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“What we are experiencing...is a crisis of finance, of democracy, of globalization and ultimately of ethics.”

Fareed Zakaria

The heart of the matter

Again and again commentators, analysts, researchers and statesmen return to the “heart of the matter”, recognizing that the present challenges confronting the global community – be they related to climate change, economic disruption, lifestyle illnesses, security, or other issues – all have a common foundation: the ethics which direct our choices and guide our actions. Participants attending the Sixth CCN International Conference which was held Berlin in March 2009 discussed this very fact that the world struggles with the lack of an accepted collective global ethic which considers the well-being of all to be essential and achievable. Such a global ethic places principles of social responsibility at the core of business, cooperation at the core of governance and conscientious citizenship at the core of each individual’s role in society. Many feel that the nearest the international community has come at present to describing such an ethic is in the definition of sustainable human development. Yet has our understanding of sustainable human development directed our choices and guided our actions sufficiently? The second half of the U.N. Decade for Education for Sustainable Development has begun; the World Summit on Climate Change in Copenhagen is close at hand and the deadline for reaching the Millennium Goals is rapidly approaching.

The Consumer Citizenship Network has focused on research, teaching and social activism within the framework of sustainable human development. The amount of work the partners have contributed during the project’s six years has been impressive. The fruits of the collaboration are both an increasing awareness of the need to be critical, concerned, active consumer citizens as well as a wide variety of tools and resources for students, teachers, teacher trainers and educational authorities. The Network has brought together people from diverse disciplines, with varied backgrounds and of different talents. But all have shared a common desire to intensify the discourse on sustainable human development and to take concrete initiatives towards education for a more just, responsible and sustainable tomorrow. The work of the CCN does not end in September although the CCN as a network will cease to exist then. Thanks to the determination and commitment of the CCN partners, PERL will further develop the focus of the CCN and initiate new and world-embracing activities during the coming three years.

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EU Approval of grant to **PERL: The Partnership for Education and Research about Responsible Living**

At last the results of the selection process for Erasmus Academic Networks for 2009 have been announced and PERL has been granted 600000€. The application submitted by the Hedmark University College on behalf of a large majority of

the CCN partners received top scores by the panel of external experts in the evaluation process. Eight award criteria were considered. For more details please see the CCN website under news. The International Task Force on Sustainable Lifestyles has encouraged its members to become members of the Partnership for Education and Research for Responsible Living.

The United Nations Environment Program and UNESCO support PERL

The United Nations Environment Program as well as UNESCO have confirmed their support of PERL and their interest in cooperating on the specific tasks which comprise the PERL work plan for the coming three years. PERL seeks to further develop and strengthen an important network of actors and practitioners as well as carrying out a comprehensive set of activities, ranging from research on social innovation and initiatives for sustainability, especially at the local level, to the production of innovative tools and methodologies aimed at education for responsible living. PERL will cooperate closely with UNEP to contribute to informing and inspiring the policy-making process on sustainable consumption and production, and education for sustainable consumption.

PERL has developed two integral and closely interrelated lines of action. One focuses on Europe, the other focuses on similar issues and initiatives but in an international context and in collaboration with partners across the globe.

During the period from October 2009-October 2012 PERL shall:

- provide research and forums for expert deliberation on issues related to responsible, sustainable living;
- be a source of creative approaches to learning how to live more responsibly and sustainably;
- contribute to the U.N. Decade of Education for Sustainable Development and the Marrakech Process;
- further develop the work of the Consumer Citizenship Network in Europe, and adapt this to Latin America, Asia and Africa.

EPICA – Consumer Citizenship Education Intensive study program was a success



31 students and teachers from Denmark, Latvia, Bulgaria, Lithuania, Norway and Portugal came together in Setúbal, Portugal 23 June-3 July 2009 for a Lifelong Learning Program Intensive Study Course prepared by CCN Task group 7. By means of games,

movies, lectures, workshops, discussions and online exercises such as creating a glossary, database, etc. the main themes were examined. These focused upon:

- Social responsibility and citizenship
- Cultural diversity and interdependence
- Sustainable consumption and production

Despite language barriers, new surroundings, unfamiliar traditions, and widely diverse backgrounds, the participants judged the ten days to be both informative and inspiring. Alcina Dourado from Setúbal Polytechnical coordinated the many educational and recreational events. She was helped by Victor Dordio from Evoraconta and the teaching staff which consisted of Irena Zalienskiene, Velta Lubkina, Carme Martinez Roca, Bistra Vassileva, and Victoria W. Thoresen. One of the concrete outcomes off the EPICA course was the preparation of an online e-course for future use. Both students and teachers contributed to the creation of the Moodle-based course.

More information about the course can be found at: <http://projectos.ese.ips.pt/epica/>

Global perspectives at CCN conference in Berlin



200 persons from 40 countries attended the sixth international Consumer Citizenship Network Conference entitled: *Making a Difference: Putting Consumer Citizenship into Action*. The conference was hosted by the Technical University of Berlin from March 22-24. Participants from Burkina Faso, Kenya, Nepal, Sri Lanka, Japan and Chile provided perspectives on sustainable consumption and consumer citizenship which are not always apparent to people living in northern countries. At the conference such dilemmas were discussed as: “How can sustainable consumption be achieved while millions do not have their basic needs fulfilled?” “What can contribute to a stronger awareness of the oneness of mankind?” The conference investigated the proactive role of the consumer in the transition to more sustainable human development around the world. Other topics which were focused on were: understanding consumer citizenship behaviour; education for consumer citizenship; and cooperation

to further consumer citizenship. The conference marked the conclusion of six years of cooperation between the partners of The Consumer Citizenship Network. For more information about the conference a pictorial summary is available on the CCN website. A CD with photos prepared by Rui Gaibino at the Beja Politechnical in Portugal has been distributed by post together with this Newsletter and the fifth edition of Promoting New Responses will be published soon. This edition of Promoting New Responses will contain a selection of the best papers presented at the Berlin conference. In September a CD of the entire proceedings of the Berlin conference will be posted to all CCN partners.

Student Essay Award 2009

The second student essay contest was held in connection with CCN's international conference held 23-24 March 2009. The recipient of the award was Edwin Yonah from the Jomo Kenyatta University of Agriculture and Technology in Nairobi, Kenya. Edwin Yonah wrote about advertising, ethics, and responsible lifestyles. He initiated a survey of students and carried out an information campaign.



TOPACE Award 2009



At the CCN conference in Berlin, Sue McGregor, from Mt. St. Vincent University in Canada received the Tower Person Award for Consumer Education for long and active involvement in the field. Sue McGregor was one of the first to emphasize the connection of consumer behaviour and citizenship.

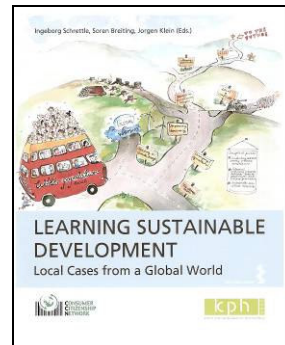
New CCN publications

For those who were not able to attend the CCN conference in Berlin in March we are pleased to share with you information on the latest publications of the CCN. The CCN Guidelines vol. 1 is now available in Latvian. A guidebook for use of YouthXchange has been published in Norwegian. A CD with examples of course and module content for teaching Consumer Citizenship Education was compiled by CCN Task group 1 and has been distributed to CCN partners who attended the Berlin conference. If anyone else is interested in receiving this, kindly contact the CCN Core Unit or download it from the CCN website.

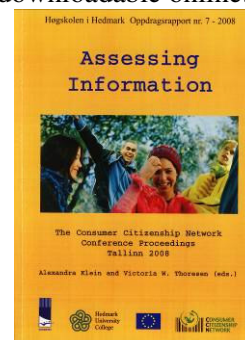
The **LOLA** initiative produced an illustrated report containing descriptions of the toolkit, why and how it has been used. It explains how LOLA is related to educational theories and to social innovation. Copies are available from the CCN Core Unit and it is downloadable from the CCN website.



CCN Task group 5 presented its new publication: **“Learning Sustainable Development – Local Cases from a Global World”**. This book draws on practical examples of education for sustainable development in all parts of the world. The book is downloadable from the CCN website.



The proceedings of the fifth CCN conference which was held in Tallinn, Estonia May 2008 entitled: **“Assessing Information as a Consumer Citizen”** has been published and is available from the CCN Core Unit and downloadable online.



A new website for the **Images and Objects Active Methodology Toolkit** on sustainable development and consumption, created by CCN Task group 8 is online and provides information about the Toolkit, its development and the spread of the Toolkit. The Toolkit is now available in English, Estonian and Norwegian. There are links to relevant websites and a blog where one can comment on use of the Toolkit.

<http://sites.google.com/site/ccne4sd>

PERL The Partnership for Education and Research about Responsible Living

The numbers describing some of the working groups have been modified since the original letters of participation and PERL application in order to include additional activities. The updated list is as follows. Modifications can still be made.

1. Reflection and implementation	2. Social innovation	3. Enabling sustainable lifestyles
1a. Think-tank consultations	2a. Sustainable Everyday Explorations	3a. Words and Images for Sustainable Lifestyles
1b. Research on Sustainable Lifestyles	2b. Creative Communities	3b. Cultural Diversity and Sustainable Awareness
1c. Education for sustainable consumption policy analysis and implementation	2c. Design for Social Innovation and Sustainability	3c. Global Survey on Sustainable Lifestyles
	2d. Sustainable Everyday Enabling Kits	
4. Education for responsible living	5. Communication and multimedia	6. International dialogue
4a. Active Learning Methodologies	5a. Seminars, courses and exhibitions	6a. Consultants' network
4b. LOLA	5b. Video film pilot project	6b. Regional Centres and related projects
4c. Teacher training modules and courses	5c. Distributing and using learning materials	6c. International conferences
4d. YouthXchange	5d. Translations of publications	

All participants in PERL task groups and consultants' network will receive letters of invitation in advance of each telephone, online and face-to-face meeting containing more specific details. Below is a preliminary list (as of August 2009) of PERL face-to-face meetings.

2009			2010											2011											2012														
Sept	Oct	Nov	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S			
	SG AG				SG AG				SG				SG AG					SG AG							SG AG					SG					SG AG				
					CM All TGs													CM All TGs																		CM ALL TGs			
	TG 1c 2a,2d 5c,5d 6b,6c	TG 4a 4b, 4c, 5a, 5b			TG 1-6								TG 4a,4c, 5a,5b, 5c,6c					TG 1-6							TG 4a,5a, 6c,	TG 4c,5a, 5b									TG 1-6				
			M			M		M		M				TT 1		M		CON #1			M			M			TT2		M					CON #2	M				
							CSD													CSD																			
MTFSL													EV																										

MTFSL=Marrakech Task Force on Sustainable Lifestyles
AG= PERL coordination boards for main categories of activities seminars(LOLA,SEEK,ALM)

CSD=Commission on Sustainable Development

TT=Think tank
CM= Collective meetings

EV=external evaluation

SG=Steering group
CON=international conference

TG= Task group/Working group
M=teacher training