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*“It would be foolish to underestimate the challenge of checking the consumption juggernaut. But as the costs of unbridled appetites grow, the need for innovative responses become clearer. In the long run, meeting basic human needs, improving human health, and supporting a natural world that can sustain us will require that we control consumption, rather than allow consumption to control us.” Flavin*

## A Balancing Act

Three eye-catching statues on tall poles stand as vanguards announcing a Nordic campaign for education for sustainable development. These statues, created by Jens Galschiot, symbolize the delicate and demanding task humanity faces when trying to achieve sustainable development. The Balancing Act ([www.balanseakten.no](http://www.balanseakten.no)) is sponsored by the Nordic Council of Ministers and is not merely an artistic installation but a comprehensive project involving educational institutions on all levels. The project challenges educators to identify collective ideals, provide access to relevant scientific information, and stimulate critical, creative thinking about sustainable development, therein also sustainable, responsible consumption. The institutions which participate in the Balancing Act commit themselves to carrying out education which encompasses sustainability not only in theory but also in practice. The educational institutions also agree to make their own institution “greener” and based on more responsible consumption patterns as regards purchasing, transportation, resource management (energy, water, cleaning, etc) and waste disposal and recycling. Finally, these institutions promise to strive to create increased public awareness and discussion about sustainable development.

This campaign is an example of a creative initiative which is closely related to the work the Consumer Citizenship Network has been during the recent months. As the short articles in this Newsletter describe, CCN partners have been working diligently with such jobs as creating an online version of the Consumer Citizenship Education Guidelines vol. 1, developing the LOLA pilot project which identifies and documents examples of innovative responsible consumption, preparing consumer citizenship education courses, and preparing a set of indicators of responsible, sustainable consumption. The Balancing Act can possibly be expanded in order to be carried out on a pan-European scale, if there is sufficient interest, and local funding. If there are CCN partners who would like to follow up this possibility, contact the CCN core unit



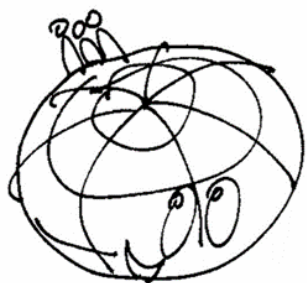
## CCN2 Application submitted

The Consumer Citizenship Network submitted on the first of March 2006 an application for a new three year cycle to the Socrates programme Erasmus.3. The application was based on consultations and responses from the CCN partners over the last six months. It is clear that the network partners are eager to continue and feel that the work CCN has begun needs to be further developed. In the event the application is approved and funding from the Commission granted, the CCN will face the challenge of acquiring matching funding as the Norwegian government will not be able to support the network to the extent it previously has. All suggestions and support in this matter are appreciated. Contact the CCN Core Unit. The Commission has stated that the results of the selection process will be announced at the end of July 2006.

## Looking for likely alternatives

LOLA is a two part pilot-program involving 6 teacher training schools in the process of collecting cases of social innovation related to responsible, sustainable consumption. The first part of the project concerns documenting the didactic process (web based) and maintaining an open discussion on the experience amongst the CCN members (web based).

**LOLA**  
Looking for Likely Alternatives



The second part of the program involves the visualisation and presentation of the results in order to further replication of the process and extensive use of the cases. This will consist of an analysis of the open discussion and a written synthesis, a presentation at the forthcoming CCN conference at the coming CCN conference. A “tentative teaching package” (LOLA phase 1.2) has been presented and discussed during the CCN Thematic Group

Meeting, Budapest Polytechnic 17-18 February 2006. The LOLA teaching pack is composed of: 29 Step-by-step cards that allow to organise and present the LOLA didactic process; a 22 page Reporter Book to be used by each group of pupils to investigate the cases. Both the “Step-by-step cards” and the “Reporter book” are available at [www.sustainable-everyday.net/lolaprocess](http://www.sustainable-everyday.net/lolaprocess) where CCN partners can contribute to the blog with comments. The LOLA process is now being tested by teachers and students in six countries. The project, Looking for likely alternatives (LOLA), aims to adapt to the needs of higher education, the results of the FP6 project “Creative Communities”: EMUDE (Emerging user demands for sustainable solutions: social innovation as a driver for technological and system innovation) (<http://www.indaco.polimi.it/emude/>) and the experiences of the Sustainable Everyday Project([www.sustainable-everyday.net](http://www.sustainable-everyday.net))

## CCN work group meetings in Budapest

58 members of the Consumer Citizenship Network came together in Budapest the 16-18 of February for steering group and thematic meetings. The participants agreed that such work meetings where all the groups are together in a common location and have some collective time contribute significantly to improving the quality of the work being done as there are topical areas which overlap.

## European Consumer Day: Consumer Ed

The 8<sup>th</sup> European Consumer Day was organized the 15<sup>th</sup> of March 2006 by the Austrian Presidency of the European Union together with the European Economic and Social Committee. The Consumer Citizenship Network was invited to make a presentation of its goals and achievements. The panels provided an overview of the past and present initiatives in the field of consumer education with a focus on the roles of networks and ngos as actors and adults and children as receivers of education. The debates centered on the need for greater involvement from national educational authorities, increased funding from the European Commission for trans-national projects and networks, and stronger emphasis on the connection between citizenship and responsible consumption.

51 abstracts were submitted by CCN partners for selection by the CCN scientific committee for the third international CCN conference to be held the 15-16 May 2006 at Hamar, Norway. The conference, entitled: **Catalyzing change**, will focus on consumers as agents for change. The conference will address how to create new attitudes, spaces and mechanisms which can stimulate involvement and strengthen trust. Approximately 28 presentations of research and development work and a number of posters have been chosen to be presented and they deal with *incentives, transformations, interactions, and responses*. Some of the specific topics are: Catalyzing changes in responsiveness between organizations and consumers; Catalyzing change through breaking classroom walls; Stimulating consumer trust; Ethical products and consumers' trust; Consumer citizenship and the mediated public discourse; Media education--some useful headlines for the class room; The main catalysts of changes in the perception of functional foods. An Active Agent Academy - how to prepare consumer as agents of constructive change via research and counseling.

Everyone who has registered for the conference will receive a letter sent 4 April containing practical information about the conference ( maps, addresses, contact information, etc) If you have registered and do not receive this material, please contact the CCN Core Unit before the conference! Thank you.

<b>Monday 15 May</b>	<b>Preliminary program</b>
0830 – 0900	Registration
0900 – 1000	Opening of the conference: Comments from special guests
1000 – 1020	<b>“Releasing untapped resources”</b> Victoria W. Thoresen, CCN project manager
1020 – 1100	<b>“From dreams to deeds”</b> Keynote speaker and plenum discussion
1100 - 1130	Coffee/fruit break/displays/experiences
1130 – 1300	<b>Workshops #1: “Incentives”</b> Presentations of research and development work
1300 – 1400	Lunch
1400 – 1500	<b>“Creating opportunities”</b> Issue corners and round table discussions
1500 – 1600	<b>Workshops #2: “Transformations”</b> Presentations of research and development work
1600 - 1630	Coffee break
1630 – 1730	<b>“Stimulating transparency and trust”</b> Nirman Arora, University of Ghent, The Netherlands
1930	Conference dinner
<b>Tuesday 16 May</b>	
0900 -0930	Opening
0930– 1015	<b>“Constructing a mature society”</b> - John J. Shea, Boston College, USA - Plenum discussion
1015 – 1045	The Consumer Citizenship Network Update
1045 – 1100	Coffee/fruit/exhibition break
1100 – 1230	<b>“Fostering commitment and consistency”</b> Symposium and plenum discussion
1230 – 1330	Lunch
1330 – 1445	<b>Workshops # 3: “Interactions”</b> - LOLA (Looking for likely alternatives): The didactic process of identifying, evaluating, and documenting innovative cases of sustainable consumption - Teaching sustainable consumption: a framework for teacher training courses - YouthXchange: Teaching materials and toolkit about responsible consumption - Fairtrade towns: Examples from U.K. and discussion about possibilities elsewhere
1445 – 1500	Coffee/fruit/exhibition break
1500 - 1630	<b>Workshops #4: “Responses”</b> Presentations of research and development work
1630 – 1730	Plenum discussion with reports from issue corner discussions
1730 - 1800	Closing comments and <b>surprise ending</b>
1930	Dinner

## Creating a common future

“Consumer citizenship education in Europe and Africa” is the theme for the seminar which the CCN thematic group 4, Global Solidarity, is preparing to be held in the winter of 2006-. An application for funding is almost finished and it is necessary to know who amongst CCN partners might be interested in participating. The seminar will most likely four to five days and will be held in Fort Portal, Uganda. Participants will be half from African institutions concerned with the subject of consumer citizenship education and half from the CCN. Travel and subsistence expenses would be covered but not salary costs. If you are interested in participating kindly inform the CCN Core Unit as soon as possible.

## Teaching corporate social responsibility

HAS Den Bosch’s (the Netherlands) university college has prepared a course concentrating on North–South dialogue involving the interpretation of creating a common future. Peter Van der Baan shared his ideas and experiences on with the members of the Global Solidarity thematic group of the CCN. It revolves around 3 pillars: student involvement, twinning of regions and educational development. The aim is to develop “Sustainable Student Service Skills” in the form of a consulting agency- run by students but managed as an existing company- providing services for the economic environment.

The consulting company combines a number of techniques. Firstly there is the idea of the “Business Club” which aims at letting students “experience” social responsibility. Secondly there are the “Master Classes”, subjects chosen by the students themselves to help develop their business skills. Thirdly the participants in the project also have an “Advisory Role”: they work together with secondary schools giving final year pupils advice and they function as buddies for the international students.

## Courses of interest at your institution?

An important part of networking is sharing experiences of good practice. If your institution has a course or degree which deals with consumer citizenship or subjects closely related to that, you are welcome to send a short description which can be included in the CCN Newsletter.

## Teaching materials

The CCN thematic group 5, in addition to working on the LOLA project, is collecting and compiling examples of teaching materials which can function as a supplement to the Consumer Citizenship Education Guidelines vol. 1. If you have materials which you feel could be of value, kindly send them to Peter Gnielczyk at [gnielczyk@vzbv.de](mailto:gnielczyk@vzbv.de)

## Tuning

A meeting will be held June 16 in Brussels at which the Tuning methodology and project phase III will be presented. See: [http://tuning.unideusto.org/tuningeu/index.php?option=com\\_frontpage&Itemid=1](http://tuning.unideusto.org/tuningeu/index.php?option=com_frontpage&Itemid=1) CCN hopes to send a participant. If you are interested please contact the CCN Core Unit

## Humanities Archipelago

The Humanities Archipelago will hold a conference in Pisa, Italy on June 30 on “Migration”. See: <http://www.archhumannets.net/> If you are interested please contact the CCN Core Unit.

## Dates for you to remember

**31 March** Final registration for CCN conference

**15 April** Submission of paper for presentation at conference

**30 April** Final submission of reimbursement forms and documentation for participants who attended Budapest meetings in February

**1 May** Submission of suggestions of examples of indicators for responsible consumption and examples of best practice for the CCN teaching/learning guidelines vol.2

**14 May** Steering group and thematic group meetings

**15-16.May** International Conference, Hamar, Norway

**1 June** Final contributions to the academic database resource library

**30 August** Illustrated summary of Hamar conference printed and distributed

**30 August** Final submission of reimbursement forms and documentation for Hamar conference

**15 September** Conference proceedings, publication: “Promoting new responses”, cd ram

**30 September** Time sheets and dissemination reports sent to Core Unit

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