

Project Results

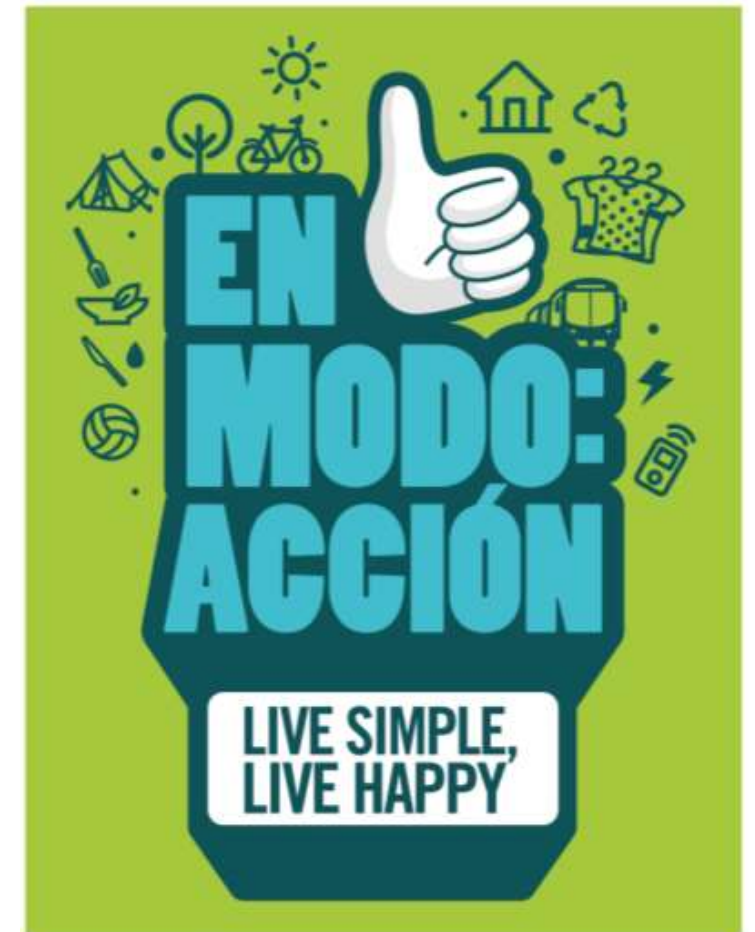
How urban youth can be an engine to achieve low-carbon sustainable lifestyles: beginning in Bogota

Objective

- To engage urban youth in adopting sustainable lifestyles.

How?

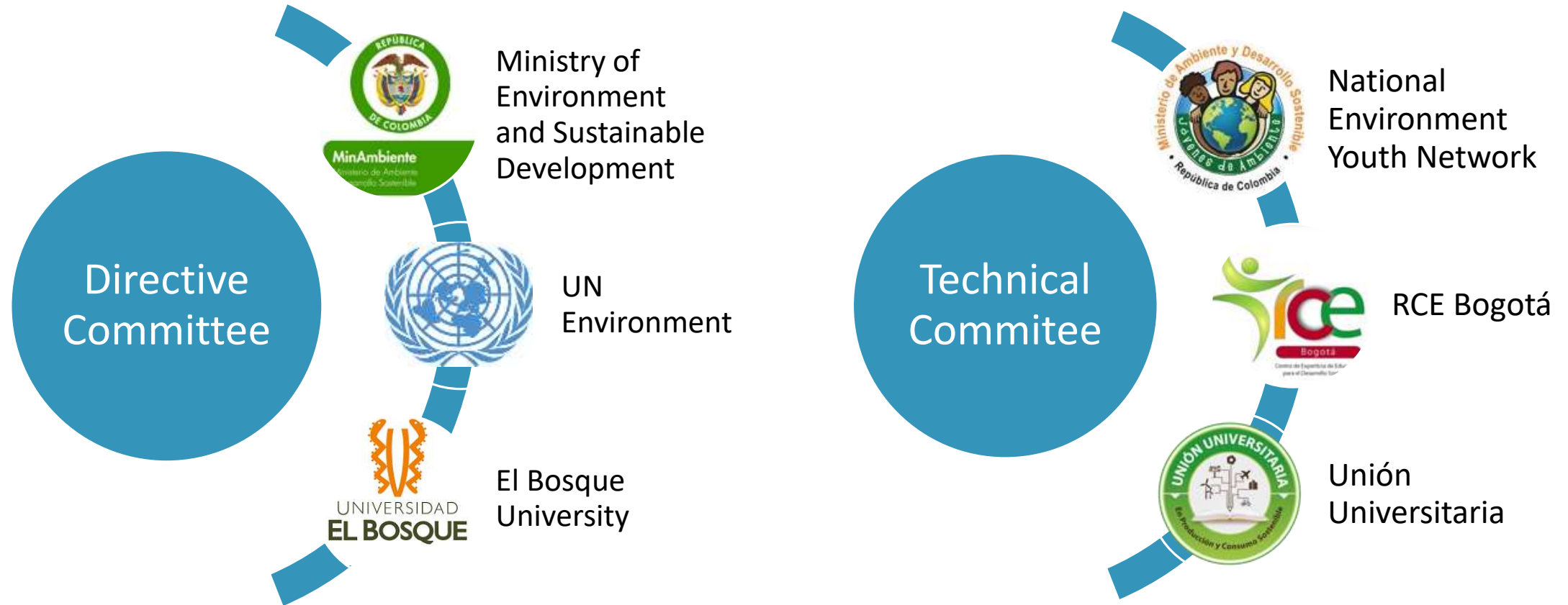
- By showing and promoting the opportunities that can be found in Bogotá around the 5 domains.
- By creating a campaign in which youth could easily find information on how to make their city more sustainable.



One planet
live with care



Project's Structure



Work Team



Garrette Clark



Mari Nishimura



Adriana
Zacarías



Mateo
Ledesma



Kenneth Ochoa



Diana Páez



Luis Miguel
Casabianca



Felipe Cortés



Viviana Osorno



Jorge Cubides



Marcela
Rodríguez



Daniela Murcia



Paula Romero



Alejandra
Aldana



But the main characters are..



Our Young Leaders





Our Initiatives





Our Work Plan

Phase 1: Diagnosis

- Identification of key actors, initiatives and current lifestyle of young people.

Phase 2: Validation

- Validation of the Global Menu Options on Sustainable Lifestyles provided by UN Environment

Phase 3: Implementation

- Spaces to apply and disseminate selected actions and initiatives.

Phase 4: Evaluation

- Potential to reduce youth's carbon footprint.

Phase 5: Replication

- Replication model for other cities in Latin America



Phase 1: Diagnosis Results

Survey and Focus Groups



Diagnosis

- Scope study (we found 42 initiatives working on sustainable lifestyles in Bogotá).
- Research on primary information: survey for young people, 624 participants.
- Focus Groups: perception, habits and expectations

Most young people are aware of the environmental impacts that their daily actions generate, however they say that they do not have the enabling conditions to change certain habits

Although sustainable practices are identifiable by young people, most are not actionable for them in the short term, based on factors such as:

Social: lack of infrastructure and lack of public awareness.

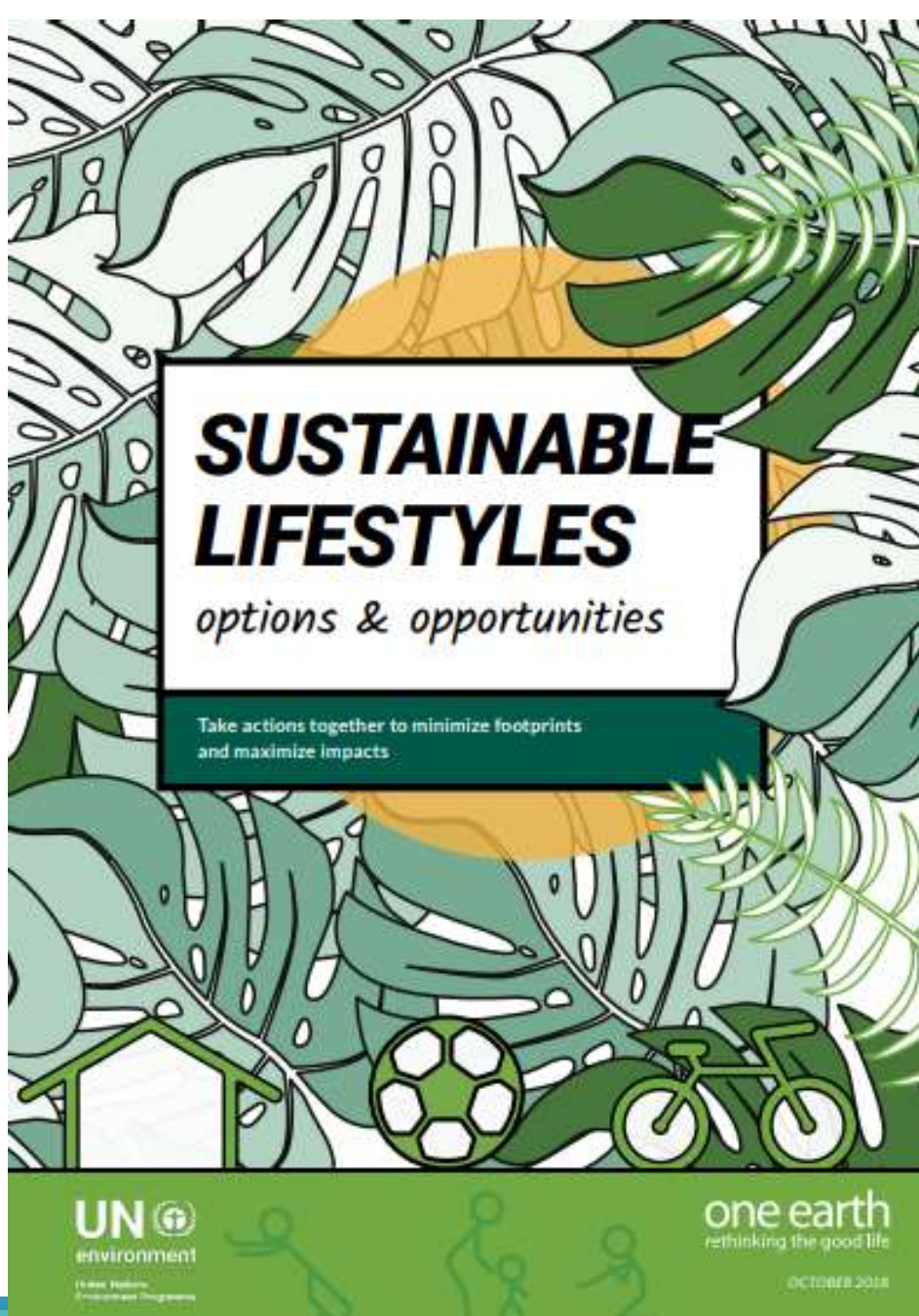
Personal: Unsustainable parenting guidelines, sharing a family home, having low purchasing power and being economically dependent



Phase 2: Validation Results



***Validation of the global menu of options
with initiatives, technical committee and
youth***



Contribution to the Publication of the Global Options Menu



Let's get to work

Actions of Sustainable Lifestyles



1. Non-motorized transport
2. Vehicle sharing
3. Public transport is also sustainable



1. Reduce the energy consumption in your home.
2. Waste separation
3. Home garden

1. Eat less meat
2. Avoid wasting food
3. !Without packaging!



1. Say no to disposables
2. Say no to fast fashion
3. Extend the life of devices



1. Plans with sustainable leisure activities
2. Refuse single-use products and disposable packaging
3. Travel in a sustainable way

Sustainability Course for Young Leaders



mejor
en
bici.





Phase 3: Implementation Results

Communication strategy

Objective

•To promote the opportunities that can be found in Bogota around the 5 domains: food, leisure, mobility, housing and consumer goods.

How?

▪Creating a campaign in which youth can easily find information on how to make their city more sustainable.



One planet
live with care



Tools



www.enmodoaccion.com

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO

Cómo es nuestro estilo de vida?

Ponte EN MODO ACCIÓN

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO DE VIDA NUESTROS ALIADOS #EN MODO ACCIÓN BENEFICIOS

¿CUÁL ES NUESTRO OBJETIVO?

YO ESTOY #ENMODOACCIÓN ¿Y TÚ?

Empoderar a los jóvenes bogotanos para que conozcan las oportunidades que ofrece la ciudad para adoptar estilos de vida sostenibles bajo un carbono que les permitan reducir sus impactos ambientales y ser agentes de cambio para potenciar una ciudad más sostenible.

¿QUÉ ES UN ESTILO DE VIDA SOSTENIBLE?

Conjunto de hábitos y patrones de comportamiento arraigados en una sociedad y facilitados por instituciones, normas e infraestructura que aseguran elecciones individuales, con el fin de minimizar el uso de recursos y la

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO DE VIDA NUESTROS ALIADOS #EN MODO ACCIÓN BENEFICIOS

Compártenos tus datos y entérate cómo estar #EnModoAcción.

Nombre:

Correo electrónico:

El momento de hacer clic en **ENVIAR**

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO DE VIDA NUESTROS ALIADOS #EN MODO ACCIÓN BENEFICIOS

Conoce más sobre En MODO ACCIÓN y Ponte en modo acción con tu localidad

En Modo Acción busca que los jóvenes conozcan muy bien las oportunidades que tienen para llevar un estilo de vida sostenible y así poderlas adoptar con más facilidad y desarrollarlas en la ciudad.

#VivirSimpleVivirFeliz

Feria

Lanzamiento

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO DE VIDA NUESTROS ALIADOS #EN MODO ACCIÓN BENEFICIOS

MAPA DE INICIATIVAS

Ponte #EnModoAcción con tu localidad.

¿QUÉNES SOMOS? NUESTRO OBJETIVO ESTILO DE VIDA SOSTENIBLE DOMINIOS DE ESTILO DE VIDA NUESTROS ALIADOS #EN MODO ACCIÓN BENEFICIOS

ACTIVIDADES

Asiste a nuestros eventos, participa en nuestros concursos y actividades, acumula puntos y podrás ganar:

- ✓ Descuentos en los productos y servicios de nuestras iniciativas.
- ✓ Premios sorpresas en cada uno de los eventos.
- ✓ Anchetas sostenibles compuestas por los diferentes productos y servicios que ofrecen nuestras iniciativas.


¡UN VIAJE PARA DOS PERSONAS PARA QUE PROMUEVAS EL TURISMO SOSTENIBLE!


INICIATIVAS

¡No dudes en participar! Estamos #EnModoAcción para #VivirSimpleVivirFeliz

Síguenos En redes Sociales:

Social Networks

-  @modoaccionsostenible (página)
-  @modosostenible
-  @modoaccionsostenible
-  estilosdevida@unbosque.edu.co
-  <http://enmodoaccion.com/>



modoaccionsostenible

396 posts 1,526 followers 1,125 following

Message

ModoAcciónSostenible
Environmental Service
#EnModoAcción es la iniciativa @UelBosque @UNenvironment que promueve estilos de vida sostenibles en Bogotá para #VivirSimpleVivirFeliz
Encuesta:
goo.gl/vrZ2Ne
Followed by dianamartinez0609, maferuge, diegomarin.m + 44 more
SEE TRANSLATION

Alimentación GanaUnaBi... Bienes Con... #Vivienda Oc

Comunidad

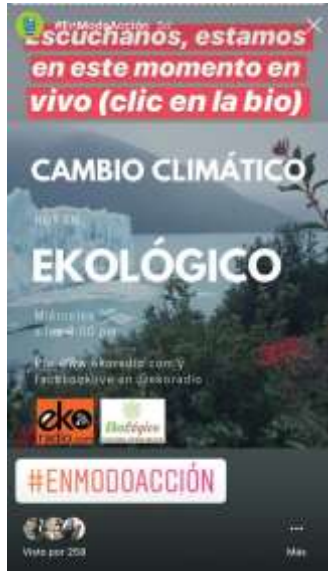
A 5.373 personas les gusta esto

5.433 personas siguen esto

A Marce Rodriguez, Luis Miguel Casabianca y 27 amigos más les gusta esto



Interaction with stories



258 vistas



92 respuestas



127 respuestas



81 respuestas



69 respuestas



93 respuestas

Total: respuestas





10 CHALLENGES

#STOPCO2CHALLENGE

ELTIEMPO.COM





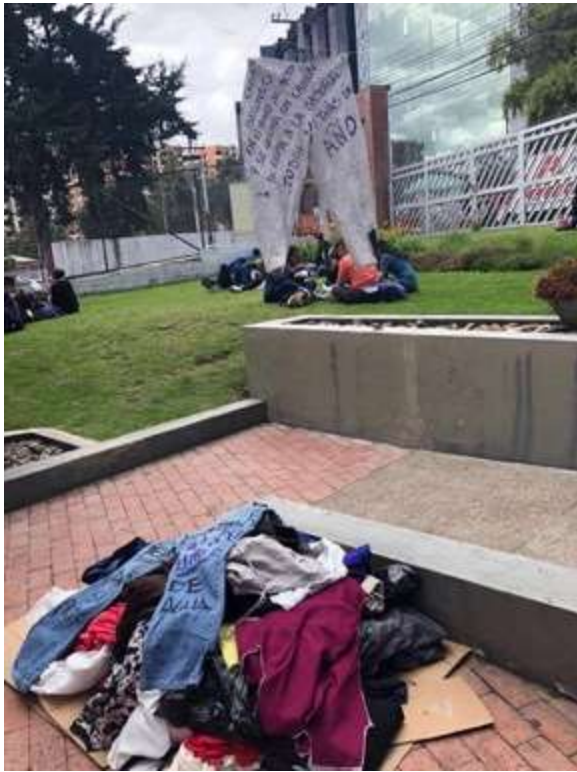
Our Events...



**6th RCE Conference of
the Americas
Sustainable
Communities: Exploring
the role of ESD in the
development of a
"Green Culture"
September 13 - 15,
Vancouver, Canada**



Sustainable Lifestyles Forum- Universidad El Bosque



Fashion Revolution Week

Global Fashion Exchange





Mobility Event

Universidad El Bosque





En Modo Acción Market



GANADORES EN #ENMODOACCIÓN





Launch Event En Modo Acción



Ciclovía: Bike Day Bogota



*International
Environment Fair
June 20 to 23*



*International
Environment
Day
5th June*



AIESEC and Politécnico Gran Colombiano



“Sustainable Movement” Mejor en Bici Fair



Second En Modo Acción Fair Mirandela





Ecoalternativa Fair Clothe – Moda Sostenible





World Cleanup Day



Launching Huerta Urbana Casa de la Juventud



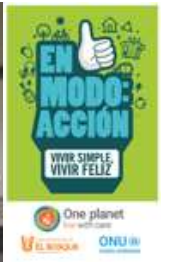
Año 7, N.º9 | Septiembre 2018 | ISSN: 2322-9047

XXIV Congreso Institucional de Investigaciones



Institutional Research Congress – Universidad El Bosque





Bicycle Week Antonio Nariño Local Hall



III Foro Mundial De Ciudades Bajas en Carbono

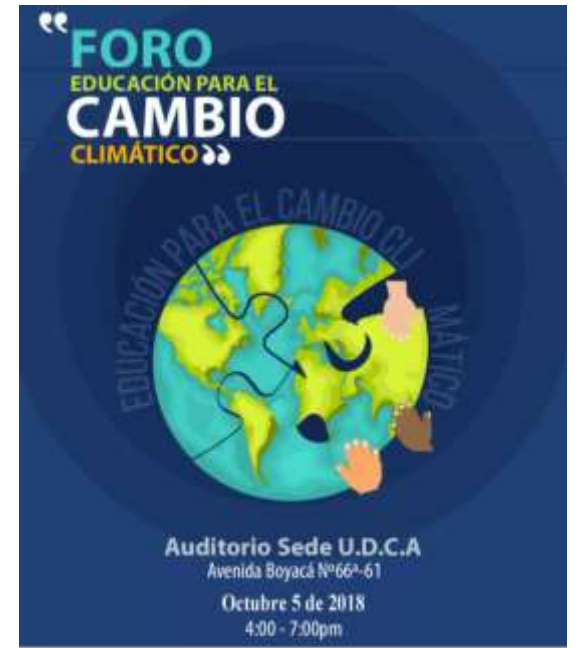
Construyendo las ciudades del mañana



Paris | 21, 22, 23 de septiembre de 2018

 www.paris.lowcarbon.city

Low Carbon City Forum, París.



Education Forum for Climate Change Universidad UDCA





2nd INTERNATIONAL SEMINAR SUSTAINABLE AND RESILIENT URBAN CENTERS— ACODAL Cali, Colombia



ORGANIZA: **ACODAL**

2º SEMINARIO INTERNACIONAL CENTROS URBANOS SOSTENIBLES Y RESILIENTES
Desarrollo en Tecnologías de Agua y Saneamiento, Construcción, Energía y Movilidad
Hotel Granada Real • Octubre 24, 25 y 26 de 2018 • Cali, Colombia

APOYAN:



VI Environmental Forum Libre University: School, higher education, and companies in search of Sustainable Lifestyles facing Sustainable Development Goals - SDGs in Alliance with El Bosque University

Foro Académico

Investigación y docencia en la educación superior de cara a la Agenda 2030: Una mirada desde los Objetivos de Desarrollo Sostenible

Noviembre 13 y 14 de 2018
Auditorio Alfonso Quintana Cárdenas S.J.
Edificio Jorge Hoyos Vásquez S.J.
Pontificia Universidad Javeriana
Bogotá, Colombia

Mayores informes

José María Castillo
Tel. 320 83 20 ext. 4804
j.castillo@javeriana.edu.co

Angela María Forero
angela.forero@javeriana.edu.co

Agenda Académica e Inscripciones

Inscríbese al evento, a las mesas de trabajo
y/o postule su proyecto en:

bit.ly/ForoCosmos



*Research and teaching in higher
education facing the 2030 agenda:
a look from the Sustainable
Development Goals
Pontificia Universidad Javeriana*



Project's Numbers

Number of
Events: 24

Reached People:
1000+

Followers on
Social Networks:
7000+

Organizations:
40+



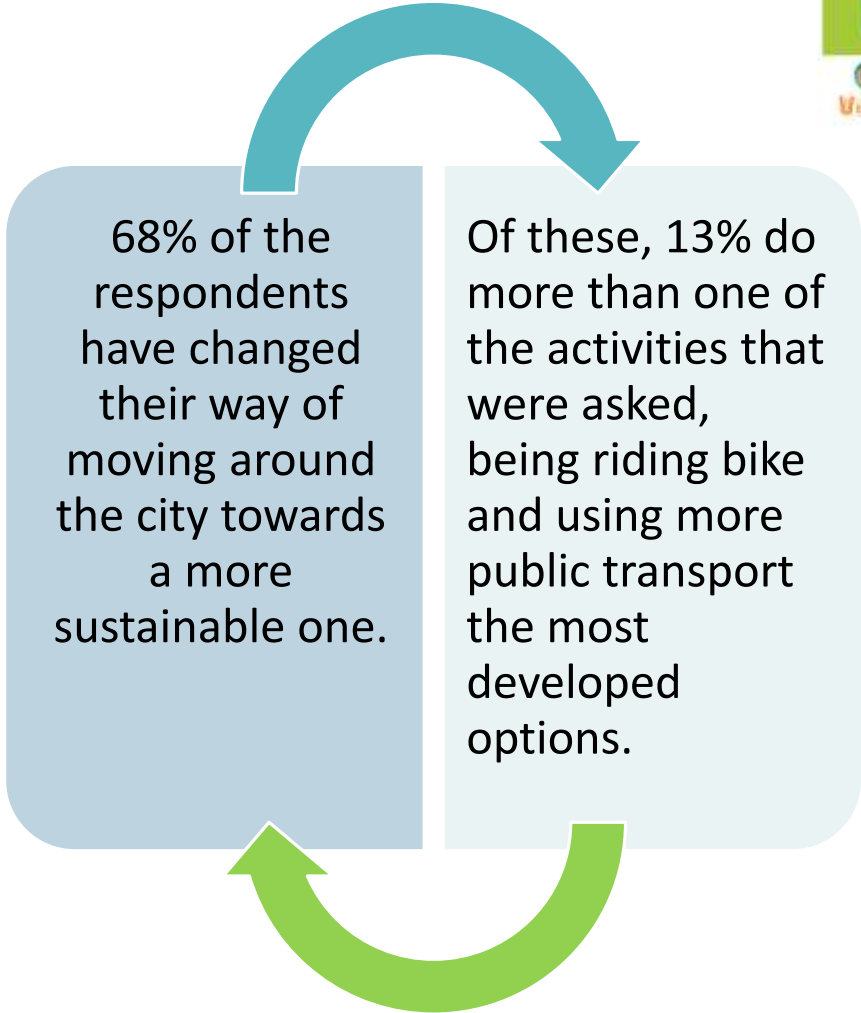
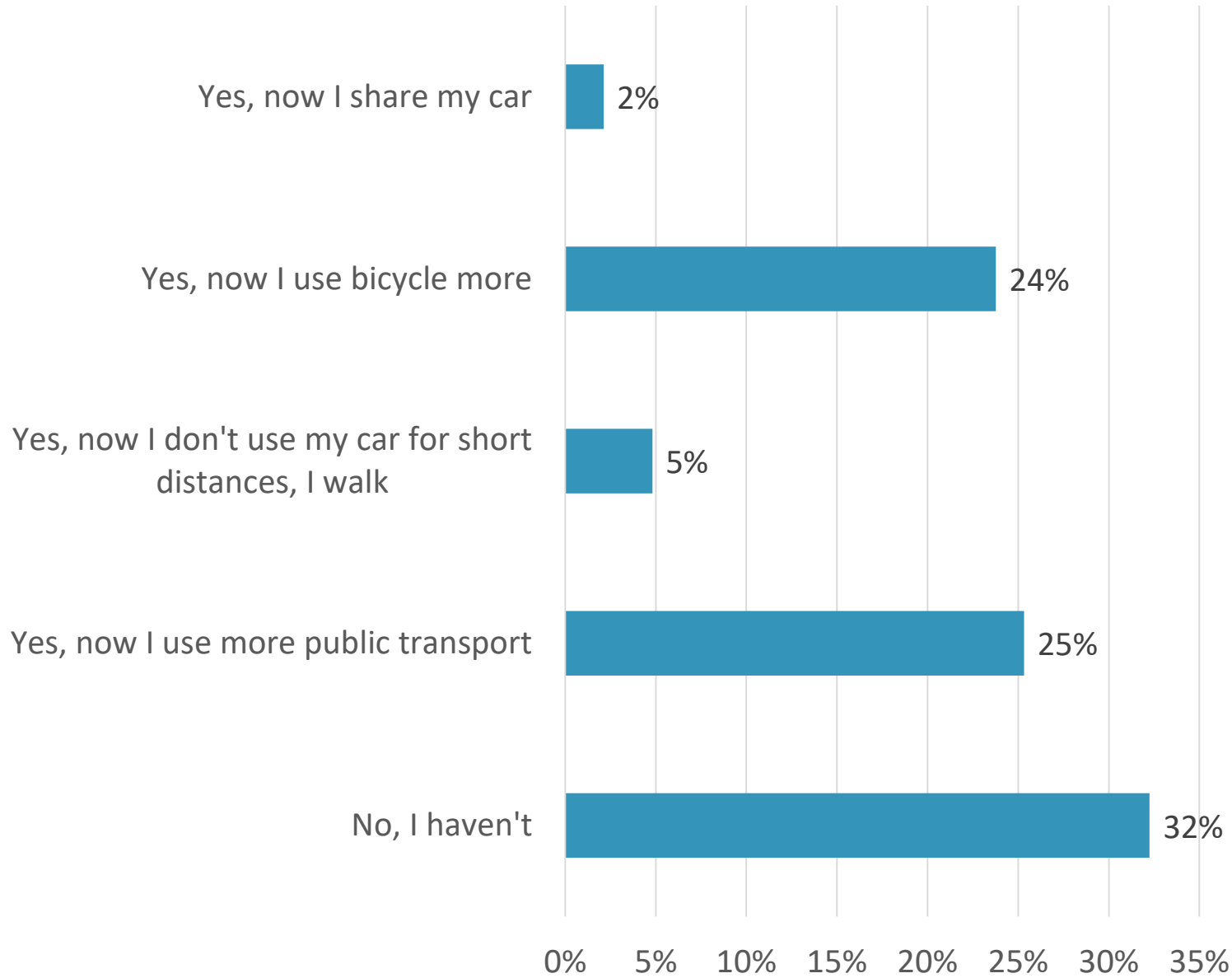


Phase 4: Evaluation Results



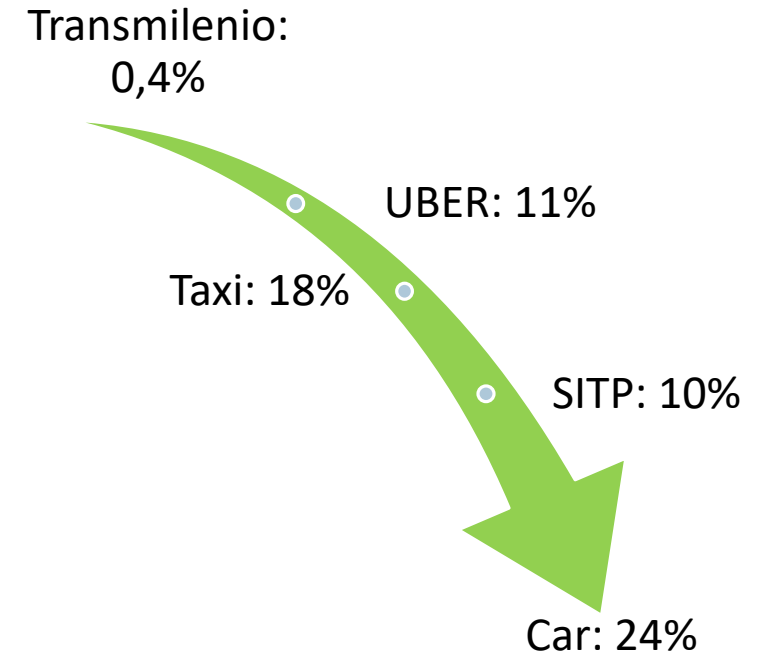
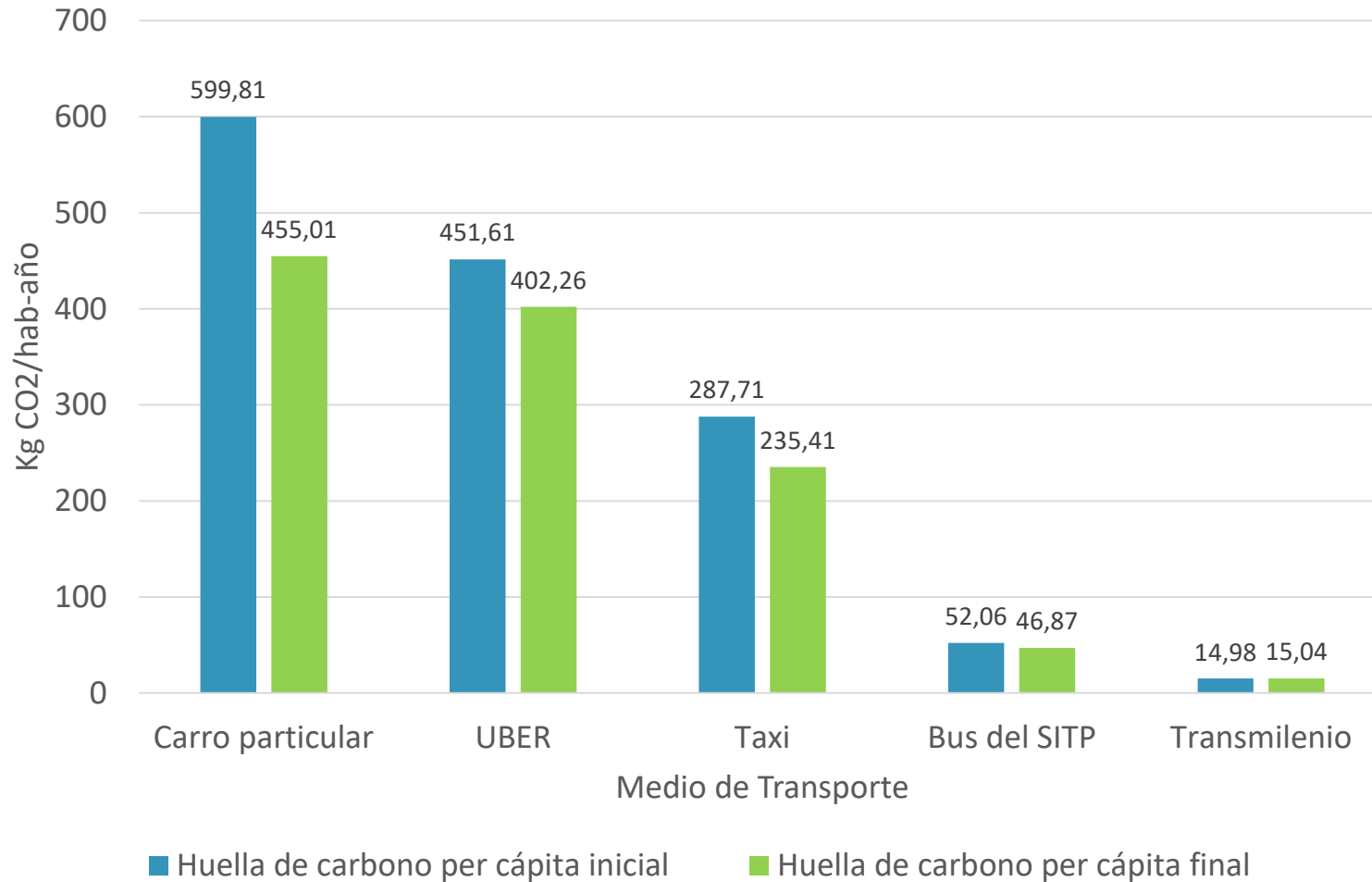
Mobility

Have you changed the way you commute this year?



Carbon Footprint Reduction

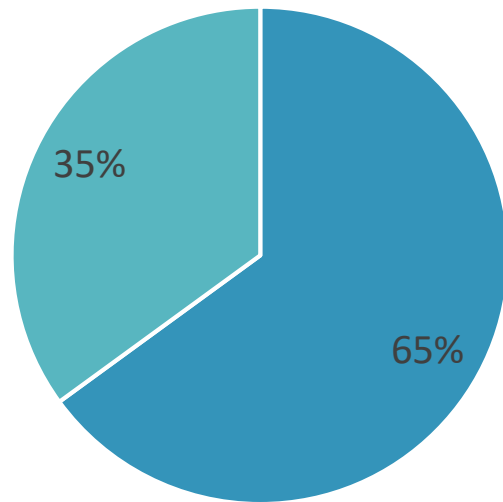
Huella de carbono per cápita (Kg CO2 eq/hab-año)



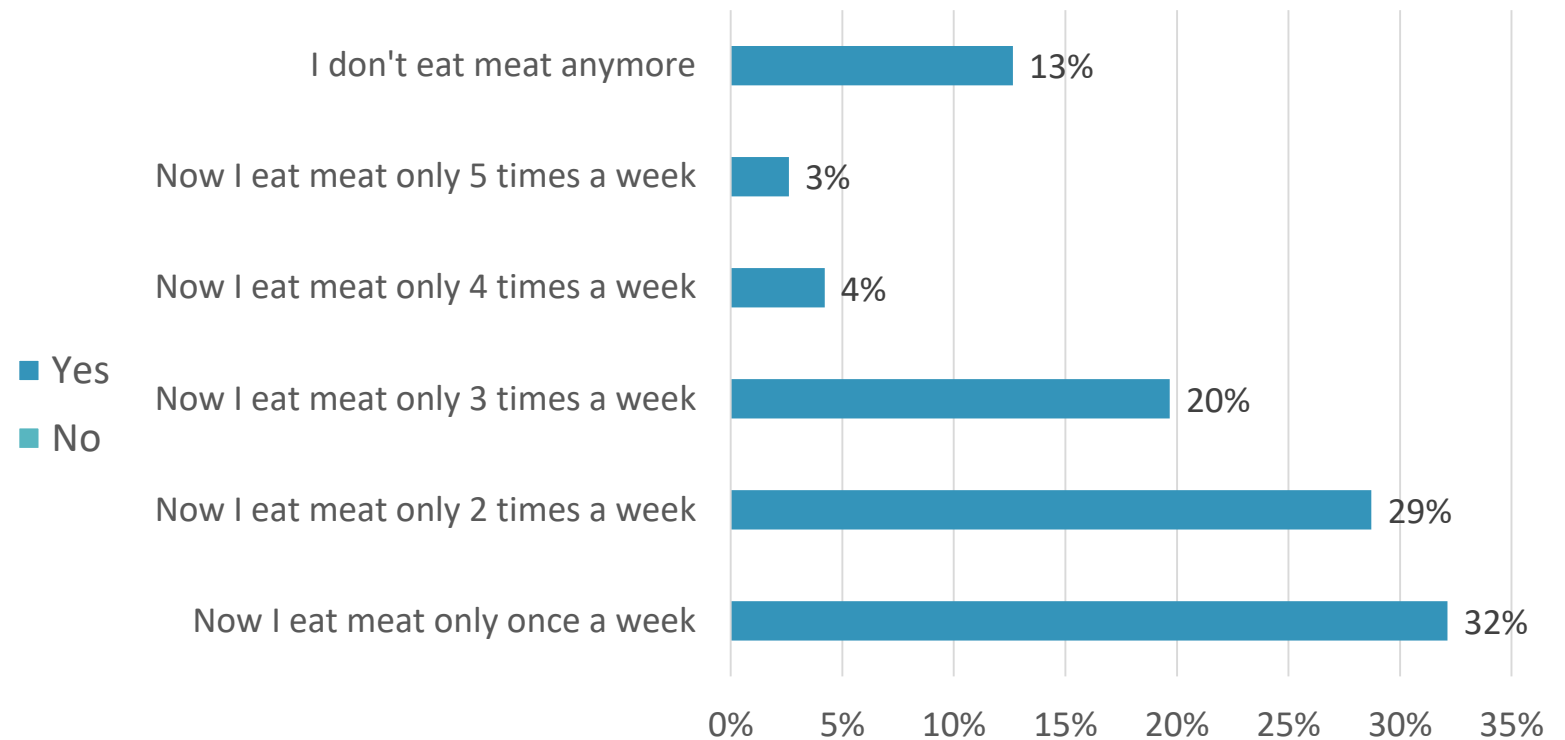


Food

Have you decreased your red meat consumption this year?



If your answer was yes, in what amount?



62% of young people decreased their consumption of meat

13% stopped eating meat completely

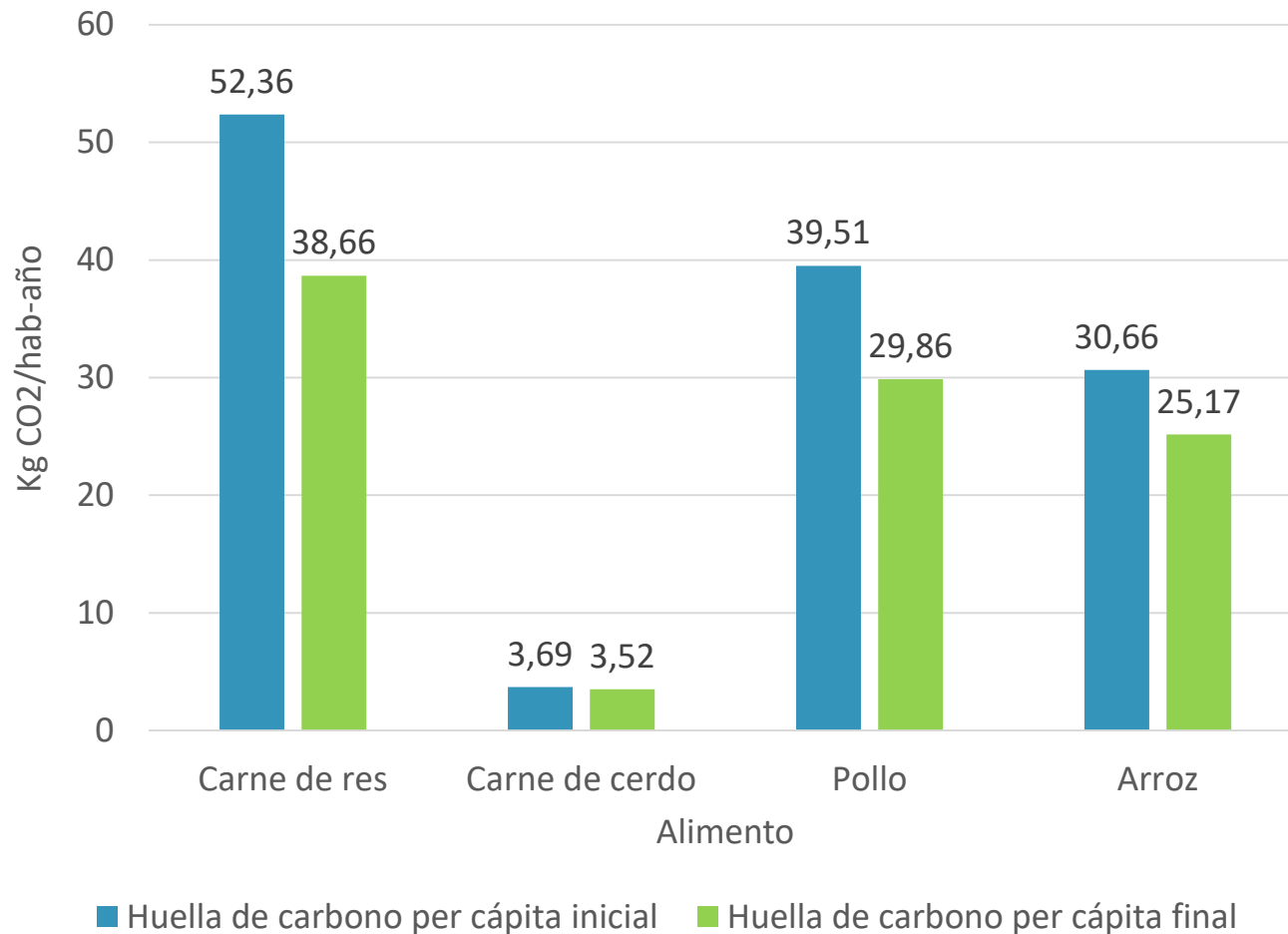
32% now only eat meat once a week



Carbon Footprint Reduction



Huella de carbono per cápita (Kg CO2 eq/hab-año)

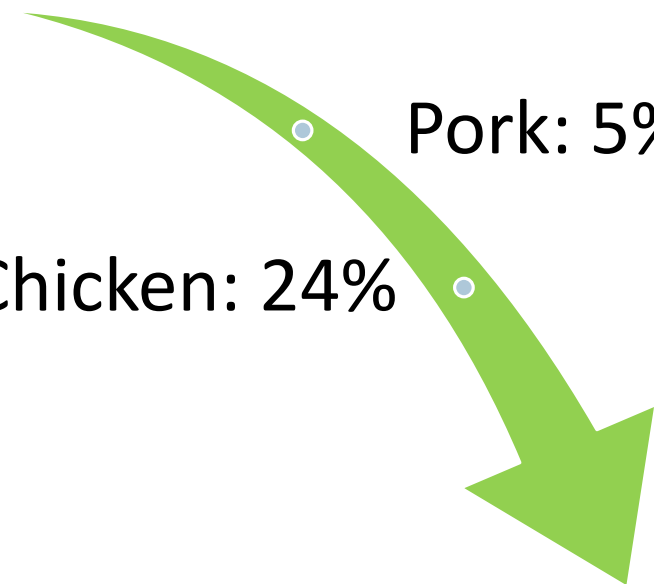


Beef: 26%

Pork: 5%

Chicken: 24%

Rice: 18%



Resultados

98% of young people have become more aware of the environmental impacts of the food they eat during this year.

62% of young people decreased their meat consumption.

Most young people are concerned about the production processes of the food they eat.

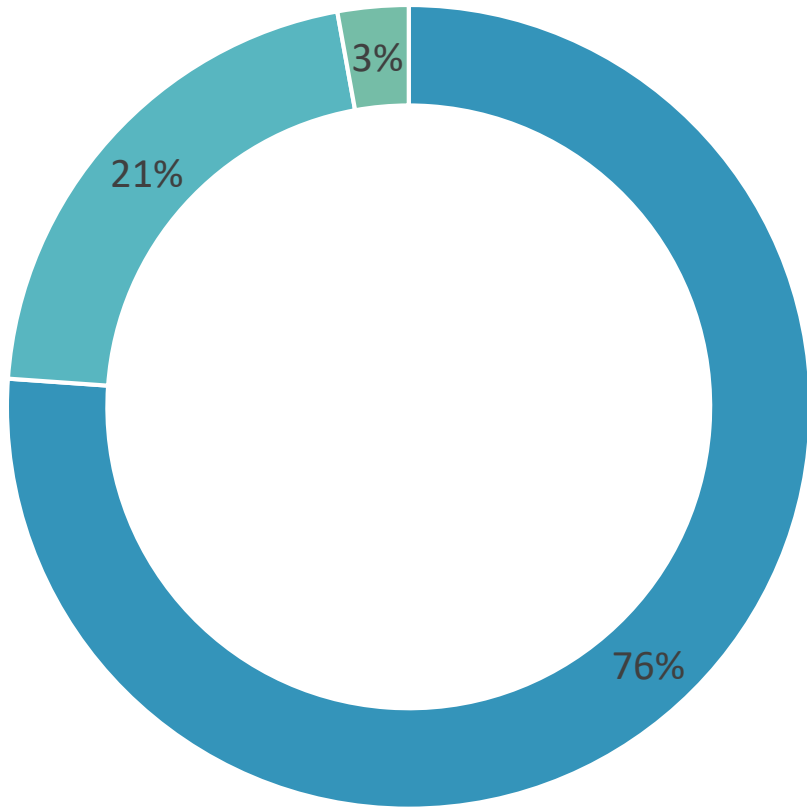
The carbon footprint decreased in all the studied foods

This shows that young people have adopted more sustainable practices regarding their feeding

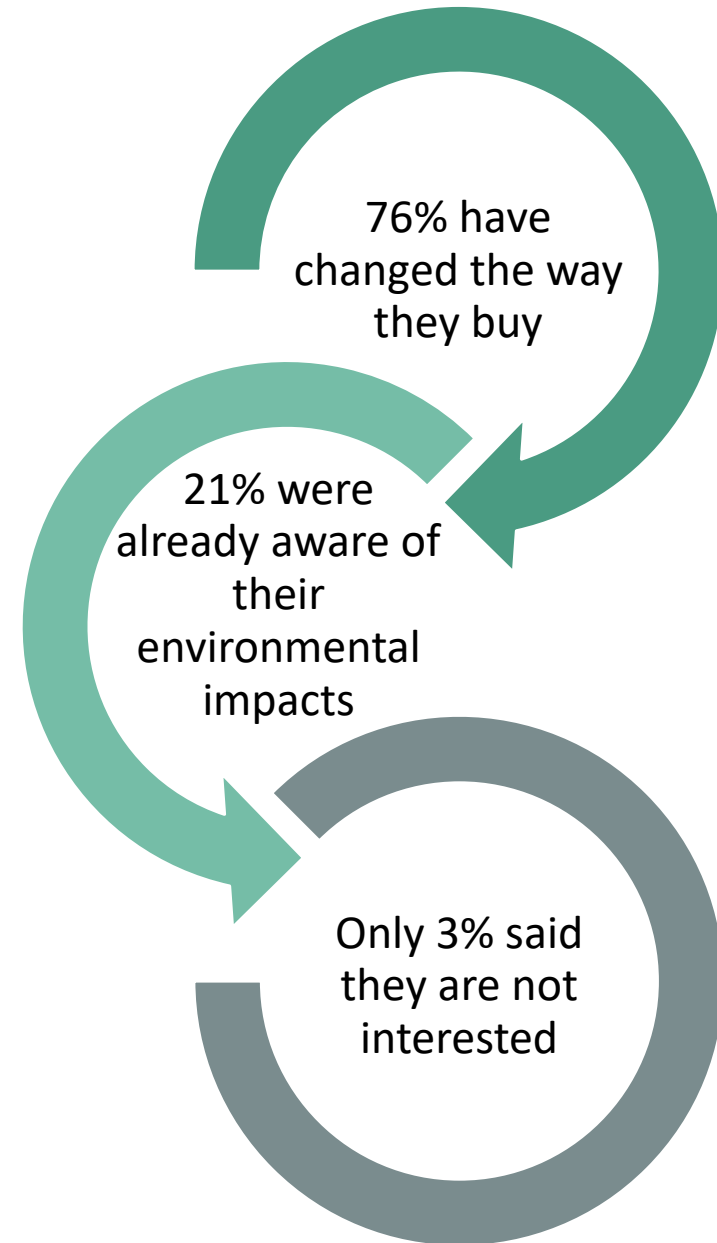


Consumer Goods

Has the way you buy, use and dispose of your consumer goods changed during this year?



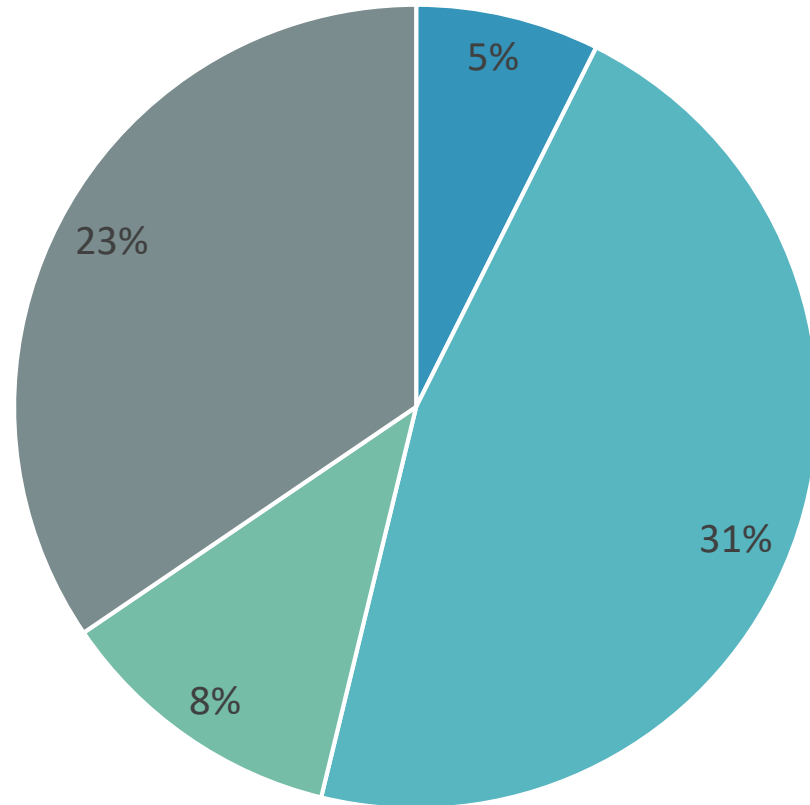
- Yes, now I am more aware of the environmental impacts of the things I buy
- I already did
- No, I don't care





Leisure

Have you become more aware of the environmental impacts of your leisure activities during this year?



- No, I don't care
- Yes, now I do more outdoor activities
- Yes, now I look for sustainable tourism
- Yes, I no longer request / use disposable in my celebrations

Resultados

The main enabling conditions for developing leisure activities are the economical situation, personal preferences and social groups.

Young people tend to carry out activities related to the technological advances of the time, without neglecting their shared time with family and friends.

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

Social networks are fundamental when looking for a means of effective communication with young people, with Instagram being the most used network.

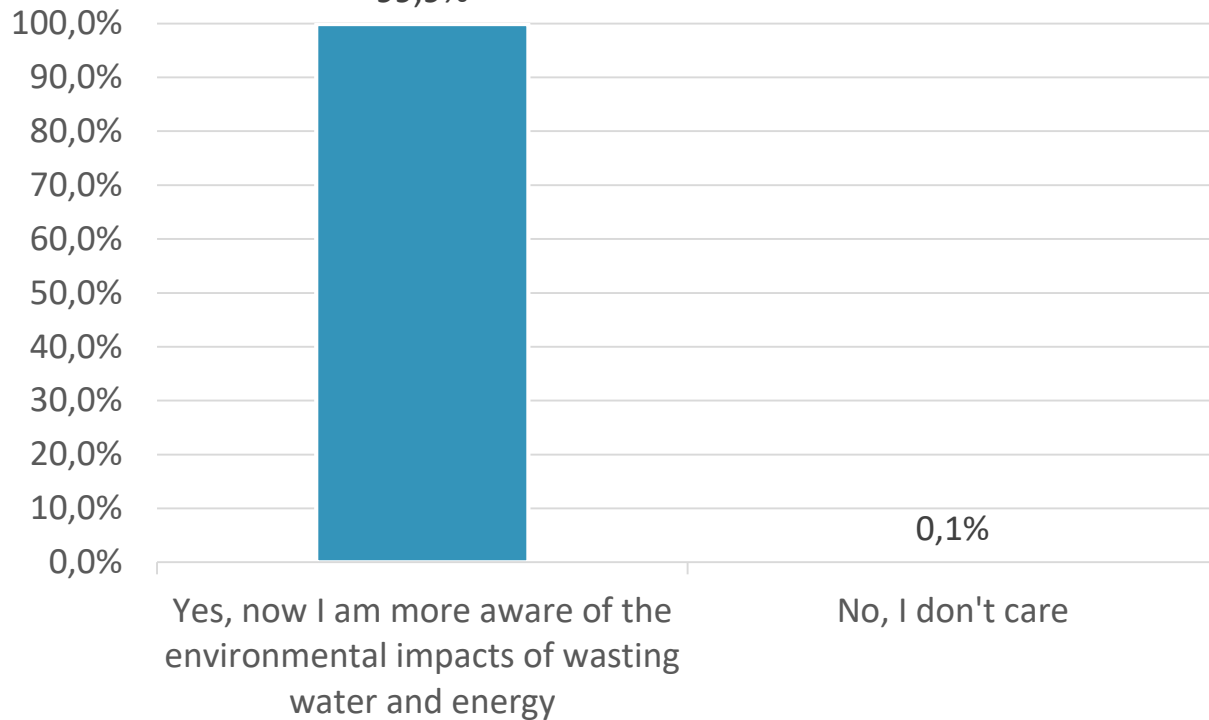
Activities such as sustainable tourism and leisure without disposables should be promoted more to make them a habit for youth in Bogota.



Housing

Have you become more aware about saving water and energy at home during this year?

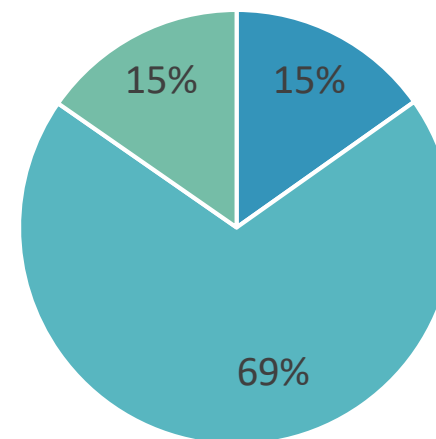
99,9%



More promotion should be done to the development of home gardens

99.9% of youth became more aware of saving water and energy at home

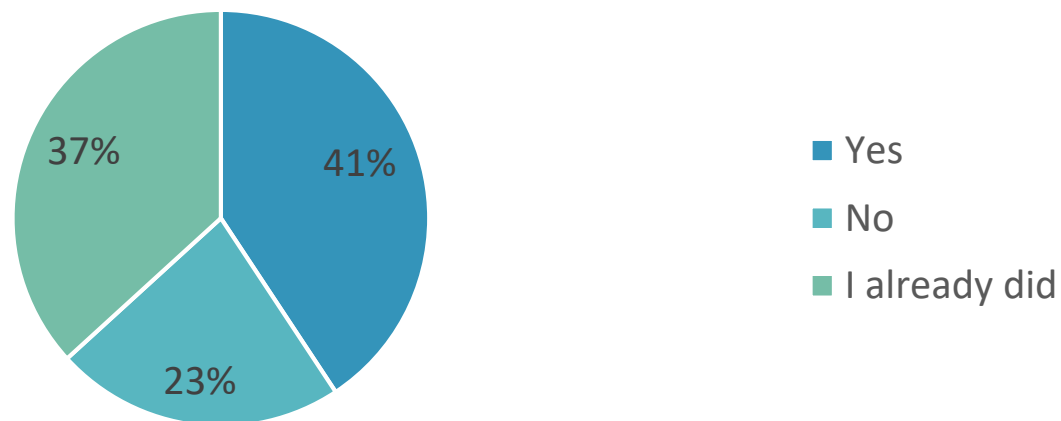
Have you started to plant a home garden during this year?



- Yes
- No
- I already did



Have you started to separate your waste at home this year?

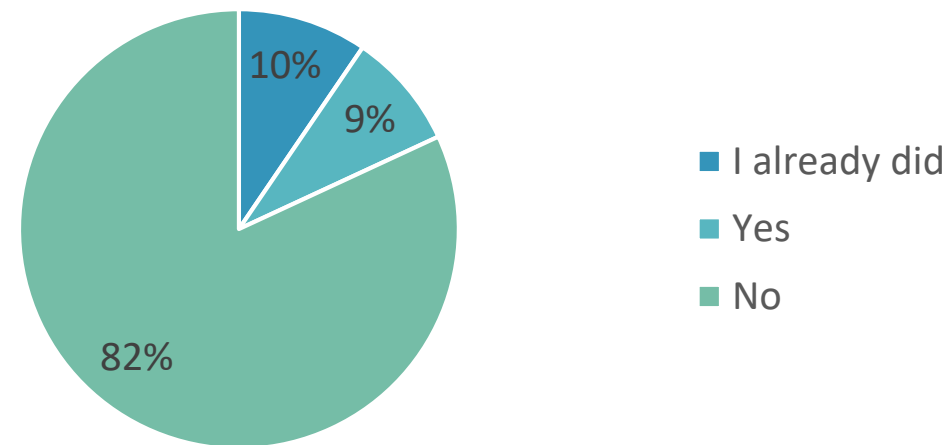


78% of young people began to separate their waste this year or already did



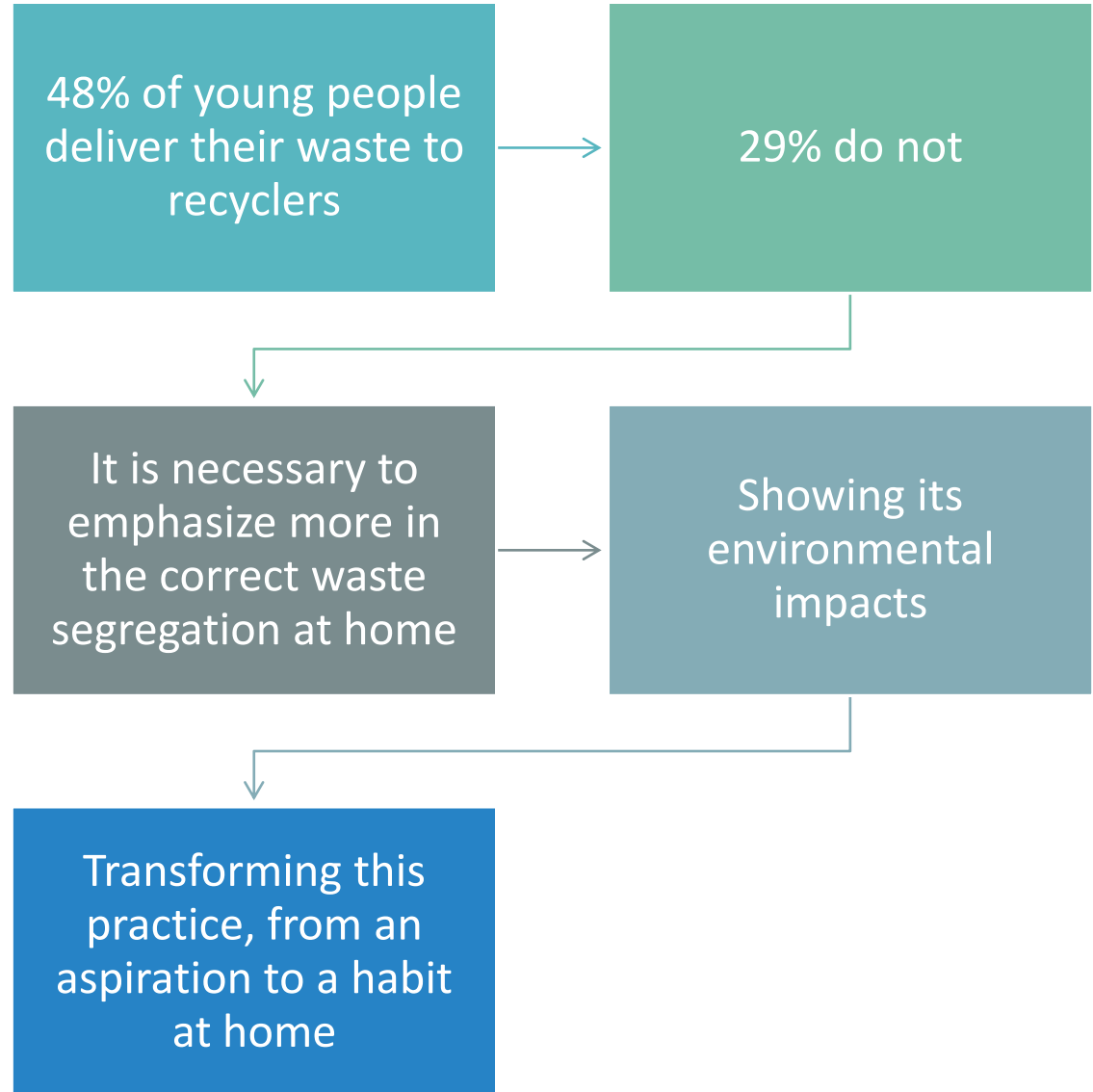
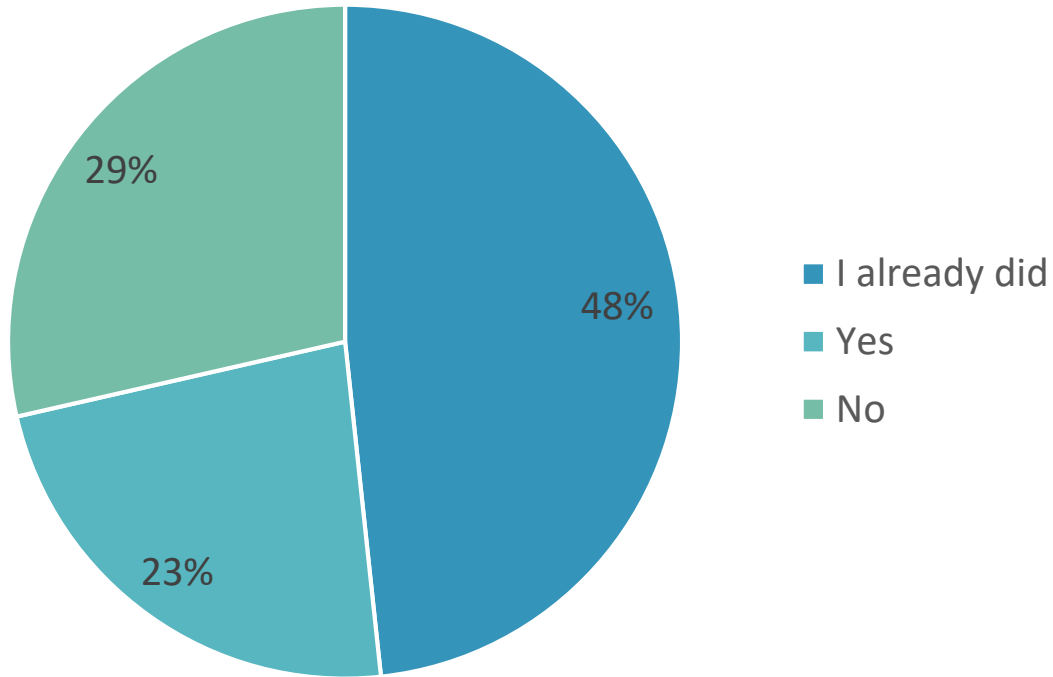
More emphasis should be placed on the importance of composting at home, so that this becomes a habit in the young people of Bogotá

Have you started composting your organic waste at home this year?





Have you started to deliver your waste to recyclers this year?





Conclusions





The project has enabled youth to mobilize in a more sustainable way. It should be emphasized that the city needs the infrastructure and sufficient enabling conditions to get more people to change their way of moving.



Young people have changed the way they feed and understand the environmental impacts of food and packaging. Work must continue on raising awareness about low carbon food.



Young people have become more aware in their way of buying and acquiring goods, more emphasis should be placed on the purchasing of used goods since this is a poorly done practice.



More work must be done in the promotion of sustainable tourism, in addition to the low-carbon celebrations so that they become a habit for the young people of Bogotá.



Although practices such as saving water and energy are highly developed, actions such as composting and home gardening must be promoted, given that, as they involve more work, they are still not actionable for young people.



iThank you!

Live Simple, Live Happy

