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helped lead to common urban problems such as air pollution, urban sprawl, widespread loss of native habitat, and the disconnection of people from nature.

*Young people are prime targets of commodification. We are saturated with...a consumer-culture that is ecologically unsustainable. Marketing towards children and students sets a lifetime precedent of buying products that harm the ecology and humanitarian principles around the world. Youth-oriented magazines and advertisements glorify the accumulation of consumer goods, promoting...overconsumption, and a throw-away society. (Media Collective, Ontario)*

Several young people and youth organizations are building on their analyses of sustainable development issues by working to find and create solutions. Many begin with changes in personal choices, about how they work and live. These include decisions to use public transit or walk rather than car ownership, or cooking fresh, local foods rather than processed food from other places. These are choices that have a positive impact on all levels of sustainable development no matter how small.

To raise awareness about this situation many youths and their organizations are participating in public awareness campaigns. For example, a number of youth organizations supported "Buy Nothing Day" on November 29, 1996, an initiative to make people more aware of their consumption patterns.

*We try to find solutions to the everyday problems. It may take time and a lot of patience, we do in time, find the solution...from even the tiny bit of composting to the need for youth to be heard, from guerrilla theatre to native arts. (College student, Ontario)*

New and existing youth organizations provide vehicles for young people to have a significant impact on the advancement of sustainable development and a venue for voicing their concerns. These include the Environmental Youth Alliance, the Environmental Children's Organization, the Canadian Environmental Network Youth Caucus, Students Taking