

Catch the Wave: International Momentum on Sustainable Consumption and Production



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World Summit on Sustainable Development Johannesburg, 2002



Governments stated that to achieve sustainable development it is imperative to de-link economic growth and environmental degradation. They called for the development of a 10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production

Marrakech Process on sustainable consumption and production (2003-2010) is tasked with developing that 10YFP



SCP and the Forest Service

Why it makes sense...



- Resource efficiency (energy, water, forests)
- Waste minimization and pollution prevention
- Sustainable lifestyles with lower carbon footprint
- Sustainable products and public procurement
- Certification schemes (forestry products, buildings, energy efficient appliances and lighting, food and materials)
- Climate change



Momentum



- International: UN developing 10YFP on SCP
- Regional: SCP priorities and action plans in most regions, EU Environmental Directives
- National: Countries are launching national SCP programmes and action plans
- Business: Corporate sustainability initiatives, CSER, green lending programs, supply chains
- NGOs: ENGOs and consumer organizations taking lead in promoting sustainable lifestyles, smaller environmental footprint
- Cities: Many SCP initiatives are implemented at the local level
- Media: SCP is in the news, corporate branding, gov initiatives





The Marrakech Process

An international effort led to develop a 10-year framework of programs on sustainable consumption and production

Phase 1

Organizing regional consultations to identify needs and priorities for sustainable consumption and production

Phase 2

Building regional strategies and implementation mechanisms with regional and national ownership

Phase 3

Implementing concrete programmes, projects and initiatives at regional, national and local levels

Phase 4

Develop national action plans; Monitor and evaluate progress; Exchange knowledge and information

Phase 5: Identifying possible elements for a 10-Year Framework of Programmes on Sustainable Consumption and Production as an input to CSD 18/19





Consultation and dialogue

Identifying priorities and developing action plans

- **International meetings**
Marrakech (2003), Costa Rica (2005)
Stockholm (2007)
Purpose: to review progress and launch new initiatives
- **Regional meetings**
Purpose: to identify regional priorities and strategies, to develop SCP implementation programmes, to get feedback on the 10YFP, and through these activities, to build political support
- **National roundtables**
At present in the emerging economies: China, India, South Africa, Brazil, Russia where economic growth is dramatic
- **Engaging all stakeholders**



Regional Consultation in North America Planned



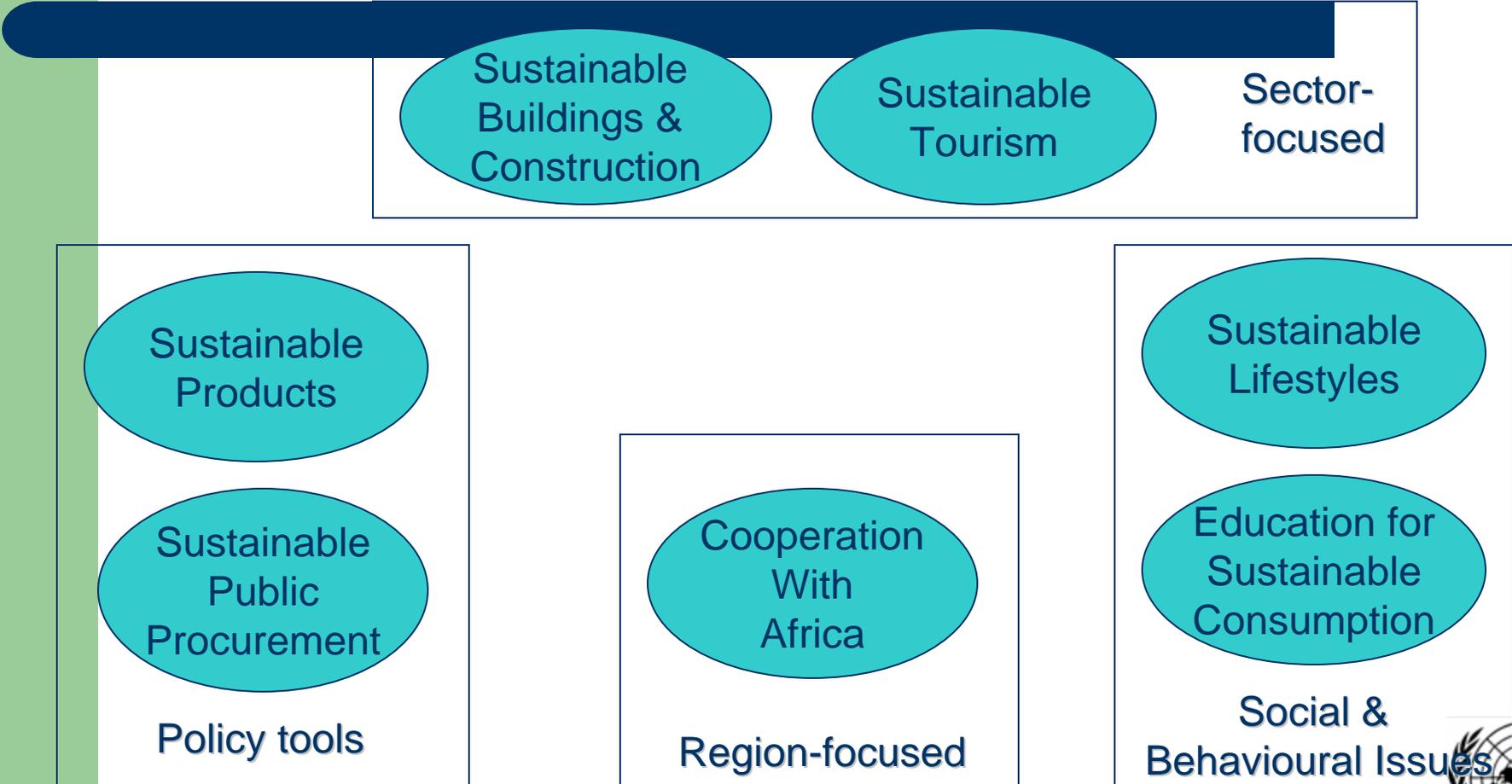
- First regional consultation on SCP in North America will be convened 1st half of 2008
- US Gov (State) now fully supports Marrakech Process
- Executive Orders setting ambitious goals on energy efficiency, renewable energy and recycling





Governments are leading the way...

Seven Marrakech Task Forces





Task Force Objectives

Sustainable Lifestyles:

- The task force is supporting projects on sustainable lifestyles, e.g. household consumption related to lifestyles, consumer behaviour and household consumption patterns, with a focus on effective ways to reduce carbon footprints.

Education for Sustainable Consumption:

- The objective of the task force is to introduce sustainable consumption and production issues into formal curricula, as well as non-formal education, through initiatives, activities and pilot projects at regional and national level.





Task Force Objectives

Sustainable Products:

- Objectives include a) seeking common priorities and opportunities for practical co-operation in product eco-design; b) encouraging national policy measures to promote innovation and fair competition to improve environmental performance of products; seeking to establish open and transparent processes for improving product performance. Global sustainable product networks, e.g. CFL Initiative.

Sustainable Public Procurement:

- Objective: to promote and support the implementation of Sustainable Public Procurement, by developing tools and supporting capacity building in both developed and developing countries. Goal: 10% of countries with SPP programmes by 2015





Task Force Objectives

Sustainable Buildings and Construction:

- Objective: to increase the energy efficiency and sustainability of the built environment globally by seeking common priorities and opportunities for practical co-operation in setting policies and encouraging more innovation in the energy efficiency of the built environment

Sustainable Tourism:

- Objective: to promote sustainable tourism through training designed for tour operators, managers of tourist facilities, and vocational schools that specialize in tourism; and to offer tools that foster a balanced redistribution of the income generated by tourism among the different stakeholders





Task Force Objectives

Cooperation with Africa:

Objectives:

- Assist African countries in integrating SCP in existing plans and programmes and in developing national, sub-regional and/or regional action plans on SCP that allow them to leapfrog, reducing poverty while adopting sustainable patterns of consumption and production.
- Linking SCP with development cooperation policies and programmes such as the Poverty Reduction Strategies, Millennium Development Goals, and the Bali Strategy on Technology Support and Capacity Building.





Policy Toolkits under development by Task Forces for capacity building

- Best policy practices
- Status assessments
- Review standards and certification schemes
- Develop databases for knowledge and information management
- Online tools for environmental management
- Guidebooks and manuals on SCP issues and action plans (ecodesign, sust.tourism, waste reduction, sust.lifestyles, resource efficiency)



Engaging the Private Sector: Business and Industry Forum



- Study showed that primary movers of SCP initiatives are government and business
- Business is pursuing SCP to cut costs (energy, materials, water), reduce waste, improve bottom line, increase competitiveness, environmental branding
- Led by WBCSD and ICC – over 50 case studies on wbcsd.org of eco-efficient companies producing eco-designed products that are greening their supply chains
- Forum is vehicle for partnerships with business

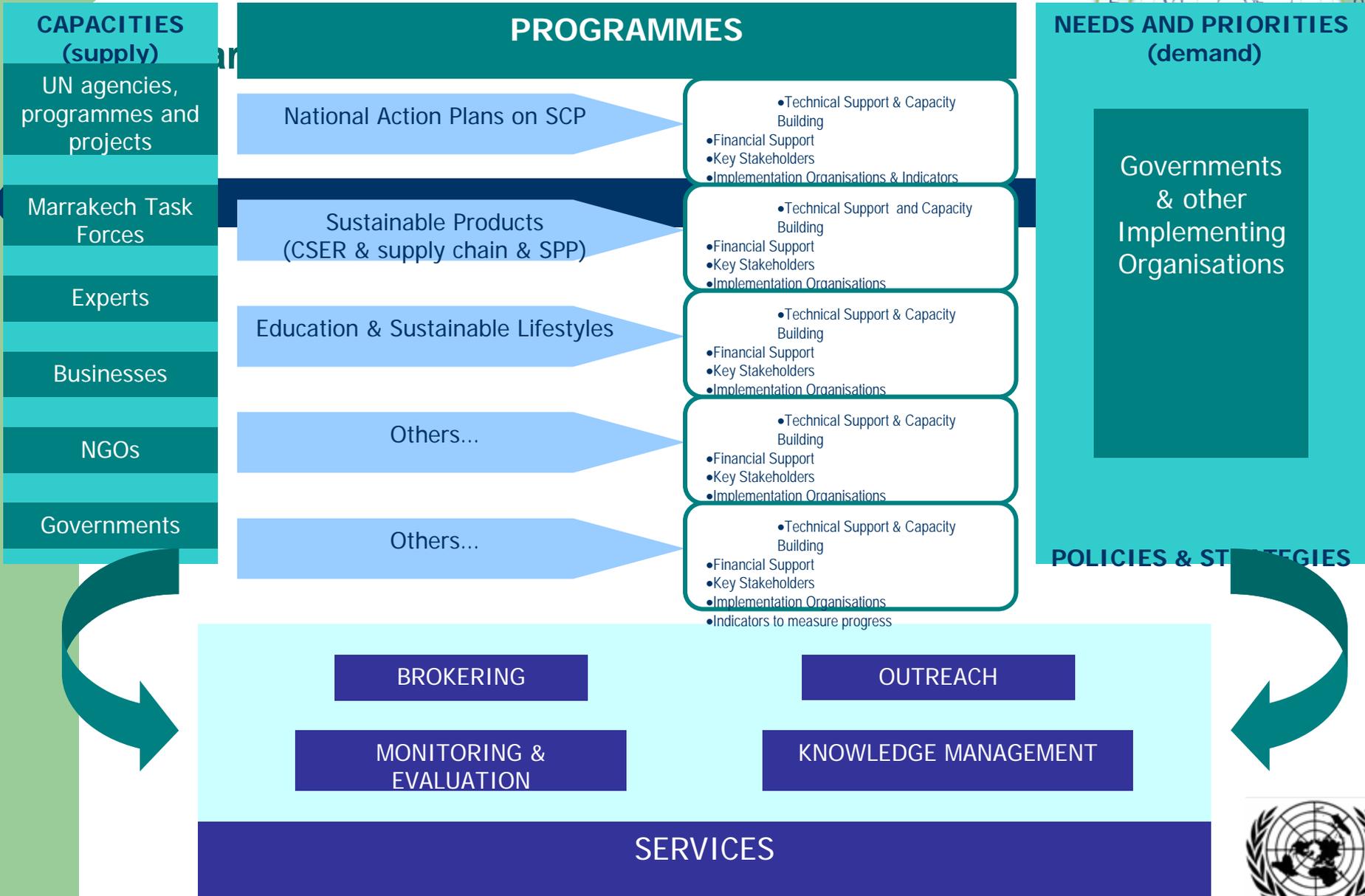


Partnership with business: Certification for sustainable forestry



- Given growth of green markets, customers look to strong certification schemes for environmental solutions
- Four certification schemes in Canada have encouraged over 200 publishers of books, magazines and newspapers to adopt environmental purchase policies
- Aim is to safeguard ancient and endangered forests, increase recycled or agricultural residue content, and use virgin fiber from only certified forests





SCP and Climate Change: Forests join the carbon market



- **Global deforestation was estimated at 13 million ha/yr for 1990-2005(FAO 2005), producing emissions of 5.8 GtCO₂/yr (IPCC)**
- **Conversion of land from forest to farmland in tropics entails loss of 75% of carbon in soil**
- **Up to 2 times as much carbon stored in forests and soils as exists in atmosphere**
- **Growing evidence many rainforests will collapse by 2100 due to industrial logging and climate change, including Amazon**
- **International action to compensate countries for protecting forests**
- **Implementation of “Reduced Emissions from Deforestation” expected to be finalized at COP13 of UNFCCC in December**
- **Aim is to slow pace of deforestation by 50% by 2050 preventing 50 bn tons CO₂**





Achieving goals of Vision statement

- To reach goals of Forest Service Vision Statement seek out latest research
- Sustainable Consumption Research Exchange (SCORE) 20 research centers collaborating on SCP research
- Resolve network in UK studying factors that influence consumer choice – key to sustainable transport options and shrinking environmental footprints





Vision statement

Goal: minimize waste generation

- Examples of eco-villages that reduce waste streams by 60%
- Best practices in increasing recovery of recyclables

Goal: promote green purchasing

- TFSP has green procurement assessment tool
- Developing other toolkits for training purposes





Looking forward

- North America will hold regional consultation on SCP in 2008 and develop action plan
- Challenge USDA and Forest Service to come with clear plan about type of programmes to support and ambitious goals for the future
- How to work together with Canada & Mexico
- How to provide leadership to rest of world





**For further information:
<http://www.un.org/esa/sustdev/>
then click on:
**Sustainable consumption and production -- the
Marrakech Process****

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