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Role of Business for Consumption in the South highlighted in Nordic Workshop



Delegates Oslo workshop

Highlighting the dramatic global population growth in recent decades, Knut Arild Hareide, Norway's Environment Minister, noted that we are in the middle of a consumer revolution, but that 1.2 billion people still live on less than one dollar a day.

Mr Arild Hareide was opening the Nordic Roundtable on Business Relations

and Sustainable Consumption and Production (SCP) in a North/South Perspective which was held in Oslo, Norway from 9-10 March 2005.

Key topics taken up during the Roundtable included international cooperation on SCP, ...

▶ *Continued on page 2*

SC.Asia project sparks off national action plans on Sustainable Consumption

A recent three-day seminar in the Asian region was the occasion for an exchange of experiences on best practices on Sustainable Consumption and an exercise in developing National Action Plans on SC.

At the opening session of the seminar, Mr. Michael T. Defensor, Minister of Environment, Philippines, gave a keynote speech highlighting the importance of sustainable consumption. He mentioned that sustainable consumption is an important area to address as it is linked to other national priorities such as deforestation, which

is of high concern in the Philippines. Mr. Frank Hess, European Commission, (First Secretary, EC Delegation to Philippines) stressed the need to identify the most appropriate policy tools to promote sustainable consumption, including advertising and marketing with a positive and cool message. Mrs. Wei Zhao (UNEP ROAP) gave the welcome remarks and Ms. Adriana Zacarias (UNEP DTIE) made a presentation on the UN Guidelines and the SC.Asia project.

▶ *Continued on page 2*

(...) Role of Business for Consumption in the South highlighted in Nordic Workshop

► ... the role of business, European Union (EU) activities in implementing SCP, the promotion of green suppliers, the role of government in developing countries, and the role of Nordic investments in the South in promoting SCP. Delegates also considered global consumption trends, and challenges, opportunities and recommendations for further work.

Bas de Leeuw, Head of the Strategy Unit with the Production and Consumption Branch of UNEP, presented UN perspectives on international cooperation on SCP. He underscored that SCP is an issue for the South as well as the North and explained that UNEP's priorities for the Marrakech Process include meeting the basic needs of the poor through supporting efficient and effective consumption and production.

Robert Goodchild, Directorate General for the Environment, highlighted EU activities in implementing SCP, while the perspective from the South was presented by Hu Tao, Chief Economist, Policy Research Centre of the State Environmental Protection Administration in China, who stressed the political



importance his country attaches to sustainable development. He listed China's initiatives on sustainable consumption, which include ecolabelling schemes and the greening of government procurement, and identified barriers to sustainable development in China, such as the reliance on heavy and chemical industries and fast economic growth.

Based on the discussions at the Roundtable, the Nordic Ad Hoc Group on SCP will finalise a report that will be presented during the thirteenth session of the Commission on Sustainable Development (CSD-13) in April 2005. The report will also be considered at the second international meeting of the "Marrakech Process" on SCP, scheduled

to take place in Costa Rica in September 2005.

The event was organized by the Nordic Ad Hoc Group on Sustainable Consumption and Production (SCP), in cooperation with the Norwegian Foundation for Sustainable Consumption and Production (GRIP) and the Nordic Partnership.

Link(s)

- [Norwegian foundation for Sustainable Consumption and Production](#)
- [Summary Report of the Nordic Roundtable Business Relations and Sustainable Consumption and Production in a North/South Perspective](#)
- [Marrakech Process](#)

(...) SC.Asia project sparks off national action plans on Sustainable Consumption

► Over 80 participants from 13 Asian countries and 4 European countries took part in this Asian Cross-learning Seminar on Sustainable Consumption, in Manila, Philippines from 15-17 March, as part of the "SC.Asia Project" focus on Capacity building for Implementation of the UN Guidelines on Sustainable Consumption.

During the meeting, the project partners, Center for Environment and Development (CED), Consumers International (CI) and the Danish Consumer Council, presented the results of the Asian and European reviews on the implementation of the UN Guidelines on Sustainable Consumption. Participants presented some national case studies and best practices on SC: Thailand presented a successful project on education on energy efficiency that was implemented in more than 50 schools in the country. The Philippines presented their experience with eco-labelling, and India presented a project on Impartial Product Testing.

The second day focussed on training on specific SC tools, such as awareness

and education campaigns, and public green procurement. The third day was built around an exercise on the National Action Plans on Sustainable Consumption. UNEP presented the model that was developed to assist countries to design and implement National Action Plans (NAP) on sustainable consumption. Based on this model, each country prepared a mock-up national NAP, which focussed on specific sectors or products. The aim of the exercise was to get the country teams started on thinking how to draft real NAP's. During the meeting, UNEP invited countries to consider how UNEP and partners can assist the countries in adopting real action plans. The participants also provided important feedback to the exercise, as well to the whole seminar. Based on the outcome from the seminar, SC.Asia will develop a guidance manual on NAP on Sustainable Consumption. For more information, contact SC@unep.fr

SC.Asia is the short name for the project "Capacity Building for Implementation of UN Guidelines on Consumer Protection (sustainable consumption) in Asia".

This two-year project is financially supported by the European Union, through its Asia Pro Eco programme, and is a collaborative effort between the United Nations Environment Programme, Consumers International, the Center for Environment and Development and the Danish Consumer Council. The project was proposed as a means to respond to the call from governments in Asia to strengthen the capacity of Governments and other stakeholders to implement the UN Guidelines on sustainable consumption, and to share experiences regionally (Asia-Asia) and inter-regionally (Europe-Asia) on sustainable consumption practices. The project involves six European countries (Denmark, France, Germany, Netherlands, Spain and Sweden) and 12 Asian countries (Bangladesh, Cambodia, P.R. China, India, Indonesia, Lao PDR, Malaysia, Nepal, Philippines, Sri Lanka, Thailand, and Vietnam).

For more information about the project please contact Ms. Adriana Zacarias Farah and/or Mr. Niclas Svenningsen through sc@unep.fr

African Roundtable on SCP endorsed regional Centre of Excellence

The Second African Expert Meeting on the 10 Year Framework of Programmes on Sustainable Consumption and Production (SCP), held last month, identified the priorities and concrete activities that have been and could be carried out in the region in the area of water, energy, urban environment, and renewable resource based industries.

The meeting participants endorsed three proposals that were presented as concrete pilot projects to be implemented, to promote sustainable alternatives for plastics, capacities on SCP in the Lake Victoria Region and training on Life Cycle Analysis.

Participants requested the African Ministerial Conference on Environment (AMCEN) to recognise the African Roundtable on Sustainable Consumption and Production (ARSCP) as the regional Centre of Excellence on SCP issues in Africa. The proposal was discussed and

endorsed by AMCEN, stating that the outcome from the meeting is to be used as the basis for the development and implementation of the 10 Year Framework of Programmes on SCP in Africa.

The Second African Expert Meeting, held in Nairobi, Kenya, 17-18 February, was attended by 36 participants consisting of 18 government-nominated experts and 18 experts on SCP and development partners. The meeting was co-organised by UN-DESA and UNEP in consultation with the Secretariats of the African Ministerial Conference on Environment (AMCEN) and

the African Roundtable on Sustainable Consumption and Production (ARSCP). The Federal Ministry of Environment of Germany provided financial support.

The full report will shortly be available for downloading from the URL indicated below. More information about the meeting: Desta Mebratu (Regional Office for Africa) and/or Adriana Zacarias Farah (UNEP DTIE) through sc@unep.fr

Link(s)

- [Second African Expert Meeting Report](#)

Norwegian version of YouthXchange launched

Norway devoted its celebration of world consumer day, held 15 March in Hamar, to the need to educate young consumers and stimulate their critical thinking towards unsustainable consumption patterns. The United Nations Decade on Education for Sustainable Development was launched, together with the Norwegian version of the YouthXchange guide, a joint project of UNEP and UNESCO.

State Secretary for Children and Family Affairs, Hans Holav Syversen, expressed with his presence in Hamar the Norwegian governments' commitment to give youth the means to understand the close links between nature, the relation between man and nature and the interactions in a global democratic society.

UNEP's Bas de Leeuw presented UNEP's strategy on youth and lifestyles and asked for urgent attention to the situation of young people in development countries, who also should join the global consumer

class in the near future. Creating sustainable jobs in the service sector, such as waste recycling, would be part of a global endeavour.

The youthXchange guide will be distributed to almost 2000 schools in Norway as part of their resource materials in consumer education. The launch benefited from interventions of UNEP, the Rain Forest Foundation, the



Consumers' Citizenship Network and the European Commission among others.

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

Link(s)

- [Youthxchange](#)

Do you speak YXC?

Norwegian, Hungarian, Flemish and Spanish are the latest versions of the youthXchange guide available now in 11 languages from UNEP, UNESCO and downloadable from the SC web site. The next to come will be Arabic, French, Italian and Chinese. The accompanying website - www.youthXchange.net - is now online in a pilot version.

Teachers in six countries have tested the website guide over a period of three months (2 to 8 schools per country: Spain, Czech Republic, Poland, Italy, Greece, Norway and Germany). More schools will be testing it in Asia, North and South America in the coming months.

On 14 March in Hamar, (Norway) UNEP, UNESCO and the Consumers Citizenship Network organised a workshop, with financial support from Norway, to collect these first experiences in teaching Sustainable Consumption using

youthXchange. Result? It works! Both teachers and students reported that the materials of the youthXchange training kit helped in understanding sustainable consumption issues and that the examples of consumer actions it contains led, in all countries, to practical and local actions. Some examples? In Greece, students initiated a campaign in their neighborhoods to convince retailers to reduce the use of plastic bags, in Spain they organised a large school exhibition on SC and went to talk to their parents about more sustainable

options. In Germany, students developed a guide on a "greener" use of washing machines, whilst in Italy they are thinking of a car-sharing system to go to school to reduce CO2 emissions and so on. In some countries, teachers adapted the international materials and looked with students for more local examples, whereas in others it was the window on the world that students most appreciated.

Link(s)

- [Youthxchange](#)

UNEP TV campaign on public transport

The United Nations Environment Programme (UNEP) and The International Association of Public Transport (UITP) have joined forces to promote the environmental and life-style benefits of public transport in a new TV campaign.

An animated 30 second commercial available in English, French, German and Spanish and produced by McCann Erickson is running across a growing list of international stations (BBC World, CNN International, CNBC, Bloomberg TV, National Geographic and Discovery Channel), having started with EuroNews from 10 February.



With the theme “The world is your home. Look after it”, this public transport Ad coincided with the coming into force of the Kyoto Protocol on 16 February 2005.

Total greenhouse gas emissions from the transport sector are growing faster than any other sector, and it is estimated to be responsible for 30 % of CO2 emissions in

Europe. In Europe, approximately 50% of transport trips in urban area are less than 5km.

The new Ad campaign, the first of its kind between UITP and UNEP, aims to raise awareness of some of the advantages of using public transport, especially the environmental benefits.

Link(s)

- [TV Campaign Promotes Public Transport](#)

Can sustainability form the basis of a marketing platform?

A report prepared by MPG International for UNEP and sponsored by the World Association of Research Professionals (ESOMAR) reviews the marketing and communications basics and evaluates how the objectives of sustainability can be aligned with the needs of marketers.

The study was initiated to try to account for the discrepancy that exists between 30 years of promoting the sustainability message and the perceived lack of sustainable behaviour by consumers and corporate buyers. It is partly a review of past research and partly an expression of ideas concerning the role of marketers.

The report reveals many inadequacies of current research and CSR reporting which might be expected to improve the marketing performance of companies, among which:

- although concern for sustainability issues is high, the strength and depth of

- attitudes are low
- the necessary ingredients for cultural change are absent
- CSR performance cannot become an intangible asset of businesses and affect shareholder value unless it first affects their business performance
- marketers need to take a holistic view of their organisation and the value of sustainable production to brand image.

Any feed back on the findings of this report would be welcomed since this is an on-going project , which should lead to specific research targeted to marketers. The work demonstrates the need for

improved methods and metrics as well as for many organisations to research and evaluate their role in promoting sustainable consumption and production. MPG International is very keen to develop a better understanding and remove some constraints so will continue to work with UNEP, ESOMAR and the Chartered Institute of Marketing as well as NGO's, corporates and government agencies who need to develop their strategies to improve effectiveness.

Link(s)

- [MPG International](#)

Achieving environmentally sustainable economic growth - Focus of Asia and Pacific Conference

Asia and the Pacific are experiencing the fastest economic growth of any region in the world. This growth has been a significant contributor to environmental pressures within the region, with serious consequences for biological diversity, human health and long term economic prosperity. The challenge is to find ways to ensure that the old paradigm “grow first, clean up later” is replaced by an integrated approach that enables economic growth to support and reinforce sustainability rather than undermine it.

This upcoming conference, being convened by ESCAP, represents an important opportunity for national leaders to create an enabling environment for sustainable development across the region.

The Fifth Ministerial Conference on Environment and Development in Asia and the Pacific will be held in Seoul, the Republic of Korea, from March 24-29 .

One of the side events is a Civil Society

Forum, with the theme “The Role of Civil Society in Sustainable Consumption and Production”, which will focus on the issues arising from the current patterns of economic development, which have been undertaken by developing countries, especially in Asia and the Pacific, with a strong emphasis on supply side management and satisfying the consumption needs of society.

The side event will also discuss the role of the civil society as a positive driver in

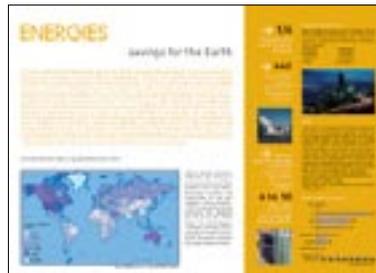
the development and implementation of demand management and the role of the proactive and well informed consumers in ensuring energy and water conservation and the sustainable use of natural resources.

Link(s)

- [Ministerial Conference on Environment and Development in Asia and the Pacific 2005](#)
- [UN ESCAP](#)

UNEP Resource Kit on Sustainable Consumption and Production now available

The UNEP Resource Kit on Sustainable Consumption and Production is composed of fact sheets on 12 different topics: advertising, ecodesign, energies, food, housing, leisure, lifestyles, mobility, NICT, textiles, tourism and water.



The fact sheets aim at providing background information on a selection of themes by analysing the environmental and/or social impacts of related activities and featuring examples of good practices around the world.

Moreover, they provide a selection of tips for individuals, companies and local authorities to put environmental principles into practice and offer a wide range of websites for further reading. They also highlight UNEP's specific activities related to each topic.

For more information, please contact sc@unep.fr

Link(s)

- [Resource Kit on Sustainable Consumption & Production](#)

ACT Responsible: A Worldwide Showcase of Advertising for Sustainable Development

The very first international exhibition of public and corporate ads related to sustainability issues will be held during the Cannes Lions Festival on June 20-26, 2005.

Advertising Community Together (ACT), in partnership with UNEP, is preparing a showcase of print and TV ads related to the promotion of sustainable development. ACT 2005 aims to gather, promote and inspire worldwide advertising creations for a sustainable future.

This first exhibition will be held on June 20-26, in Cannes, France, during the Lions Festival, which is well-known as the most famous international competition of advertising agencies. This event will take place in the Palais des Festivals and will be open to advertising professionals and also to the general public. An award from the public will be attributed to the agencies that created the best TV and print ads. Related events will be held around the world in the forthcoming months.

ACT is a non-profit initiative, which strives to federate and promote the positive involvement of the advertising community to contribute to make the world a better place to live in. It organized "Great Ads for Good causes" in 2003 and "Ads that Make us Change" in 2004.

UNEP and ACT are currently seeking submissions of campaigns about sustainability, environment, fair trade, global solidarity, etc. All applications should be submitted before April 30th on www.adforum.com/act

For more information, please contact Solange Montillaud through sc@unep.fr

Link(s)

- [ACT](#)



Upcoming Events

World Environment Day 2005

World Environment Day, commemorated each year on 5 June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action.

The World Environment Day theme selected for 2005 is Green Cities and the slogan is Plan for the Planet! The main international celebrations this year will be held in San Francisco, California, USA.

The 10th European Roundtable on Sustainable Consumption and Production, (ERSCP 2005) will be held in Antwerp, Belgium, from October 5-7, 2005.

Vito, the Flemish Institute for Technology Research and the Province of Antwerp are hosting this 10th Roundtable.

Sustainable Innovation 05 Global 'state of the art' in sustainable product/service development and design 10th International Conference 24 - 25 October 2005

Farnham Castle, International Briefing and Conference Centre, Farnham, UK

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Researchers launch Oslo Declaration on Sustainable Consumption

Fifty researchers from around the world launched the Oslo Declaration on Sustainable Consumption and Production this February. They declare that "efforts to develop consumption systems that are markedly more efficient and effective are still largely unknown and to date there have been few practical steps toward realizing their implementation". They state that the "immediate challenge is to launch a comprehensive research effort on sustainable consumption that can be joined up with the ten-year framework of programs on SCP being developed by the United Nations Environment Programme (UNEP) and to assist in the formulation of prompt policy implementation".

The researchers met in Oslo, 10-12 February 2005, for the final workshop of the three-year project 'Life Cycle Approaches to Sustainable Consumption'. This initiative was led by the Japanese Society for Non-Traditional Technology (SNTT) and the Research Center for Life Cycle Assessment (AIST) and supported financially by the Japanese government.

The project built on prior work in sustainable consumption and provided

for an extended period of structured exchange among researchers active in the area.

The full declaration is available at the URL indicated below. The group of researchers invite interested individuals to endorse it.

Link(s)

- [Oslo Declaration on Sustainable Consumption](#)

New Publications and websites

Wuppertal Institute News January 2005

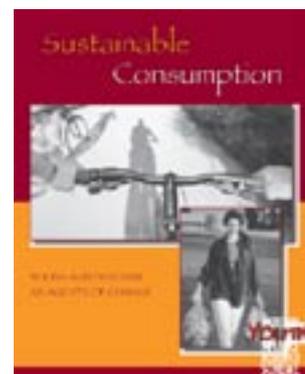
Article on Resource Use and its Relation to Economic Growth



Please note that the new URL/website address of the Asia Pacific Roundtable for Sustainable Consumption and Production (APRSCP) is <http://www.aprscp.org>. The old address (www.aprcp.org) will no longer be active.

Why the Western Economic Model Will not Work for the World

New report by Lester R. Brown which looks at worrying consumption trends in China



Sustainable Consumption: Young Australians as Agents of Change

This new report prepared for the National Youth Affairs Research Scheme explores how young Australians can be encouraged and empowered to make changes in their own consumption patterns, as well as being catalysts for change in the wider community. The report recommends the implementation of a range of initiatives to promote sustainable consumption amongst young people