

In this issue:

- 1 Baltic States making progress on sustainable consumption and production
- 1 Product Service Systems key for sustainable consumption and production
- 1 First procurement training session held in Ghana
- 3 St. Luke's advertising agency leads advertisers to combat climate change
- 4 Worldwatch "Good stuff?" publication shows the world behind the product
- 4 Price prevents Welsh consumers from going green
- 4 New publications

Baltic States making progress on sustainable consumption and production



Vilnius chair Prof. Juknys

The Baltic States - Lithuania, Latvia and Estonia - seem to have found the path to sustainable consumption and production patterns, but need "deeper de-coupling" and support for concrete projects, such as infrastructure, waste

management and household energy-efficiency. They will contribute to the wider European activities on sustainable consumption and production.

▶ *Continued on page 2*



UNEP

United Nations Environment Programme
Division of Technology, Industry and Economics
Sustainable Consumption and Production Branch
15 rue de Milan
75441 Paris Cedex 09
France

Tel: +33 1 44 37 14 50
Fax: +33 1 44 37 14 74
E-mail: unep.tie@unep.fr
Website: www.unep.fr/scp

Product Service Systems key for sustainable consumption and production

The European funded "SusProNet" conference, held in Brussels, early June, has concluded that the concept of sustainable product service systems (PSS) is a promising vehicle towards sustainable consumption and production. Communication about the added value of the concept however should be intensified and simplified.



SusProNet

▶ *Continued on page 2*

First procurement training session held in Ghana

Over thirty procurement officers from Ghana participated and learnt about implications and benefits for governance, environment and respect for social rights, in a pilot training

session organised by UNEP, Worldbank, and others.

▶ *Continued on page 3*

(...) Baltic States making progress on sustainable consumption and production

► This was one of the conclusions that emerged at the Baltic Sustainable Consumption and Production sub-regional multi-stakeholder workshop, held in Vilnius, Lithuania, June 17-18, 2004. An official chair's summary will be published shortly.

Prof. Romualdas Juknys (Lithuania), who was the workshop chair and rapporteur, showed that in Lithuania a "double de-coupling" has been achieved. The same income has been generated with less inputs. He highlighted however remaining challenges, such as in improving energy-efficient heating of houses, and municipal waste management.

Changes in consumption and production patterns are very similar in the Baltic States, which, according to Juknys, would call for joint proposed action plans, building on the common heritage of wasteful patterns of consumption (4-7 times as resource intensive as in other countries), well-developed energy,

transportation and communication infrastructure, a rather inactive civil society, low awareness, and a relatively high level of education.

Subregional networks, awareness raising, education and environmentally friendly technologies would therefore be important elements of follow-up work.

Estonia has a good legal framework for sustainable production, said Andres Kratoivits, Director General of the Ministry of Environment, but the trends on sustainable consumption are not encouraging. Consumption patterns at the moment are quite sustainable, however, "we are becoming richer and richer ...".

Frits Schlingemann, Director of UNEP's Regional Office for Europe, said that increased consumption might indeed not necessarily lead to an increase of the quality of life. Preliminary results of a UNEP research project, presented by UNEP consultant, Angels Varea, pointed to this direction. "People do not want to

be told to change", she said, "they want to have choices."

Among the concrete challenges mentioned was waste management. In particular the share of packaging materials in domestic waste is increasing. National resource taxes, labelling (such as in Latvia) were among the instruments mentioned to improve consumption and production patterns.

The meeting was organised by UNEP's Regional Office for Europe, the Center for Environmental Policy, Lithuania, Green Liberty, Latvia, and Green Movement, Estonia, in collaboration with the Ministries of Environment of the three states, and the Ministry of Environment of Finland.

More information with Rie Tsutsumi, at rie.tsutsumi@unep.ch

Link(s)

- [UNEP Regional Office for Europe](#)

(...) Product Service Systems key for sustainable consumption and production

► In the classic setting of "Concert Noble", Brussels, June 3-4, some 150 delegates discussed and reviewed the potential of product-services systems as a key means to realise sustainable production and consumption structures. "It is quite clear that if we continue our current consumption and production patterns, and export these to the developing world, we will end up with a disaster", said Ezio Manzini, Professor in Sustainable Design at the Politecnico di Milano and Advisory Board Member of SusProNet. "New and smarter ways to fulfil human needs must be developed".

The conference concluded that Product Service Systems (PSS) can be a part of the answer. They take the real need of people as a starting point in designing systems that fulfil them, and hence break away from the traditional thinking in products. This opens the mind for developing whole new ways of need fulfilment.

PSS has high potential to be accepted by policy circles as a main element

of a wider European strategy towards sustainable consumption and production, said Bas de Leeuw (UNEP). He called upon the experts to also focus their work on how to use PSS by and in developing countries, which would enable them to leapfrog to sustainable consumption and production patterns, rather than following the old paths of the developed countries. Business, he said, was rather silent in policy meetings such as those organised under the umbrella of the ten-year framework on sustainable consumption and production.

Implementing the concept is something that needs to be done thoughtfully. Christian Kornevall, Senior Vice President Sustainability Affairs of ABB, and Lindsey Parnell, President and CEO of Interface Europe Ltd., gave clear examples of the drivers but also the barriers these pro-active firms face in their efforts of implementing sustainable PSS.

"We need to understand how we can remove such barriers. We also must accept that sometimes changes in

framework conditions and incentive structures are vital to give sustainable PSS a real chance", said Arnold Tukker of TNO, manager of SusProNet, in the closing address. "It is also clear that we need to continue a platform for this discussion after SusProNet finishes at the end of this year. It forms a unique community in which the brightest thinkers in Europe not only discuss PSS innovation in theory, but truly look into ways how to apply this in practice. We will work hard with UNEP and other organisations to develop an appropriate 'home' for this community in the future."

SusProNet's next meeting will be a dissemination event, during which a number of other European PSS projects will be presented. Date: 13 October 2004, Brussels. See www.suspronet.org for the latest information and to register (free of charge).

Link(s)

- [SusProNet](#)

(...) First procurement training session held in Ghana



► “It was the first time that I was made aware of these issues”, wrote one officer in the evaluation form. Others were also grateful for the different perspectives given to the concept of procurement, but felt that legal structures, lack of centralised information and human resistance to change were major obstacles in making public procedures more sustainable.

The pilot session, the first of its kind in Africa, was well received by participants although some officials were more

sceptical than others.

Nonetheless, it emerged during discussions that in some cases both company managers and major public project managers already have elements of green or socially responsible procurement in place. Not enough to boost the market but seeds for a progressive change in attitudes have been sown.

This joint training session organised by UNEP/World Bank/ UNDP/ IAPSO and

ICLEI was held in Accra, Ghana, from 1-4 June 2004 and was aimed at testing the training package on Sustainable Procurement developed by UNEP/ WB/ UNDP and IAPSO.

UNEP/WB/UNDP and IAPSO will continue working together on this issue and will finalise the training material.

For more information please contact Isabella Marras, sc@unep.fr

St. Luke's advertising agency leads advertisers to combat climate change

St. Luke's - one of UNEP's partners in the Advertising Initiative - has become the first advertising agency in the world to offer clients the chance to 'neutralize' the global warming impact of making TV commercials.

The first client to take part in this innovative CarbonNeutral® advertising initiative is BT with its new brand campaign, 'More Power to You'.

The initiative provides a direct way for agencies to meet clients' and consumers' increasing concern about 'corporate responsibility'. With leading climate change business Future Forests, St. Luke's was able to work out the amount of carbon dioxide (CO₂: the 'greenhouse gas') produced by making the BT ads - including travel and energy consumption from pre- to post-production. The final figure was 200 tonnes, which will be neutralised through a mix of native woodland and new green energy projects which will suck and save CO₂.

St. Luke's and Future Forests are now working to produce a Carbon Calculator

specifically designed for the advertising industry that will make it quick and easy to make campaigns more environmentally friendly.

St Luke's will offer this service to all its clients. It will also publish a practical guide with Future Forests in July 2004 that will look at how the advertising industry can address environmental issues.

This is the first time Future Forests has worked with an advertising agency and Sue Welland, Founder and Creative Director, is delighted that the industry is making the first steps to producing sustainable advertising. She comments: "We need a step change in corporate and consumer behaviour to deal with global warming. The advertising industry is hugely influential and we call on other

agencies and clients to take St Luke's lead."

Phil Teer, Joint Managing Director of St. Luke's, adds: "Sustainability is an issue for every business and advertising is no exception. Our business has been CarbonNeutral for four years - the 'polluter pays' principle has made us more aware of how we consume energy and resources. The Future Forests approach is simple, straightforward and effective. This is a great opportunity for advertising agencies and clients to offset their negative impact on the environment."

For further information and press enquiries, please contact: Liz Vater at lvater@stlukes.co.uk or Jim Peacock at jim@futureforests.com

Worldwatch “Good stuff?” publication shows the world behind the product

The Worldwatch Institute has put together a guide on “Good Stuff”, showing the world behind the product, and made it available free for downloading on their website. The booklet covers “stuff” from coffee to DVDs, from cell phones to shrimp. It provides an excellent basis for discussions and debates around resources, recycling, re-use and plain and simple “do we REALLY need it?” type of queries.

Produced in partnership with nine organisations as a hands-on companion to Worldwatch’s annual “State of the World” report, in which among others UNEP’s work on Sustainable Consumption was highlighted, Good Stuff traces what goes into the production, use, and disposal of 25 common consumer items, including compact discs, cell phones, baby goods, and chocolate. In addition to educating buyers about the environmental and social impacts of their purchases, the

guide includes practical suggestions for living a “greener”, healthier life. It also contains a fun “eco-IQ” quiz and a “challenge” page where readers agree to take three actions for a better environment.

Link(s)

- [The Worldwatch Institute](#)
- [Good Stuff? - A Behind-the-Scenes Guide to the Things We Buy](#)



New publications

Casablanca Final Meeting Report

The First African Expert Meeting on Sustainable Consumption and Production was held in Casablanca, Morocco, 17-20 May 2004. The meeting was organized by UNEP and UN DESA and hosted by the Moroccan Center for Cleaner Production

Sustainable Production and Consumption: A Future Model?!

On the occasion of the 65th birthday of its Founding President, Prof. Dr. Ernst Ulrich von Weizsäcker, on 25 June 2004 the Wuppertal Institute held a symposium. Wuppertal, Germany, 28 June 2004

Disclaimer

UNEP does not guarantee, advise or endorse the views or information displayed to the SCP.NET group. Information must be approved by the moderator, but is the responsibility of the information provider.



Please consider the environment before printing this newsletter

Price prevents Welsh consumers from going green

“High Price To Pay”, published by the Welsh Consumer Council, concludes that there are many reasons which stop consumers from adopting a more eco-friendly lifestyle.

Very few people in Wales can be classed as “green” or “ethical” consumers, the study has found.

One of the most important factors is the higher cost of products which are better for the environment. Many of the people who took part in the research said they had no choice but to go for the cheapest option at the shops, and said that the best way - sometimes the only way - to make them more green in their consumer habits was to make sure the price was right.

The Welsh Consumer Council has called on the UK Government to use the tax system to make sustainable living a viable option for people on low incomes, for example, by introducing varying levels of VAT so the most sustainable products are also the cheapest.

Apart from the cost issue, the study identified a range of other factors which discourage consumers from making choices which are ethically or environmentally better, including:

- Assuming the worst - some consumers assume that the sustainable option is always more expensive and so don't bother to look at prices in the shops;
- Information gaps - among some

consumers there is low awareness of environmental issues such as how humans contribute to climate change;

- Lack of practical guidance - although information on how to live more sustainably is available, consumers who do not see themselves as “green” or “ethical” will probably not actively seek it out;
- Sense of isolation - some feel there is no point making the effort themselves if hardly anyone else in society does;
- “Why should we?” - many do not believe that government and business are serious about environmental and social issues, and they see that impacts from these sectors are greater than those of consumers themselves;

Other factors beyond the control of consumers - including lack of recycling facilities, lack of suitable public transport, lack of local stores and nowhere to buy local produce.

For more information, contact Jennie Bibbings at:
jennie@wales-consumer.org.uk

Link(s)

- [Welsh Consumer Council](#)