



# Making a difference

Putting Consumer Citizenship  
into Action

SIXTH INTERNATIONAL CONFERENCE OF THE CONSUMER CITIZENSHIP NETWORK

March 23<sup>rd</sup> - 24<sup>th</sup> 2009

The Technical University of Berlin  
Germany

"The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little."

Franklin D. Roosevelt 1937







*“Organizations have a responsibility not only for their own activities, but also for the impacts of other organizations within their sphere of influence.”*

Christian Thorun



*“We must use our head and our heart to achieve sustainable consumption.”*

Luis Flores, Chile



*“These are some recommendations from the sustainable shopping basket: Buy in season; avoid products in disposable packaging; consider the energy used.”*

Marlehn Theime, Germany

The sixth international **Consumer Citizenship Network** Conference dealt with:

***Making a difference:***

***putting consumer citizenship into action***

The conference investigated the proactive role of the consumer in the transition to more sustainable human development around the world. Central 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 and the transition to new forms of collaboration.

**200 persons from 40 countries attended.** The conference particularly appreciated the presence of participants from Burkino Faso, Kenya, Nepal, Sri Lanka, Japan, and Chile.



*“CSR mainstreaming can only unfold its full potential to stimulate sustainable consumption, and contribute to consumer citizenship if it is not only seen as a business topic.”* Vera Fricke, Germany



*“We have to learn the lessons of interdependence.”*

UNESCO director Koichiro Matsuura

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*“The ‘second price tag’ is the label that provides information about the product and increases market transparency”* Gerd Billen

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*“The internet is a media that lacks adequate guardianship.”* Ethel Quayle, Scotland

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*“There is the need today to develop social, cultural and spiritual capital and not only material wealth.”* Arjun Dhakal, Nepal

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*“Vroom’s Expectancy theory of motivation in particular could be very useful for teaching about sustainable lifestyles.”* Fani Uzunova, Bulgaria

*“Lifelong Learning for Sustainable Development is the most important task for European societies today and in the foreseeable future.”* Carl Lindberg, Sweden



*“Can we understand the causes and courses of environmental conflicts by identifying and analyzing elements of conflicting or mixed worldviews?”* Barbara Mazur, Poland



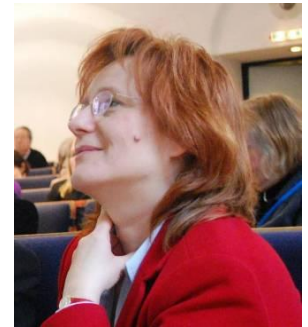
*“The debate on sustainable consumption, in order to go really global, should -also- address the thin border between legal and illegal, or said in another way: we should tackle the topic of drug consumption and the fact that third world countries produce much of what developed countries consume.”*

Andrea Mendoza, Columbia



**The CCN conference included:** panel discussions on issues such as global perspectives on education for sustainable consumption as well as 62 research paper presentations on a wide variety of topics some of which were:

- Effects of Personal Carbon Trading
- Designing Rituals to Promote Sustainable Ways of Living
- Life Values as the Basis for the Formation of a Citizen
- The understanding of the Social Responsibility and Consumer Rights in the countries of the Former Soviet Union.
- Consumptions and lifestyles in the press
- New alliances among food producers and consumers.
- Psychometric evaluation of children’s eating behaviour: a tool to improve education regarding children’s food consumption
- Green consumption – a state responsibility?
- The UNEP Global Environmental Citizenship Project and the Participation of Latin American Consumer Organizations
- Examining attitudes of consumers in Poland
- Enabling consumers to change the market by participation in the decision making process
- Fair Trade and donations: Do consumers care?
- Transdisciplinary Consumer Citizenship Education
- Using fashion as a platform to engage & excite
- From Consumer to Stakeholder Citizenship: A Model for moving towards ‘World Citizenship’
- Windows of opportunity for sustainable consumption: The de-routinization effect of life events
- Education for sustainable development: The case of traditional life skills among the Nama people, in Namibia
- Consumer Citizenship Education in Japan’s Home Economics Curriculum
- Consumer Empowerment in the Digital Era. A Case Study of ICT - Enabled Process in South Africa and Norway
- Gender empowerment in Nepal for sustainable development



*“If residents get the chance to take part in the planning process, they influence the conditions for their leisure activities right on their doorstep. As an ecological benefit, this can reduce traffic.”*

Gabriele Wendorf, Germany





At the CCN conference Sue McGregor received the TOPACE Award (Tower Person Award for Consumer Education) and Edwin Yona was given the award for the best student essay.

*“We are struggling with 60 years of education for consumption to achieve development... We must now address a wider set of issues.”*  
Arthur Lyon Dahl, Switzerland



*“It is necessary to carry out training of teachers so that they can implement life skills acquisition programs for youth, as well as becoming moderators for other teachers.”* Aloida Jurcenko, Latvia

The conference was organised by The Consumer Citizenship Network, an Erasmus thematic network of educators and researchers. The conference was hosted by the Technical University of Berlin, Germany and coordinated by the Hedmark University College, Norway. The conference was made possible with the support from the SOCRATES programme and the Norwegian Ministry of Children and Family Affairs and Ministry of Education and the Swedish Marrakech Task Force for Sustainable Lifestyles.



This is a brief summary of the sixth international CCN conference, “Making a difference: putting consumer citizenship into action”. A more detailed report will be forthcoming and a selection of the presentations will be published. A cd of the complete proceedings will also be made available. The content of this project does not necessarily reflect the position of the European Community, nor does it involve any responsibility on the part of the European Community.



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