

# SF 19: Awareness/Education: Creating awareness of sustainability through the integration of sustainability issues in education and information campaigns

Fr	B	C	NY	S	T	Total
8	7	9	7	6	5	42

## 1. Differentiated description of the key field

In general, awareness raising and education can take place at four levels:

- at the level of city departments and employees
- at the level of integration with existing educational institutions (k-12 and universities, tech schools, training institutes)
- more general citizen awareness campaigns
- private sector – either industry specific or business specific training programs

## 2. Reference to sustainability:

Education and empowerment are closely linked in all aspects. An active citizenry is essential for sustainable development, as is an educated, well-trained workforce, both in the private and public sectors. Awareness and education will shape the demands of the future, create the skills and knowledge necessary to respond to future demands and conditions, and contribute to a culture of learning and innovation within a city/region.

## 3. Relevance to industrial sectors?

Mobility:	High
Energy:	Medium
Production & logistics:	Medium
Security:	High
ICT:	High
Water infrastructure:	Medium
Buildings:	Medium
Governance:	High

**Mobility:** If strong sustainability education is integrated into education systems and awareness campaigns, the demand for sustainable mobility options will increase. Long term demand for and use of sustainable mobility will be accelerated by education and awareness campaigns

**Energy:** Awareness campaigns combined with incentives can nudge people to reduce energy use, increase efficiency, and prioritize clean energy, as well as encourage innovation.

**Production and Logistics:** Focus on local demand, document and raise awareness about carbon and environmental footprints

**Safety:** Disaster preparedness

**ICT:** Awareness of leading edge practices, new technologies coming on-line in the next 2, 5,10, 20 years. Private sector, government, and households must be aware of cost savings potentials for investments in ICT, as well as various innovative financing methods.

**Water Infrastructure:** New innovated solutions; water saving techniques at household level, business level, city level; proper regulatory structure to allow water catchment, ecological storm water drainage systems, etc. Individuals, business and government decision makers, as well as private sector and government technicians must be aware of possibilities, leading edge practices and technical and regulatory challenges.

**Buildings:** Same as water infrastructure.

**Governance:** Governance must be based on educated,

### Brief description of importance:

In creating a morgenstadt, it is critical to plan not only for the demands of citizens, governments, and consumers of today, but for the demands of tomorrow. In integrating sustainability education, over time, even in 5-10 years, it is possible consumers will demand a higher level of cradle to cradle sustainability in terms of processes and solutions. Workforces skills necessary to produce, provide, install, and manage sustainability solutions will be vital. A ready workforce is a necessary pre-condition for local public and private sector to rapidly responding to opportunities and threats. Additionally, an aware and active citizenry (public community and private sectors) will be more empowered and competent to create innovative local solutions and projects.

## 4. Impact:

## 5. Implementation measures:

Strong integration with government vision, awareness campaigns, utilities etc. Development of strong training programs in tech schools, universities, Integration of sustainability education K-12 (teacher training programs)

## 6. Actors: Who can shape things? With whom?

Public sector – communication department, education department, specific utility departments, public health department, etc. Also ngos, cbos, universities, and key private sector players.

## **7. Prerequisites:**

no prerequisites needed

## **8. Obstacles/barriers:**

inertia  
money & effort  
skepticism

## **9. Indicators:**

- Sustainability awareness campaigns targeting consumer behavior
- Training programs in „green jobs“
- Teacher training/certification programs
- Integrated into business schools, engineering schools, etc.
- Training programs for all gov't departments

## **10. Special features/remarks:**