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## Costa Rica to host "Marrakech+2" meeting on consumption and production



The Government of Costa Rica has announced that it will host an international review meeting of the ten-year framework on sustainable consumption and production. The meeting will be held in September 2005, which is two years after the first

meeting in Marrakech. UNEP and UNDESA will co-organise the meeting, advised by an international steering committee of governmental experts.

▶ *Continued on page 2*

## UNEP and UNDESA launch website on Marrakech process

UNEP and UNDESA have launched a joint website on the ten-year framework on sustainable consumption and production, the "Marrakech process". The website includes an overview of the current status of the regional and international consultations so far, with all background papers and meeting reports downloadable.

The Johannesburg Plan of Implementation called for the development of a 10-year Framework of Programmes on Sustainable Consumption and Production. In 2003, the process of regional consultations and the development of regional strategies was initiated by UNEP and UN DESA.

The First International Expert Meeting was held in Marrakesh in June 2003. It recommended to establish task forces and roundtables to promote progress on the 10YFP. Various activities are

foreseen in 2004 to bring forward the development and implementation of regional/national strategies.

More information with Adriana Zacarias at [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

• [Marrakech Process](#)



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## (...) Costa Rica to host “Marrakech+2” meeting on consumption and production

▶ The representative of Costa Rica, Ricardo Ulate, made an announcement during the 12th meeting of the Commission on Sustainable Development (CSD12), held in New York. He spoke at a side-event organised by the Swedish government which was opened by Norway’s Minister of Environment, Borge Brende, and chaired by Viveka Bohn (Sweden).

Marjo Nummelin, European Commission, announced that a European stakeholder

meeting will be organised in November this year, hosted by the Belgian government, and organised by UNEP in consultation with UN DESA. With an African meeting scheduled in Casablanca, May this year, hosted by the government of Morocco and supported by the governments of Germany and Norway, it was concluded that the Marrakesh process is becoming a truly global project, aimed at strengthening the implementation of sustainable consumption and production policies.

UN DESA’s Ralph Chipman introduced a joint UN DESA/UNEP website and database on the issue, and UNEP’s Bas de Leeuw called for attention for the “implementation challenge”; projects which should aim at both influencing the “global consumer class” and increasing access of the poor to basic services.

### Link(s)

- [CSD12](#)
- [10-year framework Programme](#)

## Marketers and communication experts to share best practices on promoting sustainable consumption

Global Compact members exchanged views on efficient ways to promote sustainability through marketing and communication strategies at the Global Compact Policy Dialogue on Sustainable Consumption: Marketing & Communications, organised in co-operation with UNEP from 5-6 April 2004. Participants requested the development of a manual of business case studies, which would outline best practices on marketing strategies and communication campaigns.

The 90 participants, (including 60 companies, NGOs, consumer associations and consultancy firms) came to Paris looking for inspiration for the development of future marketing and communication strategies related to sustainable consumption. Discussions focused on:

- Can sustainability sell?
- Brand value and reputation
- What, how and where to communicate?

According to Doug Miller, the President of Globescan International, 22% of the consumers in G7 countries are green consumers and 10% of the consumers are paying a premium for green electricity or other kinds of green products. Therefore, there is a real commercial opportunity to target this emerging group with sustainable messages and to create mass market changes in the long run. However, this kind of strategy will not be embraced

by all companies whose attitudes can be clustered into four categories:

- no talk, no walk (90% of companies)
- talk but not walk (Enron, etc.)
- walk but not talk (Unilever, Kodak, KPMG, Gap, etc.)
- walk and talk (BP, Nike, etc.)

For the last two groups, sustainable development can clearly bring competitive advantage.

On the other hand, some speakers highlighted the lack of consistency between consumers’ environmental and social commitments in surveys and their actual behaviour in supermarkets. As summarised by the New York Times: “They care about the world (and they shop too)”. Therefore it is a challenge for companies to try to resolve this apparent conflict between a real concern about sustainability issues among their

customers and their actual willingness to buy green. In this respect, appropriate marketing and communications strategies are critical to help change consumer behaviour and convince them that purchasing sustainable products and services could improve their lives as well.

In conclusion, most participants requested the development of a compilation of case studies on best practices for marketing strategies and communication campaigns detailing “what works and what doesn’t”. Moreover, participants suggested that since there is no ‘one size fits all’ approach in the marketing and communication field, these case studies should be presented by sector in order to reflect the variety of issues faced in each sector.

### Link(s)

- [UNEP and Communication](#)

## Environment Olympics of Angola engages and educates youth on sustainability

Ecological Youth of Angola (Joventude Ecologica Angolana, JEA), which won the Global 500 Youth Prize in 2002, developed a school competition project called “Environment Olympics of Angola”. It engages young students in discussions and activities on environmental issues affecting young people in schools and communities.

The participants learn, for example, about biodiversity, indigenous people, water, land, energy and transport. They also do research and visit places related to these topics. During the competition they present case studies on relevant environmental issues in their community. One of the things they have discovered is that rural communities throughout the country consume more and more

industrial products imported from other countries, such as South Africa, Portugal, Brazil, USA, France, Belgium and Japan rather than consuming local agricultural products.

Young people are especially affected by consumption of imported industrial products and by impacts from waste. Consumption and poverty are two

newly emerging issues added to the competition.

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### Link(s)

- [Global 500 Forum](#)

## United Arab Emirates project protects marine heritage and culture

The Emirates Diving Association (EDA) is keen to cooperate with other research centers and other organisations to conserve the United Arab Emirates Marine Heritage and Culture by adopting the following slogan; *“Our culture and heritage are parts of our environment; we have to conserve them for generations to come.”*



This project targets children, young people and expatriate divers teaching them about the diving heritage of the U.A.E. The focus will be on environment and the importance of its conservation. The topic of pearl diving will also be discussed as one of the main traditions of U.A.E. culture, its importance as a

livelihood for the local population in the past, and to some extent in the present. The differences between scuba diving and pearl diving will be underlined and the importance of conserving the marine environment or using its resources in a sustainable manner will also be discussed.

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### Link(s)

- [Emirates Diving](#)

## Upcoming Events

### *International training course - EC project development*

A 3-day course on writing and submitting EU proposals and managing projects that are funded by the European Commission, will be held in Heviz, Hungary, 10-12 May 2004. The priority is on energy, environment and sustainable development.

*Euronatur and the Bellagio Forum for Sustainable Development* will propose again this year the Environmental Communication Award (ECA), under the auspices of Klaus Toepfer, UNEP's Executive Director. This award recognises achievements in the communication of environmental issues which are innovative, factually accurate and impeccably presented. Three categories are planned: individual achievement, organisations and initiatives as well as corporate achievement. Deadline for applications has been extended to 30 November 2004.

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## “Respecting international agreements at the cost of biodiversity?”

*“Methods of eradicating the plants used in the production of narcotics has been the source of much debate in Colombia. If herbicides are chosen, it could be to the detriment of Colombia's rich biological diversity, and its people.”*

*“Colombia's biological endowment is extremely rich. It includes 3000 species of butterflies, more than 2500 different birds, trees higher than 65 meters, 500,000 vegetal species, pink dolphins among many others. Unfortunately, among them are illegally planted coca plantations and poppy seed fields, used for cocaine, heroin, and marijuana.*

*For more than 30 years Colombia has been confronted with the problem of these illegal crops. In accordance with international agreements the National Government has implemented a Program for their eradication in order to control the production and the supply of narcotics. To do so, the Colombian government has made the decision to fumigate the natural national parks with a herbicide “Glifosato”.*

*Most Colombians have no idea about the many adverse effects this herbicide has on humans. It also kills plants at the stalk*

*and leaves soil sterile, characteristics which clearly affect local communities' livelihoods.*

*The negative response to the plan is widespread. Officers of the National Natural Parks Unit have warned the Minister of Environment of the potential consequences of using herbicides. Mass media is also criticizing the decision to fumigate.*

*As a result, the government has decided not to fumigate immediately, but to eradicate illegal crops manually first, with fumigation to be considered if necessary.”*

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