

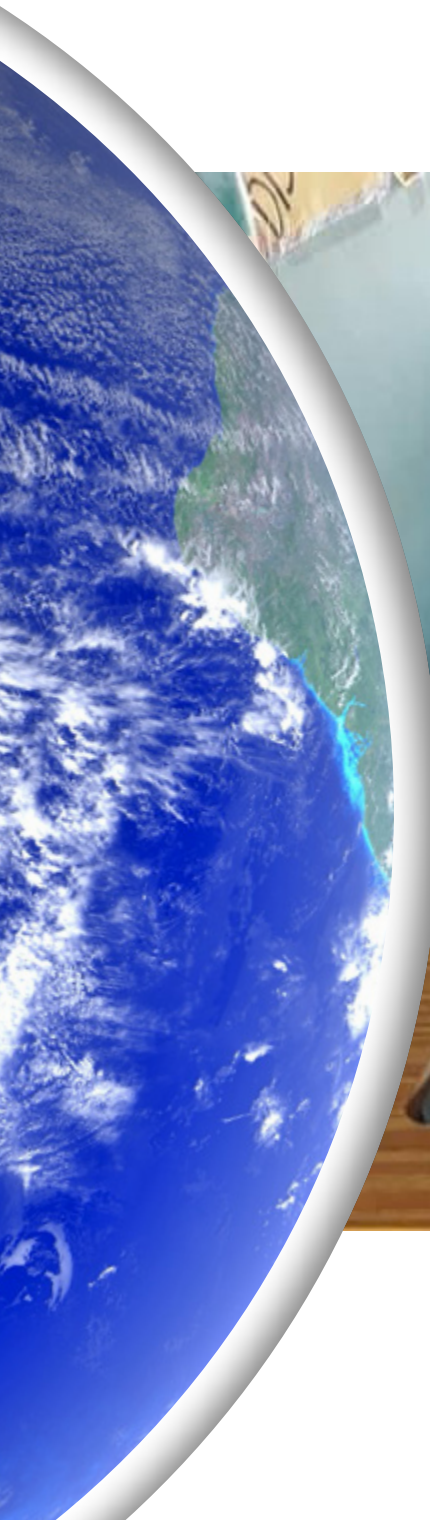


IFHE

INTERNATIONAL FEDERATION
FOR HOME ECONOMICS

Our Work in 2021

Advancing knowledge on the responsible use
of resources at home



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RESPONSIBLE LIVING STARTS AT HOME

We promote research and education on the responsible use of resources at household and consumer level. Because choices made at home affect the quality of life for all.

IFHE is an independent, membership-based non-profit organization (est. 1908). Our membership spans over 70 countries and we use our consultative status with the United Nations to make our message heard globally.

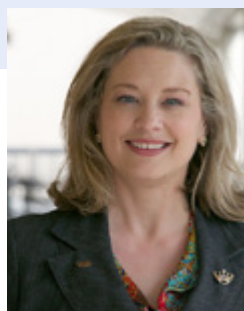
HOME ECONOMICS: A MULTI-DISCIPLINARY APPROACH

home economics

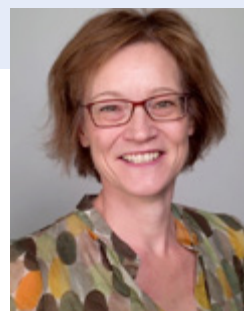
textiles & clothing child development human science
 personal finance human ecology institutional hospitality
 waste management household technology nutrition
 health food science education
 housing & shelter family and consumer science
 community services gerontology
 sanitation & hygiene gender studies
 responsible use of resources at household and consumer level



Dear members and friends of IFHE,



*Gwendolyn Hustvedt
President*



*Annette Ptassek
Executive Director*

It fills us with pride and joy that we can report on a dynamic and productive year 2021 at IFHE. Once again, the global situation made in-person events at the international level difficult, which inspired us to initiate a number of new digital formats and modes of communication. IFHE now offers its own YouTube channel, for example. Being innovative enabled us to continue our always very colourful IFHE life, and many of these new formats will certainly continue to accompany us in the future.

Responsible resource management at home continues to draw more attention than it used to. We are taking advantage of this interest to promote home economics education and the low-technology solutions it offers to achieving a sustainable lifestyle. With the “home” remaining one of the most gendered spaces in most cultures, our thematic focus often covers a female perspective. In 2021, our specific attention focused on digital equity and the barrier the digital divide poses for women and vulnerable groups.

IFHE has also been busy with internal issues regarding the federation. The Executive Committee, representing 10 nations, has met, the organising committee is preparing our World Congress 2022, and staff at the office in Bonn is keeping the association running at operating temperature. Please find our extra space for members and their activities towards the end of this report. It is their relentless commitment at national and regional level that forms the basis for the IFHE global advocacy. We are particularly proud of what we jointly achieved during the challenging year of 2021.





Commission on the Status of Women (© United Nations)

ADVOCACY AT THE UNITED NATIONS

DIGITAL EQUITY

Like 2020, the year 2021 forced us to transfer many areas of our lives to the online realm. In February, the UN **Commission for Social Development** discussed the impact of digital technologies on social development and well-being. IFHE advocated to include women in the innovation process of digital technologies and highlighted the importance of home economics education to overcome the digital divide.

We consider the exchange of communication to be a fundamental human right and vital for human beings to thrive. Digital technologies are part of the household technology development and have failed to put the needs of

women at the heart of the effort. Because essential public services, such as healthcare and education, are transferred into new, digital systems without adequate preparation for those who are meant to use them, many women are losing access to these services. This creates injustice and often pushes women across the divide. IFHE calls for strong partnerships to guarantee women's access to – and ownership of – technologies that benefit them beyond facilitating consumption. IFHE also calls for capacity-building education to be enabled outside of the formal education system. Many women leave formal education early but from their homes can now access digital education that focuses on their needs.

GENDER-BASED CYBERVIOLENCE

IFHE traditionally uses sessions of the **Commission on the Status of Women** to publicly address relevant issues regarding the situation of women. With people around the world now spending more time online, IFHE called attention to increased cyberviolence and harassment in the 'shadow pandemic' of gender-based violence.

In 2021, IFHE joined ranks with 21 other NGOs under the umbrella organisation of the **Conference of NGOs in Consultative Relationship with the United Nations (CoNGO)** and endorsed a statement that was presented to

member states during the meeting: as digital citizens, women's voices are often censored by online harassment and violence, with costly social and economic implications. Persistent threats can undercut career prospects and the ability to participate in democracy. IFHE therefore called UN member states to curb online violence against women by defining standards and holding social media platforms accountable for the removal of abusive, sexist and misogynist content. What will also improve the situation is to invest in digital education for women and girls.



RESPONSIBLE FOOD PRODUCTION & CONSUMPTION



The 2021 World Food Day of the UN **Food and Agriculture Organization** saw us publishing an overview on how our profession promotes sustainable food production, consumption and healthy diets, thus empowering people to drive the change towards a sustainable future. Consumers worldwide need to shift old consumption patterns in order to transform food systems for the better. Home Economists are experts in this area and have been working towards this goal for a long time.

As non-state actors, they are organised in national home economics associations that have a strong presence in vulnerable communities. Home economists cover many areas, for example working to improve access to education

or training on a range of topics such as nutrition, sustainable production, crop varieties, and more. Academia & research organizations foster inclusive, evidence-based knowledge, support decision makers in the world's agri-food systems and institute nutrition education for students, including food technology. For institutional households such as care homes for the elderly or hospitals, home economists establish sustainable food processing from sourcing to production and waste. Or they work in agricultural extension services, farmer field schools or informal training and contribute to building resilience by teaching nutrition, biodiversity and different farming techniques.

BOOSTING RESILIENCE WITH LOW-TECH SOLUTIONS

As IFHE was preparing its plans and activities for its continued advocacy work at the United Nations, the upcoming priority theme of the Commission for Social Development 2022 was announced: **“Inclusive and resilient recovery from COVID-19** for sustainable livelihoods, well-being and dignity for all.” This came as a pleasant surprise for IFHE, since the theme for our 2022 World Home Economics Day is “Building resilient homes and families.”

IFHE will highlight that home economics education covers essential dimensions of today's society's needs after the pandemic. Societies who embed aspects such as food and nutrition knowledge, hygiene and home safety and low-technology solutions into their education approach will be better positioned to achieve Sustainable Development Goals that are related to the reduction of poverty and hunger.



since 1981



UN Economic and Social Council

www.un.org/ecosoc/en/home

since 1953



Food and Agriculture Organization of the UN

www.fao.org/home/en

since 1965



UN Educational, Scientific and Cultural Organization

<https://en.unesco.org>

IFHE AT THE UNITED NATIONS

We use our consultative status with the UN to internationally promote education & research on the responsible management of resources at home. We advocate knowledge on household and consumer matters as key to achieving a sustainable living. Where possible, we seek to increase impact through joint action with other NGOs and membership in networks.



MAKING HOME ECONOMICS MORE VISIBLE

FOOD LITERACY EDUCATION CAMPAIGNS

IFHE uses its global standing and membership-based organization to support and strengthen home economics education at national level. **Canadian** members advanced a legal initiative to embed **food literacy education into the school curriculum** in the province of Ontario. IFHE officially supported their publicity campaign for the *Food Literacy for Students Act*, which aims to ensure that all students in the province grades 1 to 12 receive practical food literacy education. If passed, the bill will equip secondary students with essential life skills and knowledge on how to grow

and prepare (local) food and to make healthy food choices

Similarly, the *Hellenic Union of Home Economics and Ecology Science* started a campaign to strengthen home economics as an **educational subject in Greek schools**. By issuing letters of support, highlighting these efforts on its website or establishing contact with other regional actors, IFHE has also made this campaign visible on the international level, highlighting how home economics brings science to practical use in every-day life.

UN DAYS FOR FEMALE HEALTH & SAFETY

IFHE used UN **World Population Day** to globally advocate for home economics education as a key factor to ensure health and safety for women. Representing the majority of front-line health workers, women are heavily exposed to the coronavirus. During the pandemic, gender-based violence has risen, disrupted supply chains have impacted the availability of contraceptives and sexual and reproductive health services have been sidelined.

remains one of the most gendered spaces in most cultures, this education approach especially strengthens the position of women and contributes to ensuring their everyday health and safety.

IFHE calls for gender-neutral formal and informal home economics education that will enable every household member to responsibly manage the resources at hand and make informed decisions as consumers. As the “home”

The **UN Day of Older Persons** presented another opportunity to increase visibility for the profession at international level. Under the headline “Digital equity for all ages,” IFHE raised awareness on digital inequity, which women and older persons experience to a far greater extent than other groups in society. This commitment found its parallel in the Federation’s input on gender-based cyberviolence to the Commission for Social Development in early 2021.

IFHE ON SOCIAL MEDIA



LinkedIn:

@ifhehomeec



Facebook:

@ifhehomeec



Instagram:

@ifhe_homeec



Twitter:

@ifhe_homeec





Mr. Albert M. Rosarda

WORLD HOME ECONOMICS DAY 2021

World Home Economics Day is an annual global event launched in 1982, to promote family & consumer issues. In 2021, it took place on March 21st and focused on the **home as an environment for healthy ageing**. Large parts of the populations around the world are ageing, and this demographic transition will have an impact on almost all aspects of society. Research and education in home economics and consumer science address individual households, institutional homes and communities as environments where older people can age safely. Healthy diets, personal finance or processes in institutional homes are issues that we cover and that are relevant for an ageing society.

Traditionally, IFHE starts its activities for World Home Economics Day a few months

before the event. This included a video message by the President and a kick-off webinar by a gerontologist from India, introducing the chosen topic of healthy ageing (both available at the IFHE YouTube channel). On its website, IFHE published a broad range of online resources with an international perspective on age friendly homes and communities, which members used to prepare for various activities in their regions. For the day of the event itself, in March 2021, IFHE produced another webinar. Here, a Family Studies educator from Canada's only women's university shared how to integrate "healthy ageing" into teaching and learning and shared useful resources for educators such as a YouTube presentation by Harvard Medical School on biological processes underpinning ageing.

As in the previous year, pandemic related limitations did not deter IFHE members from making World Home Economics Day the **public relations event** it is designed to be. Among others, celebratory activities featured:

- The **Philippine Home Economics Association** holding its annual celebrations online, broadcasting their huge event via YouTube
- The **Toronto Home Economics Association** presenting a free webinar on age-friendly cities and communities
- The **Alberta Human Ecology & Home Economics Association** conducting two webinars on how to make use of available research for ageing-in-place homes and about age- and dementia-friendly neighbourhoods
- The President and Secretary of the **Guyana Association of Home Economists** appearing as guests on a radio show and the association hosting their first-ever Career Fair, which over 245 secondary school students and teachers attended
- St. Angela's College choosing the date to celebrate its nomination as **Ireland's National Centre of Excellence for Home Economics**.

TEXTILE DESIGN EXHIBITION REVIEW



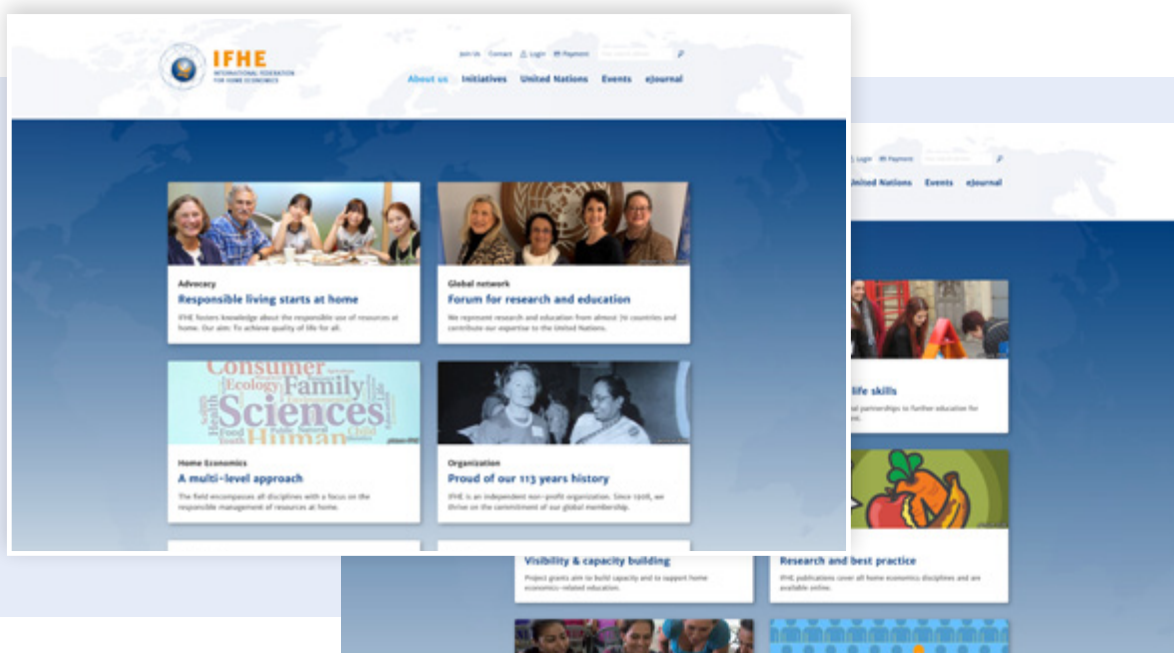
Fashion call for Black protest (© Tameka Ellington)

2021 also saw the publication of a design catalogue, featuring submissions that had been produced for the cancelled 2020 World Congress. Textile design covers important aspects in the home economics discipline and offers a scientific education in **key areas of the global textile industry**, fostering research that enhances human life and sustainable economic and technological growth. Pieces were received across all display categories (dress form, wall mounted, or table display), accepted through a peer review process and covered a broad range of issues, such as sustainability in production and consumption, gender equality or energy-efficient production processes (especially regarding water). The catalogue contains inspiring examples of zero-waste fashion design, sustainable alpaca wool processing or fashion as an expression of political protest.

UPGRADED IFHE WEBSITE

The Federation’s website underwent a facelift to better present the impressive range of IFHE activities and to transport the message about IFHE as a global network and international community for home economics, consumer studies and human ecology. Catering to changing reading habits, the structure now

focuses on teasers – text and image fragments that allow to grasp the full range of IFHE activities at a glance, before clicking on the details. Additional elements are a new list of IFHE member organizations and an “opportunities” section which features academic and UN calls.



New IFHE website design



DAP support in Guyana © DAP/Mendenhall

INTERNATIONAL PROJECTS

HOME ECONOMICS PROGRAMME IN GUYANA

Through its **Disaster Assistance Partnerships (DAP)** programme, IFHE launched a new support project for home economics education in a remote indigenous village school in Guyana. Aishalton Secondary School is the only high school in the Rupununi region of the Amazon and introduced a home economics programme 12 years ago. After a modest start with borrowed or donated materials and teaching classes outdoors, a classroom and study kitchen were finally set up, shortly before the pandemic hit.

With generous financial support from the International Home Economics Services, DAP then launched a campaign to acquire proper equipment for the school's home economics education programme. Funds were provided to procure items such as gas stoves, sewing machines and a generator that were then shipped from the DAP warehouse in the US. These activities were coordinated with the Guyana Ministry of Education, which also ensures storage until the school is in a position to pick up the equipment, as there is no scheduled delivery service to the Amazon interior.

The **Disaster Assistance Partnerships (DAP)** is a multi-organisational coordinated effort under the auspices of IFHE. It is incorporated into the structure of International Home Economics Services (IHES) and supports home economics education and services programmes whenever there is significant need, especially during recovery after natural disasters. DAP has successfully offered assistance in six countries during the last couple of years.

FOOD LITERACY INTERNATIONAL PARTNERSHIP

IFHE entered a formal partnership with an international research consortium funded by the Canadian Social Studies and Humanities Research Council (SSHRC) that is exploring food literacy education across several geographic locations. The Food Literacy International Partnership (FLIP) runs from 2021 to 2023 and aims to develop a shared knowledge base and **theoretical framework on food literacy education**. This includes developing four initial research hubs at universities in Australia, USA, Sweden and Canada.

Focused on food literacy, the project participants work with IFHE to support educators to learn about and teach food-related issues such as food & social justice or sustainable food systems. IFHE will contribute its food and nutrition education expertise in the home economics field to help develop teaching and learning materials. Work has started on a food literacy resource website for educators, and on developing a webinar series for 2022.



VALUE-BASED SUSTAINABILITY EDUCATION

In 2021, IFHE also became engaged in an associated partnership with SuSMind, an **ERASMUS+** funded project that explores new ways of education for sustainable development. Led by the University College for Agrarian and Environmental Pedagogy in Vienna, Austria, the project aims to widen the traditional knowledge and skill-oriented **sustainability education** approach by adding a **value-based access**. Focusing on vocational education and training, the project adds

aspects of interdisciplinarity, interculturality and inter-religiousness to sustainable practices in a working and education environment.

SuSMind started at the end of 2020, following a successful international IFHE project to introduce sustainable practices in vocational training. Similarly to its predecessor, the new partnership will develop a curriculum, blended learning course and handbook for vocational education.



Development Fund grant winner Institute of Himalayan Environmental Research and Education (© INHERE)



Development Fund grant winner College of Home Economics, University of Peshawar (© University of Peshawar)

Development Fund

IFHE supports home economists around the world with its **IFHE Development Fund**. This fund is an essential tool for IFHE to achieve its global mission and aims. Every four years, our US-based IFHE affiliate raises donations, which an international board then awards to home economics-related educational and charitable purposes. The small competitive grants support research, educational programmes and studies.

Since 2008, ten grants were awarded to projects in Kenya, the Virgin Islands, South Africa, Nigeria, India and Pakistan. The next application opportunities will become available in 2023.

PROFESSIONAL CERTIFICATION

Since 2016, IFHE awards the **International Professional Home Economist (IPHE)** certificate to professionals who promote international recognition of our discipline. The certificate adds an international dimension to credential systems for home economists and sets an international benchmark. Applications are accepted online and are evaluated by an international board of renown academics.



CONNECTING THE PROFESSION

EJOURNAL: SPECIAL ISSUE ON LOCKDOWN LEARNINGS

One of the aspects of the coronavirus pandemic has been a shifted focus and increased interest in the management of resources at home, which presented the profession with a host of new challenges. The **International Journal of Home Economics (IJHE)**, IFHE's academic flagship since 2008, dedicated a special issue to lessons learnt from the pandemic. The 14th volume of the Journal was titled "Rapid response and lockdown learnings: Home economics, the global pandemic 2020, and beyond."

14 articles illustrate the discipline's flexibility and capacity to adapt and showcase COVID-induced innovative approaches in diverse fields, such as hybrid learning in food and nutrition pedagogy in the United Arab Emirates, food security for indigenous Australians, rural household education in Nigeria, dressing behaviour in the US or home schooling in Denmark.

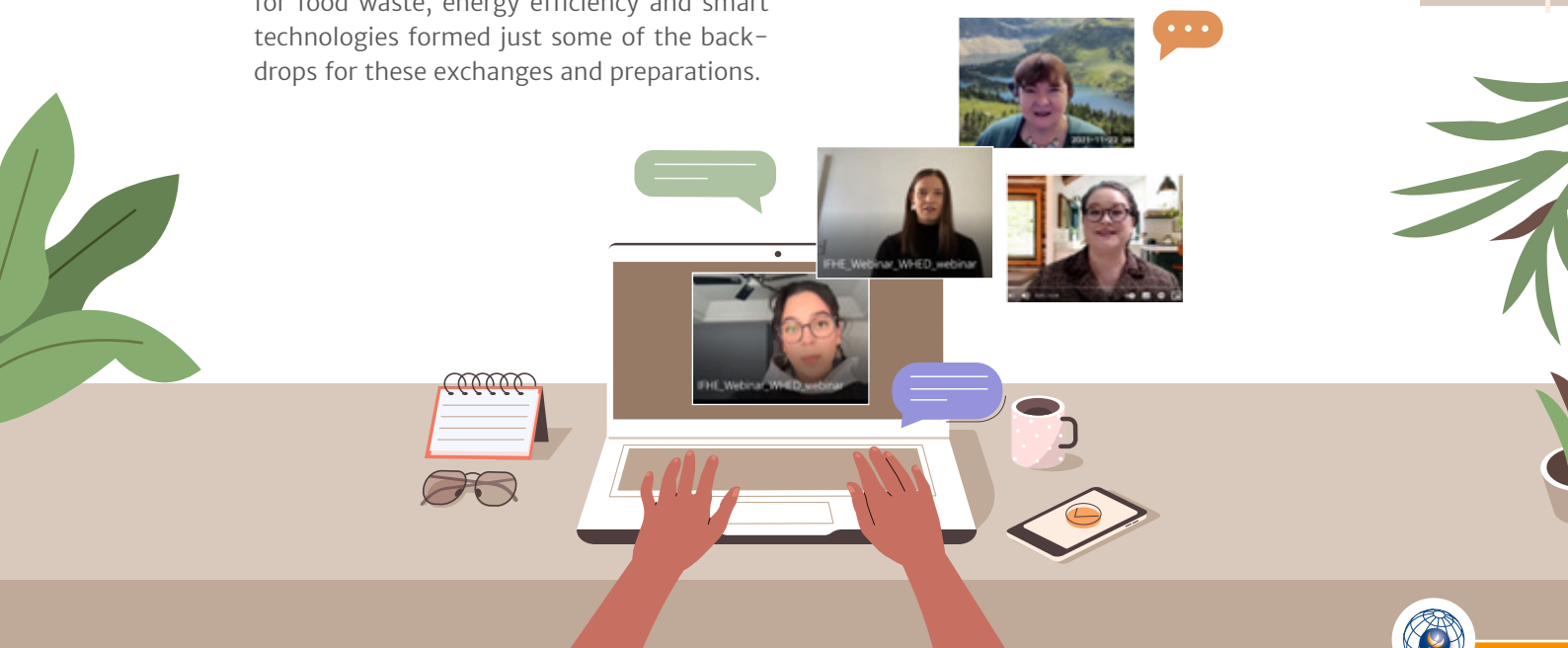
DIGITAL ACADEMIC EXCHANGES

2021 continued to see lively academic exchanges on a digital basis. Since IFHE and its members are well-equipped and used to communicating online across different locations and time zones, the lack of physical meetings and contacts did not slow us down too much during the second year of the pandemic.

In 2021, IFHE's **thematic committees** offered a prominent opportunity for international exchanges. They called on home economists to participate in the preparation of workshops, exhibitions and symposia for the 2022 World Congress. The UN Sustainable Development Goals in home economics education, social justice aspects in the textile and design industry and household technology solutions for food waste, energy efficiency and smart technologies formed just some of the backdrops for these exchanges and preparations.

International experts from Germany, Malta, Pakistan, Canada, Australia, USA and the Philippines jointly drafted a statement on the relevance of home economics education and its low technology solutions for a resilient recovery from COVID-19. The result of this **interdisciplinary work**, which was carried out online, will be presented to the UN Commission for Social Development in February 2022.

Towards the end of 2021, another free professional learning opportunity was offered to IFHE members and beyond. Our **YouTube channel** now features a webinar covering housing issues, aspects of recovery from the pandemic and from disasters, and preparedness that helps to build resilient homes.



IFHE membership spans over 70 countries



IN FOCUS: HIGHLIGHTS FROM THE MEMBER REGIONS

During the past year, our members once again organized and created an impressive number of activities all around the world – we can only list a few of them here:

Asia: The Asian Regional Association for Home Economics (ARAHE) published three issues of its Journal, promoting academic research. The Malaysian and Thai national home economics associations offered webinars on challenges to teaching and capacity development respectively. The latter attracted over 300 participants from 12 countries. The Philippine Home Economics Association held its 72nd National Conference.

Pacific: Professional associations in Australia and New Zealand held national conferences. The Australian event focused on igniting critical agendas such as ensuring that artificial intelligence works for the consumer. Moreover, throughout the year, the New Zealand teachers' association supported its 700+ members to cope with the challenges of online teaching. To connect members around relevant issues, a LinkedIn group was set up for the Pacific region.

Americas: The Caribbean Association of Home Economists organized its 24th Biennial Conference, which attracted almost 500 participants. It offered a keynote on consumer moral leadership during COVID-19, a concept that combines the imperatives of sustainability, ethics, simplicity and environmental integrity. Highlight in the Americas region was a networking event for undergraduates. 60 participants from 11 countries attended this online inauguration event for a regional young professionals network.

Africa: In Africa, members used a hybrid mode to hold their Regional Conference in Nigeria, the event attracting about 250 participants from Zambia, Cameroon, Nigeria and Egypt. They addressed the too often neglected topic of economic planning for retirement and inaugurated a young professional network.

Europe: The European Association for Home Economics continued to connect members in the region through regular brown bag sessions on the latest trends in the discipline. The inauguration of a National Center of Excellence for Home Economics in Ireland and a competition featuring education for resilience by IFHE Germany drew public attention at national level. The Norwegian association held a conference on food and health attracting 170 participants.



STUDENTS EXPLORE “FARM TO FORK” STRATEGY

Al Yasmina Academy in the United Arab Emirates used World Food Day as an opportunity to expand the Food and Nutrition curriculum and to introduce students to the “farm to fork” strategy. Students were encouraged to buy local organic produce and learn about the environmental impact of food choices. The key focus was to establish sustainable approaches that lead to a better nutrition and make food systems fair, healthy, and environmentally friendly.

United Arab Emirates



NUTRITION INFORMATION WEBSITE FOR CONSUMERS

Home economists in Canada set up a website providing resources for basic nutrition and cooking information. The project was a response to the increased financial pressures that households are exposed to and a rise in food supply concerns in Manitoba. The website supports consumers in preparing healthy, low-cost meals using locally sourced ingredients, and includes resources in the areas of nutrition, food preparation and cooking, food preservation, food shopping and household budgeting. Translations in Arabic, French and Somali are available.



Canada



NATIONAL CENTRE OF EXCELLENCE FOR HOME ECONOMICS

Member organization St. Angela's College Sligo was officially recognized as Ireland's National Centre of Excellence for Home Economics. The launch was held in conjunction with World Home Economics Day 2021 and included several guest speakers from IFHE. The Centre combines expertise in home economics as a unique domain of academic specialization in Ireland and will consolidate capacities in the discipline across the three pillars teaching & learning, research & innovation and community engagement.

Ireland



Publisher:

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Graphic design and layout: Bosse und Meinhard Wissenschaftskommunikation, Bonn

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