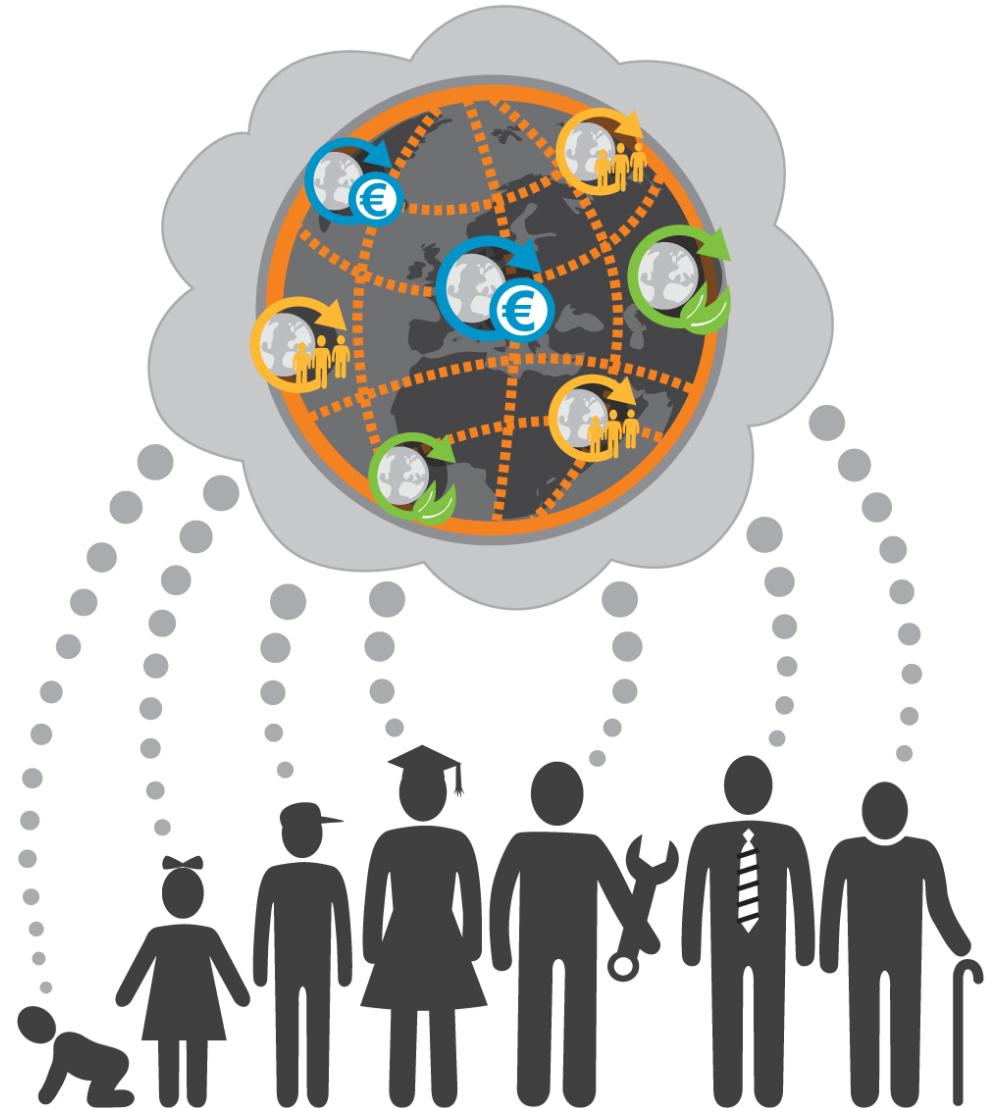


PA: Public Awareness – Challenge

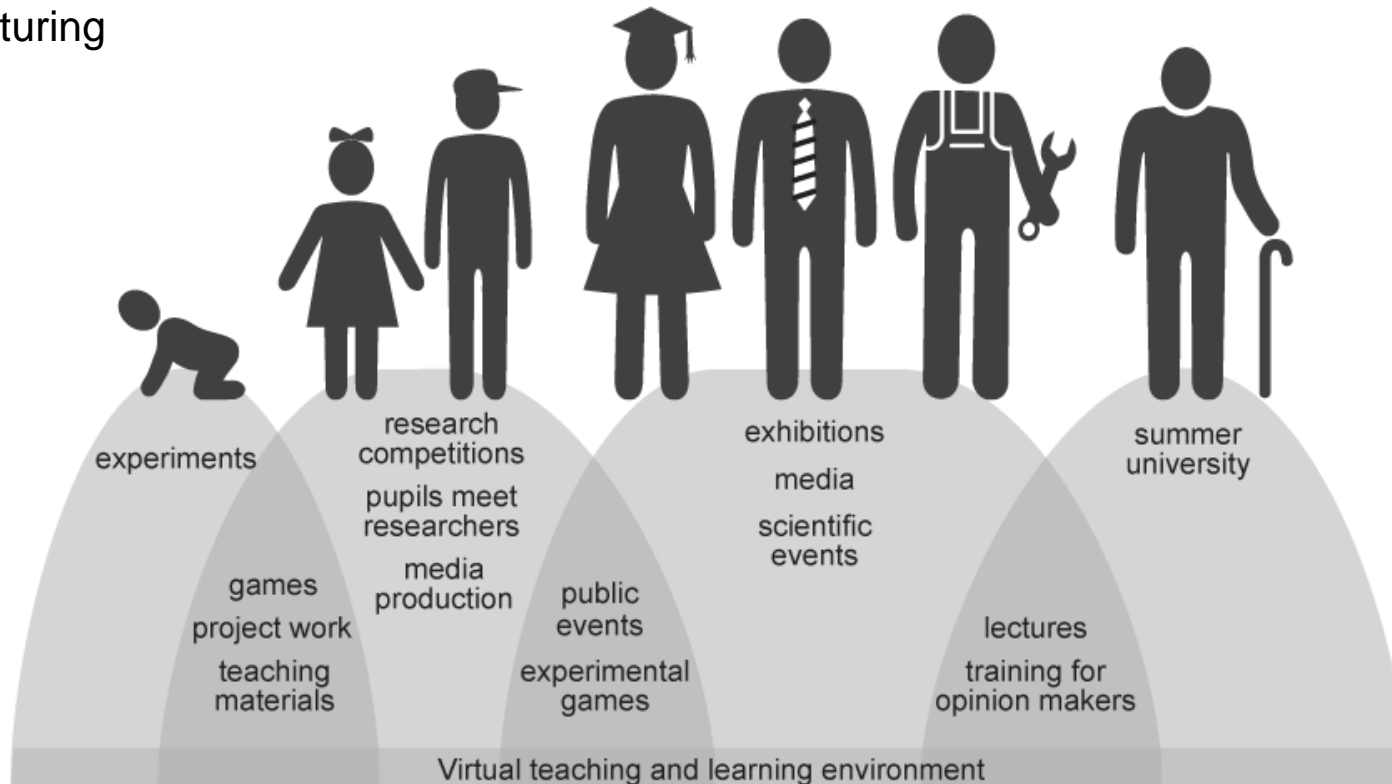
- ▶ Awareness raising within the general public for
 - ▶ Interconnectedness of global sustainability problems, e.g. extensive resource consumption, saturated markets, different standards of living
 - ▶ manufacturing solutions for a sustainable global value creation
- ▶ Challenges of raising awareness for sustainable development and manufacturing
 - ▶ Complexity of the sustainability concept
 - ▶ Lack of technical understanding
 - ▶ Wide range of target groups



PA: Public Awareness – Approach

Target group oriented communication

- ▶ special focus on children and teenagers with limited technical knowledge as future stakeholders and most demanding target group
- ▶ Competence building for opinion formers, e.g. teachers
- ▶ Development of new methods and tools for teaching sustainability
- ▶ Development of a virtual teaching and learning environment on sustainable development and manufacturing



PA: Public Awareness – Results 2012

- ▶ Analysis of German teaching materials on sustainability topics targeting school children
 - ▶ Manufacturing and value creation are hardly addressed
 - ▶ Lack of target group orientation, i.e. design and contextualization
- ▶ Preliminary studies on sustainability knowledge of children and teenager
 - ▶ 12 girls, age 10-13, were interviewed about their knowledge on “sustainability” and “environmentalism” as well as the context of their knowledge generation
 - ▶ 40 boys and girls, age 9-19, answered questionnaires regarding their knowledge about sustainability and the context of their knowledge generation
- ▶ Testing teaching tools and methods
 - ▶ Energy experiments for primary school children
 - ▶ Media Production as a teaching tool
 - ▶ Learning events for the general public

