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Advisory Task Force puts focus on UNEP's SCP activities

Meeting basic needs of the poor, promoting resource efficiency in key industrial sectors, and assisting governments in implementing policies in areas such as water, energy and housing, should be focal areas for UNEP's contribution to the ten-year framework on sustainable consumption and production.

This was the outcome of an informal advisory meeting of experts, organised by UNEP in Paris, 2 March 2004. The meeting took place to identify the focal areas for UNEP's contribution to the ten-year framework on sustainable consumption and production (SCP).

The advisory task force meeting was organised in co-operation with UN DESA (the UN Division on Economic and Social Affairs) and brought together, in their personal capacity, experts from governments, business associations, NGO's and international governmental organisations.

For more information, please contact Bas de Leeuw or Adriana Zacarias at sc@unep.fr

Link(s)

- [Briefing Note Adv. Taskforce 10yr. framework](#)

Experts to identify an African strategy on sustainable consumption and production

The Third African Roundtable on Sustainable Consumption and Production (ARSCP-3) is being organised by UNEP in collaboration with UNIDO and the Cleaner Production Centre of Morocco.



▶ [Continued on page 2](#)



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North American funding bodies opening up to sustainable consumption

Non-governmental Organization (NGO) representatives welcome a sign from the philanthropic community of a willingness to support NGO efforts to elevate the profile of sustainable consumption issues.



▶ [Continued on page 2](#)

(...) Experts to identify an African strategy on sustainable consumption and production

▶ The ARSCP-3 will be held from 17-20 May, 2004, in Casablanca, Morocco and will be attended by representatives of NCPCs, CP promoting institutions, government agencies, industry associations, consumers' and youth associations.

The roundtable is organised as part of the activities under the project on 'Institutionalising the African Roundtable on Sustainable Consumption and Production' that is financed by the Government of Norway and implemented by UNEP. The second part of the meeting is a follow-up to the recommendation from the WSSD related to the development of a ten-year framework of programmes in order to support regional and national

initiatives on sustainable consumption and production. This part of the meeting, aimed at developing an African strategy under the 10-year framework of programmes is being supported by the Government of Germany, and will be organised in co-operation with UN-DESA.

The overall objective of ARSCP-3 is to provide a forum for further strengthening of the activities on cleaner production and sustainable consumption in Africa. The specific objectives are to:

- review the current status of activities on cleaner production and sustainable consumption in the region and facilitate experience sharing on best practices and strategies implemented in the region;

- provide the basis for the institutionalisation of the Regional Roundtable on sustainable consumption and production; and
- identify key areas of regional focus for the 10 year Framework plan on sustainable consumption and production.

For more information, please contact Mr. Desta Mebratu at UNEP Regional Office for Africa dmebratu@unep.org, or Adriana Zacarias at sc@unep.fr

Link(s)

- [ARSCP Brochure](#)

(...) North American funding bodies opening up to sustainable consumption

▶ The North American Sustainable Consumption Alliance (NASCA) and the Worldwatch Institute hosted an experts workshop on "Strategic Priorities for Promoting Sustainable Consumption in North America". The workshop included 26 representatives of private foundations, NGOs, international organisations (UNEP DTIE, UNEP RONA).

The key objectives were:

- to bring additional stakeholders into the discussion about sustainable consumption in North America;
- to advance the process of developing a concrete, constructive, and collaborative strategy for promoting sustainable consumption;

- to identify 3-5 specific areas, e.g. particular industries, products or services, regional markets;
- to facilitate the exchange of information between NGOs and funders.

Participants discussed possible initiatives in the fields of government initiatives, industry targeted activities, purchasing, communicating and promoting sustainable consumption.

Representatives of private foundations indicated that the funding community would welcome efforts by U.S.-based NGOs to unite their efforts around strategic issues.

In response, NGO representatives welcomed this willingness to support work to elevate the profile of sustainable consumption issues.

The suggestion from international organisation representatives for moving forward on a united issue was that civil society in the U.S. needs a better communications strategy to showcase its accomplishments.

Link(s)

- [NASCA](#)

Education key to form sustainable consumers

"The purpose of education is to form people to love and be compassionate, to give them a sense of hope, to give them a sense of beauty, and the sense that they can serve the world with their gifts" This was stated by professor McGettric from Glasgow University at a Consumers Citizenship conference in Paris.

Norway's State Secretary Hans Olav Syversen, Deputy Minister of the Ministry of Children and Family Affairs said that *"We have an increasing commercial pressure on young children and teens that puts a risk their sense of values and their definition of happiness. We have to redefine prosperity away from material consumption."*

This first gathering of the Consumers Citizenship Network at the UNESCO headquarters in Paris, held from March 1-2, 2004, brought together nearly 200

education experts who faced the question of "What can teachers do to create a generation of consumers who integrate sustainability in their personal and professional lives?"

The conference did not provide a specific answer or a "quick fix" for how consumers can deal with the ethical challenges of prosperity. Instead, it showed how much personal interest there is among teachers in "arming" their pupils with the right skills, tools, and values to create a better future.

Though their influence should not be underestimated, teachers and teachers' trainers tend to be forgotten in the discussions related to sustainable consumption.

For more information please contact Victoria W. Thoresen: victo@online.no

Link(s)

- [Consumer Citizenship](#)

Manga style comics bring sustainable consumption message to Colombia

A massive communication campaign to be launched in Colombia will use the popular Japanese 'Manga'-style comics to speak to youth about sustainable consumption issues.

The "Eco-Forum", inspired by UNEP sustainable consumption materials (youthxchange and advertising in particular) and other UNEP/UN sources, will use the Japanese 'Manga'-style comics to transfer the concept of sustainable consumption to 1.2 million children in Colombian schools.

The programme, with support from the Colombian government and the UNDP, in co-operation with youthxchange is under

development. Currently, UNEP DTIE is providing advice and expertise on how best to translate the complex issues related to consumption, production and our lifestyles into an easy and compelling message. At the same time, closer co-operation between the Eco-Forum and youthxchange will be explored.

For more information: Pilar Mallari at prensa@eco-plan.org



Link(s)

- [Red de Desarrollo Sostenible de Colombia](#)

Sustainable consumption research projects showcased in Leeds

Inspiring presentations and discussions detail current sustainable consumption projects at the Third International Workshop on Sustainable Consumption, held in Leeds, U.K.

The presentations and discussion took place at the University of Leeds, in Leeds, U.K. over March 5-6, 2004. The Workshop was the third of a series organised by the Research Center for Life Cycle Assessment of the National Institute for Advance Industrial Science and Technology (AIST), in cooperation with UNEP.

Presentations at the workshop included:

- 1) Sustainable consumption and CO2 emissions reduction in Japan - Atsushi Inaba (AIST-Japan and sponsor of the workshop). This project is developing new indicators that could be effective tools for policy.
- 2) The 10-year Framework and the development of regional strategies - Adriana Zacarias (UNEP). The

presentation highlighted the importance of the academia to develop and test methodologies.

- 3) Cultural and social-psychological aspects of SC - Tim Jackson (University Leeds). During the presentation, he asked the audience to reflect about the meaning of consumption.
- 4) "How much money do we need in affluent society" - Jerome Segal (Author of Graceful Simplicity). Jerome's presentation highlighted the lack of social efficiency in our modern societies.
- 5) EMS for households - Yasuhiro Fukushima. A project being implemented in Japan
- 6) 'Institutions for SC (Agenda 21, WSSD, JPI)- Joachin Spangenberg (SERI).

- 7) The politics of SC - Henry-Levenson-Gower (UK Environment Agency)
- 8) Global Institutions for Locally-Driven SCP - Greg Noris
- 9) Case studies of current projects in Sweden - Oksana Mont (IIIIEE, Sweden). Cases included car sharing, collective laundry centers, and electric tools sharing.
- 10) Local Exchange Trading Schemes (LETS) and the social aspects of SC - Sigrid Stagl (University of Leeds).

For more info, contact project leader Klaus Hubacek at hubacek@env.leeds.ac.uk or Adriana Zacarias at sc@unep.fr

Link(s)

- [Leeds Workshop Presentations](#)

Partnerships to be rewarded for innovative environmental solutions

The northern German city of Bremen will reward the best solution (e.g. innovative technologies, projects, programmes, or communication strategies) in the environmental sector for 2004. Under the patronage of Klaus Toepfer, Executive Director of UNEP, the 'Bremen Partnership Award' rewards the winner of this annual prize with publicity opportunities and a cash prize of 35,000 Euros. The city is accepting applications for the award until 30 April 2004.

Companies, organizations and projects are invited to submit their on-line application for the 'Bremen Partnership Award'. The annual award addresses projects that include cooperation between one business partner and a partner from the science or political sectors, local authorities or non-governmental organisations. Winners will have several opportunities to present their winning submission to international audiences at various international gatherings, including the "World Urban

Forum" to be held in Barcelona, Spain.

Projects should be characterised by voluntary agreements between partners and go beyond statutory requirements. Outstanding technological solutions and creative ideas for the communication of environmental ideas are equally considered. Dry-ice blasting, safety management of cutting fluids, passive house office building, and neighbourhood waste recycling programmes are just

some examples of 2003 submissions.

Applications are being accepted until 30 April 2004. The award ceremony will take place on 23 September 2004 in Bremen.

For further information, please contact Regan Mundhenke at regan.mundhenke@ecolo-bremen.de

Link(s)

- [Ecolo Bremen](#)

Upcoming Events

2 Design green workshops, New York, 27 March 2004, Minneapolis, 24 April 2004
In these workshops product designers will learn from practicing professionals how to make the business case for green, address technical factors of eco-design and work on actual product design cases. For more information, please write to: info@greenmarketing.com

Green Week 2004

Brussels, Belgium, 1-4 June 2004 at Charlemagne Centre
Green Week 2004 offers a range of conference sessions and workshops, an exhibition, a sustainable stock market and a number of parallel events.

SusProNet Conference - PSS 'The Value in Practice'

Brussels, Belgium, 3-4 June 2004

What's inside your Cooking Pot?

Get it while it's hot! The "Cooking Pot" is a savoury education tool for youngsters to learn about the world behind the food we eat at breakfast, lunch and dinner. As well, games, fact sheets and other activities give children of all ages essential information about good nutrition.

The "Cooking Pot" has been developed by the Environmental Council of Lower Austria as a toolkit for school children to learn in an easy way how nutrition, good health, agriculture, consumer patterns and environmental protection are related to each other. The materials were developed by environmental specialists, teachers, graphic artists, and of course, by many children.



What's in the Cooking Pot? Just some examples to whet your appetite: teaching materials, fact sheets for children,

instructions for games, a calendar for seasonal products, a quiz on grains...

Link(s)

- [Umweltberatung](#)



New Publications



DTIE 2003 Activity Report

This report is available in English, the French and Spanish versions will come out end of April.

Benchmarking Sustainable Services for the Housing Sector in the City of Tomorrow - some country reports are available

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Database helps attract new partners and donors for WSSD follow-up projects

A new online database launched by the UN Commission on Sustainable Development (UNCSD) contains over 260 partnership initiatives submitted in the context of the World Summit on Sustainable Development (WSSD). These CSD-registered partnership initiatives for sustainable development are searchable by different parameters including geographical scope and theme. Additional features will be added to increase the search capability.

The online partnerships database contains information on 260 partnerships formulated in the context of the Johannesburg Plan of Implementation. The database is searchable by a variety of parameters such as partnership theme and geographical scope. Additional features are being designed and will be added. Key information provided for each partnership includes: partner list, thematic coverage, objectives and targets, coordination and implementation mechanism descriptions, as well as funding resources, sources and additional funding needs.

This user-friendly database will facilitate increased sharing of experience and knowledge on the implementation of sustainable development. It will also assist individual partnership initiatives in their efforts to attract new partners and donors.

Partnerships for sustainable development - that is, voluntary, multi-stakeholder initiatives which contribute to the



implementation of the intergovernmental agreements in Agenda 21, the Programme for the Further Implementation of Agenda 21, and the Johannesburg Plan of Implementation - were an important complementary outcome of the WSSD. At CSD-11 in 2003, the Commission developed a set of criteria and guidelines for these partnerships and decided on a system of transparent, participatory, and credible reporting from partnerships.

For further information please contact the CSD Partnerships Team at: beyondwssd@un.org

Link(s)

- [UN DESA](#)