

## UNEP/UNESCO YouthXchange Green Skills and Lifestyles guidebook

**Consultant: Author of the UNEP/UNESCO YouthXchange green skills and lifestyles guidebook**

**Location:** Home-based assignment  
**Application deadline:** 12 March 2012  
**Languages required:** English  
**Starting date:** 19 March 2012  
**Duration of Assignment:** 05 June 2012 (2.5 months contract)

### Background

In its simplest expression, a green economy is one which is low carbon, resource efficient and socially inclusive. It is an economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In this context, and considering that 33,000 young people are expected to enter the job market daily between now and 2050, the degree to which this generation will be effectively integrated into the active work force will undeniably be a determining factor of the success of the transition to a green economy. For a transition to a green economy to deliver solutions to the challenges of poverty eradication and sustainable development, it will need to enable job creation at a large scale in order to provide livelihood to an increasing number of young men and women.

In 2011, UNEP organized a global youth conference on the environment and the green economy, with the overall theme of 'Reshaping our Future through a Green Economy and Sustainable Lifestyles,' where participants discussed the role of young people in sustainable development and brought forward a youth input (Bandung Declaration) to the Rio+20 conference. Young people raised concern over jobs, particularly jobs that are fulfilling, worthwhile, decent and contribute to an acceleration of sustainable development. The Bandung Declaration identifies the green economy as the only future, calling for efforts and actions to be taken to fast-forward the transition to a green economy. For youth to actively participate in this transition to a green economy there is an urgent need to provide information, education, training and capacity building for young people to obtain the necessary skills needed for a green economy.

*"We believe a green economy values human well being, social equity, economic growth and environmental protection on an equal basis. It is an integrated framework for sustainability that meets the needs of the present while providing for future generations."*

Bandung Declaration of the 2011 Tunza International Children and Youth Conference

**UNEP/UNESCO YouthXchange Initiative** ([www.youthxchange.net](http://www.youthxchange.net); [www.unep.fr/scp/youth](http://www.unep.fr/scp/youth))

UNEP and the United Nations Educational, Scientific and Cultural Organization (UNESCO) created the YouthXchange (YXC) Initiative in 2001 to promote sustainable lifestyles among young people (15-24 year olds) through education, awareness raising, dialogue and capacity-building. YXC also targets people working with young people, educators, teachers, trainers and youth leaders. YXC reaches out to youth through a network of national partners in more than 45 countries who have implemented capacity-building workshops with the support of a printed [YXC training kit on responsible consumption](#) (translated into more than 20 languages) and a bilingual website

(French/English). At the national and local level, the implementation of YXC training activities is secured through a diverse network of very motivated partners - ranging from youth NGOs, eco-schools, consumer and environmental education organizations to Ministries of Environment and Education. A series of capacity-building, communication and media events have been organized all around the world. In 2011, UNEP and UNESCO developed the first thematic guidebook supporting the YXC Initiative. The [\*YXC Climate Change and Lifestyles Guidebook\*](#) explores the links between climate change and lifestyles and helps young people consider the actions they can take towards more sustainable lifestyles. It provides the scientific, political, economic, social and cultural perspectives of climate change while looking at the causes and effects of climate change and its human impacts and responses. YouthXchange thematic guidebooks explain complex issues in accessible language, supported by practical tips, suggested activities, case studies, best practices and web links for further information. They help young people develop the critical skills they need to address global environmental challenges through their personal every-day choices and actions and can be used to support courses and projects that promote greater understanding of environmental challenges and lifestyles among youth.

### **UNEP/UNESCO YouthXchange green skills and lifestyles guidebook**

The YXC green skills and lifestyles guidebook is designed to connect the discussions and issues of green economy, green jobs, green skills and green societies to young people's everyday lifestyle choices. It will seek to empower young people to critically engage with the complexity of sustainability issues, to form their own opinions, and to determine their own lifestyle responses and their own career choices. This guidebook will be structured around different themes with six interrelated principles necessary for exploring green skills and youth lifestyles: engaging with complexity, dealing with uncertainty, developing critical skills, learning through action, participation and democracy, and leadership and change. The guidebook will look at both (1) skills for green jobs (which can be addressed in the sections of *Green Jobs*, *Future Jobs* and *Money and Jobs*) and (2) more generic green skills for sustainable lifestyles (which can be addressed in *Lifestyle Choices* and *Celebrating indigenous knowledge/heritage*).

This guidebook will provide an overview of issues at stake and motivate young people to take action as individuals, consumers and professionals. In particular, the guidebook will:

- Provide an overview on the wide range of issues related to the green economy and green jobs.
- Cover thematic areas that are related to the green economy with a focus on topics that are the most relevant to young people, such as social innovation and green entrepreneurship, money/earnings and jobs, celebrating indigenous knowledge/heritage, connecting with others and taking action, explained in an accessible, youth friendly language.
- Include key "facts and figures," which would serve as an explanation of what transitioning to a Green economy means, trying to summarize in a pedagogical way, the main findings – including macroeconomic data - of the Green economy report, as well as tips/actions for individual and collective action, and make reference to selected resources and case studies, giving visibility to YXC partners and to the existing platforms through which new partners can be involved.
- Include "case studies" of NGOs, youth groups, companies and individuals taking action to address green skills, as well as innovative programs, addressing the green economy, green jobs and green skills through promoting sustainable lifestyles. These case studies would concretely illustrate how young people can engage in these actions and benefit from them.
- Include "tips" and "activities" that can guide young people and stimulate discussion on what they can do to strengthen green skills and how they can participate in the transition to a green economy, and a list of online resources to be consulted for more information.
- Follow the same format, language and layout of the existing YXC thematic guidebook.

**Duties and Responsibilities:**

The consultant will be responsible for the following.

**Deliverable:** The *YouthXchange green skills and lifestyle guidebook* consisting of **12,000 - 15,000 words** (exact length to be determined), written in simple English targeted to global readers.

- Prepare a draft outline of the publication by **26 March 2012** for discussion with UNEP and UNESCO.
- In consultation with UNEP and UNESCO, prepare the first draft of the publication (text only) by **20 April 2012**.
- The consultant is responsible for ensure that each section/chapter of the text has a minimum of the following:
  - o Three case studies
  - o One “facts and figures” box
  - o One “tips” box
  - o One “activity” box.
  - o Images: 25-30 % of page: photos/graphics must be related to the text or case-studies.

The consultant is responsible for collecting/writing the case studies, tips, activities and images, and is encouraged to consult YouthXchange partners to obtain some of this information (namely case studies and images/graphics). UNEP will purchase a selection of copyright pictures/images for this publication.

- Prepare the second draft of text incorporating comments from UNEP and UNESCO and peer reviewers/editors by **4 May 2012**. The consultant must provide UNEP with a list of proposed pictures/images when submitting the second draft.
- Prepare the third draft incorporating comments from UNEP and UNESCO and peer reviewers/editors, laid out in the design template (UNEP to organize) by **20 May 2012**.
- Prepare the final incorporating comments from UNEP and UNESCO and peer reviewers/editors by **30 May 2012**.
- Respond and resize as needed to any final minor comments and questions in the editing process before the product goes to print.
- The guidebook must be developed in consultation with YXC partners and with their support for the collection of case studies and examples of actions and to ensure that relevant topics are covered and presented in a user-friendly manner, therefore the consultant must contact YouthXchange partners for this (UNEP will provide the contact information of YXC partners so the consultant can contact them directly).

**Competencies:**

- Knowledge of issues related to green economy, green jobs, entrepreneurship, sustainable consumption and lifestyles and education.
- Excellent communication and drafting skills in English.

**Required Skills and Experience:**

- Master’s degree in education, journalism, communications, sustainable development, international development or related field.
- Minimum of five years of experience in writing, research and analytical work in education, employment and/or development issues.
- Experience in writing materials dedicated to young people would be an advantage.
- Knowledge of education, environment, employment/green jobs, entrepreneurship issues and related sustainable development themes.
- Prior experience conducting research and analysis, and publishing in the areas of education, employment, skills, sustainable development related issues.