



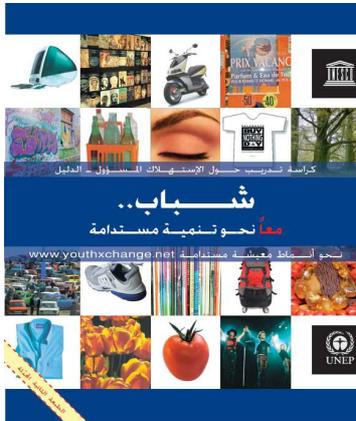
Association de Sauvegarde  
de la Médina et du Patrimoine de Kélibia  
Hôtel de ville, 8090 Kélibia. Tunisia  
E : [asmkelibia@yahoo.fr](mailto:asmkelibia@yahoo.fr)  
T : 00 216 98 274 641 / 98308910



Anna Lindh Foundation  
for the Dialogue between Cultures  
[www.euromedalex.org](http://www.euromedalex.org)



Mediterranean Information Office  
for Environment, Culture & Sustainable Development  
E [info@mio-ecsde.org](mailto:info@mio-ecsde.org) W [www.mio-ecsde.org](http://www.mio-ecsde.org)  
Secretariat  
E [info@medies.net](mailto:info@medies.net) W [www.medies.net](http://www.medies.net)



## “Youth X Change in the Mediterranean”

*A project to challenge our consumerist lifestyles  
and inspire responsible consumption choices*

29-30 July, Kelibia, Tunisia

### REPORT OF THE EVETS

More than 330 young people gathered in the Tunisian city Kelibia with the aim to promote sustainable consumption. The 2 days events targeted a mixed audience of youth, scouts, trainers, teachers, as well as journalists and local authorities.

“Youth X Change” is a worldwide UNESCO/UNEP initiative that addresses production and consumption patterns, particularly of young people. Part of the initiative is a 84p guide book that has been translated in 19 languages and is promoted in many countries.

“Youth X Change in the Mediterranean” aims to adapt the global initiative to the Mediterranean realities. During the two days event, participants were trained on how to use the newly published guide in the Arabic language which includes case studies from the region appealing to young people and can be used by educators, youth leaders, and civil society activists who wish to inspire a new consumption ethic to their target audiences.

The guide is promoted via a series of launchings in Mediterranean countries (also in Jordan, Egypt, Lebanon, Morocco and Syria) combined with trainings, where experienced trainers demonstrate how to apply the kit in a formal and non formal education setting. The philosophy of the project can be distilled in the phrase “a different world is possible, because of my diversified choices”.

All events in Tunisia were co-organised by MIO-ECSDE and ASM Kelibia, while the whole project is co-funded by the ALF Euro Mediterranean Foundation.

#### Launching media event, Fishing School, Kelibia, Thursday 29 July, 10.00-12.00 am

This media event was addressed to the relevant stakeholders of Education and Environment, to local authorities, youth groups, NGOs, teachers and academic institutions and, naturally the media. Mr Abderraouf Chaar mayor of Kelibia inaugurated the event followed by a welcome of Mr Hassen Jenhani,



Association de Sauvegarde  
de la Médina et du Patrimoine de Kélibia  
Hôtel de ville, 8090 Kélibia. Tunisia  
E : [asmkelibia@yahoo.fr](mailto:asmkelibia@yahoo.fr)  
T : 00 216 98 274 641 / 98308910



Anna Lindh Foundation  
for the Dialogue between Cultures  
[www.euromedalex.org](http://www.euromedalex.org)



Mediterranean Information Office  
for Environment, Culture & Sustainable Development  
E [info@mio-ecsde.org](mailto:info@mio-ecsde.org) W [www.mio-ecsde.org](http://www.mio-ecsde.org)  
MEDES Secretariat  
E [info@medies.net](mailto:info@medies.net) W [www.medies.net](http://www.medies.net)

chairman of ASM Kelibia who encouraged the audience to integrate the YXC kit in their professions. Following, *Mr Habib Ben Boubaker* linked the consumption issue with the current environmental challenges facing Tunisia. *Ms Claudia Marinaro*, representing the ALF Euro-Mediterranean Foundation presented the scope and the philosophy of the Foundation, and lastly *Ms Iro Alampej*, representative of MIO-ECSDE presented the background and the rationale of the worldwide YXC initiative and in particular the 2-yr long project “**Youth X Change in the Mediterranean**”.

An interesting discussion followed, as the participants raised several issues and challenges such as *how to resist to the western lifestyles so powerfully imposed by the media; possible roles for a youth group in promoting sustainable consumption; the major responsibility of the over-consuming developed countries; possibilities for follow up (repetition of the trainings) and ideas for relating youth projects.*

The media event was attended by more than 200 people.



*Shots from the launching media event*

### **Scouts event, National Center for Youth stages of Oued Ksab, Thursday 29 July, 17.30 - 20.00 pm**

The 100 participants were split in two groups: the younger ones (aged 6-11) undertook experiential activities on the subject of water, while the older ones (aged 12-18) focused on the concept of sustainability. In short, the first group, using photos, diagrams and hands on activities and experiments discovered some of the water properties, as well as good and bad examples of water consumption in their everyday lives.



*Shots from the activities in the scouts camp*



Association de Sauvegarde  
de la Médina et du Patrimoine de Kélibia  
Hôtel de ville, 8090 Kélibia. Tunisia  
E : [asmkelibia@yahoo.fr](mailto:asmkelibia@yahoo.fr)  
T : 00 216 98 274 641 / 98308910



Anna Lindh Foundation  
for the Dialogue between Cultures  
[www.euromedalex.org](http://www.euromedalex.org)



Mediterranean Information Office  
for Environment, Culture & Sustainable Development  
E [info@mio-ecsde.org](mailto:info@mio-ecsde.org) W [www.mio-ecsde.org](http://www.mio-ecsde.org)  
Secretariat  
E [info@medies.net](mailto:info@medies.net) W [www.medies.net](http://www.medies.net)

The second group, following a brainstorming on the notion of sustainability underwent an *envisioning exercise*, by drawing their own vision of a “sustainable camp” and by listing its traits. Ideas resulting from the group work entail environmental aspects as well as social ones. In their own words, a sustainable camp would be ... *a place of cleanness; where forest and the animals as well as the resources would be protected; where reusing and recycling would be an everyday habit; and where smart technology would be used for the camp operation.* Furthermore it would be ... *a place of scouts with a different mindset that, on one hand, would be committed to environmental protection; willing to engage in discussions to persuade others about its importance; and resistant to the media-promoted models of overconsumption, and, on the other hand, they would act in solidarity, not in an egocentric way, with a genuine care and responsibility for their future generations.*

### **Training event for teachers and Youth leaders, Fishing School, Kelibia, Friday 30 July, 08.30 – 14.00**

This event was addressed to all those involved with education and youth issues in the formal or non-formal way, such as teachers of primary and secondary level, youth leaders, university students of pedagogic departments etc. About 60 participants representing these categories including some high-school students belonging to youth clubs actively attended in the event.

The participants, having been informed about the contents of the guide book already since the previous day, were split in 3 groups and followed 3 experiential workshops, on a rotating basis that gave them ideas on how to use the guidebook with their target audiences. The title and a short description of the workshops follows:

- A. *Breaking Sustainable Consumption Barriers:*** The workshop entailed work in small groups to examine the role and contribution as young citizens, to overcome the existing barriers to a more sustainable consumption pattern in Tunisia. It aimed to promote youth engagement and commitment through participatory techniques. (Workshop led by Mr Miguel Marco Fondévila)
- B. *From my habits to my values ... and back:*** Based on practical examples of everyday consumption habits, this workshop will try to unveil key personality factors like “value system”, “self efficacy” and “locus of control” that influence the consumption behavior of individuals. Two practical games were applied for this purpose, (i) the Green Bank and (ii) the stand in line game. (Workshop led by Ms Iro Alampeï)
- C. *YouthXchange Suitcase:*** During this workshop the contents of an actual suitcase were used, namely materials for experiments and activities that were demonstrated (Game NOCO; Game of water; the environmental route; ecological purchase; the rubbish bin; acid rain; test of dirty water; plastics; Paper recycling; choice of packaging; ecology test). (Workshop led by Ms Nieves Alvarez)



*Shots from the 3 parallel workshops*

## Evaluation results

The evaluation of the two day events was carried out through an anonymous questionnaire. The training seminar was overall assessed very positive with an average score of satisfaction of the attendants at 85,1%. Specific recommendations for improvement include *i.e. repetition of the workshop in other parts of the country; possibly longer in duration with more experiential workshops; the use of films, documentaries and animations; keeping always the experiential character of the seminar.* Such notes are taken into consideration from the organizers for the future events in the subsequent countries.

## Other activities and events

During the 2 day events, at the Fishing school where most of the activities took place, a parallel exhibition of traditional handicrafts of Tunisia had been set up, a wonderful way to welcome the participants.

*View of the traditional craftsman exhibition, set up in the corridors of the Fishing School*



The organizers team was warmly received at the municipality of Kelibia, after the closing of the events on Friday afternoon. The mayor congratulated the team for the successful event, expressed his gratitude that the municipality was host to this important initiative and wished for this to be the beginning of more fruitful collaborations in the field of environment and sustainable development.

*The organisers team were welcome by the Mayor at Kelibia Municipality*



Association de Sauvegarde  
de la Médina et du Patrimoine de Kélibia  
Hôtel de ville, 8090 Kélibia. Tunisia  
E : [asmkelibia@yahoo.fr](mailto:asmkelibia@yahoo.fr)  
T : 00 216 98 274 641 / 98308910



Anna Lindh Foundation  
for the Dialogue between Cultures  
[www.euromedalex.org](http://www.euromedalex.org)



Mediterranean Information Office  
for Environment, Culture & Sustainable Development  
E [info@mio-ecsde.org](mailto:info@mio-ecsde.org) W [www.mio-ecsde.org](http://www.mio-ecsde.org)  
MEDES Secretariat  
E [info@medies.net](mailto:info@medies.net) W [www.medies.net](http://www.medies.net)

On Friday night, ASM Kelibia held a musical surprise for the organisers and the participants, as they were all invited to the Mélodies club of Kélibia (Mosolée «Sidi Abdesslem») to enjoy traditional Tunisian music, a perfect closing of the events, as admitted by everybody.



*The musical event was the ideal closing of the YXC events in Kelibia*

## Media coverage

RADIO TUNIS (RTCI Radio Tunis Chaîne internationale) (announcements to the events, plus an interview with the local organiser, Mr Habib Benboubaker, 29/07/2010).

NATIONAL TELEVISION (Canal 21 TV Jeunes) (reportage on the evening news of 03/08/2010)

Website coverage in English and Arabic language:

<http://www.euromedalex.org/news/youth-x-change-mediterranean>

[http://www.enpi-info.eu/mainmed.php?id\\_type=1&id=22305&lang\\_id=450](http://www.enpi-info.eu/mainmed.php?id_type=1&id=22305&lang_id=450)

<http://kelibia.net/youth-gather-in-tunisia-to-promote-sustainable-consumption-in-euro-mediterranean/>

[http://kcb.kairouan-tn.net/index.php?option=com\\_content&view=article&id=5199:-youth-x-change-in-the-mediterranean---q-----q-&catid=56:gouvernance&Itemid=129&lang=en](http://kcb.kairouan-tn.net/index.php?option=com_content&view=article&id=5199:-youth-x-change-in-the-mediterranean---q-----q-&catid=56:gouvernance&Itemid=129&lang=en)

[http://kcb.kairouan-tn.net/index.php?option=com\\_content&view=article&id=5153%3A-q-q-&catid=56%3Agouvernance&Itemid=129&lang=fr](http://kcb.kairouan-tn.net/index.php?option=com_content&view=article&id=5153%3A-q-q-&catid=56%3Agouvernance&Itemid=129&lang=fr)

Project partners:



AOYE (Egypt)



UNEP - UNESCO (France)



MIO-ECSDE & MEDIES (Greece)



LHAP (Jordan)



Makhzoumi Foundation (Lebanon)



CMEPE (Morocco)



ECODES (Spain)



Mag Estudios de Consumo (Spain)



SEPS & SCSEP (Syria)



ASM Kelibia (Tunisia)

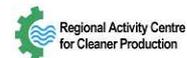
Project co-financed by:



Anna Lindh Foundation



MIO-ECSDE Core funding



In the framework of:

