

CP/RAC Focal Point Meeting 2013

CONSUMPEDIAMED

New website CONSUMPEDIAMED 2.0

The screenshot displays the homepage of the Consumpedia med 2.0 website. At the top left is the logo "Consumpedia med" with the tagline "Smart Consumption in the Mediterranean". To the right is a search bar. Below this is a navigation menu with six items: "About us", "Sustainable Lifestyles in the Mediterranean", "List of products", "Find initiatives in your area", "Get Inspired!", and "News".

The main content area features a horizontal carousel with five categories, each with an icon and a title: "FOOD" (fork and knife), "HOUSING AND THE HOME" (house), "TECHNOLOGY, ENERGY AND WATER" (gear and water drop), "TRANSPORT" (orange slice), and "WASTE MANAGEMENT" (recycling symbol). Navigation arrows are on either side.

Below the carousel is a "NEWS" section. It includes a "Print PDF" button and a featured article titled "New handbook in Get Inspired! section". The article features the "Get Inspire" logo and text: "This manual has been produced to support the training provided by the CP/RAC on Teaching Strategies for Education in Sustainable Consumption and Production aimed at educators of young people and adults in the Mediterranean region." Below this is another article titled "Zumbara" with the text: "INTERVIEW with Ayşegül Güzel, one of the founders of ZUMBARA, April 2013. Zumbara is a platform where groups and individuals can pool and trade experiences and skills, using time instead of money as the unit of currency." and the URL "http://www.zumbara.com/en/". A link to "Download the complete interview PDF" is also present.

To the right of the news section is a "INITIATIVES IN YOUR AREA" section featuring a map of the Mediterranean region with orange dots indicating various initiatives.

At the bottom right is a "GET INSPIRED!" section with a circular arrow icon.



ConsumpediaMed website has been initiated by CP/RAC in 2009 with the objective to provide Mediterranean civil society with practical information on how to consume specific goods in a **smart and more sustainable way**.

A new version of the website has been launched this week.

ConsumpediaMed 2.0 is the first online platform for sustainable consumption and lifestyles focused on the Mediterranean Region.

Amongst other things, it will provide a vision of the many existing initiatives on sustainable consumption and sustainable lifestyles led by the public and private sectors and initiatives from NGOs and civil society organizations.



Up-to-date, **ConsumpediaMed** has compiled initiatives from Spain, Italy, Morocco and Turkey (around 2000).

Users of **ConsumpediaMed 2.0** will be able to view the initiatives via Google Maps.

Egypt, Jordan, Lebanon, and Tunisia will be the following countries to be included in the **ConsumpediaMed** database.

SMART & SUSTAINABLE LIFESTYLES

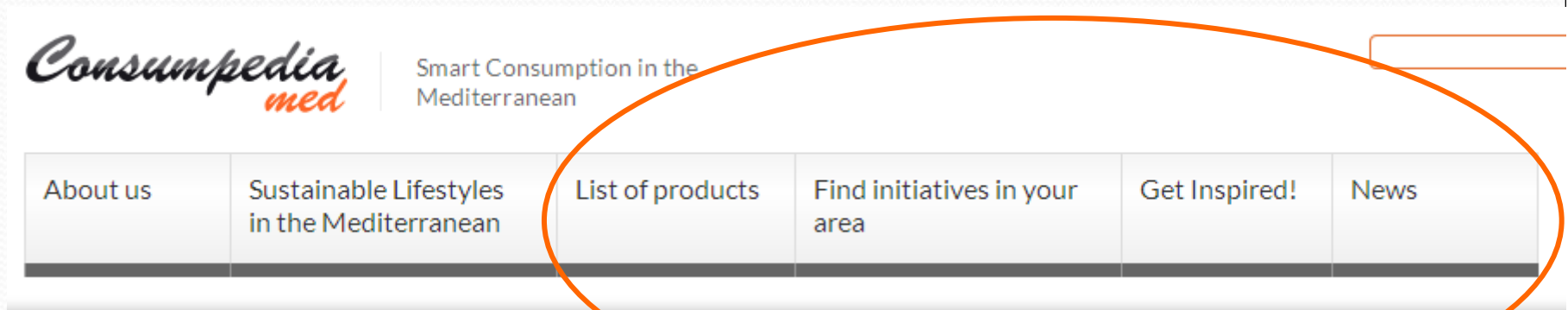
in the Mediterranean

ConsumpediaMed 2.0 wants to be a dynamic platform where Mediterranean civil society will have the opportunity to exchange:

- good practices,
- new initiatives,
- useful material for raising awareness,
- latest news in SCP

*Consumpediamed 2.0 website is looking for:
Educating , inspiring people and bringing about
a change towards a **sustainable lifestyle***


Users of Consumpediamed 2.0 will be able to navigate in 6 sections:



List of products



Home > List of products

 Clothes and accessories Trainers	 Financing	 Food Sugar Yogurt Pasta Bread Fish Fruit Meat Olive oil
 Housing and the home Paint Wooden furniture	 Hygiene and cosmetics Nappies and sanitary towels Shampoo and Gel Toothpaste Suntan lotions Detergent	 Leisure and travel Tourism Books
 Technology, energy and water Computers Light Bulbs	 Transport	 Waste Management Paper

9 different consumption categories such as :
Clothes, financing, food, housing, hygiene, leisure and travel, technology, transport and waste management

21 products included

in English (French will be available soon)

List of products

For each product, ConsumpediaMed answers to the following questions:

What do we need?

Why we have to consume them?

what we should know in order to choose more sustainable products and reduce our ecological footprint?

and what we can do at home?.



» Trainers

[Home](#) > [Clothes and accessories](#) > Trainers

[Introduction](#)

[What do we need?](#)

[Deciding what to buy](#)

[At home](#)



Trainers are becoming a usual kind of footwear, not only to make sport but also for everyday's life, as for some people feel them more comfortable than shoes for walking. It's a good thing to use the footwear that be the most comfortable for us to walk. According to the World Health Organization, nowadays one of the most worrying problems for the public health is to be sedentary, together with diet. Let us choose comfortable and quality footwear (maybe trainers?) and... let us move.

Product example:

Find Initiatives...

ConsumpediaMed has compiled initiatives from Spain, Italy, Morocco and Turkey (around 2000) in a map.

Consumpedia med
Smart Consumption in the Mediterranean

About us Sustainable Lifestyles in the Mediterranean List of products Find initiatives in your area Get Inspired! News

» Find initiatives in your area

Home > Find initiatives in your area

Location:
Thematic areas:
Initiatives:
Filter

SHARE INITIATIVES

Compilation of initiatives related to sustainable lifestyles and civil society

9 Consumption categories,

4 Types of Initiatives :
Innovative public policies,
social economics,
community innovations and
green entrepreneurship

and

14 Initiatives (car-sharing,
eco-point, ecostores,
ecotourism, restaurants..)

Example from Morocco:

Consumpedia med | Smart Consumption in the Mediterranean

Search:

Navigation: About us | Sustainable Lifestyles in the Mediterranean | List of products | **Find initiatives in your area** | Get Inspired! | News

» Find initiatives in your area

Home > Find initiatives in your area

Map | Satèl·lit

Type of initiative: Social economics
Name: GIE TARGANINE
Description: Organisation for twelve women's cooperatives dedicated to the preparation of argan derivatives such as oil and cosmetics.
Telephone: +212528 21 16 55 / +212528 23 57 33
Website: <http://www.targanine.com>
E-mail: info@targanine.com
Address: Rue Marrakech 33, Bloc 3, Quartier Industriel 80000 Agadir
Town or city: Agadir
Category: Food, Hygiene and cosmetics
Initiative: Organic farming

Location:

Thematic areas: All

Initiatives: All

Filter

SHARE INITIATIVES

Dades del mapa ©2013 Google - [Condicions d'ús](#)

Success Stories

L'huile d'argan de GIE Targanine a été contrôlée selon le procédé d'homologation de la directive européenne Novel Food. La notification de la commercialiser est mentionné sur le site web de la Commission Européenne:

LES FOIRES:

GIE TARGANINE est naturellement présent sur le (Salon International de l'Alimentation) SIAL à Paris du 17 Au 21 Octobre 2010.



Latest News

L'ARGANIER & L'HUILE D'ARGAN

L'ARGANIER

L'HUILE D'ARGAN

UNE ESSENCE MENACÉE

PROJET TARGANINE

LES COOPÉRATIVES

L'HUILE D'ARGAN, UNE HUILE MAROCAINE À CONNAÎTRE

Dans le prolongement de la tradition berbère, le Projet Targanine rassemble des coopératives féminines qui associent savoir-faire ancestral et technique d'extraction moderne pour produire des huiles culinaires et cosmétiques de très haute qualité.

En vendant leurs produits, les femmes s'assurent un revenu qui leur permet de vivre dignement et contribuent à la préservation d'une arganeraie aujourd'hui menacée, par la désertification

L'huile d'argane est produite par les Coopératives féminines Targanine.

Ceci vous garantit :

- ✓ La qualité du produit, grâce à un processus optimal d'extraction.
- ✓ Un commerce équitable.
- ✓ Le soutien à la recherche effectuée à la Faculté des Sciences.
- ✓ La sauvegarde de l'arganier, grâce aux actions de reboisement des coopératives dans l'arganeraie.
- ✓ Des produits 100% naturels, issus de l'Agriculture Biologique (certifiés par ECOCERT)



Fleurs d'argan



Arganier



Fruit d'Argan

[Read More](#)

LES VERTUS PHARMACEUTIQUES :

Example from Turkey:

» Find initiatives in your area

Home > Find initiatives in your area

Type of initiative: Green entrepreneurship
Name: Buğday Association for Supporting Ecological Living
Description: Not-for-profit organisation promoting sustainable production and consumption through a well-established weekly farmers market in Istanbul, seed networks, agritourism, an ecological information centre and other activities to bring urban consumers into contact with rural producers.
Telephone: + 90 212 2525255
Website:
E-mail:
Address: Firuzaga Mah. Faikpasa Sok. No: 37/1 34425 Cukurcuma / Beyoglu
Town or city: Istanbul
Category: Food
Initiative: Ecological producers

Location:

Thematic areas:

Food

Initiatives:

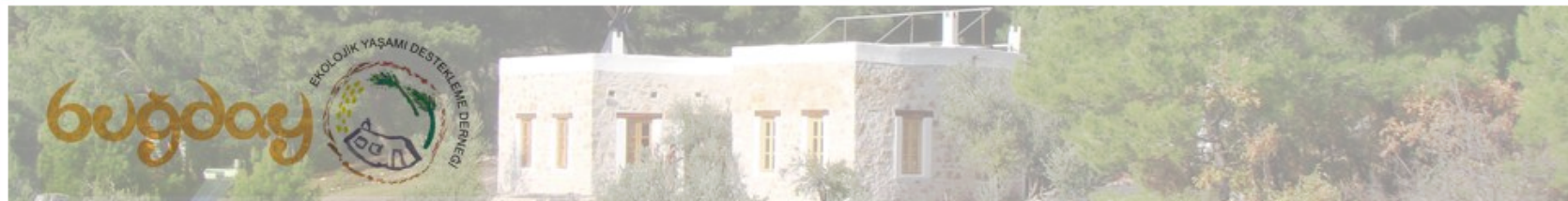
Ecological producers

Filter



Buğday Association

for Supporting Ecological Living

[Home](#)[About Us](#)[Contact us](#)[Get involved](#)[Land](#)[News & Publications](#)[Projects & Initiatives](#)[Web & Spider](#)

From Victor Ananias (1971-2011)

By **admin**, November 22, 2010 5:21 am

[Comments \(0\)](#)



Why is it that we talk about the environment as an external condition or source?
Why did we as humans give up on following nature's principles for survival and having a good life, especially in the last century?
How did the human-made economy start to dominate the real sense of nature?
Why do we have a big society of never satisfied consumers, driving unsustainable production which is growing in the wildest ways?

Why are fresh air, clean water, healthy food and a basic home not considered as the foundation of life any more?

The Buğday movement started with the search for answers to these questions. The first initiators of the Buğday movement looked for those answers in real life, in the farmers' markets as well as the traditions, the culture and wisdom in Turkey. The movement rapidly grew with the abundance of answers gathered. This led the organization to become a democratic, open and active NGO in Turkey, working in many different areas of ecological living. Buğday always works with a holistic approach, taking its power from the country's richness and diversity.

Turkey is a land of immense cultural diversity. Being a melting pot of ethnicities, rooted in many different cultures makes us very colorful. As a result of our culture having so many different sounds, it is not always easy to compose a good symphony. Taking this fact into account, Buğday Association follows the traditions of the ancestors who lived on this land with an open mind.

Buğday has been active in lobbying, taking part in policy making to follow up Turkey's EU

Projects Links



Çamtepe Rural Center for Ecological Education and Research (TR)



Ecological Farmers' Markets (TR)



TaTuTa (Wwoof)

Contact info

seda@bugday.org

Phone: + 90 212 2525255

About us	Sustainable Lifestyles in the Mediterranean	List of products	Find initiatives in your area	Get Inspired!	News
----------	--	------------------	----------------------------------	----------------------	------

» Get Inspired!

[Home](#) > [Get Inspired!](#)

 [Print](#)  [PDF](#)

Do you have material that you think can inspire others in their advance towards more sustainable consumption? Looking for a report or presentation video to send to your friends, relatives or neighbours? In this section you will find useful material for raising awareness, educating and inspiring people and bringing about a change towards a sustainable lifestyle. And of course it is an open door for everyone who has any inspirational material and wants to share it. Spread the word!

-  [Diagrams](#)
-  [Handbooks](#)
-  [Interviews](#)
-  [Reports](#)
-  [Videos](#)



Zumbara

INTERVIEW with Ayşegül Güzel, one of the founders of ZUMBARA, April 2013. Zumbara is a platform where groups and individuals can pool and trade experiences and skills, using time instead of money as the unit of currency. <http://www.zumbara.com/en/> Download the ...

[Continue reading](#) →



Bugday

INTERVIEW with GÜNEŞİN OYA AYDEMİR, Chairman of the Board of BUGDAY ASSOCIATION FOR SUPPORTING ECOLOGICAL LIVING, April 2013. <http://bugdayglobal.org/> Download the complete interview PDF

INITIATIVES IN YOUR AREA



Get Inspired

Do you have material that you think can inspire others in their advance towards more sustainable consumption?

Looking for a report or presentation video to send to your friends, relatives or neighbours?

In this section you will find useful material for raising awareness, educating and inspiring people and bringing about a change towards a sustainable lifestyle.

And of course it is an open door for everyone who has any inspirational material and wants to share it.

Spread the word!

- ▣ **Diagrams**
- ▣ **Handbooks**
- ▣ **Interviews**
- ▣ **Reports**
- ▣ **Videos**

Example from CPRAC Handbook:




» Handbooks

Home > Get Inspired > Handbooks

Handbook for Educating in SCP

The Handbook for Educating on Sustainable Consumption and Production (SCP) developed by CP/RAC is designed to raise awareness and educate Mediterranean civil society on SCP. The handbook is addressed to school teachers and educators, NGOs, and other civil society organizations. The activities in the Handbook are designed to facilitate reflection on the causes, consequences and implications of the relations of production and consumption, to acquire ability to evaluate different alternatives and to encourage changes in consumption attitudes and behaviours towards consumption. The Handbook was developed based on the lack of specific training material on SCP for Mediterranean educators and the experience from 2 workshops for young leaders from the Centre for Cooperation in the Mediterranean of Red Cross in Morocco and Tunisia to which CP/RAC and UNEP/DTIE participated as trainers. School teachers from Almeria, Spain, have already been trained on the Handbook, within CP/RAC's participation in the PAP/RAC's CAMP Project developed in that Spanish province.



English, French and Spanish version available (PDF).

CPRAC Handbook for Educating on SCP

The Handbook has been tested in:

2 workshops for young leaders in Morocco and Tunisia (2009-2011)

1 workshop for school teachers in Spain (Almeria) (2011)

1 workshop for CPRAC team training program in SCP (Barcelona) 2012

SCP workshop

Workshop: “Teaching Strategies for Education in SCP”
CPRAC team Training program, Barcelona November 2012:



Based on the Handbook: Get inspired: Educating in sustainable consumption and production

About us	Sustainable Lifestyles in the Mediterranean	List of products	Find initiatives in your area	Get Inspired!	News
----------	--	------------------	----------------------------------	---------------	------



[Home](#) > [News](#)

Print PDF

New handbook in Get Inspired! section

This manual has been produced to support the training provided by the CP/RAC on Teaching Strategies for Education in Sustainable Consumption and Production aimed at educators of young people and adults in the Mediterranean region.

INITIATIVES IN YOUR AREA



Zumbara

INTERVIEW with **Ayşegül Güzel**, one of the founders of **ZUMBARA**, April 2013.
Zumbara is a platform where groups and individuals can pool and trade experiences and skills, using time instead of money as the unit of currency.

<http://www.zumbara.com/en/>

[Download the complete interview PDF](#)

GET INSPIRED!

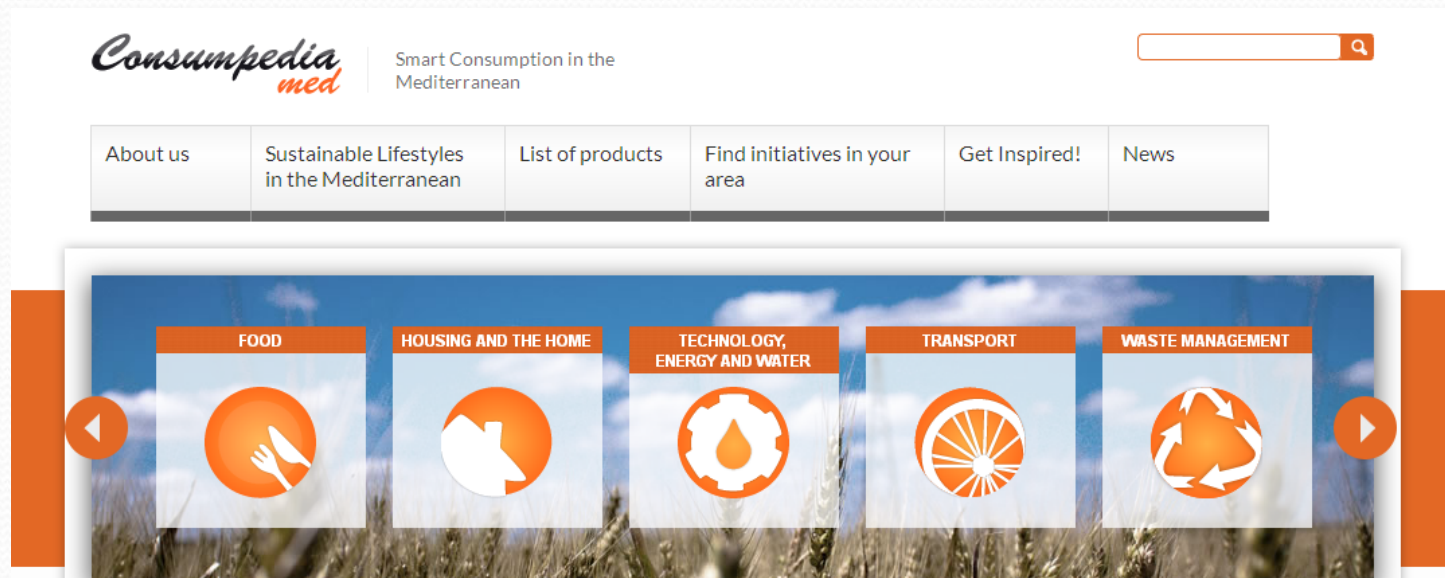


Bugday

INTERVIEW with **GÜNEŞİN OYA AYDEMİR**, Chairman of the Board of **BUGDAY ASSOCIATION FOR SUPPORTING ECOLOGICAL LIVING**, April 2013.

<http://bugdayglobal.org/>

We invite you to use CONSUMPEDIAMED 2.0
<http://www.consumpediamed.com>



Thank you for your attention!



**Regional Activity Centre
for Cleaner Production**

maria lópez blanch
mlopezbl@cprac.org

