Synergies between GEI, SCP and other Initiatives

Arnold Tukker
Program manager System Innovation and Environment, TNO, NL
Professor of Sustainable Innovation, NTNU, NO (20%, per 1-4-10)
The Earth as we like it…..
The Earth as we’ll have it....
Footprint > 1 Earth
We deplete water, mineral & energy stocks
We use 35 % of biomass production
We have depleted fish stocks

GHG => 4-6 °C temp. Rise
Traffic emissions…
…etc.

…and why this happens
Many initiatives try to do something about it

- Green the economy!
- Use resources efficiently!
- Clean production!
- Consume more sustainable!
But if all do the same we get….

Green the economy!

Use resources efficiently!

Clean production!

Consume more sustainable!
We better make the puzzle fit!

- Green the economy!
- Use resources efficiently!
- Clean production!
- Consume more sustainable!
Our main problem: how do we foster action?

1. ‘We have to be so convincing, that we can explain it to my mother’ (prof. Mike Young, GEI-SCP workshop, November 2009, Geneva)

2. Key proposition elements:
   - **What** - What do we want to achieve?
   - **Why** - Why can’t we achieve it business as usual? Why do we need to change direction?
   - **How** – How could we change direction?
   - **Proof** - Is there proof such ideas work? Can we help others to follow good examples?
How pieces of the puzzle could fit

What are win-win’s?
What are costs of (in)action?
How does the economy benefit from nature?
Does our economic system give prosperity?

=> GEI, GEO 2050, Ecological Economics

What are plenary limits?
Which economic activities cause most problems?

=> Resource Panel, IPCC, MEA

Why ?

Economic case (‘Stern review for Environment’)

Natural resource case (Planetary limits & prio’s)

What ?

Flourishing lives for the future 9 Bio citizens on Earth
How pieces of the puzzle could fit


Production perspective
- Building industry
- Car manufacturers
- Steel, cement ind.
- Other

Instrument perspective
- GPP
- Ecodesign
- Choice editing (…)

Consumption perspective
- Food
- Mobility
- Housing
- Tourism (…)

How ?

Economic case (‘Stern review for Environment’)  

Natural resource case (Planetary limits & prio’s)

Why ?

Flourishing lives for the future 9 Bio citizens on Earth

What ?

How to ‘nudge’ consumers to green choices & lifestyles? => SCP?
### Areas for potential alignment

| Proof & outreach | Success cases, networking, capability support  
(=> GEI? SCP? RECP? RP?) |
|------------------|------------------------------------------------------------------|
| **How?**         | **Production perspective**  
Building industry  
Car manufacturers  
Tourist industry  
Other |
|                  | **Instrument perspective**  
GPP  
Ecodesign  
Choice editing  
Economic instr. (…) |
|                  | **Consumption perspective**  
Food  
Mobility  
Housing, cities  
Tourism (..) |
| **Why?**         | **Economic case (‘Stern review for Environment’)** |
|                  | **Natural resource case**  
(Planetary limits & prio’s) |
| **What?**        | **Flourishing lives for the future 9 Bio citizens on Earth** |
Thanks for your attention!
‘How’ revisited: production, consumption, instruments

A system is the combination of:

- Production
- Interaction between demand and supply
- Consumption
- Context and framework conditions

- Mobility
- Built environment
- Electrical products
- Agriculture/Food
- Clothing
- Other

Instruments along the P-C chain:

- Cleaner Production
- Sust. Supply Chain mngmt
- Ecodesign
- Sust. PSS
- Choice editing
- Labeling
- GPP
- Sust. Consumer Procurement & use.