

## From Consumer Kids to Sustainable Childhood Symposium in Berlin – 15 November 2012

**Date** Thursday, 15 November 2012, 13:00 – 17:30

**Venue** [The New Malthouse](#), Friedenstrasse 91, Berlin

(Underground Station U5 Strausberger Platz) To view a map click [here](#).

**Hosted by** Worldwatch Institute, Ecologic Institute and Germanwatch

**Supported by** The Velux Foundation



Formal education is a central force in shaping children's values, thoughts and ambitions. But increasingly the media and marketers are just as influential, if not more, in shaping childhood.

This symposium will examine how unsustainable lifestyles are passed on from one generation to the next by the influence of media, marketers and others.

The overall aim is to provide advice: How do we raise up our children so that they no longer grow up learning to be consumers but instead learn to become guardians of sustainable living?

## Programme

### 13:00 Welcome notes and opening notes

*Bo Normander, Director Worldwatch Institute Europe*

### Session 1: From Consumer Kids to Sustainable Childhood

Moderator: Josefine Campbell, Worldwatch Institute Europe

#### 13:10 Messages from Children Engaging in Sustainability

*Felix Finkbeiner, 13 years old, Plant-for-the-Planet Children's Initiative (video message)*  
*Children from Plant-for-the Planet Initiative*

#### 13:30 From Consumer Kids to Sustainable Childhood - new research from Worldwatch

*Trine S. Jensen, Senior Researcher, Worldwatch Institute Europe*

#### 13:50 Questions from the audience

#### 14:00 Supportive Environments for Sustainable Action

*R. Andreas Kraemer, Director, Ecologic Institute*

#### 14:20 Creating Sustainable Childhood in the EU

*German Member of the European Parliament (tbc)*

#### 14:40 Questions from the audience

#### 15:00 Coffee and refreshments break

### Session 2: Workshops and Panel Debate

**15:30 - 17:00** Workshops (participants to be divided into three groups)

#### Workshop 1: Family Lifestyles and Media Use

Presenter: Robert Engelman, President, Worldwatch Institute (US)  
Reporter/moderator: Trine S. Jensen, Worldwatch Institute Europe

#### Workshop 2: Education for Sustainable Living

Presenter: Rixa Schwartz, Policy Officer - Climate and Security, Germanwatch  
Reporter/moderator: Alexandra Hayles, Worldwatch Institute Europe

#### Workshop 3: Consumption and Marketing in Children's Upbringing

Presenter: Representative from German Media Outlet (tbc)  
Reporter/moderator: Eirini Glyki, Worldwatch Institute Europe

#### 17:00 In Plenum: Presentation and debate of the workshop results

#### 17:30 End of symposium

The symposium is **free of charge** but registration is required by 9 November 2012.

Please register [here](#).