



Role of Youth

in Sustainable Consumption
and Production (SCP)

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This Report was developed with financial support from the European Union under the SWITCH-Asia Programme to highlight a strong link between youth actions and SCP movement in Asia. Young people are active drivers of change in local communities and their engagement at the grassroots level plays a critical role in communicating the sustainable development goals (SDGs) to other sections of the society. The Regional Policy Advocacy Component together with national and regional partners organized a number of forums and dialogues that were participated by the youth and recognized valuable contributions from the Youth group through their innovative ideas on circularity and startups of green business. The RPAC would like to express its sincere appreciation for the endless support and fruitful cooperation received during the implementation of the SWITCH-Asia Programme.

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1. Introduction

Youth as a demographic segment plays a key role in fostering a nation's progress through their participation in the economic activities and driving technological innovations to make production sustainable. They act as a social category and constitute a distinctive consumer group with their unique consumption patterns and lifestyles. They are already at the forefront of exploring opportunities to move towards sustainable buying practices, reducing waste and influencing other sections of the society to move towards responsible consumption behavior.

Young people are active drivers of change in local communities and their engagement at the grassroot level plays a critical role in communicating the sustainable development goals (SDGs) to other sections of the society. They represent the necessary link to moving on the sustainability path, and also help in improving the quality of global and national societies functioning. Their active role in decision making processes that relate to sustainable development can also not be undermined.

The Convention on the Rights of the Child (CRC)- guarantees every child the right to a healthy, safe, and sustainable future as well as the right to be heard on issues and

decisions that will affect that future. It is, therefore, their right to learn about their rights as a child and to engage in learning about and taking action on the SDGs¹.

Young people and their concerns have received strong recognition in the 2030 Agenda adopted by world leaders at the UN Sustainable Development Summit in September 2015. Indeed, youth were heavily involved in shaping the agenda, successfully calling for specific goals and targets both formally, through the UN Major Group of Children and Youth, and informally, through worldwide grassroots coalitions such as action/2015.

Many government agencies are exploring ways to engage with youth or support youth groups. Some take more traditional, consultative approaches, while others are more progressive, promoting youth-led development. Youth-led development is an evolving concept. Several initiatives, such as Peace Child International, the DFID-CSO Youth Working Group and youthpolicy.org, have explored its features².

This report elaborates on the role that youth can play in fostering sustainable consumption and production in Asia.

¹ https://www.unicef.org/media/64196/file/HLPF_2020_2PAGER_FINAL_child_rights.pdf

² https://www.oecd.org/development/pgd/OECD_AA%20Youth%20Policy%20Note_141015.pdf

2. Sustainable Development Goals

The 2030 Agenda for Sustainable Development, which all UN Member States approved in 2015, is a shared roadmap for peace and prosperity for people and the planet in the present and future. The agenda puts the imperative to “leave no one behind (LNOB)” and “reach the furthest behind first” at its heart, recognizing the need to combat poverty and inequalities. LNOB represents the unequivocal commitment of all UN Member States to eradicate poverty in all its forms, end discrimination and exclusion, and reduce the inequalities and vulnerabilities that leave people behind and undermine the potential of individuals and of humanity

as a whole³. The human rights-based approach to data helps in ensuring that the use of data and statistics is consistent with international human rights norms and principles, including for participation, self-identification, transparency, privacy and accountability⁴. The seventeen sustainable development goals (SDGs) are at its heart. It represents an urgent call to action for all countries, developed and developing, to work together in a global partnership⁵. SDGs address global issues like poverty, inequality, climate change, environmental degradation, and justice⁶. **Figure 1** presents the 17 UN SDGs.



Figure 1: UN Sustainable Development Goals

Implementation and progress towards the SDGs will be determined by countries' sustainable development policies, plans, and programs, with governments taking the lead. The SDGs serve as a guide for countries in aligning their strategies with the other international commitments such as those on

climate change. The 17 SDGs and 169 targets are being tracked using a set of global indicators. Country governments have also created their own national indicators to help track progress toward the goals and objectives⁷.

³ <https://unsdg.un.org/sites/default/files/2022-04/Operationalizing%20LNOB%20-%20final%20with%20Annexes%20090422.pdf>

⁴ <https://unsdg.un.org/2030-agenda/universal-values/leave-no-one-behind>

⁵ <https://sdgs.un.org/goals>

⁶ <https://www.hec.edu/en/faculty-research/centers/society-organizations-institute/think/so-institute-executive-factsheets/what-are-sustainable-development-goals-sdg>

⁷ <https://www.un.org/sustainabledevelopment/development-agenda-retired/>

3. Sustainable Consumption and Production

Everything we produce and consume has either a positive or negative impact on the economy, the environment, social development and has implications on human rights. Currently, economic growth has been deeply connected to unsustainable outcomes including the degradation of natural capital, the advancement of climate change, and violations of human rights⁸.

Sustainable consumption and production (SCP) refers to “the use of services and related products, which responds to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations”⁹.

SCP promotes resource and energy efficiency, sustainable infrastructure, access to essential services, green and decent jobs, and a better quality of life for all. SCP ensures that human activities remain within the

carrying capacity of the planet while respecting the rights of future generations¹⁰.

Implementing SCP as an integrated approach helps achieve overall development goals, reduce future economic, environmental and social costs, strengthen economic competitiveness, and reduce poverty.

SCP requires “life cycle thinking” and the SCP goals and actions become powerful levers to accelerate the transition to an eco-efficient economy and turn environmental and social challenges into business and employment opportunities while decoupling economic growth from environmental degradation. SCP aims at “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation, and pollution along the whole lifecycle while increasing quality of life. SCP can contribute to the creation of new markets, green jobs, and efficient natural resources management¹¹.

⁸ <https://blueprint.unglobalcompact.org/sdgs/sdg12/>

⁹ <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-consumption-and-production-policies>

¹⁰ <https://www.un.org/en/chronicle/article/goal-12-ensuring-sustainable-consumption-and-production-patterns-essential-requirement-sustainable>

¹¹ https://sustainabledevelopment.un.org/content/documents/945ABC_ENGLISH.pdf



4.SDG 12 and SCP



The SDG 12 on SCP is “Ensure sustainable consumption and production patterns”. The key targets for this goal are:

- Implement the 10-year framework of programmes on sustainable consumption and production, all countries acting, with developed countries taking the lead, taking into account the development and capabilities of developing countries.
- By 2030, achieve the sustainable management and efficient use of natural resources.
- By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Promote public procurement practices that are sustainable, in accordance with national policies and priorities.
- By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.
- Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
- Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.

Many of these targets see youth playing a key role, be it through awareness generation, reducing wasteful consumption, technological innovation, or through their work in sectors such as tourism where they have developed many innovative business models including those for social enterprises fostering sustainable development in industry, cities and regions.

5.SCP and Climate Change

Climate Change refers to long-term shifts in temperature and weather patterns. It has been seen across the world that youth are more vocal about the climate crisis than ever before and are willing to bring about changes in their lifestyles to address the issue. The changes in lifestyles particularly being reflected in transportation choices, building designs to reduce energy and resource consumption, practicing sustainable agriculture and mainstreaming resource efficiency across industry processes.

One of the main drivers of climate change, is the burning fossil fuels like coal, oil, and gas, which emits greenhouse gases that cause the Earth's temperature to rise. Major sources of greenhouses gases include transportation and energy consumption in buildings.

Every product has a value chain, which can be examined to identify 'hot spots' areas responsible for most of the GHG emissions along the value chain. SCP fully

acknowledges the complex interactions between different stages of the value chain –resource extraction, production activities of suppliers, component assembly, distribution and transport, product retail, use-phase, and end-of-life stages of the products. Improving the systems and practices in the hot spot areas will naturally be effective in reducing GHG emissions.

Businesses have a direct impact on the environment, society and the economy. Hence, it is important to identify the material themes related to the sustainability of the global environment and the sustainable development of the business. This should then be supported by the formulation of the vision and targets to realize a value chain that has minimal/zero environmental impact and establish quantitative targets for climate change, resource consumption and material themes related to environmental issues.

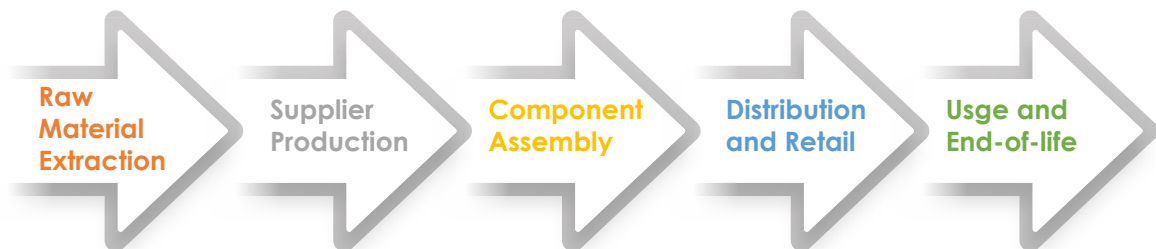


Figure 2: Life cycle stages of product



6. Stakeholders in SCP

There are various stakeholders that are part of the production and consumption system, which makes it important to identify them and explore the connections between them. Stakeholder engagement contributes to gaining widespread support for SCP initiatives by motivating them to be part of the initiative and through promoting consultations and initiatives¹².

Multiple stakeholders in SCP influence various stages of the life cycle of a product or a service, including shaping the implementation of SCP at various levels of the society- community, regional, national, international, etc.

Table 1 summarises the roles and responsibilities of each stakeholder and how their actions play an important role in promoting SCP at all levels of society.

Table 1: Roles and responsibilities of stakeholders

Role	Responsibility
Consumer/Customer	<ul style="list-style-type: none"> ▪ Seek transparency from producer companies about products and services ▪ Make sustainable buying choices ▪ Educate themselves on SCP
Media	<ul style="list-style-type: none"> ▪ Motivation for change in public opinion ▪ Generate awareness amongst consumers through broadcast, press, advertisement through online and offline channels ▪ Publication of sustainable products
NGO	<ul style="list-style-type: none"> ▪ Increase awareness of consumers ▪ Educate consumers about sustainable products and services ▪ Mobilize masses to adopt SCP
Government	<ul style="list-style-type: none"> ▪ Implement strategies, policies, programs, and schemes for SCP at various levels-local, regional, national, and international ▪ Set benchmarks, standards, and best practices for company performance ▪ Release guidelines and limits on harmful emissions (air/water/noise) ▪ Offer subsidies, tax reductions, premiums to promote eco-friendly practices ▪ Financial support for sustainable enterprises ▪ Ban or penalties on harmful products ▪ Hold companies accountable for their actions (Ex: Extended Producer Responsibility)
Investor	<ul style="list-style-type: none"> ▪ Invest in companies that are active towards building climate-resilience and minimizing their environmental footprint ▪ Invest for social impact
Producer companies/ brands	<ul style="list-style-type: none"> ▪ Educate consumers ▪ Share information about products and services transparently ▪ Offer eco-friendly products and services ▪ Report their Environmental, Social, and Governance performance
Educational institution/ research/ academia	<ul style="list-style-type: none"> ▪ Offer technical support to producer companies ▪ Foster innovation through R&D in SCP ▪ Educate students to build careers in areas related to SCP ▪ Provide science-backed data to other stakeholders ▪ Introduce SCP across all stages of the life cycle of products and services, i.e., design, manufacture, transport, end-of-life, etc. ▪ Build capacities of other stakeholders

7. Role of youth in SCP and challenges faced

Youth plays a critical role in shaping the environment as their consumption patterns pave the path towards a sustainable society. They hold purchasing power in areas like fashion, mobility, tourism, food, technology, and entertainment.

The younger generation, if well informed, can influence the purchasing pattern of the others in the community in a positive way. Due to increased exposure through school curriculum, social media, competitions and events, students have a heightened sense of awareness on the impact of their actions on the society and may have a better understanding of environmental challenges.

Social media content plays a key role in building opinions of the masses. Many young social media influencers have begun communicating about sustainable lifestyle, making it the new buzz word. Youth is highly motivated to get educated, aware, and informed of ways in which they can act as agents of change towards SCP.

However, based on some studies conducted amongst youth, the following challenges were identified as barriers faced by youth in transitioning towards a sustainable lifestyle:¹³

- Scarcity of sustainable options and choices for the necessities
- Affordability and convenience options
- Lack of awareness among peers and social circle about what qualifies as sustainable
- Limited awareness about sustainability and its importance among the public
- Struggle to make a habit out of sustainable living
- Limited sustainability labeling which makes it difficult to distinguish between products
- Lack of good quality affordable refill stores and shops

A multi-stakeholder approach will be required to resolve these challenges and make it easier for young consumers to adapt sustainable lifestyle. For example, while youth are willing to transition to greener mobility alternatives, they are often constrained by poor infrastructure and accessibility challenges. Hence the government should provide youth the necessary help at strategic and policy level and uphold their rights to participate in decision making and provide access to age relevant information to enable a transition towards a sustainable lifestyle.¹⁴

¹³ <https://www.switch-asia.eu/event/youth-dialogue-on-sustainable-lifestyles-in-india/>

¹⁴ <https://lic-sd.org/wp-content/uploads/2020/11/Ana-Gabriela-Ynestrillas-Vega.pdf>



8. Making youth lifestyle more sustainable

Sustainable living refers to understanding the impact of lifestyle choices on our surrounding and adopting changes to minimize the same. At an individual level, young consumers can make strong purchasing choices to lead sustainable lives. Additionally, it's necessary that governments, institutions, and businesses design policy incentives, address information gaps, support production of products and services to foster and enable behavior change towards sustainable lifestyle¹⁵.

Consumption choices made by youth play an important role in shaping the direction of production. Young consumers play a direct role in 'use phase' as well as 'end-of-life' of a product. They can make responsible choices in the use phase of the product by making responsible choices in energy, water, and transportation, as well as opting for responsible ways to discard the product at the end of its life- channel it for reuse or recycle instead of throwing away as waste or littering the same.

Young consumers are now looking out for products that are manufactured sustainably.

This forces the producers to shift their conventional production patterns towards sustainable products. These include:

- Sourced ethically and locally
- Cruelty free/ Vegan
- Made using recycled content to reduce dependency on virgin raw material
- Made using compostable material
- Packaged sustainably
- Manufactured following Resource Efficient and Cleaner Production practices

There are also several other actions and choices that can be taken by the youth towards SCP. These include:

- Refuse products and services.
- Purchase green products - Food, Personal Care Products, Fashion
- Use green services – Mobility, Tourism, Events, Apps and Websites
- Increase product life through repair, refurbishment, and reuse
- Community based waste management

8.1 Refuse

To refuse is to decline, deny, reject or resist. Frugal lifestyles and sustainable living help to teach the idea of refusal and consume only for basic needs and not (unlimited) wants. Refuse essentially means living within

your basic needs and not consume more than is required. **Table 2** talks about a case studies where sustainable consumption campaign were designed around 'Refuse'.

Table 2: Case study on Refuse

No Straws Attached



Figure 3: No straws attached

- **Country:** India
- **Category:** Refuse
- **Description:** 'No straws attached' was a campaign started by three friends to tackle single-use plastic pollution by introducing the concept of refuse. Plastic straws cannot be recycled and can be easily avoided while drinking. A two-step strategy was designed for the campaign where:
 - Social media was used to spread awareness
 - Benefits of using plastic straw alternatives (steel or bamboo straw) were launched with various business owners
- **Website/Link:** <https://yourstory.com/2018/01/say-no-plastic-straws/amp>

Bag Tree



Figure 4: Bag Tree Campaign

- **Country:** India
- **Category:** Refuse
- **Description:** Thanal an NGO in Kerala organized a zero-waste campaign called 'Bag Tree' with the aim of creating awareness among the people to stop and refuse the use of plastic bags and replace them by paper bags. Thanal has distributed 3,000 paper bags at the busy junction, and they hope that more and more people will take up the cause and say 'no' to plastic bags¹⁶.

¹⁶ <https://www.indiawaterportal.org/articles/bagtree-zero-waste-campaign-against-use-plastic-organised-thanal-and-zero-waste-centre>



8.2 Purchasing green products and services

The terms “green” or “sustainable” often refer to products, services, or practices that allow economic development while conserving future generations. Green products are those with lower environmental impact or the ones that are less detrimental to human health than conventional products. While on the topic of defining a green product, it is important to realize that almost no product can ever be 100% “green” since all product development will have some impact on the surrounding environment. Some of the important characteristics of green products and services include

- Contains recycled content
- Energy efficient
- Durable
- Repairable
- Recyclable
- Ease of biodegradation and composting
- Free of ozone-depleting chemicals
- Use of eco-friendly packaging.

Product sustainability information systems make the sustainability information about the product, service, or facility available to different users. This information can take many forms including labels or logos, written claims or declarations or even corporate reporting. Two of the most well-known product sustainability information systems are Ecolabelling and Green certifications.

Ecolabels and Green certifications help in identifying green products as services from the pool of products available in the market. Ecolabelling is a voluntary mechanism of environmental performance certification and labelling that is practiced around the world. It identifies products or services that are environmentally preferable overall, within a specific product or service category. The objective of Green Product Certification is to assess the holistic framework and highlight the way forward to achieve excellence in environmental performance. **Table 3** enlists few examples of common ecolabels and certifications for green products.

Table 3: Examples of some of the common ecolabels and certifications for green products

Energy Star



ENERGY STAR label identifies top-performing, cost-effective products, homes, and buildings. Its goal is to help consumers, business and industry in saving money and environment through energy efficient products and services.

Green Seal



The **Green Seal** certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership.

Leadership in Energy and Environmental Design (LEED)



LEED provides a framework for healthy, efficient, carbon and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement and leadership.

EPD Certification



An **Environmental Product Declaration (EPD)** is an independently verified and registered document that communicates transparent and comparable information about the life-cycle environmental impact of products in a credible way.

Green products and services positively impact the triple bottom line – i.e., have a positive environmental, social and economic impact. Youth has been making increasingly

sustainable consumption choices in areas like food, packaging, fashion, personal care, etc.

8.2.1 Food

Along with nutrition and taste the youth should focus on the impact that the food they eat have on environment. Although youth care about food and the environment, they are still understanding how the two are connected and its importance. Along with schools, these food-related sectors can shift to become supporters that engage and

inform youth so they can be champions for themselves and their healthy future¹⁷. Youth these days are focusing on vegan food to managing food waste for leading a sustainable lifestyle. **Table 4** enlists few case studies on enterprises working on sustainable food.

Table 4: Case study on enterprise working on sustainable food which can be adopted by youth

Oats' Up



Figure 5: Oats' Up products

- **Country:** India
- **Category:** Food
- **Description:** Animesh Gupta a young entrepreneur discovered the potential in oats and turned it into an entrepreneurial venture with Oats' Up as he wanted to make a meaningful impact in the sustainability sector. Animesh got the motivation to start this venture due to the lack of accessibility of vegan products¹⁸.

¹⁷ <https://genyouthnow.org/wp-content/uploads/2020/11/GY-InsightsSpring-2020Youth-Future-of-FoodFinal-High-Res-FINAL.pdf>

¹⁸ <https://www.veganfirst.com/article/5-next-generation-entrepreneurs-disrupting-the-indian-plant-based-ecosystem-hsi-cohort>



8.2.2 Personal Care Products

Green personal care products are generally made using natural, plant-based, chemical-free, local ingredients. Ingredient sourcing practices, compostable, biodegradable, or reusable packaging are few characteristics

of green personal care products. Youth are inclined to opt these green products for their personal care as they are more sustainable. **Table 5** enlists case studies on green personal care products for youth to follow.

Table 5: Case studies on green personal care products

Terra



Figure 6: Products of Terra

- **Country:** India
- **Category:** Cosmetics
- **Description:** Karthick Solai KS, Arjun T, and Harrish Kandan had one common dream of earning and they wanted to start a business together. But things took a turn when Chennai flood happened in 2015 which took a lot of homes and destroyed lives. While helping on ground during the flood they realized the intensity of plastic pollution and started brainstorming sustainable business ideas. This made them to make brushing sustainable and started selling bamboo toothbrushes. They have various other products like tongue cleaners, tooth powder, toothpaste¹⁹.
- **Website/Link:** <https://terrabrush.in/collections/collection-2>

Just Goodness



Figure 7: Just Goodness

- **Country:** Sri Lanka
- **Category:** Cosmetics
- **Description:** Just Goodness is Sri Lanka's first zero-waste store by Shehani Raspathura a young entrepreneur for encouraging a more sustainable lifestyle. The store sells everything from chemical-free bathroom essentials to vegetables. It is built around the concept of "zero waste," where customers bring in their containers, weigh and buy the items and show all-natural chemical-free products.²⁰

¹⁹ <https://yourstory.com/socialstory/2021/08/sustainability-agenda-terra-bamboo-toothbrushes-chennai-startup/amp>

²⁰ <https://fairforce.tech/lists/green-start-up-founders-sri-lanka/>

8.2.3 Fashion

Sustainable fashion is producing clothes, shoes, and accessories in environmentally and socio-economically sustainable manners with more sustainable patterns of consumption and use, which necessitate shifts in individual attitudes and behavior²¹. Being aware of sustainable fashion and making responsible choices can contribute to combating the problems of climate

change and global warming. The youth need to change their buying behavior and re-discover long-term relationships with the products they purchase. The youth should focus on fashion with repairing services, customization or exchange and returning offers. **Table 6** enlists few examples of sustainable fashion for youth.

Table 6: Case studies on sustainable fashion

Phinix



Figure 8: Pamela Nicole Mejia with Phinix products

- **Country:** Philippines
- **Category:** Fashion
- **Description:** Phinix, founded by Pamela Nicole Mejia, is a textile recycling center that collects textile wastes and transforms them into higher valued products such as footwear, fashion accessories, and lifestyle pieces. As a clothing technology student at the University of the Philippines her thesis was on social enterprises in the fashion industry which inspired her to set up her own social enterprise. Through her enterprise, Mejia aims for the triple bottom line – planet, people, and profit. Phinix aims to be the pioneering facility to recycle textile wastes instead of them being thrown in our landfills²².
- **Website/Link:** <https://www.youtube.com/watch?v=l72ldcMSrs>

Thaely



Figure 9: Ashay Bhavé with Thaely sneakers

- **Country:** India
- **Category:** Fashion
- **Description:** Thaely is an Indian footwear startup founded by 23-year-old Ashay Bhavé. To today's date, Bhavé's startup has recycled over 50,000 plastic bags and 35,000 discarded plastic bottles into 'sustainable' sneakers. Bhavé says every pair of Thaely Y2K Pro sneakers currently sells for \$100 contains 10 bags and 12 bottles. While Thaely's shoes are 'Made in India' products, they are planning global launch with expansion into foreign markets like Dubai, Europe, the Americas, and Australia²³.
- **Website/Link:** <https://thaely.com/>

²¹ <https://www.ijariit.com/manuscripts/v6i4/V6i4-1204.pdf>

²² <https://www.unep.org/people/pamela-nicole-mejia/Pamela%20Nicole%20Mejia.pdf?sequence=1&isAllowed=y>

²³ <https://techstartups.com/2022/01/19/meet-ashay-bhave-23-year-old-founder-indian-footwear-startup-thaely-makes-100-sustainable-sneakers-worldwide-waste-plastic-bags-plastic-bottles/>



8.3 Green Services

Green Services include business that provide services that benefit the environment or conserve natural resources. Youth can

choose green services in various areas which includes- Mobility, Tourism, Apps and Websites, Events.

8.3.1 Mobility

The means of transportation we use to get from place to place, how often we travel, and the distance travelled all add up to have significant environmental impacts. Young people are a very important target group for changing travel modes, as

mobility attitudes are deeply influenced by experiences from an early age. The travel behavior of parents has a significant impact on children and their choice of travel modes. **Table 7** enlists the case studies on sustainable mobility choices for youth.

Table 7: Case studies on sustainable mobility

SwapFiets



Figure 10: Bicycles by provided SwapFiets

- **Country:** Netherlands
- **Category:** Sustainable Mobility
- **Description:** SwapFiets founded by young entrepreneurs in the Netherlands is one of the leading micro-mobility providers in Europe with nearly 250,000 members in the Netherlands, Germany, Belgium, Denmark, France, Italy, and the UK in early 2021. SwapFiets offers the convenience of owning a bike at affordable rates. They have started designing long-lasting products which are easy to repair, reuse and recycle. Swapfiets is currently considering multiple strategies to ensure the end-of-life of its bikes is circular²⁴.
- **Website/Link:** <https://swapfiets.nl/en-NL>

Dichung



Figure 11: Service provided by Dichung

- **Country:** Vietnam
- **Category:** Sustainable Mobility
- **Description:** Dichung provides an online e-commerce platform for ridesharing, allowing users to communicate with each other and helping to fill empty seats in vehicles. It has established a ride-sharing platform that now connects a community of over 15,000 active users, recording on average 70 transactions per day on its B2C services alone. Offering a safe and comfortable means of transportation, the enterprise also reduces congestion, fuel consumption, harmful air pollution, and GHG emissions. It contributes to increased quality of life in urban Vietnam and helps the youth in easy affordable transportation²⁵.
- **Website/Link:** <https://dichung.vn/>

²⁴ <https://hollandcircularhotspot.nl/case/swapfiets-the-worlds-first-bicycle-as-a-service-company/>

²⁵ https://apgreenjobs ilo.org/resources/green-business-case-studies-from-the-asia-pacific-region/at_download/file1

Yulu



Figure 12: Yulu service in Bangalore

- **Country:** India
- **Category:** Sustainable Mobility
- **Description:** Yulu aims at making urban mobility efficient, eco-friendly, and affordable for commuters. Yulu is a technology-driven mobility platform that uses a user-friendly mobile app and Micro Mobility Vehicles (MMVs). Variables like rising fuel prices and shifts in behavioral changes could be an opportunity for EVs. In India, the population is predicted to have a 'youth bulge' by the year 2030 and at that time EVs have the chance of taking over²⁶.
- **Website/Link:** <https://www.yulu.bike/>

8.3.2 Tourism

Ecotourism is a form of tourism that places significant emphasis on conservation of environment, traditional knowledge, culture, heritage, and empowerment of local communities. Youth are more into travel these days and hence it is crucial that they

choose eco-tourism as an option. As youth have the advantage of communicating through social media which can help in improving eco-tourism and to motivate others. Few examples of eco-tourism are listed on **Table 8**.

Table 8: Case study on eco-tourism

Global Himalayan Expedition



Figure 13: Student Expedition organized by Global Himalayan Expedition

- **Country:** India
- **Category:** Eco-tourism
- **Description:** Global Himalayan Expedition is an expedition organizer to remote areas of the Himalayas, which supports the set up micro solar grids across villages within the territory. Providing villages with electricity granted residents with the tools to develop their own businesses like homestays, generating income for the local community. This helps to empower youth change-makers in the field of sustainable tourism²⁷.
- **Website:** <https://www.ghe.co.in/>

²⁶ <https://www.yulu.bike/about/>

²⁷ <https://www.ghe.co.in/Team/>



8.3.3 Green Events

“Green” meetings and conferences are the ones that are organized and implemented in such a way as to minimize negative impacts on the environment and promote a positive social impact for the host community²⁸. Research has found that transitioning from in-person to virtual meetings can substantially reduce the carbon footprint by 94% and energy use by 90%²⁹. Even 50% of in-person participation, at carefully selected hubs for hybrid

conferences has the potential to reduce carbon footprint up to a great extent³⁰. The meeting arranged by ESCAP³¹ can be used as a model by the youth to plan meetings and events in a sustainable manner. ESCAP supports the integration of all sustainable development's dimensions into the planning of United Nation meetings and events. To get an understanding on the carbon impact various categories were taken into focus along with emission offsetting efforts.

Table 9: Carbon impact of ESCAP meeting and conference operations

To understand the full carbon impact of ESCAP meeting and conference operations

Transportation	<ol style="list-style-type: none"> 1. Many factors influence the environmental footprint of a flight- class of travel; type of aircraft; number of empty seats; amount of luggage transported. To reduce their environmental impact, travelers can make conscious choices, including the selection of the airline carrier, route and travel class. 2. Bangkok has a good public transport like the sky train (BTS) and underground rail system (MRT). Also, tuk-tuks and taxis are very good mode to reach the UN conference center in ESCAP compound, where participants are asked to share rides.
Accommodation	<ol style="list-style-type: none"> 1. Participants are strongly advised to choose a Green Leaf certified hotel or that working towards environmental sustainability. 2. Guests are given a list of eco-friendly and nearby hotels for reducing transport emissions.
Food and Drinks	<ol style="list-style-type: none"> 1. Throughout the conference period; locally sourced, organic, vegan, and vegetarian food were available. 2. Avoid food waste: If not attending the meeting, then let the organizer know before hand; Take smaller portions; Biodegradable containers; etc. 3. Participants are encouraged to get their own bottles to refill or can get ceramic and thermos from UN shops for reasonable price. Even proper disposal for recyclables is provided. 4. Plant based diet.
Venue	<ol style="list-style-type: none"> 1. Reduce waste generation: Participants are advised to follow the 3 R's rule; ask for required portion of food; etc. 2. Minimum paper usage: If paper is required then use eco-friendly ink and recycled paper; prefer double sided printing; consider electronic devices. 3. Decor is made minimal and easy to update so that it can be reused.

²⁸ <https://www.epa.gov/p2/green-meetings>

²⁹ <https://www.nature.com/articles/s41467-021-27251-2>

³⁰ <https://www.nature.com/articles/s41467-021-27251-2>

³¹ <https://www.unescap.org/sites/default/files/Green%20Meetings%20Participant-guide.pdf>

Youngsters these days are understanding each other's impact on the environment and hence green weddings are being adopted to spread awareness in a large community. It is majorly the youth who are interested in being sustainable/green wedding planners. Few elements of a green

wedding are e-invites, organic and sustainable food, reduced waste, eco-friendly clothing, eco-decor, and a green venue. An example of youth involved in green wedding planning is presented in **Table 10**.

Table 10: Case study on Green Wedding

Sanchita and Praseon's Green Wedding



Figure 14: Up-cycled newspapers

- **Country:** India
- **Category:** Green Wedding
- **Description:** The green wedding was organized by the bride's sister. Both the sisters lead a sustainable lifestyle. The sisters up-cycled newspapers to make cash gifting envelopes (sagan ka lifafa). They used wax seals with the couple's initials to make it more attractive. The bride and groom wore sustainable clothing. They kept saplings and seed balls for the guests as return gifts. They focused on arranging décor to waste management in a sustainable way³².

8.3.4 Reduce Digital Footprint

The information and communications technology industry produces about 2% of global CO2 emissions. Youth plays a major role in the consumption of digital technologies and every time we use a search engine, look at a video, send an email, we are producing carbon and hence it is important to know how to reduce our digital footprint by various alternative ways.

Few tips to reduce digital footprint for the youth:

- Choose quality products that would last longer





- Rent electronics that will not be used frequently
- Use Google Drive or One Drive to send large files
- Check your mails and empty them regularly
- Unsubscribe from newsletters that is not being read
- Use eco-friendly search engines
- Close tabs that are not being used

Table 11 enlists few examples to reduce digital footprint.

³² <https://weddingz.in/blog/this-sister-duo-planned-a-100-eco-friendly-wedding-by-themselves/>



Table 11: Examples of eco-friendly search engines and email providers

Eco-responsible search engines		
Eco-friendly email providers		

8.4 Increase product life through repair, refurbish and reuse

Repair and refurbishment are skills that were commonly practiced across countries. Consumerism has led people to shift towards a 'throw-away' culture. Reusing significantly reduces waste and pollution thus making it a more sustainable way to increase product life. Repairing something, can get youth the

enjoyment of problem-solving, and a sense of satisfaction, besides also through open many opportunities for employment and entrepreneurship. Few examples of ventures that have adopted the principle of repair, refurbish and reuse are discussed in this section.

Table 12: Case studies on principles of repair, refurbish, and reuse

Repair Cafes



Figure 15: Repair Cafes

- **Country:** Japan and India
- **Category:** Repair
- **Description:** Repair Cafes are free meeting places where required tools and materials are available to help in repairing items ranging from clothes, furniture, electrical appliances, bicycles, crockery, appliances, toys, etc. There are volunteers for various fields to fix the items. This reduces the volume of raw materials and energy needed to create new products. This is essential to kindle people's enthusiasm for a sustainable society. Martine Postma a young entrepreneur initiated the first-ever Repair Café in Amsterdam. Besides the Netherlands, there are Repair Cafés in Belgium, Germany, France, the United Kingdom, India, and Japan.
- **Website/Link:** <https://www.repaircafe.org/en/about/>

HyperXchange



Figure 16: Founders and Team of HyperXchange

- **Country:** India
- **Category:** Refurbish
- **Description:** Satanik Roy, co-founder of HyperXchange was in college when he realized that the final year students faced problems in disposing of their belongings and the freshers' required things for their rooms. Hence, he connected both, and HyperXchange was formed. The venture has since evolved into an online marketplace that offers refurbished electric gadgets such as laptops, smartphones, and tablets.
- **Website/Link:** <https://hxkart.co.in/>

8.5 Community-based waste collection

The community-based waste management can help in encouraging responsible waste disposal practices and facilitate decentralized waste management. It can generate a sense of responsibility and motivation among the

youth to work on waste collection as a team. Few examples of youth engagement in community waste collection are elaborated here.

Table 13: Community based management for youth

Plogging



Figure 17: Plogging group

- **Country:** Asian Countries (Bangladesh, China, India, South Korea, Thailand, Vietnam)
- **Category:** Waste management
- **Description:** Plogging is an activity in which people pick up trash in a group while running, which is a combination of jogging and the Swedish word for pick up, plocka upp. Started in Sweden, this innovative activity has gone global, gaining popularity among environmentalists and fitness enthusiasts alike. This global reach has led to over 40 countries being represented in the official online "Plogga" group and major events have been organized. Many young individuals are driven by this impactful initiative across the globe³³.

³³ <https://www.unep.org/news-and-stories/story/plogging-eco-friendly-workout-trend-thats-sweeping-globe>



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GooGreens



Figure 18: GooGreens

- **Country:** Thailand
- **Category:** Waste management
- **Description:** GooGreens is a Digital Waste Credit Platform which combines a smart bins scheme with a waste credit system implemented across three municipalities in Thailand. Once the households dispose their waste in the smart bins, the waste is tracked, distributed, and reported via the GooGreens application. Following the app-based data analysis, the platform then transfers waste credits to the individual households which collected the waste. As a result of this waste credit system, certified waste collectors are paid 16% more than comparable Thai lower-income wages. With Goo Green's waste credit platform, plastic waste is reduced by 9,600 kg per year (2020)³⁴. GooGreens encourage students and parents to supply waste to them, and even hosts value-added waste sorting training.

9. Internships and Higher Education in SCP related areas

For the youth to get the foundation of sustainability and to understand the importance of environment conservation, it is necessary to obtain practical knowledge

through various internships and courses. Few examples of SCP related internship, project and educations programmes for the youth are mentioned below.

Table 14: Internships and Higher Educations for youth in SCP

Forum Air Malaysia



Figure 19: Feed People and Not Landfills" campaign

- **Country:** Malaysia
- **Category:** Campaign
- **Description:** The project "Feed People Not Landfills" aims to review and improve current food waste management strategies through the development of supporting tools and materials to help households, schools and food service operators cut down on food waste. The project undertook a nationwide awareness-raising campaign. The project visited eight states in Malaysia conducting workshops for public schools and local households, with a total of 400 students and 400 households being made aware of food waste management. The workshops explained food waste management issues to students and teachers in terms of both the environmental and economic cost³⁵.

³⁵ https://www.switch-asia.eu/site/assets/files/3162/sle_project_synthesis_24story_e_m.pdf



The School for Field Studies



Figure 20: Student during SFS internship

- **Country:** Bhutan
- **Category:** Internship
- **Description:** The School for Field Studies model is designed to give students a well-rounded education, grounded in research and real-world application. The SFS curriculum is interdisciplinary, reflecting the complex nature of the environmental issues and studying how to tackle them. Significant time spent in the field gives students the chance to experience the topics that they're studying and develop practical skills in the natural and social sciences. Students leave behind meaningful research, and take with them practical skills and lasting friendships. Through this program they become empowered, validated, and inspired to join the next generation of environmental leaders³⁶.
- **Website/Link:** <https://fieldstudies.org/centers/bhutan/>

Green School



Figure 21: Students in Green School

- **Country:** Indonesia
- **Category:** School
- **Description:** Green School opened in September 2008 with 90 students and is a tailor-made campus that emerged from the jungle and rice fields. Since then, it has grown to 400 students and to an inspiring example of education for sustainability. Green School believes in three simple rules underlying every decision: be local, let your environment be your guide and envisage how your grandchildren will be affected by your actions. They organize Green Camps which have 4 pillars- Sustainability Education, Intercultural Appreciation, Personal and Social Development and Nature- Based Learning³⁷.
- **Website/Link:** <https://www.greenschool.org/>

³⁶ <https://fieldstudies.org/why-sfs/the-sfs-model/>

³⁷ <https://www.greenschool.org/about-us/>

Courses and Higher Education

There are number of online platforms for students to gain knowledge regarding various core topics associated to sustainability and environment. Few of them are listed below.

- UN CC: e-Learn has a range courses like Introduction to Climate Change and Human Rights; Green Economy; Sustainable Consumption and Production; etc. (<https://unccelearn.org/course/index.php>)
- Coursera delivers courses like The Sustainable Development Goals- A Global

Transdisciplinary vision for the future; Greening the Economy- Sustainable Cities; etc. by well-known universities.

<https://www.coursera.org/learn/gte-sustainable-cities>

<https://www.coursera.org/learn/global-sustainable-development>

- Prestigious universities like the Columbia University offers courses on Sustainability Management to combine the management skills along with the art of sustainability for the upcoming future.



10. Communicating SCP

The idea of “communicating sustainable production and consumption” refers to those efforts, on the one hand, to raise awareness and understanding of the negative social and environmental and human rights impacts of unsustainable production and consumption practices and policies and, on the other, to encourage adoption of more socially and environmentally responsible (i.e., “sustainable”) practices and policies among producers, consumers, retailers,

investors, regulators, and other actors within the system³⁸.

Social media is not just a platform to communicate, but is also being used to socialize, discuss, engage and plays a major role in conveying our preferences and lifestyle choices. Hence it can be used as a tool to promote sustainable actions. Few examples of promoting knowledge on SCP by or for youth using social media and other actions are mentioned below.

Table 15: Youth change makers communicating about SCP

Shiina Tsuyuki



Figure 22: Shiina Tsuyuki

- **Country:** Japan
- **Category:** Climate Ambassador
- **Description:** Upon graduating from Green School, Shiina enrolled at Keio University in September 2019. She soon realized that there was a lack of awareness among her university peers. Hence, she made the bold choice to take a break from university and travel her country speaking to Japanese youth about the importance of taking action in the face of climate change. She has since presented to thousands of students on this topic. Shiina's dream is to cultivate a community of inspired climate activists, change makers and future green leaders across Japan and, eventually, around the world. Shiina has launched an online portal where young people can connect and share ideas and inspiration³⁹. She has come up with her own eco-cosmetic brand and a community to spread awareness.
- **Website/Link:** <https://shiina.co/about>

³⁸ https://www.researchgate.net/publication/272787222_Communicating_Sustainable_Production_and_Consumption_Challenges_and_Strategies

³⁹ <https://www.greenschool.org/bali/bnmag/alumni-stories-shiina/>

Sustainable Asia



Figure 23: An element of Sustainable Asia

- **Country:** Hong Kong
- **Category:** Podcast
- **Description:** Sustainable Asia is a Hong Kong based multimedia content creators on Asia and our planet. Their radio shows, podcasts, written and multimedia features give a fresh new perspective on innovations coming out of Asia to solve the environmental problems. They have initiated a new season with 10-minute update highlighting environment news in Asia called Green Bites⁴⁰. Podcasts similar to these could be an effective knowledge tool in the sustainability field for the youth.
- **Website/Link:** <https://open.spotify.com/show/6pSJXaRFMImiTW8h4y0GZH>

Kyaw Ye Htet



Figure 24: Kyaw Ye Htet

- **Country:** Myanmar
- **Category:** Climate Activist
- **Description:** Through climate activism Kyaw Ye Htet, 21, is trying to show the people in Myanmar that climate change can be controlled. He has helped in starting youth movements like Strike for Climate Myanmar and Fridays for Future Myanmar. These help in bringing awareness and for local governments to make legislation for climate action⁴¹.
- **Website/Link:** https://www.facebook.com/climatestrikemyanmar/?eid=ARCKEGwKeGIRrAVLXdwXFHo0RivDfWxor8OoIT77Fwacn1Q8BnlMwK9hNrW-D733ldy4ND4MA6srXAxn&hcref=ARQ-dtqPbUUzITZZzYechnwQqrHgQPlikGuwEcGc5uqSn_YKS2tSY5uVNM-b4vdoX-g&fref=nf

⁴⁰ <https://www.sustainableasia.co/>

⁴¹ <https://sea.mashable.com/social-good/6796/these-young-southeast-asian-climate-activists-are-fighting-for-their-futures>



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Natalie Sum Yue Chung



Figure 25: Natalie Sum Yue Chung

- **Country:** Hong Kong
- **Category:** Climate Advocate/Author
- **Description:** Natalie Chung through her V'air Hong Kong, educates youths by conducting ecotours, talks, workshops, publications and consulting. She has even started multiple mentorship programmes in the area of sustainability for youth. She has published a book on hiking, *Roaming the mountains– Girls' hiking guide* with the aim to empower women and girls to take the initiative in exploring, immersing and learning in nature⁴².

11. Green Jobs- make a career in SCP

Green jobs can be defined as jobs that reduce the consumption of energy and raw materials, limit greenhouse gas emissions, minimize waste and pollution, protect, and restore ecosystems and enable enterprises and communities to adapt to climate change ⁴³.

Careers in sustainability optimize the intersectionality of people, planet, and prosperity. According to the Google Trends the search for sustainability related jobs have increased in recent times. Today's generation is looking for jobs in which they can make an impact.

There are many different types of roles in the sustainability sector like: Sustainability Consultant, Energy Auditor, Sustainable Urban Planner, Green Building Design Architect, Environmental Lawyer, Chief Sustainability Officer, Environmental Studies Professors, Environmental Engineers, Impact Assessment Consultant, Environmental Psychologist, Research Scientist, Field Biologist, Retail Solar Advisor, Wetland and Wildlife Scientist, Environmental Scientist, Forestry Technician and many more. **Table 16** presents examples of youth in SCP related roles.

Table 16: Youth involved in SCP related roles

Ted Chiu Hao Chen



Figure 26: Ted Chen

- **Country:** Singapore
- **Profession:** Co-founder and CEO
- **Description:** Ted Chen is the co-founder and chief executive officer of EverComm Singapore, one of the leading companies in clean tech sector. EverComm harnesses smart sensor and machine learning technologies to provide data-based tools for decarbonization. By blending digitization and technology, they are helping energy-intensive industries reduce consumption without sacrificing production^{44,45}.

⁴³ https://www.ilo.org/wcmsp5/groups/public/---ed_emp/documents/publication/wcms_790107.pdf

⁴⁴ <https://www.eco-business.com/news/who-are-the-most-impactful-young-sustainability-leaders-in-asia-pacific-the-eco-business-youth-a-list-revealed/>

⁴⁵ <https://www.evercomm.com.sg/about.html>



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Samantha Thian



Figure 27: *Samantha Thian*

- **Country:** Singapore
- **Profession:** Founder and Sustainability Manager
- **Description:** She founded Seastainable Co. a social business supporting marine conservation in Southeast Asia, when she was working as a whale shark research assistant in Cebu. Seastainable is committed to protecting the marine environment by channelling profits from selling single-use alternative products towards marine conservation. She is also currently working full-time as the Sustainability Manager for APAC at HAVI Global Solutions, a supply chain management company⁴⁶.

In many countries, green economy and circular economy are still less explored areas. The governments and stakeholders should give high priority to green sectors, technologies, and skills to manage and operate, more sustainable and circular

business models. Moving in this direction would be a chance for youth to have more options and preserve the environment and increasing the economy's climate change resiliency.

12. Conclusion and Recommendations

In 2019, 16% of the global population was aged between 15-24 years. This presents a major opportunity for creating responsible and conscious citizens of tomorrow. Young consumers have been the early adopters of SCP especially in areas like food, fashion, home and personal care products, tourism, mobility etc. It is evident that the youth has been continuously exploring, forming and adopting new habits towards SCP. They have the potential to transform the production and consumption of goods and services by making conscious and informed choices in their daily lifestyles, shifting to more sustainable buying patterns, limiting waste, and leading technological innovation to foster a resource-efficient economy and equitable society focusing on human rights.

However, in order to foster and mainstream SCP, collaboration across different sectors and stakeholders will be necessary. Opportunities of collaboration amongst stakeholders to build capacity of youth should be further explored to educate them towards SCP. Institutions and governments should actively support the youth by providing the required platform and also consider their opinions on policy framing.

Key recommendations for involving youth in the sustainability field and enable their active participation are:

- Recognizing young women and men as agents of change, as co-creators of development, and as enormous assets for society.
- Join in discussions like The UN Major Group for Children and Youth which is the official constituency within sustainable development negotiations and processes at the UN for those under 30.
- Encouraging youth to participate in initiatives (The Young Leaders Initiative, year of Living Sustainably) that motivate them to share their ideas addressing various issues under SDGs.
- Build awareness about various affordable and convenient options that can be made part of their (sustainable) lifestyles.
- Strengthening the role of eco-labelling and sustainability reporting to allow the youth to become more aware about green/sustainability claims made by manufacturers.
- Supporting startups in the sustainability domain covering various areas like fashion, food, tourism, mobility and spread knowledge among youth on these alternative eco-friendly options. Here government can play a key role in designing schemes that support and incentivize the growth of these startups.



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