

## **projectlifestyle** - be\_our\_own\_lifestyle\_activist a campaign of the GRÜNE JUGEND

### lifestyle activism?

What does it mean to be a lifestyle activist? Which way of life is sustainable? What can consumers do? What is the role of the WTO court of arbitration? Why do companies want patents on ear lobes? Many questions with mainly uncertain answers. This campaign of the GRÜNE JUGEND is searching for answers and solutions. The social- industrial process of modernization is constantly speeding up: Rationalism, pragmatism, uniformity. Technical discoveries and inventions are coolly put into practice and sold to young people, too. Not only scientists and politicians target youth. Industry has tracked young financial resources since a long time. Nothing is more frightening to the companies that sell jeans, cigarettes, sportswear or computers than the idea young people could keep their money for themselves.

### Youth

Young people are less and less interested into politics. Young people aim for individuality at an early age. Traditional institutions have mostly lost their role as formulators of generally accepted values. As a result values are becoming more diverse. In spite of this individualization certain decisions are influenced by always the same strategies, e.g. the decisions which products we buy. Young people own symbols of a broad range of subcultures which are meant to express their individuality. To make a choice the specific image of a product is as important as its practical use. The modern PR strategies recognize this fully and feed into young lifestyle groups globally.

### No transparency in the consumers' jungle

Profit-oriented thinking, marketing and liberalized markets, controlled by organs which are not democratically elected (such as the WTO) are of no help for the consumers trying to find their way in

the jungle of consumer products. On the contrary they enforce the unconscious choice of products – consumption at any cost. Sony, Monsanto, and adidas all create global products. Consequences of globalization such as the patent on basmati rice affect hundred thousands whose existence is threatened because they cannot afford to satisfy their basic needs any more. Food “designers” construct genetically manipulated plants without knowing their risks. Though the work of institutions like the WTO may seem extremely distanced from our daily lives, their effects on our lives is enormous. They organize the world market following their own needs. Issues of public relevance are often discussed behind closed doors, therefore getting access to information is not easy. As a consumer and politically active person it is hard to form a judgment. This is, above all, an advantage for the companies. As consumers we would generally need more transparency to be able to form critical standpoints and options to act consciously. But transparency is not on the agenda of big companies and doubtful political organs .

## **projectlifestyle** equals information and transparency

It's time for a change! Time to become active, to become our own lifestyle activists: to influence what influences our lives – daily politics – and our own lifestyles. There is a need for information and transparency and clear simple options to act and to determine conditions which determine us. With our campaign **projectlifestyle** we offer a framework for influence. Together with other experts we take a stand and point out possibilities to act as young consumers.

## **projectlifestyle** - the campaign

**projectlifestyle** motivates young consumers to actively transform their lifestyles. We discuss exemplary alternatives to consumerist ways of life and aim to mobilize young people's protest. With the support of organizations and initiatives of consumers, the Green Party Germany and our own structures we want to make the protection of consumers' rights a central topic of youth politics. To become your own lifestyle activist means to reflect and possibly change my own life, my actual behavior, to be aware, I can do something: My life is a project – I want to own it! As activists we certainly need each other, too. We want to own a sustainable life together!

The campaign targets young people between 14 and 28. It starts in summer 2003. We inform and we mobilize resistance. We count on the self-confidence of young people and their will to influence their

living conditions. We believe that young people are able to convince others. We go to events like the Hurricane Festival, we co-operate with organizers, organize demonstrations and information stalls, we create the lifestyle party! We oppose uniformity with lively energy and authenticity. We offer seminars and events and create possibilities to join political activities. A list of offerings can be found on our website: [www.projectlifestyle.de](http://www.projectlifestyle.de)

## Why me?

**projectlifestyle** shows that there are always conflicts of different interests. Different people do have different lifestyles. We ask for alternatives to an increasingly consumption-oriented society. **projectlifestyle** is a campaign which aims at dialog.

**projectlifestyle** is in, it's fun, and it's useful:

- it's in and orange. Because orange is optimistic, open, extroverted, healthy and self-confident.
- it's fun. Because we offer a variety of possibilities to join activities. We are where there is fun.
- it offers a great service: to whom I can turn, what can I do concretely?
- it's useful. Because it concerns my own life, my own responsibility for myself and others.

Only transparency and information can help to make a conscious choice. This is not the time to let only others act. **projectlifestyle** informs, emerges on the market – as a symbol of responsible young – and older - consumers. Together with us you will move and be engaged.