages on transportation with each another;
Increased awareness of transportation alternatives which are less polluting.

Transport Campaign

14 The following video highlights the two plays: http://www.youtube.com/watch?v=toobidG5xY9Y.
7 RECOMMENDATIONS ON ORGANISING A STREET ACTION

Background
The participants evaluated the content and methods used for the street actions, as well as the group cooperation during the organisation of the actions. This assessment resulted in the following recommendations when organising street actions:

Preparation

- Check the best time for your venue (e.g., when it is crowded) and plan your activity accordingly
- Aim for an equal and clear division of tasks
- Include all group members in the decision-making process
- Develop a clear and concise message, either written or spoken
- Develop an engaging, attractive and pleasant activity for passers-by
- Communicate in English and the local language
- Put yourself in the position of a passer-by to find out gaps or challenges in your activity
- Prepare a response for people who believe they cannot afford a more sustainable lifestyle
- Prepare some additional information when people are already aware of your first message
- Find a relevant source (via the internet or existing research literature) for more information in case you cannot answer particular questions
- Combine facts with practical advice
- Allow group members to contribute their own specific competencies in the activity

Implementation

- Relate your message to different age groups
- Aim for an equal and clear division of tasks
- Use music, sound, songs, etc., that will easily attract attention
- Approach passers-by in case they do not come to you
- Depending on the cultural background and habits of the target audience, approach people in a personal, confident and open way
- Do not be shy
- Mention where you come from; people may be interested to know why a foreigner is doing this
- Ask questions to find out which behaviour could be challenged or improved
- Promote a positive message and do not focus on what people are not allowed to do
- Provide free samples or giveaways once you have conveyed your message
- Do not overwhelm the passer-by
- Be mobile and flexible, if your activity allows you to do so
- Rotate roles and tasks
- Support each other to
- Be energetic

Evaluation

Assess the impact of your activity: check if the passers-by understood your message or ask what they would change in the future
The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through networks and its web-portals, exhibitions and lectures.

ASEM now brings together 49 member states (Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, India, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat.

www.asef.org
The Estonian School Student Councils’ Union (ESCU) is a student representative organisation and the largest youth organisation in Estonia. ESCU unites student councils from almost 200 schools and the opinion of 100,000 students across Estonia. ESCU is also active at the international level as a member of the Organising Bureau of European School Student Unions (OBESSU).

http://opilasliit.ee

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

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ANNEXES

GUEST SPEAKERS

Prof. Dr. Lucin A. Reisch
Professor at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility (CBS CSR), Denmark

Prof. Dr. Lucin A. Reisch is full professor for consumer behaviour and consumer policy at CBS CSR Denmark, Department of Intercultural Communication and Management in the Copenhagen Business School. She also holds a permanent Guest Professorship at the Zeppelin University of Friedrichshafen, Germany. An economics and social scientist by training, she holds a doctorate degree in Economics from University of Hohenheim, Stuttgart, Germany, and received her MBA education from the University of California, Los Angeles, United States. She is currently involved in several EU research projects as well as a member of several high-level think tanks advising the German government including the Council for Sustainable Development.

Dr. Sylvia Lorek
Chair of Sustainable Consumption Research at Sustainable Europe Research Institute (SERI)

Dr. Sylvia Lorek works as a researcher and policy consultant for sustainable consumption. She holds a Ph.D. in consumer economics, a B.Sc in household economics and nutrition (Oecotrophologie) and an M.Sc in economics. The combination of these different disciplines provides her with the tools — the individual micro-economic and the societal macroeconomic perspective — for a well-founded analysis of the contexts in which the scientific and societal discourses about sustainable consumption take place. Dr. Lorek was Project Coordinator at the Wuppertal Institute for Climate, Environment and Energy. Since 2000 she has been based at SERI, where she works on studies and as consultant for national and international organisations and institutes.

Dr. Magnus Bengtsson
Group Director at the Institute for Global Environment Strategies (IGES)

Dr. Magnus Bengtsson is based in Japan, where he is the Director of the IGES Sustainable Consumption and Production group. Before joining IGES in April 2007 he was a Postdoctoral Fellow at the University of Tokyo where his research focused on water demand scenario analysis and global water futures assessment. Dr. Bengtsson received his Ph.D. in Environmental Systems Analysis at Chalmers University of Technology in Gothenburg, Sweden, where he worked on Life-Cycle Assessment (LCA), environmental valuation techniques, stakeholder consultation processes and sustainability controversies.
Ms Khairoon ABBAS  
Consultant (Education, Lifestyles and Youth) at United Nations Environment Programme (UNEP)

Khairoon ABBAS works as a consultant on education for sustainable consumption, sustainable lifestyles and youth at UNEP’s Division of Technology Industry and Economics. One of the key messages that she shares with young people is about addressing environmental challenges by adopting more sustainable lifestyles. She does this through the UNEP/UNESCO YouthXchange Initiative and by sharing the results of UNEP’s Global Survey on Sustainable Lifestyles. Prior to joining UNEP, Ms ABBAS worked as a journalist in Africa. She holds a BA in Communications and an MA in Journalism, both from Carleton University in Canada.

Mr Benjamin VOZZO  
Digital Communications Manager at Earth Hour Global

Hailing from Australia, Benjamin VOZZO graduated from the University of Technology in Sydney in 2011 with a combined degree in Journalism and International Studies. He worked as a freelance reporter on environmental issues in Australia before joining the Earth Hour Global team in May 2011. Since then, he has been developing the digital communications strategy for the organisation as well as managing its social media presence across multiple platforms. He recently relocated to the new Earth Hour Global headquarters in Singapore, where he works closely with Earth Hour’s parent organisation World Wide Fund for Nature (WWF).

Dr Anni MITIN  
Policy Officer at the Consumers International Office for Asia Pacific and the Middle East (CIAPME)

Dr Anni MITIN is a policy officer at CIAPME, where she conducts research and works on sustainable consumption and consumer protection issues related to consumer rights, access to justice and food security. In addition, she works with a national network of consumer groups in Malaysia as the Secretary-General of the Education and Research for Consumers Malaysia (ERA-Consumer), contributing to the development of relevant Malaysian Standards on food and agriculture as a member of SIRIM Technical Committees (TC) on Fresh Vegetables, on Fresh Fruits, and on Pesticides and Agrochemicals.

Mr Martti LUTSAR  
Political Adviser at the European Commission Representation in Estonia

Martti LUTSAR is a political adviser at the European Commission Representation in Estonia since 2010. He studied Political Science at the University of Tartu in Estonia and Law at the University of Bologna in Italy. Mr LUTSAR previously worked for the Constitutional Committee in the Riigikogu, the National Parliament of Estonia, as well as in the field of financial audit at Ernst & Young.
Mr Aleksandr KURUSHEV  
*Director of the Board at the Association for Development of Youth Exchanges EstYES*

Aleksandr KURUSHEV is one of the founders of EstYES, where he is currently the Director of the Board. He has been deeply involved with international voluntary service projects since 1994. From 2001 to 2008 he served the Alliance of the European Voluntary Service as its President. For the last four years he has been closely cooperating with Asian organisations in managing common projects on international, voluntary service intercultural learning and sustainable development, and helping to build the capacity of partner organisations in Vietnam, Cambodia, Laos and China.

Ms Kadri KALLE  
*Green University Specialist at the Estonian University of Life Sciences*

Kadri KALLE works as green university specialist at the Estonian University of Life Sciences, dealing with all sorts of sustainability issues. She can be considered as a (former) student sustainability activist, dealing with different projects both in Estonia through environmental students organisations as well as in the European Students’ Forum (AEGEE), where she led the European-wide project “Sustaining our Future” in 2008–2009. Currently she is involved in the Estonian student sustainability network and annual conference organisation called WinterAcademy.

Ms Terje ONG  
*Environmental Information Specialist at the Tartu Environmental Education Centre (TEEC)*

Terje ONG works at TEEC as an environmental information specialist. The Infocentre —where she is occupied with the distribution of all kinds of environmental information—organises different public events such as theme days, lectures, discussions, workshops and field trips. Ms ONG is skilled in computers and design, and her wish is to make the messages of the Infocentre as clear and strongly visible as possible. She has a degree in landscape architecture. She is interested in environmental art and activism as well as recycled art and handicrafts. She has designed several reused furniture and smaller items for her home and office.

Ms Maris MAGI  
*Environmental Information Specialist at the Tartu Environmental Education Centre (TEEC)*

Maris MAGI works at TEEC as an environmental information specialist. In her everyday work, she organises public events and activities that raise environmental awareness, including theme days, lectures, discussions, movie nights and workshops. Her work also includes the distribution of all kind of environmental information. Ms MAGI is interested in renovation, reuse and handcraft. She has participated and supervised different recycling workshops. She thinks that people throw away many things because they lack ideas to reuse them. She believes that reused items make our homes or clothes unique and more valuable.
**Ms Kadi KENK**

Co-ordinator of the South-European and North-African countries at Let’s Do It Foundation

Kadi KENK is a member of the co-ordinating team of the Let’s Do It! World Clean-up since February 2011. She is the head of regional co-ordinators and personally coordinates the project in the North African and Southern Europe regions. Her work focuses on managing volunteers in regional co-ordinators’ teams and communicating with national clean-up organisers and partners, providing them with the project essentials, as well as facilitating the communication between different stakeholders of the global project. Her field of interest in environmental activism is policymaking in hand with civic activism.

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**Ms Anne RUUSMANN**

Volunteer at Let’s Do It Foundation

Anne RUUSMANN is a student, a volunteer and an active citizen. She joined Let’s Do It in 2011 as a regional co-ordinator for World Clean-up 2012. In spring 2012, she coordinated waste mapping in Estonia. She also organised a small clean-up event on the Estonian Day of Civil Actions on 5 May 2012, joined by 17 other volunteers who picked up about a tonne of waste from nature. She is currently the co-ordinator of the Zero Waste movement in Estonia, a new direction taken up by Let’s Do It. She believes in sustainable lifestyle and that people should stop trashing our planet and wasting resources.

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**Ms Anastasia BASKINA**

External Relations Manager at ASEF University Alumni Network (ASEFUAN)

Anastasia BASKINA obtained her MA in EU International Relations and Diplomacy Studies from the College of Europe in Bruges, Belgium. She also holds an Erasmus Mundus MA in Global Studies from the University of Leipzig, Germany, and University of Vienna, Austria, and a Diploma with Honours in Linguistics from the Herzen State University of Russia. In the past, Ms BASKINA worked as a project coordinator at the Danish Cultural Institute in St. Petersburg, Russia, and interned with the United Nations in Vienna. She has been active in the field of non-formal education and held various volunteer positions within European Students’ Forum (AEGEE) over the last four years. Ms BASKINA participated in the 17th ASEF University and is currently responsible for external relations in the Executive Committee of ASEFUAN (2012/2013).
ORGANISERS

Mr ZHANG Hongtie
Director, Education Department (from 2009 to 2012), Asia-Europe Foundation (ASEF)

ZHANG Hongtie was the Director of the Education Department at the Asia-Europe Foundation, seconded by the Chinese Ministry of Foreign Affairs. Hongtie has held different positions in the Chinese diplomatic service both at home and abroad prior to his secondment to ASEF. He was Counsellor of the Information Department at the Ministry of Foreign Affairs of China before he joined ASEF. Hongtie attained his BA in English Literature at China’s Tianjin Foreign Languages Institute. Other than his mother tongue (Mandarin), he speaks English and basic French. His personal interests include history, ancient Chinese philosophy, music, literature, jogging and taiji.

Ms Edwige ROZIER
Deputy Director, Education Department, ASEF

Edwige ROZIER joined the Asia-Europe Foundation in January 2008. She is Deputy Director for the Education Department, supervising both formal and non-formal education projects. She used to be directly in charge of the ASEM Education Hub (AEH), the platform for co-operation and exchanges among higher education stakeholders, as well as the Database on Education Exchange programmes (DEEP). Prior to joining the Foundation, her professional experiences feature a diverse international portfolio, which included finance, sales, marketing and public relations, as well as an early stint in Brussels at the Academic Cooperation Association.

Mr Rob VAN LEEUWEN
Project Officer, Education Department, ASEF

Rob VAN LEEUWEN joined ASEF in June 2010 and is in charge of the non-formal activities. Prior to ASEF, Rob participated in several international volunteer projects in South Africa and Indonesia and served as a trainer and coordinator in several non-formal education projects. He was also Project Manager for an organisation facilitating international volunteering exchange projects in the Netherlands. Rob has a B.Sc in Cultural Anthropology from Radboud University Nijmegen and an MA in Southeast Asian Studies from Leiden University. His MA research took place in Banda Aceh, Indonesia, where he studied the 2004 tsunami’s influence on urban symbolism.
Ms Kotryna STANKUTE
Project Officer (from 2011 to 2012), Public Affairs, ASEF

Kotryna STANKUTE joined ASEF in March 2011 as Project Officer for Public Affairs. She graduated with a degree in culture management. Prior to ASEF, Kotryna worked as communications manager of international NGO Dream Foundation in Lithuania and was international marketing manager at Limkokwing University of Creative Technologies in Kuala Lumpur, Malaysia, and Phnom Penh, Cambodia. Prior to her international positions, Kotryna managed cultural and educational projects in Lithuania, including theatre and cinema festivals as well as independent artists projects.

Mr Timo UUSTAL
Chief Executive Officer, Estonian School Student Councils' Union (ESCU)

Timo UUSTAL has been passionate about the environment since early childhood, making his first prototype of a miniature wastewater treatment plant at the age of ten. In 2002, Timo organised his first international environmental workshop at the YouthCan conference in New York, United States. He has been active in the international arena, working in more than 150 projects and events in close to 70 countries in the last decade, including the World Youth Congress and World Youth Conference series. Timo currently serves as CEO of ESCU and as a long-term CEO of EU-Youth.net. During his spare time Timo works in his countryside garden and takes pictures of the magical components of life.

Mr Andre SOSTAR
Head of Public Policy Division, ESCU

Andre SOSTAR has been a keen follower of social politics since the seventh grade. He joined the ESCU and is now Head of Public Policy Division. He makes sure that the opinions of 100,000 Estonian students on various policy-related aspects reach the decision-makers and that students are being heard. His work involves communication and coordination of several working groups focused on different current policy issues. In his free time, he goes out to discover the beauty of nature with his camera.

Mr Henri NIRK
Project Assistant, ESCU

Henri NIRK is an avid traveller who has spent four years of his studies in England and five years in Switzerland, where he also picked up French and German skills in addition to English. Music is one of his passions and he likes to play the guitar in his spare time. Also he enjoys going to the gym a few times a week. Upon graduation from secondary school, Henri intends to study economics and social sciences at an Asian university, most likely in Singapore. He is a responsible youth leader who is calm and thoughtful.
FACILITATORS

Mr Wim VOGELAERE
Belgium

Wim VOGELAERE is associate-founder and trainer at “Reflect to Grow”, a training company based in France. He is a Belgian national and a professional trainer and consultant working in an international framework. Over the years he has been working as a social worker and trainer for the Flemish government, European institutions, companies and several NGOs. He specialises in topics such as intercultural learning and diversity, group dynamics and teambuilding, team communication and outdoor education. At a personal level, he is interested in nature preservation and was involved in creative campaigning in Brussels, Belgium.

Ms Ilze JECES
Latvia

Ilze JECES is an NGO professional, a dedicated worker in social change and a passionate holistic therapist. Working as a trainer and facilitator, she delivers diverse workshops on sustainable development, social justice, community development, embodied learning, youth participation and global education. As a holistic therapist and body worker she has worked in hospitals, prisons and various educational settings, creating understanding in the interconnectedness of human wellness and community well-being. Currently, Ilze resides in Prague, Czech Republic, where she runs the office of an international youth NGO, International Young Naturefriends, and actively promotes the practice of sustainability, including sustainable consumption, within European youth organisations.

Ms Catherine CANDANO
The Philippines

Catherine CANDANO is a research scholar interested in new media and information communications technology (ICT) and their linkages with environment and development issues. Since 2005, Cathy has contributed professionally to facilitating youth-led action for sustainability with the United Nations Environment Programme (UNEP). Cathy received her MA in Communications and Media from the National University of Singapore, and was trained in the Economics Honors Program and Communications School at Ateneo de Manila University in the Philippines. She has served as External Affairs Manager of the Asia Europe Foundation University Alumni Network (ASEFUAN) AISBL.

Mr WONG Chong Wai Kenneth
Singapore

WONG Chong Wai Kenneth studied Social Work at the National University of Singapore and has always struck a balance between his studies and volunteering. Dedicated and passionate about serving the community, he has participated in projects at both national and international levels. Kenneth spoke at the United Nations Environment Programme Conference on Climate Security held in Bangkok, and the United Nations Climate Change Conference – Conference of Parties (COP) 15 and 16 held in Copenhagen, Denmark, and Cancun, Mexico, respectively. After the ASEF workshop “Climate Leader Workshop: Release Your Creative Power”, Kenneth was provided with a new perspective in addressing our surrounding environmental issues.
Ms Angela Davies
United Kingdom

As an artist and educator, Angela Davies has had over 10 years’ experience working within schools, colleges, galleries and other community settings. Her ethos is to share knowledge, skills and understanding, to forge long-lasting trans-disciplinary relationships through arts engagement. This is extended through her consultancy role for the British Broadcasting Corporation (BBC Education). As an artist and researcher, Angela implements arts, health and well-being philosophies to create fragile, miniature stage sets and performance installations. The multi-sensory environments in which she creates display therapeutic elements of eco-light systems and also reflect the importance of material consciousness.

Rapporteurs

Ms Liina Hirv
Estonia

Liina Hirv is a 19-year-old girl from Southern Estonia. She graduated from Estonian Business School High School and is now heading to university. She is an active school student — since seventh grade, she has been in the school student council, most of the time as a board member or a chairman. Right now, she is the Chairman of the Board in the Estonian School Student Councils’ Union. Besides being a student leader, Liina loves many other things, for example dancing, drawing, photography and theatre.

Ms Merilin Piipuu
Estonia

Merilin Piipuu graduated from the University of Essex in the United Kingdom with a degree in Politics and Sociology. Through the years she has been involved in many projects of the European Union, the United Nations and other international organisations, the latest ones being the European Union Network conference in New Zealand and Global Citizens in Denmark. Merilin has a particular interest in indigenous peoples and their connection with nature. She believes that in the future we will live in a “recycling society”, where sustainability dominates our lifestyle. Merilin believes that coming together to share ideas is the first step towards making a difference.
PARTICIPANTS

Ms Wang Yue
Austria

Yue is a 22-year-old Austrian national of Chinese descent. She was born in Shanghai, China in 1989 where she finished the primary school and immigrated to Austria when she was 10. She has a degree in Law and Political Science from the University of Vienna where she graduated in 2011. She is now doing a compulsory internship at different courts in Vienna. She is planning to apply for postgraduate study with an economic and international focus. Yue is open-minded and interested in getting to know other cultures. She likes travelling and making friends with people from all over the world.

Ms Alice Pirlot
Belgium

Alice graduated from the College of Europe in Warsaw, Poland in June 2012. She studied law and wrote her MA thesis on the position of the European Union in the climate debate. She is particularly interested in topics related to environmental taxation and climate change. As a representative of the Youth Council of the French Community of Belgium, she participated in the UN Commission on Sustainable Development in May 2011. Alice believes in the energy and the optimism of young people to bring changes in international debates. Particularly, young people should be consulted on issues that have consequences on future generations.

Ms Marijke Vermander
Belgium

Marijke is an enthusiastic and motivated young woman, optimistic and not easily stopped when she believes something can be reached. Her goal in life is to integrate sustainability in as many fields as possible. She holds a BA in communication sciences and an MA in policy economics. She is a member of North-South-students, a group that organises awareness activities for other students in the same city. She is also a volunteer at a local Oxfam shop and often goes to seminars and weekends to gather more information on subjects like sustainable development, climate change, fair trade and development cooperation.

Ms Kina Markova
Bulgaria

Kina was born in Sofia, Bulgaria. She studied in Utrecht, the Netherlands and lives and works in Gent, Belgium. She has a BA in international communication and media with a minor in economics. Her interest in the field of sustainability led her to a job at an international sustainability and energy consultancy. Kina volunteers for various projects on sustainable consumer behaviour. In 2012, she organised “Zero Plastic Week” together with six other volunteers. Kina’s other passions are European policymaking, travelling and writing.

Mr Xu Ray Hirai
China

Ray was born in Wuhan, China, and grew up in Shenzhen in Southern China. He pursued his university studies in Beijing and is now studying in Hong Kong SAR. He is an engineering student who has a deep understanding of China and aims to improve the lives of people and the environment with what he has learnt. He enjoys volunteering and helping others who are in need. Believing that people from different places with different lives can come together to create a gorgeous spark, he is eager to make new friends and share his experiences.
Ms Candy TSANG  
China
Candy enjoys spending time in the great outdoors. This led her to study environmental science for her undergraduate studies. Living in Hong Kong SAR, she understands the importance of sustainable living especially in large urban cities. Her current position at Green Council, an NGO focusing on eco-labeling and green purchasing in Hong Kong, has allowed her to gain valuable insight into a different, more consumer-oriented and product-driven side of environmentalism. She hopes her experience has brought forth new ideas to her fellow participants.

Ms Helga RUSEN-GRAUDEL  
Denmark
Helga is an M.Sc student in Sustainable Energy Engineering at the Technical University of Denmark. She holds a B.Sc in Chemical Engineering and a BA in Political Science from the University of Copenhagen. Since 2009 she has been a student worker at the Danish Ministry of Climate, Energy and Building. Helga has a passion for environmental sustainability, particularly the reduction of carbon emissions and pollution by chemical substances.

Ms Annika HARVISON  
Estonia
Annika is an open-minded and friendly person who loves nature, and she participated in many activities on environmental issues. Currently she is studying Biology at the University of Tartu. She was an exchange student in Switzerland, Austria and Russia. She also spent a year as an international volunteer in Italy and led an NGO called Tartu’s Student Nature Protection Circle. She likes to work with people and in her spare time she dances at Tartu University’s Folk Art Ensemble.

Mr Richard MEITERN  
Estonia
Richard has been the lead executor of a number of long-term projects aiming to educate young people in nature protection and professional filmmaking. He was director and producer for several award-winning short films and has directed a feature-length musical that was shown at local cinemas and on TV. He likes sports and is a member of his university’s folk dance group.

Mr Arthur COURRILON-HAVY  
France
Arthur is European and believes in the European Union. He likes Asia and eats organic vegetarian food. When all of that proved quite unsatisfactory beyond the individual sphere, he got involved in an association that promoted the idea of a federalist European Union. When he studied Chinese in Beijing in 2011, he took the opportunity to be in charge with a few others of the European stand at the University’s “Intercultural Day”.

**Ms Sabrina KOCH**  
*Germany*  
Sabrina had been a volunteer for women’s and human rights from September 2011 to August 2012 in Central Java, Indonesia, after pursuing her BA in social work. During her studies she focused on international and intercultural social work as well as women’s rights. After travelling and living in different countries, she chose to focus further on environmental issues, such as climate change and sustainable development. She led two workcamps in Indonesia related to the garbage problem in rural areas as well as climate change impact.

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**Mr Petros PAPAKOSTAS**  
*Greece*  
Petros is a genuine enthusiast of sustainable development, volunteering and exploring other cultures. His academic background lies in a multidisciplinary engineering field, including renewable energy and industrial systems. He recently worked for a research project that contributed towards the Accelerating a Low Carbon Economy (ACLA) project. Petros holds an M.Sc in Sustainable Energy Engineering (University of Nottingham), an M.Sc in Production Engineering and Management (Democritus University of Thrace) and a certificate from the Ship for World Youth programme (United Nations University).

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**Ms Zsuzsanna VARI-KOVACS**  
*Hungary*  
Zsuzsanna has spent the last four years living, studying and interning in Singapore, the United Kingdom (UK), India, Nepal and the United States. Having grown up in a small Hungarian town, these experiences changed her outlook on the world and increased her interest in public affairs, social and political change as well as the policies that bring them about. She loves reading, travelling and observing the world. Zsuzsanna has an MA in Public Policy from the Lee Kuan Yew School of Public Policy, National University of Singapore, and a BA in International Relations from Corvinus University of Budapest in Hungary.

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**Ms Tasneem KANHAL**  
*India*  
Tasneem is a student of Sociology and Economics at St. Xavier’s College. She likes events and projects geared towards social change. Her passion for community development was fuelled by the influences of a capitalist framework in the Indian context. She has worked with her university’s Social Service League and started an environmental project on diverting unused bicycles to villages that lacked transport facilities. Her experience with the corporate and social space has made her realise that social change can only be brought about by changing “ways of thinking”.

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**Mr Rahmat Hidayat HM**  
*Indonesia*  
Rahmat hails from Indonesia and has been a member of Indonesia International Work Camp (IIWC) since 2008. He is one of IIWC’s trainers who are responsible for Work Camp Leader Training. He represented IIWC in the World Tanabata Action in 2009 held by CCIVS UNESCO in France and in the 2012 Special Networking International Workcamps of Revival from Disaster in Japan. He pursued an MA in Business Administration at Universitas Gadjah Mada, Indonesia. He is very interested in environmental issues and green business. Rahmat was the vice president of the Asian Youth Forum (AYF).
Ms Riska Mirzalina
Indonesia
Riska pursued her BA in Marketing and Economics from Prasetiya Mulya Business School in Jakarta, Indonesia. She then established Klassamirza Eco-Footwear, which produced hand-made ladies’ footwear made from recycled textiles. As an earth lover, she teamed up with partners on international projects focusing on the environment and social entrepreneurship. She develops her social interests on human rights, gender equality, economy and international affairs by travelling around the world. Riska maintains a blog where she writes her thoughts on change: http://freethinkerjournal.com.

Ms Serena Pozza
Italy
Serena works at the Centre for Regional Strategies at the World Economic Forum (WEF). She manages the relationship between WEF and a large number of European governments and institutions. This is in addition to working on a project called Remodelling Europe, which focuses on competitiveness. Prior to her experience at WEF, Serena worked in China at the Delegation of the European Union, where she researched renewable energy and energy efficiency. Serena graduated from the University of Warwick in the UK and holds an MA in International Political Economy.

Ms Misato Nakanawa
Japan
Although she spent most of her life in Tokyo, Japan, Misato is an active youth who is eager to know what is happening around the world. She has been the member of Japan Model United Nations for four years and was Vice President of its Yotsuya Branch in 2010. To widen her perspective, she actively participates in international conferences and international youth forums. Currently, she is the head of Global Model United Nations. She would like to study at the graduate school of Tokyo University to major in East Asian Politics.

Ms Duca Naigere
Latvia
Duca is a very open-minded person who enjoys the company of likeminded people. She has become a cosmopolite three years ago, when she took off to gain her first international experience in Finland. During her travels around Europe, she was amazed by the diversity of nature, cultures and people. She believes that when people are united, a difference in this world come about. Travelling, photography, dancing, art and being close to the nature are the key words to describe her personality.

Ms Karolina Mazetyte
Lithuania
Karolina is an optimistic, lively and communicative activist from Kaunas, Lithuania. She is an active member of European Student’s Forum (AEGEE), and a teaching assistant in the Global Conversation course. She has a BA in political science and aims to get her MA in International Economic Relations with a special focus on European Integration at Corvinus University, Hungary. With her teaching experience and being on the board of the Environmental Working Group of AEGEE, Karolina has a broad overview about global issues.
Mr CHAN Gue Feng William  
*Malaysia*

William is determined to assist the bottom billion through his voluntary experiences with Lions Club International, United Nations and World Vision. As one of the Global Shapers of World Economic Forum, he is determined and committed to improve the state of the world by empowering youths in strategic planning and policymaking in human capital development and sustainable development. As Secretary of Outreach at the United Nations Association Malaysia, he helps increase youth awareness on the United Nations Millennium Development Goals (MDGs).

Ms Nurulziana BAHARUDDIN  
*Malaysia*

Nurulziana received her M.Sc with honours in Environmental Science from the University of Canterbury, New Zealand in 2010. She has been working as a tutor at the Department of Biological Sciences, Universiti Malaysia Terengganu since 2006, after obtaining her BA in Applied Science (Conservation and Management of Biodiversity). Currently, she is a Ph.D. candidate in Biology at Universiti Brunei Darussalam under the climate change group studying the impact of global change on coastal systems. She has been actively involved in related community projects, such as Borneo Heritage Exploration III and Biodiversity Club KUSTEM.

Mr Kyaw Thu LWIN  
*Myanmar*

Kyaw Thu is a graduate student in NGO Studies at the SungKongHoe University in the Republic of Korea. His previous degree was in agricultural economics. He volunteered for CLIMates (www.studentclimates.org) and his hobbies include travelling, reading and social networking. He has many experiences in green activities and collective campaign for green behaviour. He is also interested in knowledge and experience sharing with new friends. He focuses on raising awareness on changing the self to save the world rather than telling the others to change.

Ms Zin Mar LWIN  
*Myanmar*

Zin Mar has a BA in Development Studies from the Institute of Economics, Myanmar, where she specialised in economic development. Since her graduation, she has actively participated in community development programmes as well as training courses on environment, emergency relief, HIV/AIDS and basic financial management. She has a strong interest in humanitarian aid. She is currently working for the Norwegian People’s Aid. She enjoys reading, travelling, learning and hiking.

Mr Laurens BISTERVELS  
*The Netherlands*

Laurens studied in Utrecht, Singapore and Hong Kong. After a research project in Tanzania and obtaining his MA in anthropology, he moved to China for a year and volunteered with a charity organisation called Operation Smile. Before joining AUI, he worked at the United Nations University in Tokyo. Laurens speaks English, Dutch, Mandarin Chinese and Italian and is currently working hard on his Korean and Japanese. He likes to hike, climb and play ultimate frisbee.
Mr James TREMLETT
New Zealand

James has lived most of his life near the coast on the North Island of New Zealand. He recently completed his studies in Geography and Ecology at the University of Auckland, New Zealand and spent the past year in Europe, where he volunteered in a number of environmental and community development projects. He is interested in a broad range of environmental and social justice issues, particularly marine ecology and food security in the developing world. James is passionate about activities involving the natural world and the outdoors such as surfing. He appreciates interacting with people from other cultures.

Mr Muhammad ARNAO
Pakistan

Originally from Pakistan, Muhammad is currently in his final year of Engineering and Business Studies at the National University of Singapore. He loves to travel and learn about new cultures, languages and cuisines. He has a strong interest in marketing and environmentalism and is an active participant in environmental initiatives at his university. He believes that the engineering sector needs to play a bigger role in adopting sustainable practices. He firmly advocates consumers to acknowledge the sustainable practices of producers and companies through buying decisions.

Mr Kim Sony MENDEOZA
The Philippines

Kim Sony is a senior Communication Arts student from the University of the Philippines, Los Baños. He is a member of the Ayala Young Leaders Alumni Association, an organisation composed of over 1,000 promising young leaders from different parts of the Philippines. In his university, he is fond of doing volunteer work. He is also a member of a poetry organisation named Samahang LAYB which helps him develop his skills in creative writing. Currently, he serves as co-ordinator of local TEN Moves! campaign in UPLB, a nationwide fundraising endeavor of private institutions in the Philippines to help build 10,000 classrooms in priority areas.

Mr Kristian Jeff AGUSTIN
The Philippines

Kristian Jeff is a versatile artist with a variety of experience from print and online media to event production and theatre, exhibitions, gallery and museum work, video and film. He received his BA in Art Studies from the University of the Philippines in 2006, where he was an active student leader and served as president and artistic director of U.P. SIKAT (Circle of Young Artists) and vicechairperson of U.P. ALYANSA, a leadership formation. While waiting for his MA in Visual Culture from the University of Westminster, London, UK, where he studied with support from the British Council, he is working as Projects and Programme Assistant at PhotoVoice, a UK Charity organisation.

Ms Julia OLSZEWSKA
Poland

Julia holds an MA in Human Ecology from the Lund University in Sweden. Her final thesis discusses findings of a research she conducted on how people from different consumer groups relate to the problems of their consumption and the issue of enacting their agency as consumers. She is interested in developing alternatives to the current food systems to promote equity, biological diversity and regenerative cultivating practices. She likes to inquire, question and confront ideas with people from different cultural backgrounds.
Ms Lina Paula Machado Macalhães
Portugal
Lina obtained her BA in Law from the Fluminense Federal University in Rio de Janeiro, Brasil. She will commence her MA in Urban Studies Latin at the American University of Social Science in Quito, Ecuador. Lina interned at the International Labour Organization (ILO) where she supported the International Programme on the Elimination of Child Labour (IPEC). She previously assisted the Permanent Mission of Brazil to the United Nations and other international organisations in Geneva, Switzerland, in their internal activities on several topics, including environmental issues.

Ms Eunseo Bae
Republic of Korea
Eunseo is currently undertaking her MA in marketing, focusing on consumer behaviour, after which she will embark on her Ph.D. specialising in fashion marketing. She has a growing interest in the influence of green consumption on fashion products. She seeks to be a role model in educating young people with a thorough knowledge of the issues she has encountered from her experiences in Asian and European countries. Her ultimate goal is to encourage people to take determined positive actions by instilling them with a belief that each individual has a tremendous potential to make a difference in a global setting.

Ms Elena Mozgovaya
Russia
Elena is a student at the Technical University Darmstadt, Germany, where she is pursuing her MA in International Co-operation and Urban Development. Her first MA is in general and strategic management. Apart from the university, she obtained her knowledge from practice while serving as the founder and the first President of a local chapter of the European Students’ Forum (AEGEE) in her city. Her activities, in addition to being an exchange student in Sweden for a year, helped her significantly in defining the field of sustainable urban development.

Mr Chia Jia Hao Alvin
Singapore
Alvin is madly passionate about the arts, and has a wide spectrum of interests that ranges from Malay classic film to modern visual arts. Alvin is also a coffee fanatic who is ready to have a conversation with anyone over a good cup of cappuccino. Being an avid filmmaker and photographer, he has captured all the wonderful moments of AUSB.

Mr Ho Su Han Ezra
Singapore
Studying Environmental Studies at the National University of Singapore (NUS), Ezra seeks to develop knowledge and skills on urban sustainability and sustainable consumption to complete his quest towards an equitable and sustainable society. He volunteers for environment-related causes such as the students’ environment club in NUS and sustainability advocacy with The Zeitgeist Movement. His lifelong dream is to retire as a farmer in an idyllic countryside. He spends much time poring over books and articles. He loves political satire and at times, he escapes into the fantasy world of role-playing games, anime or an occasional game of tennis.
Ms Daša NOKOL
Slovenia
Daša is a student from Slovenia who is working towards completing her BA in Psychology at University of Ljubljana in 2013. She was active in various organisations, including Youth Association No Excuse Slovenia, Study Association of Psychology Students of Slovenia, and the European Students’ Forum (AEGEE) Ljubljana, where she gained many experiences in project development, research, event organisation, etc. Her interests cover youth work, health promotion and prevention, social marketing and environmental education, behavioural economy and sustainability. She is also interested in music, travelling and discovering new things.

Mr Carlos Cruz DIAZ
Spain
Carlos, born and raised in Madrid, Spain, left his hometown for Hannover, Germany to study German in early 2010. After that he was accepted to pursue an Erasmus Mundus MA in Global Studies in Leipzig, Germany and Wroclaw in Poland. He speaks Spanish, English, German and a little bit of Polish. Carlos enjoys the company of people very much, good conversations, learning about other people's lives and cultural backgrounds. Carlos has learnt over time to appreciate even the smallest things in life. As a consumer and a citizen, he tries to make well-thought choices because they might have a repercussion on the environment.

Ms Nathalie SAJDA
Sweden
Nathalie advocates social entrepreneurship as a development paradigm. She is currently pursuing her MA at Kyung Hee University in Seoul, Republic of Korea, majoring in New Politics and Future Governance. Her main focus of study is social entrepreneurship in East and Southeast Asia. Her professional background covers the fields of youth empowerment, intercultural communication and social entrepreneurship in Sweden, Thailand and the Republic of Korea. In her spare time she enjoys travelling, exploring new perspectives and learning Thai. She wants to work in unleashing creativity amongst young people.

Mr Chonwoti PATTARAPONG
Thailand
Pattarapong, or “Mew”, is a fourth-year student in Political Science, majoring in International Affairs at Thammasat University, Thailand. During his university life, he has been involved in many extracurricular activities at different levels. With his interest to participate in the international programmes in the fields of development and environment, he decided to apply for AIEA. He hopes that through his participation, it will enhance his standard and extend his inspiration to work for a better society.

Ms Pimwipa VATANUTANON
Thailand
Pimwipa is an open-minded and easygoing person. As a Thai who completed her MA in the Netherlands, she is familiar with European cultures and way of life. The Dutch taught her to be environmentally conscious and plan for the long term, where local communities manage the waste and use it as renewable energy. Her goal is to work in the field to create preparatory environmental awareness for Thais and join cooperatives in utilising natural products that Thailand can produce, so that Thailand can be environmentally sustainable.
Ms Claudia Jazz HALEY
United Kingdom

Claudia Jazz is interested in theatre for change and aims to generate the potential for audiences to make that change positive and concrete. Currently undertaking her MA in Theatre and Performance at the University of Sheffield, she is focusing on political and social engagement. In 2009, Claudia co-founded the community theatre called The Rokeya Project. Besides experience and theoretical knowledge, Claudia has creative skills, including directing, performing, clowning, puppetry and design, together with enthusiasm and energy when undertaking challenges.

Ms Thu Huong NG
Vietnam

Thu Huong was born in Hanoi, Vietnam. Moving to the Czech Republic as a child, she soon became a multicultural and multilingual person. Besides her mother tongue, Vietnamese, she is also fluent in Czech, English, French and Spanish. Since her secondary education she has travelled around Europe, Asia and Latin America through the involvement in various projects and programmes. She has recently graduated from the University of Economics in Prague in the Czech Republic where she majored in International Business.

ESTONIAN GROUP LEADERS

Ms Kadri KARRA

Kadri is from Tallinn. Her heart belongs to the countryside and she uses all opportunities to spend time in nature. Kadri has a B.Sc in Environmental Technology from the University of Tartu. During her studies, she worked for three years in an organic food shop. She previously worked at the Chemical Laboratory in the National Health Board and is currently pursuing her MA in materials and processes of sustainable energetics. Kadri believes that the energy crisis can be solved by using solar energy and overconsumption will not bring about happiness.

Ms Natali JORNAS

Natali has been involved with ESCU over two years and has recently served as its Head of Culture and Communications Division (until July 2012). She enjoys working with people, both young and old. She likes singing, taking life as it is and jokes and loves her friends and family more than anything. After graduating from theatre in secondary school, she is ready to meet new people and explore the world. She believes that everyone is responsible for their own future and happiness.

Ms Kristen RICRO

Kristen is an active youth leader both at national and international levels. From May 2011 to May 2012 she was the vice-chairman of the board of ESCU, where she was responsible for member relations as well as the field of culture and communications. She is currently the Head of International Relations at ESCU. Kristen is also a member in the working group on Member Organisations Co-operation at the Organising Bureau of European School Student Unions (OBESSU). In 2010 she spent a year as an exchange student in Allen Park High School in Michigan, United States.
Ms. Lisette Vapper
Lisette is the energetic vice-chairman of the board of ESCU, where she takes care of public policies and international relations. She was one of the head organisers of the annual ESCU Summer School, an ESCU’s flagship events. Lisette has been active also in the international arena, by participating in several projects of OBESSU and youth exchanges within the Youth-in-Action Programme of European Commission. Lisette is very sociable and likes to meet new people. She carries an entrepreneur spirit and, together with her friends, is currently planning to launch a vegetarian restaurant for students in Tallinn. She would love to visit Rwanda one day.

Ms. Karin Torim
Karin is active, smart and friendly. She loves the outdoors, photography and travelling. She also likes watching movies and going out with friends. Karin has good leadership and social skills and can keep an objective point of view. She knows how to take up an initiative to achieve group goals. By arranging assignments into different priorities, she is efficient when it comes to deciding what to do next in most situations. Karin is pursuing her studies in Material Recycling and Business Management at Tartu College at the Tallinn University of Technology.

Ms. Helena Lind
Helena is studying Environmental Planning and Management at the University of Tartu. She likes new challenges and completes everything that she does. She is sociable, keen on getting to know new people, and highly interested in communicating with people of different cultures, languages or traditions. Helena is a hardworking and dedicated person. She is strong-minded and never gives up when something is difficult, always putting her best in everything that she does. Her hobbies include reading and nature photography. During the long bright nights of summer and dark days of winter, she enjoys classical literature.

Ms. Annika Laidroo
Annika is about to start her final year in secondary school in September. She is caring, warm-hearted, kind, tolerant and active. She plays the piano and volleyball. She also likes nature photography and archery. Her favourite subjects are food technology and biology. She is very interested in different cultures, languages and travelling. She has participated in different exchanges in Europe and completed a year-long academic exchange programme in Australia, which greatly enhanced her ability to communicate in English.

Ms. Jenni Katrí Pedor
Jenni laughs a lot and is quite talkative, open-minded and tolerant. She likes to cook and loves chocolate and fruit. Her favourite sport is swimming, but she does it only for fun. She speaks English and French. Jenni likes to hang out with her friends in the city, watch action movies and read adventure stories. Her favourite subject is food technology and she is planning to study Biology at the University of Tartu.
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Useful Links
Asia-Europe Foundation (ASEF) www.asef.org
Asia-Europe Meeting (ASEM) www.aseminfoboard.org
AU18 bit.ly/18th-ASEF-University

Online exhibition on sustainable consumption in the ASEM area bit.ly/AU18_PhotofExhibition
ASEF University Alumni network www.asefuan.org

DVD Content
AU18 trailer, teaser and video
Guest speakers’ presentations
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Let’s Do it Foundation videos