

Workshop on

“Sustainable environment, media and youth”

(June 23, 2011, 02:30pm-05:00 pm, Hyderabad)

Background

Understanding lifestyles is crucial in order to provide enduring solutions to some of the environmental challenges we face today. A sustainable lifestyle means rethinking our ways of living, how we buy and what we consume every day. It also includes rethinking how we organize our daily lives, altering the way we socialize, exchange, share, educate and build identities. Enabled both by individual actions and efficient infrastructures, sustainable lifestyles play a key role in minimizing the use of natural resources, emissions, waste and pollution while supporting equitable socio-economic development.

To assess the views of the youth throughout the globe on various aspects of lifestyles and to better understand, educate and empower young adults worldwide to create their own positive visions of sustainable lifestyles, a survey of more than 8000 young adults from 20 countries was recently conducted by the United Nations Environment Programme (UNEP). The study, called the *Global Survey for Sustainable Lifestyles*, was one of the first global surveys on sustainable lifestyles.

Global Survey for Sustainable Lifestyles

The survey focused on young urban adults aged 18-35. With half of the world's population under 30 years of age and most of them living in developing countries, young adults are increasingly becoming catalysts for social, cultural and technological innovation and significant figures in shaping lifestyles and consumption trends.

The survey reveals that while young adults are willing to participate and help improve the world they live in, they need to be given more options that they can adapt to their everyday lives for them to contribute to the development of sustainable lifestyles. In India the survey was conducted by the Venkatesh Trust for Education and Excellence and a total of 228 respondents were approached. There were in all 59.9% male and 40.1% female respondents. The results provide intriguing insights into the way young people think about their daily lives and activities, their aspirations for the future, and their beliefs about the role they play in influencing change. For instance of great interest and concern is the lack of community trust and solidarity as reflected in the present survey. More than 100 respondents do not agree with the view that the local area is a friendly or pleasant place to live in or a community with strong solidarity. Another interesting outcome of the survey was pertaining to the quality of life. Comparing their life with that of their grand parents many felt that their grandparent's life must have been equally good, and were simple, relaxed and easy.

The collection and analysis of the survey resulted from a collaborative effort involving an international network of more than 45 organizations, including the International Association of Universities, 28 universities and higher education institutions, research centres and experts, civil society organizations, communications agencies and youth groups.

This report is aimed at policy makers and relevant stakeholders, to assist them on how to help support the shift to sustainable lifestyles through effective policies and initiatives, including communication and awareness-raising campaigns. It consists of cross-country conclusions and recommendations as well as 16 country papers, which provide insight into country-specific conditions, culture, economic development and other factors affecting lifestyles.

Programme (in collaboration with Forum for Better Hyderabad)

Release of *Vision for Change* report of UNEP (02:30 pm -02:45 pm)

- Report release by the guests
- A brief overview about the report
- Distribution of Press kit among media persons including English and Telugu Press Release and report in CD format

Workshop “Sustainable environment, media and youth” (02:45pm-04:30pm)

- Speakers: Experts from environment sector, media and lifestyle
- Participants: 35-40 (mainly media persons and youth)
- Venue: Hyderabad Press Club, Somajiguda

**Followed by High tea (04:30 pm)*