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Young Cultural Diplomacy A Quarterly Journal

Theme: “*Cultural Diplomacy as a Tool for fostering Youth Education and Development*”

(October 2014)

Young Cultural Diplomacy

“Cultural Diplomacy as a Tool for fostering Youth Education and Development”

(September 2014)

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Introduction

According to the definition provided by the United Nations World Commission on Environment and Development (WCED), sustainable development means “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The definition was first published in the 1987 report of the WCED, “Our Common Future”.

According to the principles of the United Nations Charter, the Millennium Declaration identified principles and treaties on sustainable development, including economic development, social development and environmental protection. Broadly defined, sustainable development is a systems approach to growth and development and to manage natural, produced, and social capital for the welfare of their own and future generations. When referring to sustainability, one should consider the world as a system—a system that connects space, and a system that connects time. The concept of sustainable development is meant to make us understand ourselves and our world. The problems we face are complex and serious, and the majority of them were created by ourselves. We need to identify an efficient way to address them, and they cannot be addressed in the same way that they were created.

In this regard, the ICD believes that sustainable development of our society, in every sector, must become a major goal of every nation, institution and individual.



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Youth Entrepreneurship

By Adrian Vodislav



Many books, articles, and scholarly papers have been written about entrepreneurship but the subject still baffles many people, particularly the youth. From the developed countries where successful entrepreneurs achieve hero status to the developing countries where entrepreneurship is seen as a means to survive or rise above poverty level, entrepreneurs all over the world are surrounded by an aura of mystery.

This essay is divided into two distinct parts and will focus on youth entrepreneurship: the role of entrepreneurship in reducing the high youth unemployment rate in the developed world and the role of entrepreneurship in the developing world where it must play a crucial role in eradicating poverty by providing sustainable economic growth and stability.

Developed World

Studies show that young people are very enthusiastic when it comes to starting their own entrepreneurial venture¹. However, of those individuals interested in starting their own venture, only a small percentage of young people actually start their own business. Moreover, youth failure rates in entrepreneurship exceed those in older population groups.

This reflects a number of barriers the youth have to face which are not as prominent with the adult population. Those barriers include but are not limited to, financing, skills, and professional networks. Despite some improvements in the area, I believe that the current education system is not designed to nurture entrepreneurial skills and remove those barriers but rather prepare students for paid employment. I believe it is imperative to support entrepreneurial skills by facilitating access to financing and offering support infrastructure for business start-ups as well as embedding entrepreneurship teaching in the education system and providing mentoring, advice, and coaching for young entrepreneurs.

Studies show that young people tend to be more innovative and open to international activity than adults. For example, entrepreneurial companies run by people under thirty that manage to survive more than three years have an average growth rate of 206%, nearly double the growth rate

1. European Commission, and OECD. "Policy Brief on Youth Entrepreneurship." 2012. Web. 12 Aug. 2014.

experienced by the businesses owned by people over forty². If we help lower the barriers that young entrepreneurs face, the effects upon the economy can be outstanding and all members of society can reap the benefits of a more stable and efficient economy.

Developing World

Eradicating poverty and hunger tops the list of UN's Millennium Development Goals. According to the 2014 World Bank MDG Report, the world has made remarkable progress in reducing extreme poverty. In 1990, close to 50% of the people in developing regions lived on less than \$1.25 a day, a rate that dropped to 22% by 2010³.

The absolute number of people living in extreme poverty fell from 1.9 billion in 1990 to 1.2 billion in 2010⁴. However, there is still a lot of room for progress: the overwhelming majority of people living on less than \$1.25 a day belong to two regions: Southern Asia and sub-Saharan Africa. The United Nations Secretary-General Ban Ki-moon recently stressed the degree to which Africa is affected by poverty and widespread unemployment, particularly among the youth: "Although Africa is home to some of the world's fastest growing economies — with growth across a variety of sectors — too

2. European Commission, and OECD. "Policy Brief on Youth Entrepreneurship." 2012. Web. 12 Aug. 2014.

3. The Millennium Development Goals Report 2014. United Nations. Web. 12 Aug. 2014.

4. The Millennium Development Goals Report 2014. United Nations. Web. 12 Aug. 2014.

many people are still being left behind."⁵

I believe that empowering the youth and offering guidance and training can contribute to more sustainable economic growth and alleviate the stresses associated with poverty in developing regions. In the last few years there have been many success stories in terms of young entrepreneurs in developing countries who made a difference in their community.

Those risk takers put everything they've got on the line, creating job opportunities in their countries, encouraging others that they can do the same and writing the future of their country. But sometimes, you don't even need to invest that much into an entrepreneurial endeavor. Take the example of Brazil during the World Cup. When the metro workers went on strike in São Paulo, many young, creative people seized the opportunity to start their own venture. They quickly bought, built and borrowed rickshaws and started offering rides to strained tourists who were trying to go to the games or simply tour the city.

Their entrepreneurial spirit not only kept São Paulo alive and running, but also made a deep and lasting impression on the tourists who were pleasantly surprised by the Brazilian creativity and resourcefulness. Examples of successful young entrepreneurs can be found everywhere in developing countries.

5. Entrepreneurship, Job Creation, Can Reduce Poverty, Boost Sustained Growth in Africa, Says UN Chief. United Nations, 25 Nov. 2013. Web. 12 Aug. 2014



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The world needs more of them. Hopefully, more funds and resources will be invested into creating a better infrastructure for young entrepreneurs in developing countries, in order to encourage as many young people as possible to take a risk and transform their ideas into businesses.

Conclusion

Youth entrepreneurship is not a panacea for solving the world's economic problems, but encouraging and promoting youth entrepreneurship will result in a more sustainable economic growth simply by encouraging a segment of the population that has been partly excluded from the labor market in the last decade.

Governments should support entrepreneurial skills by facilitating access to financing and offering support infrastructure for business start-ups as well as embedding entrepreneurship teaching in the education system and providing mentoring, advice, and coaching for young entrepreneurs.

In developing countries, more financial aid should be offered to entrepreneurship programs. Those investments will have a tremendous impact in the next decade.

Adrian Vodislav

The College of William and Mary



Sustainability in fashion industry

By Agata Daniluk



The fashion industry is one of the largest and profitable industries in the world. It is exciting, dynamic and colorful, however nowadays the fashion industry is at a crossroad. Similar to any other sector, it is not impervious to the threats presented by the world's uncertain future, including climate change, resource scarcity, vulnerable economic conditions and changing consumer behavior.

Prior to the 19th century, clothing was handmade for individuals, either as home production or on order from dressmakers and tailors. Nowadays, due to advances in technology, clothes are mass-produced, which make them not only cost- and time-effective but also impacting on the environment. Consumers are able to buy more and follow fashion more rapidly. Simultaneously, the awareness about poor working

conditions in clothing factories, the green-house effect and waste management is constantly rising. This has a great impact on fashion and makes eco-fashion not only widely appreciated but often required.

The textile industry can be divided between natural fibres (such as cotton, wool, linen, silk and hemp) and synthetic fibres, which are cheap, easy-care and man-made (which make them easy to control). Due to this, most of clothes are made from synthetic fabrics , which mainly contains polyester, elastane or Lycra.

Aside from the advantages mentioned above, synthetic fibres have serious drawbacks. Their manufacturing creates pollution and involves difficulties with regards to recycling. For example, the production of 16 pairs of jeans requires 58.000 liters of water, 48 kilograms (kg) of chemicals, 6400 mega joules (MJ) of energy and 208 meters squared (M2) harvested land. Nevertheless, the fashion industry is diverse, and at each of the six stages of production typically required to make a garment, the negative impacts on the environment are as numerous as they are varied.

Spinning, weaving and industrial manufacture undermine air quality. Dyeing and printing consumes vast amounts of water and chemicals, and release numerous volatile agents into the atmosphere that are particularly harmful to our health. On this ground, the concept of Sustainable Fashion becomes a relevant trend thereby redefining the fashion industry. However, one may question the exact notion



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Sustainable Economies, Technologies and Industries The Prospects of Citizen Control of Financial Markets By Camila Atkinson

of sustainability within the fashion industry. Sustainability is best defined as a form of progress that meets the needs of the present without compromising the ability of future generations to meet their needs. Based on this, sustainable fashion can be defined as, concerning products creation and production with consideration to the environmental and social impact it may have throughout its total life span, including its "carbon footprint".

There are three main areas of focus when considering integrating sustainability into clothing: design, manufacturing and transportation. Regarding the first one, designers should seek out the best raw materials for fabrics, trims and packaging with the lowest environmental impact. Secondly, the manufacturers should manage the manufacturing processes and controls from fabric to garment, including handling of wastewater, discharge, pollutants and energy use. Furthermore, they need to choose their supply chain partners carefully, and require from them credible certifications relevant to environmental and social compliances, as well as third-party monitoring of certifications. Lastly, in terms of transportation and its significance as a contributor of Greenhouse Gas (GHG) emissions, environmental impact and the overall cost of apparel goods should be produced as close to target market as possible. A significant focus should be on the best possible transportation routes when moving fabrics and products from factory to warehouse and retail shops.

In response to the growing trend of sustainable fashion, more and more clothing companies offer in their collections clothes sewn from pure cotton fiber. Such organic fashion can be found at local manufacturers or special production series of known chain stores. A well-known example of this practice is the section of H & M called Conscious- already inscribed on a permanent basis in their company's policy. Excellent recapitulation and the highlight of the significance of implementing sustainability in fashion are words of Steven Jessep, (the former CEO of certification organization Worldwide Responsible Accredited Production):

"In my view, companies that don't move to a sustainable model will likely be out of business in the next 20 years or less. We - businesses, governments and consumers - simply cannot continue consuming non-renewable resources at the present rate and expect to have any decent quality of life in the future." It proves that, suitable fashion is important not only from an environmental perspective but also from a business one.

Agata Daniluk



Since the global financial crisis, there has been a breakdown in trust between the public and financial sector, which has roused a debate as to whether citizens should have more of a say in financial matters globally. However, citizen control of the financial sector has been internationally problematic and a lack of democracy in the financial system is due to the ultimate belief that citizens are unqualified to judge or decide on the complexities of the global financial system. However, in light of the fact that financial experts were unable to stop the financial crisis, this leads us to consider what could be the benefits of a more democratic financial sector?

Could this become an important factor for future sustainable economies?

To understand this concept further it is interesting to look at the workings of the World Bank. An example of direct involvement of society in financial policymaking is that of the World Bank who cooperates with NGOs in order to ensure a government 'with the people'¹. The World Bank understands that actors of civil society can be important in the development process, as they are able to ensure that the views of the local people are understood and acted upon. Working with NGOs allows the World Bank to have a better understanding when it comes to policymaking, as they are able to consult with specialists and advisors with field-based expertise and an understanding of local culture².

However, one of the struggles with this has been the huge number of NGOs in the world with differing stances and causes, thus making it difficult to formulate a collective interest. With millions of interest groups promoting differing positions, and a lack of consensus of how the financial sector should progress in the future, forming a collective interest will be a hard task to achieve. It also likely that certain societal actors will have more scope for involvement than others and therefore collective interest will become uneven. Involvement could therefore lie with the actors who have high individual stakes in the policy-

1. Daniel Mügge (2011) "Limits of legitimacy and the primacy of politics in financial governments" Review of International Political Economy, 18, 1: 52-74, DOI:10.1080/0962290903025162

2. <http://web.worldbank.org/WBSITE/EXTERNAL/PROJECTS/EXTPOLICIES/EXTOPMANUAL/0,,contentMDK:20064711~menuPK:4564189~pagePK:64709096~piPK:64709108~theSitePK:502184,00.html>



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Sustainability in Marketing

By Claudia Tontonea

making³ Citizen control would not be equal and would represent only a select proportion of society.

A further difficulty with citizen control of financial markets is diminishing electoral involvement. In most Western countries the voting turnout since 2000 has been low. Public fatigue with democratic practice has grown⁴. If citizens are unwilling to express themselves through voting power, then this shows a lack of determination to be involved in wider decision-making. Thus, would citizen involvement in the financial market work?

Cerny⁵ has argued that social actors can have a huge impact in spreading neoliberalism (promotion of the free market): 'the most effective groups are those that can proactively articulate their activities on a multilevel basis, for example, coordinating local-level and grassroots-type organizational activities with pressure on provincial authorities, media campaigns etc....' Successful groups can collectivize both consumer interest and private-sector interest whilst promoting flexible neoliberal principles⁶. Interest groups can therefore be effective and successful in spreading neoliberalism and neoliberal globaliza-

tion⁷. Could this success have positive effects in other areas of society such as the financial sector? One thing is for certain; social actors have the advantage of being widely transnational. The Internet has allowed individuals to participate in society from all countries of the world. Individuals are able to voice their concerns and mobilize support for certain global issues by linking with other individuals online worldwide. This suggests that citizens have the ability to participate at large in the financial sector should they be given a chance. Citizen involvement in the financial sector has been problematic.

With conflicting interests, practical issues of involvement and diminishing electoral turnout, citizen control over financial markets seems unlikely. However, it is possible and it could be beneficial to a sustainable economy. Citizens have had a positive effect in spreading neoliberalism and have the advantage of being globally connected through the Internet. The scope for further involvement with financial markets is certainly possible, however may be difficult to implement. The World Bank can be seen as a good example of how societal actors are given an opportunity to be involved with financial policymaking.

Camila Atkinson

3. Daniel Mügge (2011) "Limits of legitimacy and the primacy of politics in financial governments" Review of International Political Economy, 18, 1: 52-74, DOI:10.1080/09692290903025162
4. Mancur Olson (1965) "The Logic of Collective Action: Public Goods and the Theory of Groups" Harvard University Press
5. Wolfgang Streeck and Armin Schäfer (2013) Politics in the Age of Austerity, Cambridge: Polity Press
6. Philip Cerny (2010) Rethinking World Politics: A Theory of Transnational Neoplasma, Oxford Scholarship Online

6. ibid

7. ibid



Define by Peter Drucker, "Marketing is the whole business seen from the point of view of its final result, that is, from the customer's point of view." As Marketing is the bridge that makes the connection between a company and his possible and actual clients, it should be an outstanding field when it comes about sustainability into a company. In this way, the values and beliefs of the company can be easily transmitted to people, with a benefit for both parts. When a marketing campaign is well done, the effects for the company are positive. Recently developed, "Sustainable Marketing" it is a term that started to be more and more important for companies, behind the Corporate Social Responsibility (CSR) department. "CSR is a base requirement of operating in the 21st century and is not an option".¹ Therefore, companies should

1. Tim Sharp, Director of Corporate Communications at Balfour Beatty

prepare themselves for a more sustainable millennium, as these are the requirements for the future. Among the advantages that a company benefit from sustainability, is the brand recognition but also the increasing of popularity. It came true that the trust into a company increase for customers when a company develops a CSR campaign. According to Nielsen's study on Corporate Social Responsibility, the percentage of costumer willing to pay more for a product has increased for all age groups. Global average for respondents that claim to actually pay for these product is 43%, with seven percent less than the ones who say they are willing to pay.²

But is it enough for a company to just have a CSR department? Of course, you have to promote it, and here is the point where marketing comes. For example, Honey Maid, a company that produces graham crackers, has made a commercial campaign where they are promoting "wholesome" families, without taking in consideration the race, occupation or orientation³. After receiving several messages with negative opinions, they have prepared a second ad, named "Love", where they have made something beautiful with the feedback received⁴, with-

2. Mike Hower, "50% of Global Consumers Willing to Pay More for Socially Responsible Products", August 12, 2013
http://www.sustainablebrands.com/news_and_views/behavior_change/50-global-consumers-willing-pay-more-socially-responsible-products

3. "Honey Maid: This is Wholesome", YouTube video, 0:31, posted by Honey Maid
<https://www.youtube.com/watch?v=2xeanX6xnRU>
4. "Honey Maid: Love", YouTube video, 1:43, posted by Honey Maid
<https://www.youtube.com/watch?v=cBC-pRFt9OM>



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out withdrawing the first one, as many would expected.

Another brave example of a sustainable marketing is Ikea campaign, which is "also a brand campaign", as Peter Wright said, the marketing manager of Ikea's UK and Ireland. They've explained who Ikea is, what they want, and a commitment that they took with a voiceover telling: "By 2016 we will only sell energy efficient LED light-bulbs. Sometimes small things can make a big difference."⁵. This campaign is not only about the benefits that Ikea have because of the positive image that it creates, but The Ikea Foundation will also donate £1 to United Nations High Commissioner for Refugees(UNHCR) for every LED light-bulb sold.

As we can see, sustainable marketing has a triple bottom line, having influences for the company, customer and for environment. This helps the parts to have a more responsible attitude for the environment and social activities, thinking more at future, because the businesses and communities depend on a good ecosystem, that produce everything that it is needed.

To gain the customers trust more easily, as a future trend, the partnerships between companies will make people to be more receptive at marketing campaign, being more involved in social events, to participate and promote this subject.

Claudia Tontonea

5. Jennifer Elks, "IKEA Selling Sustainable Consumption in New 'Wonderful Everyday' Campaign", February 7, 2014 http://www.sustainablebrands.com/news_and_views/marketing_comms/jennifer_elks/ikea_selling_sustainable_consumption_new_wonderful_ever

The Student Debt Crisis. An Issue or a Façade?

By Dumitru Croitoru



The demand for higher education has never been greater as universities compete globally to attract students¹. Unesco Institute for Statistics' data on the mobility of students shed light on the shifting demand for higher education, particularly in the developing world².

This means that, the number of students applying for universities will be of a steady growth in the following years to come.

Private universities, on one hand, and state funded universities, on the other hand, changed their traditional organization and are now focused on the market and its demands. Technologization, professionalism and quality are higher than ever before, however, somebody has to pay the price. The United Kingdom and the USA are the countries with the highest number of fo-

reign students, being known as the major "exporters" of education. They also hold the first positions in World universities ranking³, but, as we stated before, the virtue becomes very costly.

The first place for the highest price for education in the world can be assigned to US with the UK positioned in second place.

One could assume that together with the quality, the costs are growing, but this would not be the case for many European countries with decent prices for education and appropriate quality. It is difficult to explain why the prices of education went up so far.

Together with this, major education costs means high inflation becomes a certainty: the higher the price for the education - this is likely to cause an increase in the pressure on the students. In order to cover the high cost of education and for a better life, students have to appeal to student loans credits for tuition.

In the circumstances of a financial crisis and the rising unemployment index among youth in the last decade, the number of non-performing loans for tuitions has increased tremendously. Therefore, many argued that, the next financial bubble would probably be generated by the student debt¹.

1. UNESCO Institut for Statistics, s.v. "Higher Education", accessed September 02, 2014 <http://www.uis.unesco.org/Education/Pages/tertiary-education.aspx>

2. UNESCO Institut for Statistics, s.v. "Global Flow of Tertiary-Level Students", accessed September 04, 2014 <http://www.uis.unesco.org>

3. Top Universities, s.v. "QS World University Rankings 2013/14" accessed September 15, <http://www.topuniversities.com/university-rankings/world-university-rankings/2013#sort=region+rank+region=+country=+faculty=+stars=false+search=>



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A simple Google search for student loan crisis returns over 12 million items, most of them bemoaning the crushing debt of today's students and demanding action to address the problem. Despite this, one may ask, is this a demanding issue or is this just a façade.

On the surface, the problem seems to be very sever. Student loans seem to be unsustainable and they may submit a much higher risk for our weak financial sector. Nevertheless, these arguments do not hinder us, in taking a deeper look.

Although the unemployment rate is very high among young people, the first ones to get a job, will almost always be the young people with a university degree. Specifically, The U.S. Department of Education's National Center for Education Statistics (NCES) shows that, in 2011, the unemployment rate among youths was one of the highest in the country's recent history, college graduates earned 57,655 \$.

The amount of money they were making puts them with 22,000 \$ ahead of a young person with only a high school diploma⁵. Using a more pessimistic forecast we can reach the next conclusion: an extra income of 10,000 \$ for college graduates would allow the obligor to pay its debt in three years, considering the fact that the average amount of a student debt is 29,000\$. Using another perspective we could take into account the next factors: according to the Postsecondary Education Opportunity Research Letter (PEORL), the lifetime income of families headed by individuals

with a bachelor's degree will be about \$1.6 million more than the incomes of families headed by those with a high school diploma. Therefore, a simple calculation shows that every dollar spent on a college education produces \$34.85 in increased lifetime income - not a bad return on an investment⁶. In fact, the arguments made in favour of the upcoming financial bubble of the student debt are made on a small marginal population, and therefore cannot be seen as representative.

When referred to the anglo-saxon model countries, the conditions are mainly the same and the conclusion can be applied for United Kingdom and other countries with the same educational system.

The future rising of the education costs can get us into a deadlock and sustainable development for our society will become no more than a dream. "Of course, free access to higher education would be a much appreciated accomplishment, but we cannot rely on a thesis that involves changing entire systems. However, for the moment, student loans offer access to higher education to individuals who cannot afford it without too much consignments. Thus, we need to identify solutions for the existing problems, as overpriced services, additionally , as long as the system works effectively , we should focus on improving the situation of those who are in trouble, even if they do not represent the majority.

Dumitru Croitoru



4. Forbes, "The Student Debt Crisis Is Being Manufactured To Justify Debt Forgiveness", accessed September 17 2014, <http://www.forbes.com/sites/jeffreydorffman/2014/07/03/the-student-debt-crisis-is-being-manufactured-to-justify-debt-forgiveness/>

5. Education Portal, s.v. "How Much More Do College Graduates Earn Than Non-College Graduates?", accessed September 16 2014. http://education-portal.com/articles/How_Much_More_Do_College_Graduates_Earn_Than_Non-College_Graduates.html

6. Crosswalk, s.v. "Why is higher education important", accessed September 16 2014, <http://www.crosswalk.com/family/home-school/why-is-higher-education-important-1367463.html>



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The Goal of a Danish Strategy for Education for Sustainable Development: Initiatives and Actions

By Gabriela Danes



"Education is a motor for change." -The United Nations Economic Commission describes sustainable development for Europe's (UNECE) Strategy for the Education for Sustainable Development. This strategy contributes to ethic solidarity, equality and mutual respect among people, countries, cultures and generations. The UNECE defines sustainable development, as "the development in harmony with nature, will meet the needs of the present generation without compromising the ability of future generations to meet their own needs."²

1. "UN Decade of Education for Sustainable Development ",accessed August 2014 <http://unesdoc.unesco.org/images/0014/001416/141629e.pdf>

2. UNECE "Learning for the future-Competences in Education for Sustainable Development", accessed August 2014, http://www.unece.org/fileadmin/DAM/env/esd/ESD_Publications/Competences_Publication.pdf

As the necessity for sustainable development is clear, the ways to approach it might vary. However, the issues and, dilemmas are commonplace and suitable answers, and solutions might not be categorical but, it is widely known that the development of sustainable societies may be acquired through a perpetual learning process. Accordingly, education should play a significant role in enabling people to live together in ways that contributes to sustainable development. Hence, the change of development, calls for the reorientation of education towards sustainable development.³ United Nations Economic Commission for Europe (UNECE) drawn up a strategy to promote education for sustainable development involving a variety of actors. It is important that all parties in society such as politicians, businesses and the general public assume a joint responsibility for contributing towards the promotion of sustainable development. The goal of this strategy was to enhance the efforts for the promotion of sustainable development throughout the world, through education and learning.

UNECE's concept of education for sustainable development has a potential and indicates that education programmes and learning environments must increase the population's competencies and skills in a way that enables them to make decisions based on knowledge⁴.

3. Ibid, accessed August 2014

4. Danish Ministry of Education (2009) "Education for Sustainable Development –a strategy for the UN decade 2009-2014", accessed August 2014

A highly qualified and well-educated workforce plays a decisive role in the global knowledge economy and is the key to Denmark's development as a leading knowledge society.

In November 2007, to enhance sustainable development Danish Ministry of Education published a report on Denmark's strategy for lifelong learning –"A Society of Possibilities" as part of European cooperation on education, where a number of new initiatives have been launched that contribute to evolving the Danish sustainable development strategy into an integrated strategic -planning framework.

Danish Ministry of Education thereby launched its strategy for education for sustainable development as part of the United Nation Decade of Education for Sustainable Development aims (2005-2014). The aim of this strategy is to ensure that children, young people and adults become aware of the concept of sustainable development and learn how to act competently through knowledge and skill.

In doing so, the education sector contributes to enhancing multidisciplinary higher education programmes, which are to be developed, and relates to sustainable development. This is likely to enhance the possibility for the education sector to fulfil the goal of the UN strategy.⁵

5. Ibid

However, to ensure that, knowledge for education of sustainable development is spread and utilized in practice at all educational levels. A number of current Danish initiatives within the education field already supports the UN's strategy of Education for Sustainable Development. The intention of Education for Sustainable Development contains well known, new and, in particular, multi-disciplinary aspects, which provides the continuation of education and training with the focus of sustainable development programmes for academics, and students. The realisation of the extensive reforms is predicated on all relevant stakeholders who accept co-responsibility and making an active contribution. "It is the aim of the Government to strengthen dialogue and partnerships between all players (...), "this is decisive for realising Denmark's strategy for education and lifelong skills upgrading."⁶

The notion of education for development continues to be a need for devoting efforts to ensure that pupils and students achieve a broad and in-depth knowledge of science-related issues and the link between this and society's economic, environmental, social and cultural conditions not only for Denmark, but also throughout the world.¹ To sum it up, education has the power to make the world a better place.

Gabriela Danes

6.Undervisnings Ministeriet , "Lifelong learning-In Denmark, there is a tradition of taking part in education through all phases of life ",accessed August 2014, http://eng.uvm.dk/~media/UVM/Filer/English/PDF/Fact%20sheets/101221_lifelong_learning.ashx pp2



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Is Green Perfection the Golden Solution?

By Guilherme Tulekian de Azeredo



cing a remarkable dynamism: the capital Abu Dhabi continues to consolidate its regional economical and political „decision-maker“ status and Dubai, country's biggest city, after a period of economic downturn observed between 2007 and 2010², has now the world's tallest building, the Burj Khalifa, as well as some projects outside the usual dimensions - at least for European standards -, such as the organization of the Universal Exhibition of 2020, accompanied by the construction of a new airport – which is expected to be the busiest in the world after its completion, before 2020³. In addition, the country is still projecting the celebration of its 50th anniversary, which should rely on the announcement in the near future of various real estate and infrastructure field new projects.

Nevertheless, UAE's economy remains oil dependent, which has motivated Abu Dhabi's government in 2006 to think about an economic diversification in the energy. Thus, following the

Masdar City is situated in the United Arab Emirates, in the Emirate of Abu Dhabi, about seventeen kilometres south-east from the capital, Abu Dhabi. This project involves the construction of the world's first zero-carbon, car and skyscraper-free city, being completely powered by renewable energies. Final completion of Masdar City's construction is expected to occur around 2025 and the city will be home to 45,000 to 50,000 people. Such an ambitious project demonstrates the will of the UAE, eighth country in the world with the worst air quality¹ and known for its vast non-renewable energy resources (oil and natural gas) to change direction when it comes to energy policies, opting for a diversification that includes the adoption of sustainable energy policies.

Indeed, the country is currently experien-

1. Report on global air pollution from the World Health Organization (WHO): <http://www.news.com.au/travel/world-travel/countries-with-the-worst-air-pollution-ranked-by-world-health-organisation/story-e6frfqai-1227040198863>

2. "How Dubai got its mojo back. But how has it learned anything along the way?", Forbes Magazine from September 6th, 2014: <http://www.forbes.com/sites/chriswright/2014/06/09/how-dubai-got-its-mojo-back-but-has-it-learned-anything-along-the-way/>

3. "Dubai's airport will be the biggest in the world", Business Insider from September 8th, 2014: <http://www.businessinsider.com/dubais-new-airport-will-be-biggest-in-the-world-2014-9>

process of diversifying energy resources put into practice in recent years, it becomes easy to understand the planning in the country of a project with the dimensions of Masdar City.

But can Masdar City be considered an example of sustainable project? How is that possible that several experts from diverse fields still question the conduct of an ecologically sustainable and technologically unique project, welcoming, among other innovative projects, a center for environmental research?

Some energy experts are critical of the project as they argue that the massive investments made in this project could have been better spent on other more sustainable projects. There were simpler and less socially exclusive solutions, they believe, which would have benefited locals in a more direct way. For example, if population's houses had been better insulated or equipped with solar panels, it would have been better for the environment and more effective and sustainable also from a social point of view.

Even now, eight years after the planning of Masdar City began, a law defining the incentives for private home owners willing to install solar panels will only be enacted by the year-end, and that only in the Emirate of Dubai.⁴

Some criticism can also be found among some partisans of sustainable urbanism, on grounds ranging from the purported social exclusivity of eco-cities to the claimed incompatibility between a sustainable way

of living and continued economic growth in this region of the world - with its 19,9 tons emissions of CO₂ per capita per year, the UAE remain way above the global's average emissions of 4,9 tons of CO₂ per capita per year.⁵ With UAE's climatic condition and culture of massive energy consumption, Masdar City's project could generate an image of a paradox.

Finally, this project being seen by some as overly dependent on technological improvements, that could discourage broader societal changes and the adoption by the population of more sustainable ways of life.

Critics, therefore, see Masdar City first and foremost as a project to improve Abu Dhabi's image. It would have maybe not been required such an oversized and socially isolated project but more, smaller and maybe less sustainable-efficient but more inclusive projects in areas already inhabited, capable of creating a bigger participation from civil society and that could, thereby, generate much positive externalities by spreading the definition of environmental and social sustainability among the population.

Guilherme Tulekian de Azeredo

4. "Rooftop solar panel law to be enacted by year-end", Khaleej Times from June 16th, 2014: http://www.khaleejtimes.com/kt-article-display-1.asp?xfile=data/nationgeneral/2014/June/nationgeneral_June132.xml§ion=nationgeneral

5. These numbers, provided by the World Bank, make reference to 2010 figures. To see more: <http://data.worldbank.org/indicator/EN.ATM.CO2E.PC/countries/1W?display=graph>

Challenges of the Sustainable Development in Case of the 'Bottom Billion'

By Kristine Tolokonnikova



Nowadays the reality is a rich world of one billion facing a poor world of five billion people. Apart from that, even if 80 percent of most five billion live in developing countries¹, serious challenge of perspective economic progress is for a group of countries at the bottom that experience civil war, have anarchic government and have a lack of international attention. It is important to resolve this problem not only because bottom billion people are living or dying in poor and dangerous conditions, but the 21st century world is a matter of comfort, having global economic and political difficult system of linkages, which can become increasingly vulnerable because of existing chaos in bottom billion.

Two important development strategies – development biz and development buzz

takes place in the framework of bottom billion. Development biz is "run by the aid agencies and the companies that get the contracts of their projects."² For example, the World Bank has large offices almost in every middle income country, but not a single representative in the Central African Republic. It can be seen that development biz can't be refocused as voluntary action. On the other hand, development buzz is coordinated by famous celebrities and NGOs. Compared to development biz, it directly pays attention to bottom billion, but still it is weak in power to influence and promote structure of development. In case to make both development strategies effective, it is important to understand, what blocks the possibility of sustainable development in bottom billion and what are solutions to avoid economic stagnation.

According to Professor of Economics and Public Policy Paul Collier, there are four main traps: 1) conflict trap; 2) natural resource trap; 3) landlocked with bad neighbors; 4) bad governance in small country. These traps keep bottom billion countries to be poor. Like representatives of realism theory claims, that "these traps are not inescapable"³, however it is possible to find countries, who managed to break out of traps and started to catch up. For example, the data of the Failed

1. Paul Collier, *The Bottom Billion: Why the poorest Countries are Failing and What Can Be Done About It*, (New York, Oxford University Press: 2007), 3.

2. Ibid., 4.

3. Ibid., 5.

States Index illustrates, that in 2005 West African country Liberia was among top 10 failed countries⁴. Nowadays, country can't been found on the list of failed states. After escaping from the conflict trap, Liberia promotes democracy, justice and human rights, uses cultural diplomacy to integrate its population with different ethnic background, builds stable institutions and keeps holding negotiations with neighbor countries to improve economic development within regional organizations like Mano River Union or ECOWAS (Economic Community of West African States). In case to find solutions for sustainable development in bottom billion, it is important to understand, what makes those traps unbreakable.

Conflict trap includes civil war, which usually appears in poor and economically stagnant countries, because "low income means poverty and low growth means hopelessness"¹. Where life is cheap, rebelling gives opportunity to become richer. For example, more than ten years Sudan has existing conflicts and it still cannot get out from conflict trap, because of low income, anarchic government and existing poverty. Natural Resource trap is also dangerous to bottom billion countries, because resources are source of foreign exchange for the society. Exports make lose their value domestically, for example, in Nigeria in the 1970s, within the rapid oil production, other exports like peanuts and cocoa becomes unprofitable - such production collapsed². Another trap is to be landlocked country – surrounded by neighbors. For example, economic perspectives are low

in Uganda, because it is settled among bad market countries – Kenya, which was stagnant for nearly three decades; Sudan, where ethnical conflicts are still going on; Rwanda, which experienced genocide; Democratic Republic of Congo, which went through many historical changes and left its old name Zaire; Tanzania, which invaded it and Somalia, which is still among failed states. In general all countries can get benefits from their neighbor countries promoting growth spill-over. The case is that bottom countries should more look at the perspectives of the economic development at regional level, not only being inward-looking or trying to catch up with world markets. The last challenge to bottom billion is bad governance trap. There is no doubt, that governance within good economic policies can promote growth, but in reality there are limits for economic growth. It cannot grow much faster no matter what government does. Usually in poor countries political leaders are rich and they like things the way they are, so with the aim they keep their citizens uneducated and weakly informed.

4. FFP – official webpage of the Failed States Index, 2005; available: <http://ffp.statesindex.org/rankings-2005-sortable>

5. Paul Collier, *The Bottom Billion: Why the poorest Countries are Failing and What Can Be Done About It*, (New York, Oxford University Press: 2007), 19.

6. Paul Collier, *The Bottom Billion: Why the poorest Countries are Failing and What Can Be Done About It*, (New York, Oxford University Press: 2007), 39.



In conclusion, there is always possibility for sustainable economy in bottom billion countries. Many factors depends on international society and the willingness of bottom countries. International funds should be more strictly monitored, so the money is spent on the promoting peace, justice and institutional stability, not invested in military issues.

Also bottom billion states should focus more on regional economy and wisely use natural resources. Development biz representatives should also pay more attention to poor countries, because, within the growing globalization and interdependency, international economy can be easily disbalanced. In bottom billion it is important to promote economic growth, which directly helps to reduce the risk of conflict – it raises the level of income, which also reduces risks, and that helps to country to diversify its exports away from primary commodities, which in turn also reduce the risk.

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