



**Knowledge hub**  
-  
**Collection of best practices**

**Summary of the best practice**

1. Title of the best practice (e.g. name of policy, programme, project, etc.) \*

How urban youth can be an engine to achieve low- carbon sustainable lifestyles: beginning in Bogota

2. Country or countries where the practice is implemented \*

Colombia

3. Please select the **most relevant** Action Track(s) the best practice applies to \*

- Action Track 1. Inclusive, equitable, safe, and healthy schools
- Action Track 2. Learning and skills for life, work, and sustainable development
- Action Track 3. Teachers, teaching and the teaching profession
- Action Track 4. Digital learning and transformation
- Action Track 5. Financing of education

4. Implementation lead/partner organization(s) \*

RCE Bogota, UNU IAS

5. Key words (5-15 words): Please add key descriptive words around aims, modalities, target groups etc. \*

Community-based lifelong ESD learning; learning for sustainable lifestyle

6. What makes it a best practice? \*

Active youth involvement

## **Description of the best practice**

7. Introduction (350-400 words)

This section should ideally provide the context of, and justification for, the practice and address the following issues:

- i) Which population was affected?
- ii) What was the problem that needed to be addressed?
- iii) Which approach was taken and what objectives were achieved? \*

The purpose of the project is to contribute to the consolidation of a sustainable society, through young people who replicate models and initiatives on sustainable lifestyles in their communities, through the development of daily activities, workshops and exemplary behaviors. The expected result is to articulate initiatives so that young people in Bogotá understand and appropriate the concepts of sustainable lifestyles that allow them to reduce their carbon footprint, through the participatory identification of priority actions and definition of replication models.

The project in question seeks to enhance the understanding of the opportunities to develop sustainable low carbon lifestyles for the urban youth of Bogotá and thus, facilitate their adoption and inclusion in urban policies.

## 8. Implementation (350-450 words)

Please describe the implementation modalities or processes, where possible in relation to:

- i) What are the main activities carried out?
- ii) When and where the activities were carried out (including the start date and whether it is ongoing)?
- iii) Who were the key implementation actors and collaborators? (civil society organizations, private sector, foundations, coalitions, networks etc.)?
- iv) What were the resources needed (budget and sources) for the implementation?

\*

The project used a strategy that addresses different issues in order to ensure the greatest possible impact, contemplated in the following factors:

1. Recruitment of initiatives: the project launched a call for projects, entrepreneurs and initiatives that promote sustainable lifestyles of the city of Bogotá around the five domains contemplated (mobility, food, housing, goods of consumption and leisure).
2. Communications strategy - In Action Mode, Live Simple, Live Happy: Three social networks were opened as mechanisms of disclosure and linking of young people to it. Likewise, two mobile applications were developed, based on the theoretical basis of the Sustainable Lifestyles.
3. Strategic alliances: alliances were established with public and private entities to ensure more scope.
4. Academic research: 3 undergraduate environmental engineering research projects and a sustainability workshop for young leaders.
5. Participation and organization of events: 25 events throughout 2018 were part of the strategy to engage audience.

## 9. Results – outputs and outcomes (250-350 words)

To the extent possible, please reply to the questions below:

- i) How was the practice identified as transformative? (e.g., impact on policies, impact on management processes, impact on delivery arrangements or education monitoring, impact on teachers, learners and beneficiary communities etc.);
- ii) What were the concrete results achieved with regard to outputs and outcomes?
- iii) Has an assessment of the practice been carried out? If yes, what were the results? \*

A reach of more than 7,000 followers has been achieved between Facebook, Instagram and Twitter, of which approximately 600 have participated in the questionnaires. More than 1000 people attended to the 25 events throughout 2018.

In the Evaluation and Follow-up phase, an initial and final survey was conducted to obtain data on the impact of the project. The following was found:

Mobility: 62% of young people changed their way of moving in the last year, towards a more sustainable one and the carbon footprint of the private car decreased by 24% and taxi by 17%.

Food: 62% of young people decreased their consumption of meat, given the environmental impacts that it has and the carbon footprint decreased in all the studied food sources.

Consumer goods: 76% have changed the way of buying.

Leisure: 95% of young people have become more aware of the environmental impacts of their leisure activities during this year.

Housing: 78% of young people began to separate their waste this year or already did.

Replication Model: a document that resumes how to develop the project in other cities of the region.

## 10. Lessons learnt (300 words)

To the extent possible, please reply to the following questions:

- i) What were the key triggers for transformation?
- ii) What worked really well – what facilitated this?
- iii) What did not work – why did it not work? \*

Changing one's lifestyle towards a more sustainable one on a long term requires constant involvement and communication. The project has found that the adoption of sustainable lifestyles is linked to the enabling conditions offered by the city and personal purchase capacity, as well as to cultural and traditional family habits. It supposes a challenge in the way that a constant awareness campaign with trustworthy information has to be developed in order to ensure that people will understand how personal choices and lifestyles have environmental and social impacts, as well as how they could mitigate those impacts by changing their habits.

11. Conclusions (250 words)

Please describe why may this intervention be considered a “best practice”.  
What recommendations can be made for those intending to adopt the documented “best practice” or how can it help people working on the same issue(s)? \*

Changing current lifestyles could be determinant to change consumption patterns in the search for sustainability, mitigating environmental problems and improving the quality of life of citizens that may not know how their habits and behaviors affects their health and the natural resources around them. By creating a social movement and awareness campaign using empowered youth, the change can happen.

12. Further reading

Please provide a list and URLs of key reference documents for additional information on the “best practice” for those who may be interested in knowing how the results benefited the beneficiary group/s. \*

<https://www.rcenetwork.org/portal/rce-bogota-2019-1>  
<http://enmodoaccion.com/>