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## Communicating Sustainability - How to produce effective public campaigns



A new toolkit for national and local authorities provides recommendations and case studies to illustrate efficient communication strategies on

sustainability issues.

▶ *Continued on page 2*

## Task Forces & Cooperation Dialogue strengthen Marrakech process implementation

The Marrakech Process is on its way to an implementation phase. As a follow-up of the second international review meeting, held in Costa Rica, September 2005, guidelines for future work are being developed, task forces are being initiated and development agencies and

banks are being involved. This closely follows UNEP's priorities for making the Marrakech process work, which have been outlined by Mrs. Monique Barbut, Director of DTIE.

▶ *Continued on page 2*

## Consumption experts recommend concrete action on energy efficiency of products

Concrete action to promote performance targets for energy efficiency of products was recommended by energy consumption experts in a recent meeting in Berlin. Another recommendation was to initiate a product panel on light bulbs at the European level to improve energy efficiency.



Arab Hoballah (UNEP), speaking with a participant

▶ *Continued on page 3*



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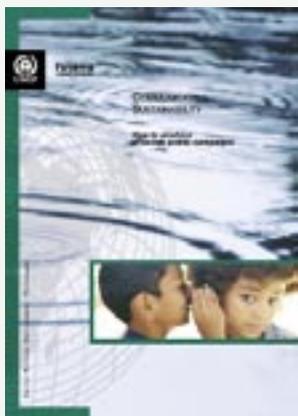
## (...) Communicating Sustainability - How to produce effective public campaigns

Communicating Sustainability aims to inspire national and local authorities to use effective communications for sustainable development goals, and give them the means to do it. It highlights common pitfalls

- in essence why some sustainable development communications fail  
- and brings together the latest thinking and practice for effective public motivation and inspiration.

Highlights from the text include:

- Myths and facts: what works and what doesn't in sustainable development communications
- How to develop a communications plan



- Key obstacles to government communications
- Recommendations for seeking expert guidance
- Sixteen case studies from around the world

- Resources: publications and organisations for further help.

The Guide was launched internationally during the Second Expert Meeting on the 10-Year Framework of Programmes on Sustainable Consumption and Production (Costa Rica, 5-8 September 2005). Further national launches will be planned, in particular in the UK and in France.

Communicating Sustainability has been produced by UNEP and FUTERRA

(a UK-based sustainable development communications consultancy) with financial support from the Ministry of Sustainable Development of Sweden and the French Agency for Environment and Energy Management (ADEME).

The guide is downloadable in English, French and Spanish (the link is indicated below).

As a follow-up to this publication, UNEP is developing an online database of public and corporate advertising campaigns on sustainable development.

For more information contact Mrs. Solange Montillaud at [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

- [Communicating Sustainability](#)
- [Futerra](#)

## (...) Task Forces and Cooperation Dialogue strengthen Marrakech process implementation

In the Costa Rica meeting four Marrakech Task Forces (MTF's) were announced by their lead countries, respectively:

- 1) Germany on co-operation with Africa aimed at leapfrogging to SCP;
- 2) Sweden on sustainable lifestyles, advertising and youth;
- 3) Switzerland on sustainable procurement;
- 4) United Kingdom on sustainable product policies.

Other task forces expected to be initiated in the coming year include topics such as "green growth", sustainable building and construction, tourism, renewable energy, SC research, sustainable cities, SME's, labour unions, indicators, supply chain management and solid waste management. For a regularly updated overview on progress made with the Marrakech Task Forces, see <http://www.unep.fr/pc/sustain/10year/taskforce.htm>

One of the key elements of the Costa Rica meeting was the Cooperation Dialogue with development agencies, chaired by Mr. Sherif Arif (World Bank) and Mr. James Riordan (Environment Canada). The main objective was to explore how development agencies could become a mechanism for implementation of the Marrakech



Process and contribute to the MDGs. UNEP has now started the review of existing SCP-related projects supported by development agencies as a basis for considering how better to integrate SCP in development plans and to identify opportunities to increase access to available development funds.

During the meeting, it was also widely agreed to move from the pre-Costa Rica consultation phase towards an implementation phase defined by concrete action on the ground. UNEP stressed the need for applying new thinking on the life-cycle, or closed-loop, economy, such as is embodied in Japan's 3R (Reduce, Reuse, Recycle) Initiative and China's "circular economy" concept, and the potential for "leapfrogging" by developing countries, particularly in Africa. UNEP will focus on the implementation of concrete demonstration projects in priority areas, including: new models

of sustainable industrial development; waste management linked to poverty eradication; capacity building in areas such as life-cycle management, eco-design, and sustainable procurement; trade and sustainable development; sustainable mobility; and public communication.

The International Meeting on the 10 year Framework of Programmes on Sustainable Consumption and Production (Marrakech Process) was held in San José, Costa Rica, from 5-8 September 2005. The meeting was organized by UNDESA and UNEP, and was attended by more than 180 experts representing 65 countries.

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

### Link(s)

- [IISD meeting report](#)
- [Marrakech Process](#)

## (...) Consumption experts recommend concrete action on energy efficiency of products

► The meeting was the second European Conference on the Marrakech process on Sustainable Consumption and Production and focused on sustainable energy consumption. Over 70 experts representing European governments, business, consumer organisations, environmental organisations and research institutes, from 17 countries, participated. Energy efficiency of products was seen as key to global sustainable development. A

paradigm shift in consumer behaviour, corresponding new policies regarding energy efficiency and renewable energies, and most of all immediate action were called for to promote and realise sustainable energy use of products.

The meeting, held in Berlin, 13- 14 December 2005, was jointly organised by the German Federal Ministry for the Environment, Nature Conservation and

Nuclear Safety, the German Federal Environmental Agency, the European Commission, and the United Nations Environment Programme (UNEP). It was hosted by the Federal Government of Germany, with the Government of Switzerland also providing financial support.

### Link(s)

- [Energy Conference website](#)

## UNEP starts project on Environment and E-waste in India

“Environment and E-waste India”, a two-year UNEP project, has started in September 2005. The project aims at reducing the environmental and health impacts due to improper e-waste recycling in India in general and industrial production e-waste in Mumbai, in particular. It also provides support to the formulation of national policies and seeks to improve income opportunities, particularly of poor communities, by changing the working conditions and job security in informal e-waste recycling sectors.

Two meetings were organized by the Indian authorities with the participation of UNEP, GTZ, EMPA and other national stakeholders.

The first meeting took place on 20 September 2005 in New Delhi, during which Mr. Sudhir Mittal, Joint Secretary of the Ministry of Environment and Forest, stated that e-waste management was an area in which India had not sufficient regulations. The development of policy guidelines should embrace the principle of self compliance and be based on previous national and international experiences. The leading role of the government, the participation of working groups and the assistance of GTZ, EMPA

and UNEP have been recognized to be essential for the development of the Indian e-waste policy.

The second meeting focused on solving the e-waste problem in Mumbai and its surrounding area was organized by Mumbai Pollution Control Board. (MPCB) on 22 September 2005. The objective was to set up a proper collection and recycling system for e-waste which would be fully supported by government, industry and other interested stakeholders. A rapid baseline assessment, which UNEP would actively support, was considered the first step in order to collect the data necessary for any future decision. Further steps included the set-up of a steering

committee composed of the Member Secretary of MPCB and members of local industry, NGO, academic institutes, EMPA and UNEP and the creation of expert groups to study local legislative requirements and to develop the project proposal

The results and the lessons learnt from the project will be formulated in such a way that they can be transferred to other developing countries through an information exchange network.

The project has the financial support of the German Federal Ministry of Economic Cooperation and Development (BMZ).

## Youthxchange network joined by four more countries

Arabic, Chinese, French and Italian are the latest arrivals in the family of youthxchange translations. Youthxchange was launched in April with a workshop in Dubai, in June for World Environment Day in China (205 000 copies distributed in all Chinese provinces!), in July in France and in the Veneto region in Italy (launch in November).

Dissemination of the guide by partners is different in each country. In Dubai, it is mainly companies which have been asking for their staff to be trained on sustainable development with the help of youthxchange, whereas in Italy youthxchange will be the tool for the Veneto region to organise youth-to-youth education in schools. After some initial training, the schools will be invited to develop concrete school projects and to share the results in a conference at the end of 2006.

The next translations to come in the short term are Basque and Japanese but we are already working on some others for 2007.

In August, UNEP carried out a survey among youthxchange translators. The survey revealed that funding is often an obstacle to translating and dissemination, that organisations would like to receive more training from UNEP/UNESCO youthxchange on how to use it locally and that organisations would appreciate support from UNESCO to help lobby and

influence local governments. Finally, the idea of an exchange of experiences in how the translations were done and disseminated would be very well received. Youthxchange is gradually building into a real network.

More information with Mrs. Isabella Marras at [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

- [Youthxchange translations](#)

## EEA publishes report on Household Consumption and Environment

A renewed policy focus on sustainable consumption and production (SCP) can be observed, both at the global level and in Europe. With an aim to provide input for European policy-making, a new report of the European Environment Agency (EEA) analyses the environmental effects of household consumption in Europe.

The report has identified four consumption categories that form a major part of total consumption expenditure and for which the environmental effects are either large or increasing rapidly. These are consumption of food and drink; housing; personal travel and mobility; and tourism. The negative environmental effects of consumption do not only occur

in Europe, but also in other regions of the world, mainly as a result of resource extraction, production, processing and transportation of the goods consumed in Europe, and as a result of personal travel and tourist activities.

Attaining more sustainable consumption and production patterns is a common

challenge that involves all actors, including public authorities at all levels, business and consumers.

### Link(s)

- [Household consumption and the environment](#)

## World Congress shows huge interest in environmental education

“The great success of the 3rd World Environmental Education Congress, marks a historic phase in the environmental education of the past forty years”, said Mr Mario Salomone, Administrator of the Congress and spokesman for the Permanent Secretariat of the World Environmental Education Congresses.

Participation at the Congress reached a total of 3500 people from 115 countries, with the support of not only universities and environmental associations, but also of local administrations, governments, businesses and the mass media. Mr Salomone sees in this large participation “the commitment that all the social sectors are making to educational strategies for sustainability: there is

*obviously a great need for cultural tools to deal with the web of social, economic, and ecological aspects that characterize humanity’s current crisis. Environmental education serves precisely to give the Earth a future”.*

UNEP participated in the Congress and experienced a huge interest in environmental education and the need

for the people working in the sector to share knowledge and experiment new approaches.

The Congress took place in Turin, Italy, 3-4 October 2005.

### Link(s)

- [World Environmental Education Congresses](#)

## Conference reviewed state-of-the art in sustainable innovation policies

A review of progress and developments in sustainable innovation, 10 years down the line, was high on the agenda of the 10th International Conference Towards Sustainable Product Design “Sustainable Innovation 05”.

The conference organiser, Martin Charter, from the Centre for Sustainable Design in the UK, stated that most product-related environmental improvements were incremental or based on re-designs with little radical innovation focused on significant reduction in materials and energy use throughout the lifecycle. Most eco-design is practised by advanced, trans-national companies and there has been little penetration amongst small and medium-sized enterprises. The focus is on eco-design compliance and design for ‘end of life’ rather than wider lifecycle considerations.

Initial phases of eco-design have focused on technical and engineering aspects with organisational implications largely taking a back seat. However, various companies are now starting to adapt existing business processes and management systems to take into account product-related environmental issues. Some leading companies are starting to make senior executives bonuses dependant

on the achievement of eco-product objectives.

On a broader level, there has been considerable discussion over the environmental benefits of moving from tangible products to intangible services (Product Service Systems (PSS). Sustainable Solutions (product/services) design and development that focuses on reducing negative and enhancing positive environmental, social, ethical, economic and financial impacts throughout the value-chain is a much newer area - with the social/ethical dimensions still poorly understood.

A growing opportunity for product/ service design and development may emerge from the growing interest in Europe, the USA and South-East Asia in the use of public procurement as a tool to drive improved environmental and broader sustainability performance of product/services. In the near future, there will be a growing interest in low carbon technologies and energy reduction

in use, due to rising energy prices and concern over energy security. As environmental considerations increase amongst customers particularly in ‘business to business’ and ‘business to government’ product/markets, there will be an increasing integration of material and energy aspects in product design and development alongside cost, quality, etc.

The 10th International Conference Towards Sustainable Product Design, held in Farnham Castle, UK, 24-25 October, was attended by around 100 participants from industry, consultancy, government, research and civil society.

More information about the meeting can be obtained from Martin Charter at [mcharter@surrart.ac.uk](mailto:mcharter@surrart.ac.uk) or from Guido Sonnemann through [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

- [Sustainable Innovation 05](#)

## Upcoming Events

*The first global Trade Union Assembly on Labour and the Environment* will be held at UNEP's Headquarters in Nairobi, Kenya, 15-17 January 2006. At the event, Trade Unions will launch the Workers' Initiative for a Lasting Legacy.

### *Environmentally Sound Technologies Exhibit*

5-9 February 2006, Dubai, United Arab Emirates. The Exhibit will have three themes: "Elements", "Connectivity" and "Life Cycles"

### *World Sustainable Energy Days*

1-3 March 2006, Wels, Austria

### *IMEX (the Worldwide Exhibition for Incentive travel, Meetings and Events)*

will be held in Frankfurt, Germany from 30 May - 1 June 2006, during which the winners of the IMEX Green Awards will be announced. The awards give recognition to organisations, within the meetings industry, that are striving to minimise social and environmental impacts.

### *Towards the city surface of tomorrow, reducing emissions from cities by linking urban systems, building materials and values for design*

8-9 June 2006, Vienna, Austria  
(Call for papers)

### *XVI World Congress of the International Sociological Association - session on Consumption and Lifestyles of Research Committee 24 (Environment and Society)*

Durban, South Africa, 23-29 July 2006  
(Call for papers)

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## New Head for UNEP's Production and Consumption Branch

UNEP's Production and Consumption Branch has a new Head. Mr Arab Hoballah joined the Branch in October 2005. The Branch promotes more sustainable consumption and production patterns in order to contribute to 'human development through the market'.

Prior to joining the Production and Consumption Branch, Mr. Hoballah was Deputy Coordinator of UNEP/Mediterranean Action Plan (UNEP/MAP), where he was also responsible for the Secretariat of the Mediterranean Commission on Sustainable Development (MCSO). Previously, he was the Deputy Director of the Blue Plan, one of MAP Regional Activity Centres, for seven years.

### Link(s)

- [UNEP SCP](#)



## New Publications and websites

UNEP DTIE has published a guide called "*Why Take a Life Cycle approach*"



### *Comments on YXC*

### *The Next Sustainability Wave: Building Boardroom Buy-in by Bob Willard*

ADEME, the French Energy agency has published a guide on ecodesign (available in French only) called "*Eco-conception : vers une communication plus éco-responsable*"

"*Unintended Consequences: Municipal Solid Waste Management and the Throwaway Society*" is the title of a report published by the Product Policy Institute (authors Helen Spiegelman & Bill Sheehan)

"*Sustainability: Science, Practice, & Policy*" is the title of a new journal. The first issue includes studies of initiatives to address the environmental and social implications of consumer decision making in three countries: the Netherlands, France, and the United States

The *UNEP DTIE main website* with a new look and feel is now live on the internet. One major new feature is a centralised DTIE events database. Also available is an overview in French of UNEP DTIE programmes and activities.

The *International Association for Soaps, Detergents and Maintenance Products (AISE)* has relaunched its website

The latest issue of the *Journal of Industrial Ecology, on Consumption and Industrial Ecology* is available

Worldwatch Institute's report "*Vital Signs 2005*" tracks 35 economic, social and ecological trends

The publisher of Consumer Reports (USA) has developed a website to encourage the idea of *buying green*, in addition to its main web address

*Groupe One* (Belgium) has launched a new website (in Dutch and French only) on sustainable development, which includes a section on Production and Consumption and information for young people

The *Sustainable Everyday Project Exhibition* was presented at the Centre Pompidou, Beaubourg, Paris, within the D- DAY, le design aujourd'hui exhibition, from June 29 to October 17 2005. The project was also present at Dutch Design Week, held in Eindhoven, 15-23 October. Although it's too late to visit these exhibitions, you can still visit the website to find out more about the project