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"Join the fight for sustainable consumption" says Kofi Annan



Kofi Annan meets Marrakech co-chair

UN's Secretary-General Kofi Annan has called upon delegates of the Commission on Sustainable Development (CSD) to join the fight for sustainable consumption. In the current

world of insecurity and conflicts, the political and public attention for sustainable development should not be lost.

▶ *Continued on page 2*

Casablanca statement: SCP contribute to poverty reduction

Sustainable consumption and production can make an important contribution to poverty reduction in Africa. That message will be sent to the African Ministerial Conference on the Environment (AMCEN), as a result of the first African meeting on the 10-year Framework on sustainable consumption and production, held in Casablanca, Morocco, 19-20 May, 2004. It was generally felt that Africa should "leapfrog" to sustainability, avoiding the mistakes that developed countries have made in the past.

Participants identified regional priorities and needs for energy, water and natural resources, habitat and urban development, and industrial development.



UNEP and UNDESA staff demonstrate "leapfrogging"

▶ *Continued on page 2*



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(...) “Join the fight for sustainable consumption” says Kofi Annan

▶ The Secretary-General said that individuals should certainly not feel helpless or powerless. *“Individuals can choose to buy environmentally friendly products, or not. That changes consumption patterns and in the end production patterns. All individuals have that power”.*

Kofi Annan spoke in New York, 29 April, 2004, at the occasion of a reception to mark the latest publication of the World Watch Institute, “State of the World 2004”, devoted to Sustainable Consumption. The reception was organized by the institute and UNEP. Earlier that week Kofi Annan had opened the ministerial segment of the 12th session of the Commission (CSD12) in the General Assembly Hall of UN’s Headquarters. This was the first time ever that the Secretary-General addressed a CSD meeting.

The Secretary-General briefly met the Marrakech co-chair, Viveka Bohn (the Swedish Ambassador for Sustainable Development), who has chaired the

first international review meeting of the Marrakech process, the ten-year framework on sustainable consumption and production patterns. Klaus Toepfer, Executive Director of UNEP, said he was pleased that so many elements of UNEP’s Sustainable Consumption programme had gained recognition in the World Watch Institute report. He added that in particular the Life Cycle Initiative, the work with young people, green procurement and the advertising and communication industry were key to change consumption and production patterns.

“Sustainable Consumption was one of the highlights of the Johannesburg Summit”, Toepfer said, *“sometimes we feel impressed with the complexity of the challenges ahead, but it is good to realise, as the report shows, that the solutions are not far-away and unachievable, but in fact on our doorstep.”* He referred to the fact that total expenditures to achieve the goals of water and sanitation are comparable to annual expenditures in Europe on pet

food and ice creams. *“I do not want to be misunderstood”*, he said, *“I have two cats and one dog myself, but it puts the challenges ahead in perspective.”*

Norway’s Minister of Environment, the Christian-Democrat Borge Brende, who chaired CSD12, stated that, for him, the report was the “second most important book in his life” and revealed that he personally had given all Norwegian parliamentarians a copy.

Information about “State of the World 2004” which has been published in several languages can be found on worldwatch.org, also see our coverage in the January edition of SC.net. For more information: worldwatch@worldwatch.org or (about UNEP’s programmes on Sustainable Consumption and Production): Bas de Leeuw (sc@unep.fr).

Link(s)

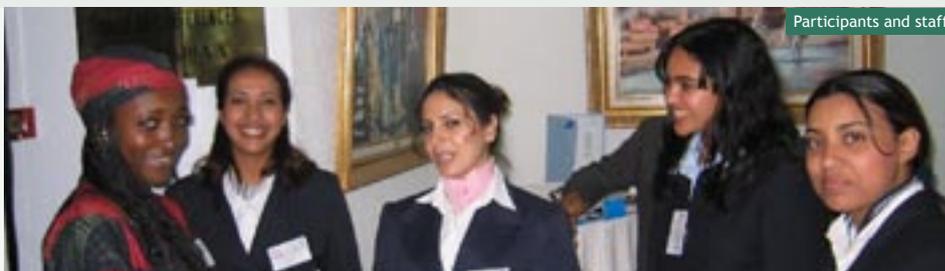
- World Watch Institute

(...) Casablanca statement: sustainable consumption and production contribute to poverty reduction

▶ *“There is not a single landfill in Africa”*, as one of the participants observed, *“proper waste management policies therefore should be among the African priorities and could be an opportunity for creating jobs.”*

HIV/Aids and its negative impacts on industrial productivity and social development was also mentioned as an obstacle for sustainable development in the region. Sub-regional co-operation should be strengthened, such as in dealing with Lake Victoria environmental management. Many participants also felt that local markets need to be developed to support sustainable innovation by small and medium sized companies, local communities and green procurement activities by public authorities. Regional markets should “open Africa for the Africans”. Other regions should improve market access for African products and services and should not export hazardous materials, second-hand products and equipment.

Preferences for imported goods by consumers, because of status, perceived higher quality of the goods - should be influenced by information campaigns and improved quality control of domestic production.



Participants and staff

North African representatives identified priorities, such as water, waste and energy, and recommended carrying out pilot projects. A “sub-Sahara” group analysed the causes of poverty (over-exploitation of natural resources, decline of soil fertility and lack of access to sustainable energy) and identified best practices and policy recommendations. The priorities for the sub-saharan region included water, energy and agriculture.

The third African Roundtable on Sustainable Consumption and Production, held in conjunction with this meeting, from 17-18 May, also in Casablanca, resulted in the institutionalization of the Roundtable which established a Charter and an Executive Board. Dr. Patrick Mwesigye, director of the Uganda Cleaner Production Centre, was elected president.

The meetings gathered over 60 participants from 25 countries, representatives of national governments, National Cleaner Production Centers, business, research institutes, members of the African Life Cycle Network and NGOs, as well as 4 international organisations: UNEP, UN DESA, UNIDO and NORAD.

The meeting was organised by UNEP and the Moroccan National Cleaner Production Center, in consultation with UN DESA, with financial support from the German Federal Ministry of Environment and the Royal Norwegian Ministry of Foreign Affairs.

For more information, please contact Desta Mebratu at: desta.mebratu@unep.org or Adriana Zacarias, sc@unep.fr

Link(s)

- [Energy Consumption](#)
- [Casablanca Background Paper](#)

European Roundtable on consumption and production signals emerging creative society

"We need to promote education and analytical thinking to move away from war and come closer to dialogue, to sustainable development and to respect of cultures and communities. Only educated people can be receptors of sustainable consumption." said Prime Minister of the Basque Country, Mr. Juan Jose Ibarretxe. He spoke at the occasion of the European Roundtable on Sustainable Consumption and Production (ERSCP), Bilbao, Spain, 11 to 15 May 2004.

"The utopia is in the horizon, it is always two steps ahead; but it is worth it to reach it. Like the utopia, reaching sustainable consumption and production will be beneficial for all of us", the prime minister added in his opening speech.

One of the participants, the Italian professor, Ezio Manzini (Politecnico di Milano) also referred to the *"dramatic"* context in which we are currently talking about sustainability: war, poverty, fear, terrorism. He highlighted that there are also signals of an emerging *"Creative Society"*, which is able to organise itself to meet needs and provide services. *"There is a need to strengthen these emerging signals and replicate them"*, said Manzini.

Adriana Zacarias Farah (UNEP) highlighted in her keynote speech the importance of integrating sustainable consumption and production. There is a need to put

more emphasis on the demand side, since all the gains obtained by clean technologies and eco-efficiency have been overtaken by the exponential increase of consumption (rebound effect).

Workshops were held on issues such as sustainable building, Eco-design, education, eco-technology, and product and service systems. The German Wuppertal Institute presented its research priorities for the next 5 years. The UK Department of Industry presented its SCP policy framework and challenges for its implementation, which was jointly developed by all relevant ministries.

Mr. Alexandre Pasche, founder of Eco&co presented emerging trends among consumers throughout industrialised countries. He said *"that consumers are ready to consume sustainable products, but the government and producers have not made the required efforts to supply*

them."

Mr. Victor Martins, Environment Department, Sonae, Portugal talked about how companies can communicate sustainability to their customers and supply green products.

The Roundtable, formerly known as the European Roundtable on Cleaner Production, was renamed as a follow-up to the World Summit on Sustainable Development (WSSD). The ERSCP gathered over 300 participants, representing governments, business, research institutes, international organisations and NGOs from Europe, as well as other continents. The organiser, the Basque Environment Ministry, IHOBE, has been very active in promoting SC and is currently carrying out a public campaign.

For more information, contact Adriana Zacarias at sc@unep.fr

Responsible marketing conference calls for more CSR research

"Responsible marketing represents real benefits for companies in terms of moral and ethical considerations as well as stakeholders' perspective, although there is a lack of studies that quantify the commercial advantages to engage in Corporate Social Responsibility (CSR) issues" stated Tim Dickson (European Business Forum). He addressed the Responsible Marketing conference, Berlin, 12-13 May, 2004, organised by ESOMAR and UNEP. Unilever announced work on sustainability accreditation systems.

An increased number of employees want to share their values with their company. It is therefore necessary to build sustainability into long term marketing strategies, in compliance with the ABC principle (*"Awareness, Branding and Communicating"*), introduced by Chris Pomfret, Unilever.

In order to preserve long term business, companies should become economically viable, socially responsible and environmentally sound. The success of sustainable products in the market will be mainly secured through innovation breakthroughs, as stated by Charles Laroche, Unilever.

Unilever also announced that they were currently working with NGOs on a sustainability accreditation system, where companies would have to comply with a number of criteria ranging from production processes, transport, information to customers, disposal and recycling of the products to get the final sustainability *"stamp"*.

Sustainability is not only a matter of knowledge but also understanding. A new quality of environmental communication is therefore needed and greenwashing should be banned. The message should be kept simple. In order to implement sustainable development, simultaneous action is needed from governments,

companies and consumers. More market research is needed on the concept of well-being and quality of life, in order to link the sustainability concept to these appealing values as well as to emotion.

Fifty participants including market researchers, companies and government representatives gathered in Berlin to discuss the role of marketing to improve sustainable market potential. The findings of the UNEP/ESOMAR survey on Sustainable Motivation were introduced and will be available soon on UNEP's website.

For more information contact Solange Montillaud at sc@unep.fr



Training on Sustainable Consumption and Production available on website

The latest training material on Sustainable Consumption and Production is now available on UNEP DTIE's website. The training package was developed for directors and professionals of National Cleaner Production Centers.



The accompanying background paper covers the three main topics on Sustainable Consumption and Production: A) Global Context, B) Integrating Sustainable Consumption and Production and C) Tools and Strategies.

In co-operation with UNEP's partner InWEnt, training workshops have been delivered to National Cleaner Production Centers around the globe since 2000. The training

sessions focused on the integration of Sustainable Consumption and Cleaner Production and also covered Multilateral Environmental Agreements and Environmental Technology Assessment.



During a recent workshop in Mannheim, participants from Asia, Africa, Europe, South and Middle America used country specific products to develop and discuss strategies. Examples such as copper

mining and shoe production showed that win-win situations could be identified to ease changes in current consumption and production patterns by applying tools and strategies for Sustainable Consumption and Production.

For further information, please contact sc@unep.fr

Link(s)

- [Capacity Building in CP Centres](#)
- [Cleaner Production](#)

United Nations wakes up to sustainable coffee

Cafeterias and coffee shops throughout the United Nations offices in New York are now serving sustainable coffee to delegates, diplomats, and visitors who walk its prestigious halls.

Rainforest Alliance-certified coffee, acclaimed both for its gourmet taste and its assurances for protection of workers and the environment, will be supplied by Java City, a specialty coffee roaster, wholesaler and retailer.

"When you serve coffee at the United Nations, you are serving it to the world. And all of the coffee-growing countries around the globe are among the 192 U.N. member nations," said Dr. Noel Brown, former head of the United Nations Environment Program (UNEP) and a Rainforest Alliance Board member.

"Over the past 20 years, the terms of trade have become worse for commodity

farmers," said Dr. Adnan Amin, director of the New York office of UNEP. *"The chemicals and waste produced by destructive coffee farming have an impact on our health, on our children, and on the environment. Certification adds value to these small producers, and is a real service to the international community. We would like to see more partnerships like this that affect real people in real, measurable terms."*

"Serving Rainforest Alliance-certified coffee at U.N. Headquarters highlights the important relationship between

biodiversity conservation and poverty reduction," said Sean Southey, manager of the United Nations Development Program's Equator Initiative. *"At the United Nations, we have now have a chance to 'walk the talk' – to put our dollar behind the issues we talk about. This speaks to the future of sustainable development."*

For further information, contact Rachel Biderman Furriela, at biderman@uol.com.br

Link(s)

- [GreenBiz](#)

UNEP director, Adnan Amin



Italian Green Public Procurement Network is online

Since December 2002, the Provincial Administration of Cremona, Italy, has been helping 13 local Municipalities to implement the Green Public Procurement Network (GPPnet) project financed by the European Commission under the LIFE Environment Programme 2001. A key achievement of the project, that will end in November 2004, has been the publication of the GPP Handbook.

The GPP Handbook is a useful and easy to apply tool for all those local authorities that want to integrate environmental considerations into their purchasing activities: it contains the essential environmental criteria for 189 goods commonly acquired by public authorities and, in most cases, one can 'cut and paste' these criteria into calls for tender and service contracts in order to 'buy green'.

It is organised in three sections:

- the general section investigates the nature and the advantages of GPP as a tool for sustainable development and gives an overview of current GPP policies and state of the art;
- the methodological section describes in detail every step that a local authority should take in order to introduce environmental criteria into its purchasing practices;



- finally, the operational section contains the ecological criteria that purchasing officers can refer to in the technical specifications of their tenders, together with instructions on how to do so.

The English version is now available.

Link(s)

- [Provincia di Cremona](#)

“Bio-based products: the sustainability solution?”

Interest in the use of agricultural products and wastes for energy and industrial materials is growing throughout the world. Optimists foresee a new system of production that will produce a virtuous cycle of benefits for the environment and society. Envisioning a return to renewable raw materials in lieu of feedstocks and fuels based on petrochemicals, they predict a reduction in demand for fossil fuels, a decrease in greenhouse gas emissions, as well as the mitigation of a host of other environmental threats.

A more pessimistic outlook for the bioeconomy also exists, which foresees the increased use of synthetic fertilizers, a related reduction in water quality, and an increase in soil erosion and greenhouse gas emissions.

Research published in this issue suggests:

- New analysis methods can predict the environmental performance of bioproduction strategies such as capacity to displace fossil fuel use. These tools can rapidly screen new processes and identify promising opportunities.
- Making composite materials and plastics from biobased resources is superior to energy production from energy crops, in terms of energy savings and greenhouse

gas emissions, when these impacts are computed per unit of agricultural land rather than per unit of product.

- Using ethanol fuel made from corn stover, the residues left over in corn fields after the grain is harvested, to produce a mixture of ethanol and gasoline (known as “E85”), can yield important benefits. For each kilometer fueled by the ethanol, the car uses 95% less petroleum. Total fossil energy use (coal, oil, and natural gas) and greenhouse gas emissions are lower on a life-cycle basis. Air quality impacts are mixed, however, with some pollutants increasing and others decreasing.

Emerging research, published in a special issue of the Journal of Industrial

Ecology (and *available free in full text*), examines the environmental implications of increased use of biobased materials and fuels. The Journal is peer-reviewed, international quarterly published by MIT Press, owned by Yale University and headquartered at the Yale School of Forestry & Environmental Studies. Robert Anex, associate professor of agricultural and biosystems engineering at Iowa State University in Ames, Iowa, was guest editor for the special issue. Support for the special issue was provided by the U.S. National Institute of Standards and Technology (NIST).

Link(s)

- [Journal of Industrial Ecology](#)

“Off to the market”

It seems plausible that before long we shall witness a major gravitational shift in world attention toward the Asian region. Not because of war, disease, or even economic or political disorder. But rather because of the social, economic, political and environmental impacts likely to accompany the birth of Asia’s new consumer class. In fact, as a recent study unexpectedly shows, there are already more middle- to high-income consumers in Asia than in Western Europe and North America combined.

Many of us marvelled at the meteoric rise of the Japanese economy in the 1970’s. Looked on in admiration as the South East Asian tigers took off in the 1980’s, notwithstanding a range of setbacks coming at the end of the 90’s. Nowadays, the focus is on China, and increasingly on India. The two countries’ vast populations and their enormous appetite to consume excite marketers, investors and company bosses everywhere. But despite expectations of continued economic growth and verdant optimism about political reform, there is little discussion about how this new wealth in Asia might change people’s lifestyles and affect social aspects like health. Not to mention

the pressures that this new consumption might unleash on the environment.

Although a lion’s share of total consumer spending still occurs in the wealthier regions of the world, the number of consumers in developing countries is rising rapidly. Indeed, recent evidence points to the existence of an emerging world “consumer class”. This global consumer class totals some 1.7 billion people - of which almost 40% is in Asia. These people have incomes over \$7000 of purchasing power parity which is roughly the level of the official poverty line in Western Europe. Although levels of wealth and actual consumption vary widely

between members, these consumers are typically buyers of televisions and other common household goods. But as a sign of rising affluence, the share of income spent on such basics as groceries and home appliances has been falling in many parts of Asia, as people spend more on everyday luxuries such as takeaway meals, the cinema and mobile phones. Even the traditionally high savings rates of countries like India have been giving way to increased consumer spending as the lure of material accumulation takes hold. (...)

Link(s)

- [Full article](#)

Upcoming Events

Green Week 2004

Brussels, Belgium, 1-4 June
26 seminars and workshops will focus on 4 different themes, all developed under the campaign heading of “Changing our behaviour: informed choices for a greener Europe”.

Several leading international authorities in the field of environment will be present, including Environment Commissioner Margot Wallstroem

Sustainable Product-Service-Systems: Practical Value

SusProNet Conference, Brussels, Belgium, 3-4 June 2004
co-ordinated with Green Week

Sustainable Innovation 2004

Creating and developing sustainable and responsible new business models towards sustainable product design, 9th International conference, Farnham, United Kingdom, 25 - 26 October 2004

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