YOUTH AS LEADERS IN THE ADOPTION OF SUSTAINABLE LIFESTYLES COLOMBIA

rce Bogotá Youth Network

UNIVERSIDAD EL BOSQUE
Vigilada Mineducación

WHO ARE WE?

WE ARE A MOVEMENT PROMOTED BY YOUNG LEADERS FROM DIFFERENT UNIVERSITIES → STUDENTS AND GRADUATES

TRAINED IN SUSTAINABLE LIFESTYLES → WE SPREAD A SUSTAINABILITY MESSAGE

MAKING VISIBLE INITIATIVES COMMITTED TO THE ENVIRONMENT → TO CREATE SUSTAINABLE CITIES AND COMMUNITIES

OUR GOAL

TO PROMOTE THE ADOPTION OF **SUSTAINABLE LIFESTYLES** TO TRAIN **INFORMED AND RESPONSIBLE CONSUMERS** THAT WITH THEIR DECISIONS AND DAILY ACTIONS, HELP REDUCE ENVIRONMENTAL IMPACTS ASSOCIATED WITH OUR LIFESTYLE TO CREATE MORE SUSTAINABLE CITIES.

WHY ADOPTING SUSTAINABLE LIFESTYLES?

72%

According to some estimates, households are responsible for 72% of global greenhouse gas emissions as a result of their consumption behaviour

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GIGATONS

Measures such as avoiding eating meat or reducing air travel alone can bring about savings of as much as 15 billion tonnes (gigatons) by 2060

SOURCE: CAMBRIDGE SUSTAINABILITY COMISSION

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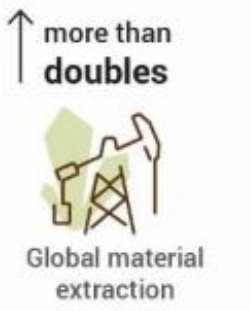
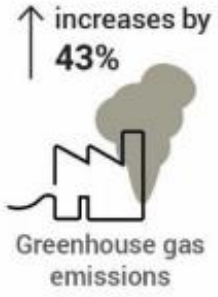
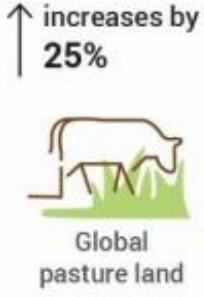
VIVIR SIMPLE, VIVIR FELIZ

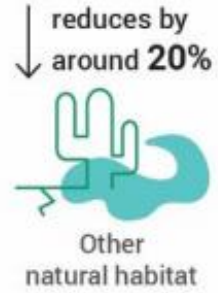
HISTORIC TRENDS

Projections to 2060 compared to 2015 levels in absence of urgent and concentrated action



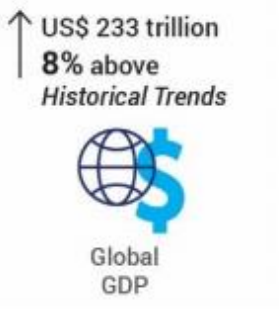


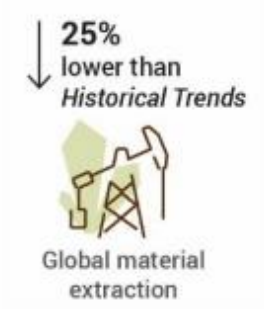


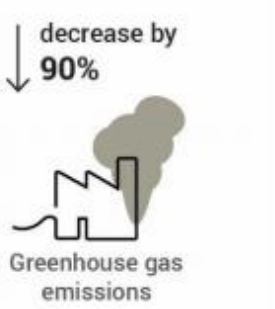


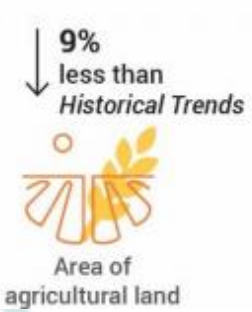
TOWARDS SUSTAINABILITY

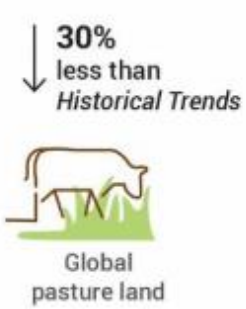
Projections to 2060 with action, compared to historical trends











SOURCE: UNITED NATIONS

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YOUNG LEADERS

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ALLIES

ONU medio ambiente

One planet live with care

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embajada de Suiza en Colombia
Ayuda Humanitaria y Desarrollo (COSUDE)

MINAMBIENTE

JAGUA
Juntos por el agua

ALCALDÍA MUNICIPAL DE CHÍA

Secretaría de
Medio Ambiente

Ministerio de Ambiente y Desarrollo Sostenible
Jóvenes de Ambiente
República de Colombia

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SUSTAINABLE ENTREPENEURS

umanoide

RAÍCES URBANAS
Volver a lo esencial

La Huerta de la Abuela

EL JARDINERO

PROJECT'S NUMBERS 2020-2021

- 25 Virtual events with more tan 1100 participants and counting
- New publications about water footprint, biodiversity and SL
- 34 Young leaders
- New alliances with more than 50 sustainable brands
- 6 contests with sustainable prices around the SL domains
- Set of workshops around sustainable lifestyles in alliance with brands

THE PANDEMIC DIDN'T STOP US!

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WHAT WE LEARNED

AN INFORMED CONSUMER IS A POTENTIAL RESPONSIBLE CONSUMER

INFORMING PEOPLE IS NOT ENOUGH, YOU HAVE TO MOTIVATE THEM

HOW? BY SHOWING PEOPLE THE NEGATIVE AND POSITIVE IMPACTS OF THEIR ACTIONS

SOCIAL NETWORS ARE A HUGE TOOL TO INFORM PEOPLE, SPECIALLY YOUTH

GIVING THE MESSAGE IN A FUN, EASY WAY, GENERATES MORE MOTIVATION

INVOLVING YOUTH IN POLICY MAKING IS FUNDAMENTAL

WE CAN HAVE A SUSTAINABLE LIFESTYLES WITHOUT IT BEING A SACRIFICE

PEOPLE DON'T REALIZE THE POWER THEY HAVE AS CONSUMERS TO DRIVE POSITIVE CHANGES

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ITS NOT WHAT YOU SAY, ITS HOW YOU SAY IT...

WE CONTINUE TO WORK FOR SUSTAINABILITY!

THANK YOU

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