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The United Nations declared 2005 – 2014 the Decade of Education for Sustainable Development with UNESCO as lead organization having affirmed Member State's intention to, "utilize the Earth Charter as an educational instrument, particularly in the framework of the UNDESD."

Sustainability challenges in society are complex and deeply related to people's perceptions, sense of values, social systems and behaviour, which also interact with government policy and overall world perspectives. While the threat of politically-motivated conflicts between states still exists, the basis of such clashes are increasingly shaped by the scarcity of resources and worsened by the decline of ecosystems pushed far beyond their carrying capacity.

According to Mark C. Lewis, former head of energy research at Deutsche Bank, "The next 25 years are likely to see tougher global competition for hydro-carbon resources, rising real prices for fossil fuels and increased greenhouse-gas emissions. As a bloc whose import-dependency on fossil-fuels will increase over the next two or three decades, and which has invested much political capital in positioning itself as the world leader on climate change, the EU must therefore balance three key energy-policy considerations going forward – security of supply, economic competitiveness and environmental sustainability.

The benefits of energy-efficiency for all three key considerations should be self-evident: reducing the energy consumed per unit of output reduces reliance on imported fuels, saves money and reduces emissions. Accordingly, making Europe's consumers more sensitive to the benefits of energy efficiency should be a priority for EU policymakers."¹

It will take people of vision and integrity to facilitate change. One such person is Ron Dembo, Founder and CEO of Zerofootprint, an award-winning, socially responsible enterprise with a mission to apply technology, design and risk management to the massive reduction of our environmental footprint. "I merged principles of risk with sustainable development to design Zerofootprint's environmental software, services and programs. My vision? Get individuals, communities and corporations to Measure, Compare, and Change! their behaviour and reduce our global ecological impact".

As the only MUN Conference specifically designed to simulate energy diplomacy in an interconnected way, WebMUN 2014 provides an opportunity to delegates to challenge the current view of the economy as an end in itself and to consider the economy as a sphere of human activity to ensure the building of a sustainable, just and peaceful world. Our hope lies in

¹<http://europesworld.org/2013/10/01/the-energy-issues-dragging-the-eu-economy-down>

the delegates' ability to work together on a blueprint for sustainable development which factors in responsible and ethical consumerism.

Congratulations to the WebMUN Secretariat and to all the Delegates – Bon courage! The issues placed before you at this ground-breaking conference are urgent and complex.

Robert Pobitschka
President

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**Author of 'YOUth be the Solution: Responsible and Ethical Consumerism', International Conference 'Global Ethics: Save the Planet Earth', 22-23 August 2013, Astana, Kazakhstan*