

**PROJECT:**

How emerging urban youth can be an engine for more low-carbon, sustainable lifestyles: beginning in Bogota, **Colombia**



Implementing entity:
El Bosque University and
UN Environment Programme



Project partners:
UN Environment Programme



Amount:
Budgeted: USD200,000
Spent: USD191,977.10



Duration:
08.06.2017 – 31.12.2018

**Project objective:**

The project objectives were to enhance and harness understanding on what low-carbon sustainable lifestyle opportunities for urban citizens (youth) in Bogota are; to facilitate their uptake and to feed into the urban policy context. Specific objectives include: Developing, launching and tracking targeted low-carbon lifestyle initiatives around one or two core lifestyles areas such as food and mobility, within the context of all core lifestyle areas (which also include housing, consumer goods and leisure); Galvanizing a network of low-carbon lifestyle proponents in Bogota for long-term initiative support, providing evidenced based inputs for Sustainable Lifestyles policy making (including working in partnership with the government and local authorities to contribute towards the Colombian National Low Carbon Development Strategy); and formulating a replicable, illustrated, urban model for similar work regionally/globally.

Project status: Completed

01

A *Global Menu of Options of Sustainable Lifestyles* focused around the five domains of food, housing, mobility, consumer goods, and leisure was developed during the project. The publication offers actionable solutions to lead sustainable lifestyles to minimize footprints and maximize positive impacts.

02

Through an elaborate communication strategy, the project engaged in 24 events; reached out to over a 1000 people; got over 7000 followers on social networks; and has engaged over 40 organizations. An official *web-site* for the project entitled "En Modo Accion" has been developed.

03

The results of the communications campaign -in line with end-of-project survey showed that: 68% of respondents have changed their way of moving around the city towards a more

sustainable one; 62% of young people have reduced their meat consumption and 13% have stopped eating meat completely; 76% have changed the way they buy; 95% have become more aware of the environmental impacts of their leisure activities; 41% of young people began to separate their waste during the project while 37% already did.

04

The reduction of CO2 emissions was estimated in the domains of food and mobility. The calculation methodology was based on GHG Protocol. Carbon footprint reduction in mobility (kgCO2eq/per capita/per year): 52.3 for taxi use; 49.35 for uber use; 5.19 for public transport use; 144.8 for car use. Carbon footprint reduction in food (kgCO2eq/per capita/per year): 13.7 for beef; 0.17 for pork; 9.65 for chicken; and 5.49 for rice.