



SOL – Menschen fuer Solidaritaet, Oekologie und Lebensstil

People for Solidarity, Ecology and Lifestyle

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We are living on the South

The project calculates "savings" of the North and "drawbacks" (in terms of money and quality of life) of the "South" and puts these figures on top of a public awareness campaign in higher education

Field: Development Education

Background

In fact the South is "donating" to the North, not the other way round: Every product consumed in the North, (partly) produced in the South, includes "a gift" from the South: the lack of quality of life and the money that people have not earned respectively the money that has not been invested neither in the social system nor the protection of the eco system.

The idea

In the campaign, this fact will be used to trigger awareness of the situation of – and action for - the countries of the South especially in the prime target group of students respectively people working in higher education.

Brief project description

The anchor of the project is the quantification of the relation between European lifestyle and the situation in the countries of the South by calculating respectively estimating the following figures:

- a) The total amount of money every citizen saves per year¹ regarding all products consumed (partly) produced in the South. This figure will be presented on a fictitious **banknote**, together with accompanying information.
- b) The amount of money Europeans save when buying T-shirts (because people working on the cotton fields do not receive wages according to EU standards, also if the local purchasing power is regarded!), jeans, bananas, fish from Africa to name just a few example products (partly) originating from the South. These figures will be illustrated by cartoons about an average student's day (for example analysing the bed, the breakfast, the way to university ...). in a small **booklet** together with a number of very concrete hints how to minimize one's own contribution to this injustice.

The banknotes will be distributed by immigrants on the campus of selected universities / institutes of higher education in the project countries to attract students and people working there to project events featuring lectures, film screenings, workshops in the project context. The banknotes will include a voucher for the project event and for getting the booklet (e.g. in a Fairtrade store).

The aim

The aim of the campaign is first to change European students' attitudes towards development issues and the difficulties the countries of the South and their peoples are facing, consequently to mobilize greater support for action against poverty and to change European lifestyles in order to balance living qualities in the countries of the North and the South.

Application in preparation for:

Non-State Actors and Local Authorities in Development
Public awareness and education for development in Europe
Grant Application Form (Parts A and B)
Reference: EuropeAid/126341/C/ACT/Multi
Deadline for submission of Concept Notes: 19 February 2008

¹ According to a previous project of SOL the figure every person in Austria saved in 2001 was around 5314 €. The figure was calculated on Austrian BIP-percentage of the EU multiplied by the sum of all imports into the EU, assessed by their values and the relative difference of wages between the production countries and Austria, based on statistical data of the European Central Bank / Euromonitor research. The figure has to be recalculated now with up-to-date figures for all partner countries of this project.



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Requirements for the partner organisation(s)

We are looking for 1 or 2 partner organisations from EU countries. Cooperation is possible in various ways: discussion of the contents and design of the booklet and the banknote, translation into the language of the partner and organisation of distribution of banknotes and subsequent events in the country of the partner.

Additionally, a cooperation with migrant organisations in Austria and an organisation of a Third World country is intended.

Deadline for response:

10 February 2008.

Similar SOL projects in the context:



The project "futuro" calculates "sustainable prices" for products (started 2001)

Individuals get more and more concerned about quality of goods (especially food) and services, but they have little means by which to judge the ecological and social impact of production, transport, use and disposal of goods and services. There are some established eco-labels, for example the Austrian "Umweltzeichen", that signify some goods as "better" than others. But they don't answer questions like "how much better", which would allow for price-like comparisons – a well-established habit in shopping.

The project futuro aims to label goods with their "true" (sustainable) prices. These sustainable prices should reflect the scope of sustainability (i.e. social and ecological) and allow comparisons between different types of products (where eco-labels only provide a sort of ranking of products of the same type from different producers). In this sense the sustainable prices are meant to build an orientation guide for consumers.

So far the algorithm calculating sustainable prices includes the following sustainability criteria: "fair wages", "social standards", "CO₂ emissions", "usage of agricultural land", "toxicity" and "usage of material". The sustainable price of a product consists of the objective characteristics of the product (e.g. wage unfairness or CO₂ emissions during the production) and the democratically evaluated impact of each sustainability criterion.

The higher the sustainable price of a product, the less sustainable is the product. While the market price measured in € is paid by the consumers, the difference to the sustainable price given in ₣ (futuro) is a fictitious extra charge, which considers sustainability and should be added on top of the market price in order to pay for all impacts of the product.

So far futuro prices for apple and orange juices and T-Shirts have been calculated.

www.futuro-preise.at/preise/ (German)

The project has been started in 2001 and has been receiving funding from the Austrian Lebensministerium and the Austrian Development Agency. At the moment a scientific consortium is planning to continue the work.



The project "cleanEuro" empowers people to do a quick sustainability estimation of products while shopping

The cleanEuro methodology assesses every product according to the three criteria "eco", "fair", "close". Three "yes" mean sustainable respectively 100% clean.

The following materials are available: poster, card (for the purse)

Workshops can be booked to get to know the methodology and its backgrounds.

German website of the project: www.cleaneuro.at

The project has started in 2006 and is receiving funding from the Austrian Lebensministerium and the Austrian Development Agency.