



Circular Economy & Sustainable Lifestyles

Switching Towards Sustainable Consumption and Production

Designed and implemented in partnership with the Asian Institute of Technology (AIT) this course includes knowledge and case studies on SCP including sustainable lifestyles (SL) and Circular Economy (CE), consolidated from the wide range of experts from Asia and Europe that have been involved in activities, workshops, policy dialogues and fora organised by SWITCH-Asia RPAC.

A **circular economy** entails gradually decoupling economic activity from the consumption of finite resources and is based on three principles: design out waste and pollution, keep products and materials at their highest value and in use, and regenerate natural systems. **Circular economy is therefore recognised as a key element to promote SCP.**

SUSTAINABLE LIFESTYLES

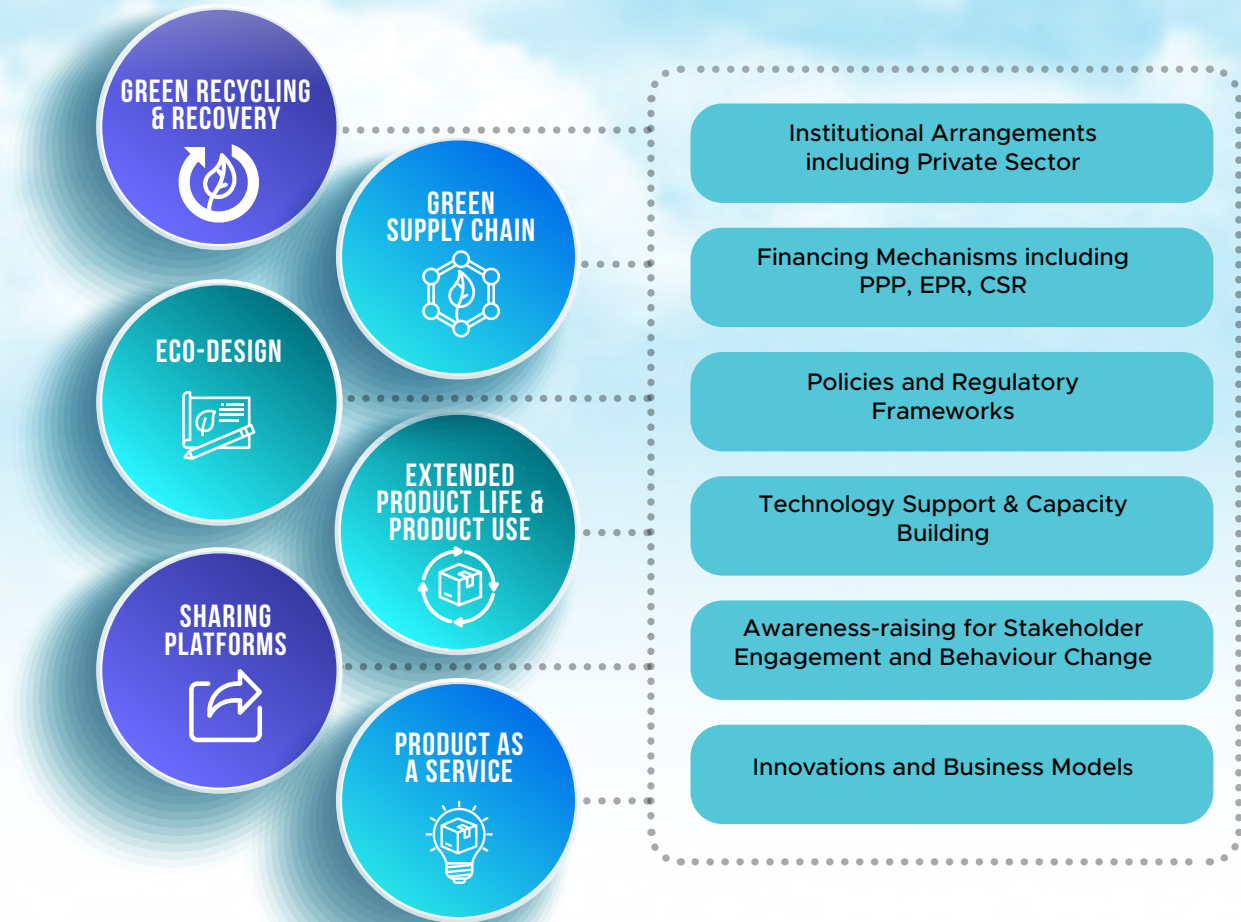
As one target under SDG 12, sustainable lifestyles (SDG12.8) emphasizes on enhancing the making of just & sound decisions to alter or create patterns of behavior that aim at embracing economic, social, cultural and environmental aspects at individual or society levels. The EU funded SWITCH Asia Programme through Regional Policy Advocacy Component together with UNEP and AIT, joins partners around the world in enriching knowledge and information to promote sustainable development and lifestyles in harmony with nature to encourage behavior change and become more eco-friendly. The offline course was built on core contents and knowledge from 3 regional dialogues organized in 2020 under the project as a foundation that triggered discussion and exchange of experiences from experts and practitioners of 3 key sectors: Tourism, Food & Agriculture and Packaging, which have social and economic implications in Asia.

The Region is the second most visited region for international tourists in the world, generating a huge percentage of GDP shared to the region. In 2019, a report from the World Travel and Tourism Council indicated that tourism in Asia contributed 9.8 % to total GDP, and a study showed that the tourism sector had created more than 21 million new jobs in the region, accounting for 56% of all new jobs globally, during 2015-2020. The Asia region also performed an important role in the global food & agriculture

market. It accounted for 19% of total global food and agriculture exports and 31% of total food and agriculture imports according to 2016 economic report from Rabobank. In the packaging industry, Asia market is accounted as the largest packaging consumption with 40.6% of total 891 billion dollar of world packaging consumption in 2018. The total sales of packaging in Asia is forecasted to grow at an annual average rate of 4.0% and reach 4,558.2 billion dollars in 2024. Packaging, especially for Food and Breweries, have become an essential component of modern lifestyles. Food manufacturing and distribution cannot function without sophisticated packaging to preserve the quantity and quality of the food to be consumed by the consumers.





The dialogues took into consideration the spreading of COVID-19 and how it has affected the behaviors and generated impacts to society and environment. For example, after COVID-19, one more packaging waste came to light: packing for medical goods like masks, sanitizers etc. The challenges are huge since all packing after post consumption becomes waste that need resources for processing. The offline course offered solutions and good practices for replication and scaling-up to become more sustainable and increase sustainable lifestyles uptake. The dialogues also presented new findings, innovation and creativity on green production, which can enhance sound decisions on sustainable consumption.

THEMES AND TOPICS:



COURSE OBJECTIVES:

Shift mindsets of professionals to mainstream CE and SCP into policies, decisions and actions, as well as enhancing understanding and knowledge of sustainable lifestyles and behaviour change strategies.

			
AUDIENCE	PLATFORM & DURATION	ASSESSMENT	TECHNICAL SUPPORT
Mid-level policymakers, practitioners from private sector, SMEs, academia, advocacy groups, enthusiasts.	Online and self-paced (via AIT Share) Self-paced modules of 30 minutes each (Total 6 modules)	Built-in self-assessments within each module to improve self-learning	Periodic moderated discussions with invited experts to reply to the questions of the participants which are collected online before hand

CONTACT

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