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## Young Canadians bicycle across country delivering sustainable consumption message

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To date, twenty-five inspired cyclists have cycled over 4000 kilometers, and made over 135 presentations at venues including schools, summer camps, science camps, Rotary clubs, town halls, Katimavik houses, provincial parks, private campgrounds, and even the odd living room or backyard.

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**Team Otesha**

As first mentioned in UNEP's newsletter in November 2002, the Otesha Project, a youth run organization founded by Jessica Lax and Jocelyn Land-Murphy, is spending this summer bicycling across Canada with a message of sustainable consumption.

According to Levi Goertz, a 22-year-old Oteshaite from Saskatoon, Saskatchewan, one of the most rewarding parts of Otesha is experiencing the Action Plan workshops that the team has conducted in elementary and high schools. After learning about the Otesha Project and what sustainable consumption means, students are invited to join an Action Plan workshop over lunch. With the Otesha team offering mentorship, the students brainstorm a way to make their school more sustainable, develop a plan of action and a timeline, select a partnering teacher, and commit to undertaking the sustainability project of their choice. Action Plans have led to the Tupperware Revolution towards litterless lunches, adoption of foster children by school groups, and creation of composters for the school cafeteria.

With workshops which cover subjects as diverse as adbusting, sustainable transportation, freshwater use, product lifecycles, food choices, and fair trade, the Otesha Project is empowering youth all across Canada to make the choices that will have the most positive impact both socially and environmentally. From the community organizations that are now switching to serving fair trade coffee, to the individuals now committed to taking staggered showers, to the students checking the labels on their clothing and reducing the overpackaging of their lunch, Otesha is perpetuating the revolution of sustainability which is taking the country by storm!

Please contact the Otesha Project at [info@otesha.ca](mailto:info@otesha.ca) or visit their website at [www.otesha.ca](http://www.otesha.ca), where you can sign up to receive an online journal of the highlights from the journey.

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