



**Regional activity (webinars)  
on Awareness raising and Education for Sustainable  
Development: Training of Trainers on campaigns for  
sustainable consumption  
Activity No: HRE-2-REG**

## **Concept note**



## 1 INTRODUCTION: THE WES PROJECT

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The "Water and Environment Support (WES) in the ENI Neighborhood South Region" project is a regional technical support project funded by the European Neighbourhood Instrument (ENI South). WES aims to protect the natural resources in the Mediterranean context and to improve the management of scarce water resources in the region. WES mainly aims to solve the problems linked to pollution prevention and the rational use of water.

WES builds on previous similar regional projects funded by the European Union (Horizon 2020 CB/MEP, SWIM I and II, SWIM-Horizon 2020 SM) strives to create a supportive environment and increase the capacity of all stakeholders in the partner countries (PCs).

The WES Partner Countries are Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Libya, Palestine, Syria and Tunisia. However, in order to ensure the coherence and effectiveness of EU funding or to promote regional cooperation, the eligibility of specific actions can be extended to neighboring countries in the Southern Neighborhood region.

## 2 BACKGROUND

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### 2.1 INTRODUCTION

The global depletion of natural resources, food shortages, biodiversity loss, and climate pressures are strongly linked to the fact that we are demanding more from nature than it can supply. In order to shape a more sustainable world, attitudes and behaviours must change at many levels: individual, community, national, regional and global, and this is the entry point for education of all types (formal, non-formal and informal) and awareness. Education and in particular Education for Sustainable Development (ESD) and Education for Sustainable Consumption (ESC) have been recognised as among the most powerful tools in promoting Sustainable Development and achieving the SDGs (see UNESCO, EU, UfM, UNEP, UNEP/MAP, MCSD, etc.). ESC aims to provide citizens with the appropriate information and knowledge on the environmental and social impacts of their daily choices, as well as workable solutions and alternatives towards more sustainable lifestyles, by limiting inefficient use of resources and environmental degradation.

### 2.2 REGIONAL CONTEXT

During the last years the Mediterranean countries have intensified efforts to implement the Mediterranean Strategy on Education for Sustainable Development (MSESD) (elaborated under the framework of the EU-funded regional project Horizon 2020 CB/MEP), adopted by the 1<sup>st</sup> UfM Ministerial Meeting on Environment and Climate Change (2014), as well as of its Action Plan adopted by Ministers of Education in 2016. One of the Priority Thematic issues identified by the MSESD Action Plan is Sustainable Consumption and Production. The Strategy and its Action Plan are both integral parts of the Mediterranean Strategy for Sustainable Development (MSSD) of the Barcelona Convention and a flagship initiative of the UfM and of UNESCO (Global Action Programme on ESD/GAP). It is noteworthy that the League of Arab States and UNECE have also endorsed the Action Plan of the MSESD. Meanwhile, in 2016, Mediterranean countries adopted the Regional Action Plan on

Sustainable Consumption and Production in the Mediterranean under the UNEP/MAP system, which promotes Education for Sustainable Consumption. It is widely acknowledged (SDG4.7; UNECE Strategic Planning for 2030; the UfM's soon to be endorsed 2030 Greener Med Agenda) that education helps accelerate transformation towards more sustainable economies and societies and promotes sustainable lifestyles that combine well-being, quality of life, responsible production and respect for nature and other people. In addition, the ambitious European Green Deal aims to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive carbon neutral economy (by 2050) and with an economic growth decoupled from unsustainable resource use; with education as one of its tools (under Area "2.2.4 Activating education and training"). In this line, the EU will also support the transition of its Neighbourhood to a fair and prosperous society based on a green and sustainable economy, which in fact is at the core of the EU's renewed partnership with the Southern Neighbourhood (the new Agenda for the Mediterranean). More specifically, it puts focus on awareness raising and education to prevent unregulated waste disposal and promote sustainable consumption and production, among others. Finally, UNESCO's "ESDfor2030", that was officially launched during the World Conference on ESD (virtual, 17-19 May 2021) provides a global roadmap for ESD contribution to the implementation of the SDGs. According to "ESDfor2030": "ESD aims to raise knowledge, awareness and action in order to transform the culture of production and consumption; ESD is a key enabler for learners at all ages to explore values which could provide, among others, an alternative to consumer societies and address the unsustainable consumption and production patterns of current economic structures more directly".

## 2.3 TARGET GROUP

This regional on-line training will address Ministries of Education and of Environment/ Water/ Development, etc., relevant associations and organisations (consumers, women, youth, etc.) including CSOs/NGOs working on ESD and ESC and researchers. Through this activity eventually a large number of educators of primary and secondary schools in the PCs will be indirectly reached.

From each of the WES Partner Countries and the Western Balkans and Turkey, the following trainees will be targeted:

- 3 policy persons from the Ministry of Education (dealing with ESD / SDGs/ SCP and ideally participating/following the MSED process).
- 3 policy persons from the Ministries of Environment, Water, Development (dealing with Awareness Raising / Education / SCP and, ideally, participating / following the MSED process).
- 3 – 4 non-state actors (environmental NGO, consumers' association, women's group, youth group) and/or academia.

In addition, up to three regional NGOs of relevance may also be targeted to participate in the Regional Training.

The selected trainees are expected to participate in all three training modules of the activity.

## 3 OBJECTIVES AND EXPECTED RESULTS

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### 3.1 OBJECTIVES

The overall aim of this regional activity is to provide technical assistance and strengthen the capacities of the WES Partner Countries to effectively implement ESD campaigns and initiatives on sustainable consumption. The specific objectives of this activity are to:

- Support the WES Partner Countries (competent national authorities and other stakeholders) in being engaged within the new international and regional SD/ESD contexts and developments leading to 2030.
- Enhance the capacity of the targeted stakeholders to implement the Action Plan of the MSED and also contribute to the forthcoming revision of the Action Plan (2022-2030).
- Facilitate the competent authorities of the WES Partner Countries to design and coordinate ESD actions on Sustainable Consumption aligned with the 2030 Agenda and other international/regional frameworks.
- Develop the necessary competences of key non-state stakeholders of the WES Partner Countries in designing and implementing campaigns on sustainable consumption with emphasis on different aspects of the food chain, as well as on packaging issues.

### 3.2 APPROACH TO MEET OBJECTIVES

Due to the COVID-19 pandemic, the initial plan of a 3-day regional training has been changed to a series of three on-line webinars of two – three hours each. These three interconnected and complimentary webinars (modules) are designed to be attended by the same. The webinars will use a virtual platform that will allow for live interaction with and among participants, including break-out groups. During the webinars, presentations will be made by WES experts, invited speakers, etc. Pre- and post-exercises will be utilized to enhance the learning experience, while useful learning material and other resources will be shared.

The content of the modules will follow the below lines:

#### **Webinar 1. “Distilling the priorities for a renewed ESD Action Plan for 2030 for the Mediterranean”**

This first webinar will provide the opportunity and an enabling environment for critical, very “fresh” information to be shared with the trainees; awareness and national expertise to be enhanced in relation to the new “ESDfor2030” global context, based on the May UNESCO Conference and other milestone meetings, as well as for the specific ESD aspects related to the MSED/Action Plan process. More specifically, the Module will elaborate on the ESD priorities in the region and in the contexts of: (i) “ESDfor2030”, as presented in the World Conference on ESD, 17-19 May 2021); (ii) the draft 2030GreenerMed Agenda of the UfM; (iii) the UNEP/MAP system, including the MCSD and MSSD framework and the Regional Plan on SCP; (iii) the process leading to the UNFCCC COP26; (iv) the EU Green Deal; (v) the UNECE Strategic Planning for 2030, highlighting aspects of Education for Sustainable Consumption. In fact, with this module, the participants, and particularly the competent

authorities (Ministries of Education, etc.) will be facilitated to review what might be necessary for their systems to cope with the new expectations on implementing ESD at national, regional and global level.

### **Webinar 2. “Sustainable Consumption related to Food”**

The second webinar aims to train the participants in designing and coordinating campaigns and ESD actions focusing on sustainable consumption, using food as the vehicle. Food is something everyone needs and relates to on a daily basis. Simultaneously, it is a concept that interlaces with environment, health, economy and society; in other words, with all aspects of sustainable development. Through food individual and collective actions can bring about transformative changes in people’s life and well-being. The training will focus on ESD concepts ranging from food waste/loss, the food footprint within a circular economy approach, the role of community associations (food, women, youth, etc.), consumers’ responsibility and the trends related to the (challenging) “Mediterranean diet”. It will include interactive sessions on how to develop and coordinate formal and non-formal campaigns and ESD actions (through case studies, good examples, etc.) particularly targeting youth; Young people, apart from being our future, are an important consumer group and the way their consumption patterns evolve will greatly influence the sustainability trajectory of their countries and of the region as a whole.

### **Webinar 3. “Sustainable Consumption & Packaging”**

The third webinar will take a closer look at the issue of current excess in packaging production and use and its part in the pollution problem. It will be linked to, will scale up, and will extend the work of Module 2 (i.e. food packaging). It aims at facilitating the trainees in designing and coordinating relevant campaigns and ESD actions. It will focus on ESD concepts including impacts of over-packaging, alternative forms of packaging, the circular economy approach, eco-design etc. (through case studies, good examples, etc.) particularly targeting youth. The webinar 3, among other new resources available at the time, will take note of the relevant findings of the WES Gap Analysis on plastic pollution in the PCs. Trainees will be sufficiently capacitated to design a mini project/campaign on their SC/food-related topic based on the template/guidelines provided by the NKEs of WES.

## **3.3 EXPECTED OUTCOMES**

By participating in the webinars competent national authorities and stakeholders will:

- Learn about the new international and regional SD/ESD contexts and developments leading to 2030.
- Enhance capacities to implement the Action Plan of the MSED in light of the #ESDfor2030 and Agenda 2030.
- Increase knowledge and competences to design and coordinate ESD actions on Sustainable Consumption.

- Develop skills in designing and implementing campaigns on sustainable consumption with emphasis on different aspects of the food chain, as well as on packaging issues.
- Reinforce a regional network of stakeholders to contribute to the forthcoming revision of the Action Plan (2022-2030) of the MSED.

## 4 LEARNING PLATFORM, TIME AND LOGISTICS

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The on-line training will consist of **3 consecutive 2-3-hour webinars** spreading over 4 months as follows:

Webinar Module 1: .... July | Distilling the priorities for a renewed ESD Action Plan for 2030 for the Mediterranean

Webinar Module 2: .... September | “Sustainable Consumption related to Food”

Webinar Module 3: .... October | “Sustainable Consumption & Packaging”

Further details on the platform to be used, agenda, support materials, etc. will be sent directly to the selected trainees.