Partnership for
Education and research about
Responsible
Living

PERL

Education and lifestyles: Policy processes, values and indicators

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What is …

- A plan or course of action, especially one of an organisation or government; A statement of commitment to a broad expectation

- Who has mandate to make decisions, policy, or carry out actions?

- Important because of individuals' relationships with organisations

(Government) Policy

'Wicked problems'

- no consensus on what constitutes 'the problem', or the objectives or criteria for evaluating potential responses

- typically uncertain, with sparse information on underlying processes

- Social choices
  - no representative individual, 'contestable' values

- Diverse currencies of action – not only money

- Distribution always matters

(Government) Policy

Policy process

- Don't involve enough people in the process

- 'Consulted' late, people frustrated

- Time pressure

- Little long term conversation

- Could use values and involvement of interested parties as support for decisions
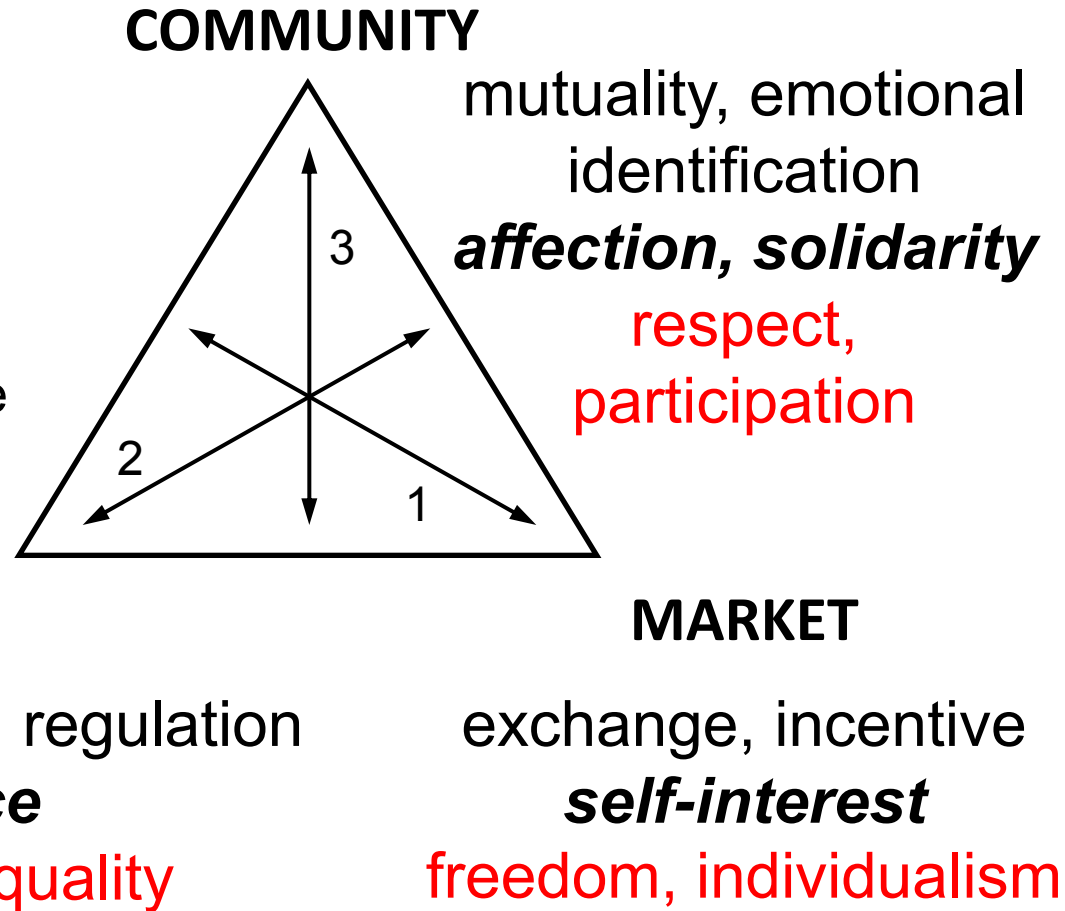
Institutions & values

Key:
INSTITUTIONAL DOMAIN
organising principles
motivating virtues
central values

1. self vs other regarding
2. formalised vs organic structure
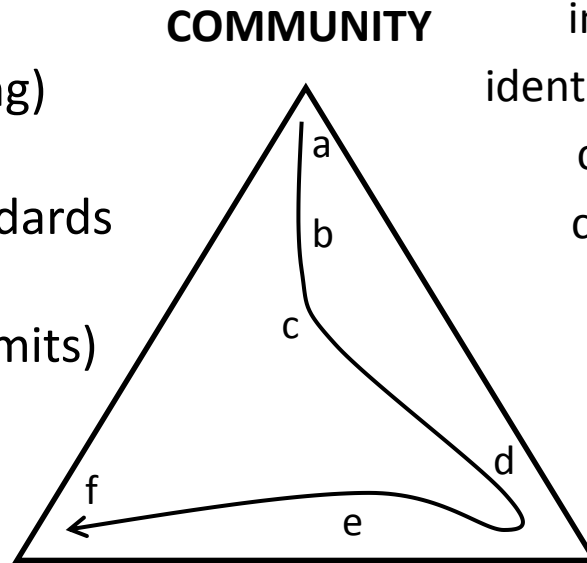3. intimate vs commodified relations

COMMUNITY
mutuality, emotional identification
affection, solidarity
respect, participation

LAW
Legal sanction, regulation
justice
security, equality

MARKET
exchange, incentive
self-interest
freedom, individualism

Steve Hatfield-Dodds, 2005

Choosing policy tools

awareness

COMMUNITY

information

identity & belonging

a – Persuasion (do the right thing)

champions

b - Education & information

case studes

c - Self regulation, codes & standards

d - Grants and subsidies

e - New markets (tradeable permits)

f - Regulation

a

b

c

f

e

d

Increasing 'muscle' may not provide increasing effectiveness

LAW

MARKET

regulation

commercial drivers

rights

access to capital

responsibilities

supply chain

security

risk and return

protections

advantage

Steve Hatfield-Dodds, 2005

Lifestyles and policy

"The area of lifestyle choice has often been regarded as too subjective, too ideological, too value laden, or simply too intractable to be amenable to policy intervention"

Tim Jackson, Earthscan Reader in Sustainable Consumption 2006

International policy processes

Why?

- establishing global norms (soft law)

- Hold governments to account

Why PERL?

- Opportunities are now

- Rio + 20 Summit in 2012

- UN agency support, wide network

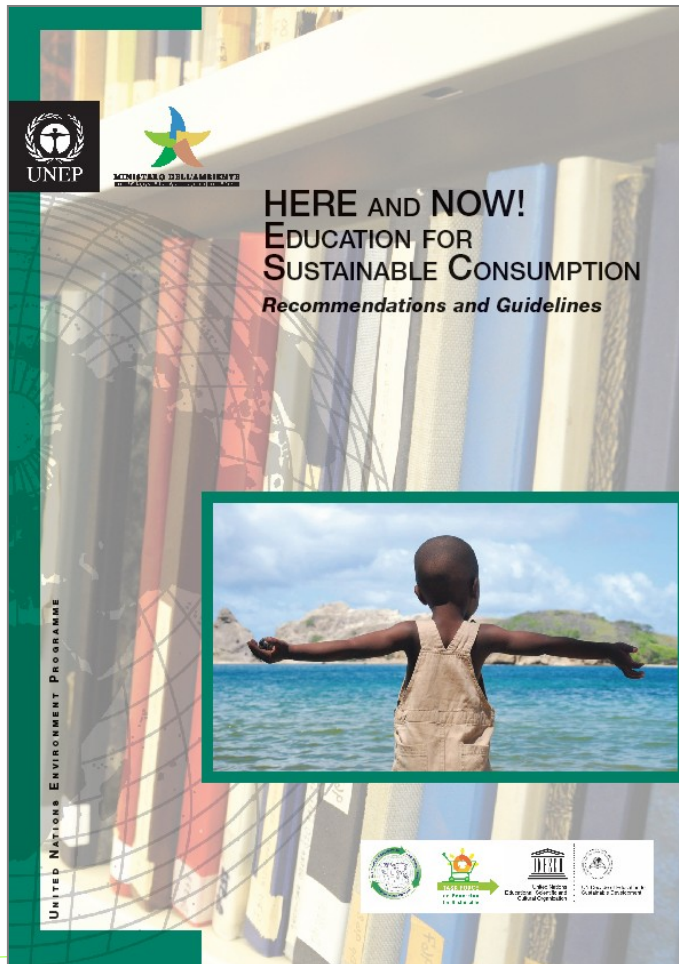➢ **Johannesburg Summit & Plan of Implementatio**

- Marrakech Process – 10-Year Framework of Programmes on Sustainable Consumption and Production

- Task Forces – pilot projects, support implementation
  - Italy led Task Force on Education for Sustainable Consumption
  - Sweden led Task Force on Sustainable Lifestyles

➢ **UN Commission on Sustainable Development** May 2011

- Governments agree (?) on 10-Year Framework of Programmes
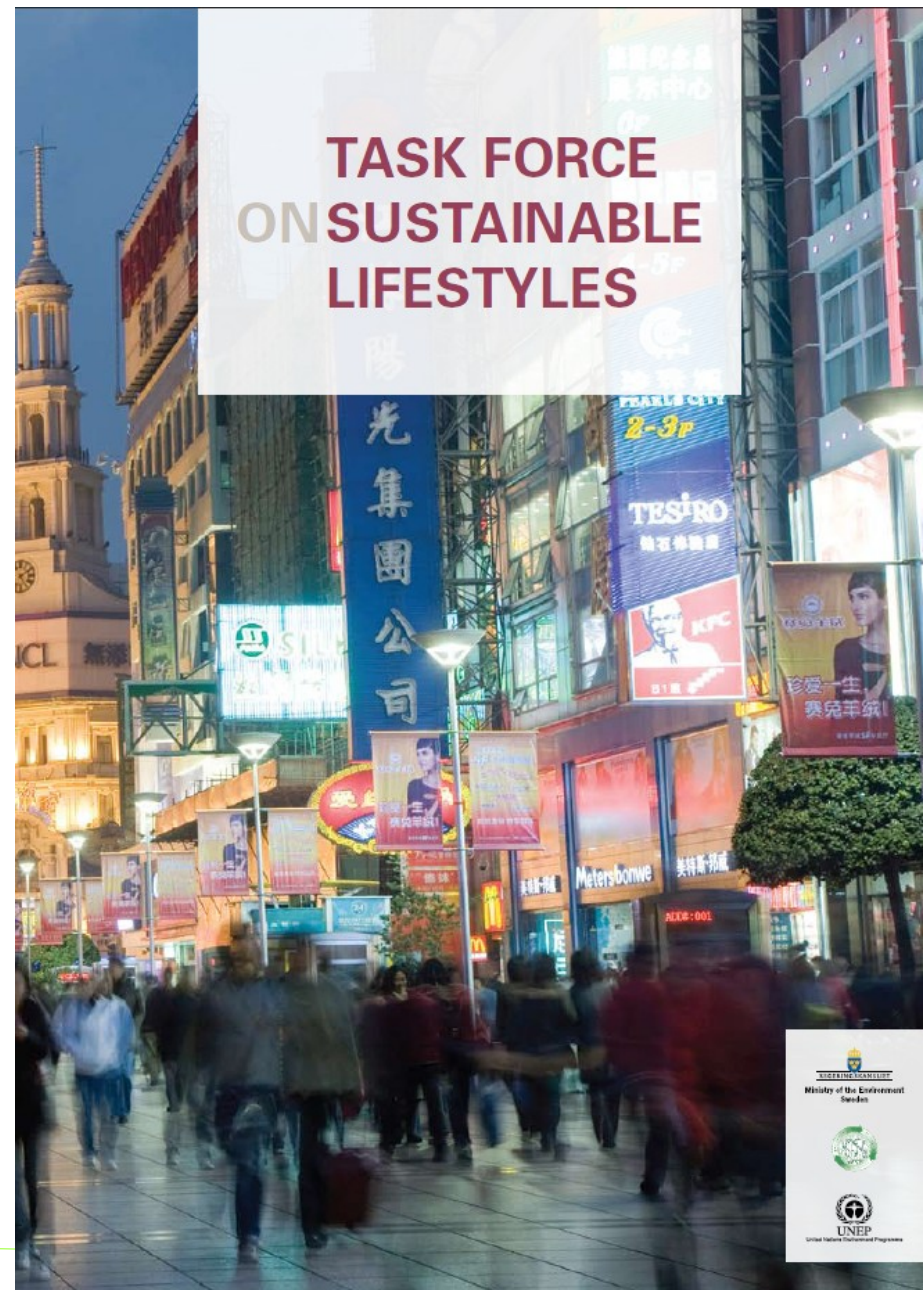 - Education & lifestyles programme

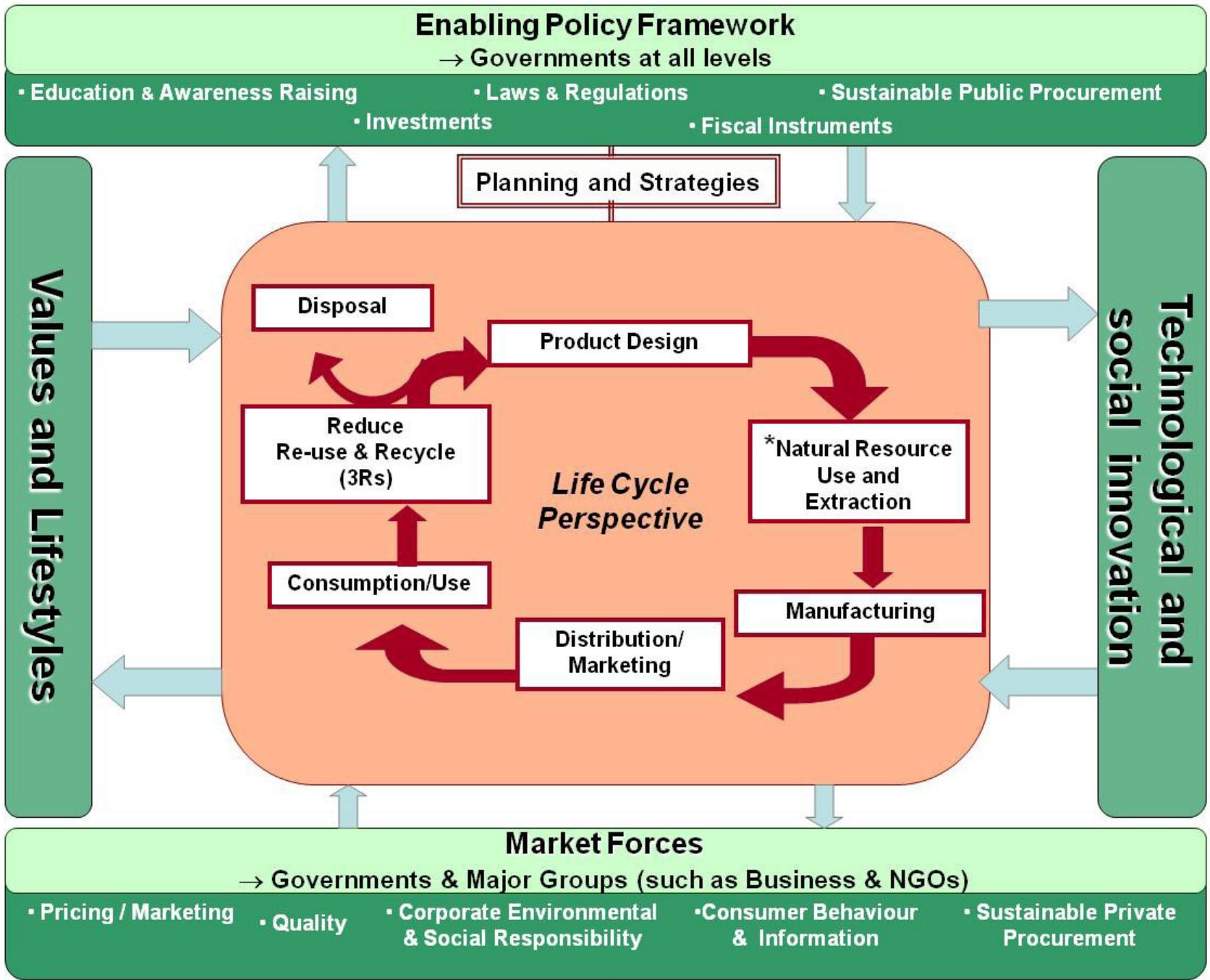# *Here and Now! Education for Sustainable Consumption*

HERE AND **NOW!**
EDUCATION FOR
SUSTAINABLE CONSUMPTION
Recommendations and Guidelines

- Roadmap to implement ESC
- Core curriculum

  – Translations
  – Country case studies
  – promotion

- 9 projects

- 43 countries

- 11 languages

-Business Case

-Entrepreneurship in African Universities

-Marketing & advertising

-etc.

International Standard

Guidance on Social Responsibility ISO 26000:2010

- 'maximising an organisation's contribution to SD'

- Not CSR - For any organisation

- Definitions, principles (accountability, transparency, ethical behaviour …)

- Engaging stakeholders

- Huge development process

Want to participate?

- UN process is open to your participation

- Need to learn the 'rules of engagement'

- Hold governments accountable and give them support to do the 'right thing'!

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Thanks!

- PERL Conference, 14-15 March 2011, Istanbul
- Student Essay and Film Compeitions close January 2011

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