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Finland and France launch Marrakech Task Forces on Construction and Tourism



Two more Task Forces have joined the Marrakech Process, with France and Finland launching new Marrakech Task Forces at UNEP's 9th Special Session of the Governing Council/ Global

Ministerial Environment Forum, held in Dubai, United Arab Emirates, 7-9 February 2006.

▶ *Continued on page 2*

Asian retailers welcome UNEP support to implement sustainability initiatives



Recognizing the retail sector as a key player in the promotion of sustainable consumption and production, UNEP launched in September 2005 a project supported by the German Ministry of Environment, Nature Conservation and

Nuclear Safety, focusing on the retail sector in Indonesia, Malaysia and the Philippines.

▶ *Continued on page 2*



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(...) Finland and France launch Marrakech Task Forces on Construction and Tourism

► The Finnish Minister of the Environment, Mr. Jan-Erik Enestam, announced the Marrakech Task Force (MTF) on Sustainable Building and Construction. He said *“In Europe, buildings account for over 40% of the total energy consumption. Therefore, it is important to explore the potential of increasing efficiency in the building and construction sectors. Finland has initiated a Marrakech Task Force for Sustainable Building and Construction. This is part of a wider cooperation on sustainable consumption and production. I would like to invite those governments who are interested in participating in the work of the Task Force to get in touch with us.”*

The main objectives of the Finnish Task Force include to increase the energy efficiency and sustainability of the built environment by factor 10 globally, and to raise awareness of sustainable building and construction policies as means of achieving international development and environmental objectives through energy efficiency. Finland also aims at seeking common priorities and opportunities for practical co-operation in encouraging more innovation in the energy efficiency of the built environment. The Finnish Task



Force has also joined the new UNEP Sustainable Building and Construction Initiative (SBICI). Ms. Nelly Olin, French Minister for Ecology and Sustainable Development, launched the French Task Force on Sustainable Tourism to support the Marrakech Process, during the Forum in Dubai. Ms. Olin said *“We are today facing an urgent situation. The World Tourism Organization estimates that there will be one and a half billion tourists in the world in 2020, representing 21% of the world population. Developing regions, which are set to attract almost 50% of international tourists in 2020 will also experience rapid population growth. We have to act now to reduce the impacts generated by tourism on the environment - biodiversity and local populations - by developing and implementing a sustainable tourism policy.”*

“To be effective,” she continued “a sustainable tourism policy should be compatible with the aspirations of human beings to broaden their horizons. Furthermore, it should not be at odds with the ambitions of most countries, which are looking to benefit from tourism because of the income and employment it generates. These perfectly legitimate ambitions and

aspirations have to be in harmony with the necessity of preserving the global environment. The resources and well-being of future generations must not be sacrificed for short-term gains.”

The role of this Task Force will be to engage the members of the Marrakech Process in concrete actions to promote sustainable tourism. The French Task Force will focus on: i) the impact of tourism on climate change, ii) the impacts on the environment and biodiversity and iii) the conservation of the world's natural and cultural heritage.

With the Finnish and French Task Forces, there are now six active task forces supporting the development of the 10-Year Framework of Programmes on Sustainable Consumption and Production (Marrakech Process) and promoting North-South cooperation and implementation of concrete projects. The other existing Task Forces are: Sustainable Lifestyles (Sweden), Sustainable Product Policies (United Kingdom), Co-operation with Africa (on leapfrogging to SCP) (Germany), and Sustainable Procurement (Switzerland).

To find out more, please visit the website below.

[Link\(s\)](#)
• [Marrakech Task Forces](#)

(...) Asian retailers welcome UNEP support to implement sustainability initiatives

► This project aims to ensure that the retail sector will increasingly comply with sustainability guidelines at each stage of the production and distribution process, without jeopardizing its economic performance. It also attempts to leverage the retail sector in influencing consumer behavior to shift to sustainable consumption patterns.

In order to engage the retail sector in Indonesia, Malaysia and Philippines, UNEP organized a meeting, held in Kuala Lumpur, Malaysia, on 1 December 2005. The meeting was attended by 30 representatives from retail associations and companies, government officials, consumer associations, NGOs and academics.

After general presentations from UNEP, the German Ministry and retail associations, three working groups, with representatives from retail outlets, government agencies and consumers, were organized to prioritize sustainability issues and identify future priority activities. It was in particular recommended to build awareness and competence of retail companies by providing technical assistance and a suitable policy environment. Green marketing and the development of campaigns were also mentioned to change the mindset of consumers towards sustainable consumption and to prompt them to buy green products/services.

As a follow-up to this meeting, two

retail associations from the Philippines are organizing a training seminar for their members to be held in Manila on 1-2 March, 2006. Training materials currently being developed by UNEP (to be made available online shortly) will be used on this occasion.

The meeting report, as well as speakers' presentations and background documents, are available on the new retail section of the UNEP Production & Consumption Branch website. More info with UNEP's retail project manager, Ms. Solange Montillaud at sc@unep.fr

[Link\(s\)](#)
• [UNEP Retail](#)

Vilamoura business meeting launches plans to eradicate poverty

“Every person should have access to the benefits of the global economy and be a consumer, being able to afford world class quality products and services and shape his own experiences”, said Prof. C.K. Prahalad, University of Michigan, addressing a global conference on Social Responsibility, organised by the World Council for Corporate Governance, in Vilamoura, Portugal, 16-18 February 2006.

Prof. Prahalad presented the outlines of his “*democratizing commerce*” concept, which aims at including the 5 billion poor people in the market economy. He sees them as a huge untapped market, provided that business leaders leapfrog and fundamentally change their ways of doing business. It requires a shift in perception from “*the poor are a problem, concern of governments and NGO’s*” to “*the poor, the bottom of the pyramid, represent a new market and are a major source of innovation*”. He illustrated his approach with case studies ranging from health care in India (“*Jaipur foot*”, which supplies highly innovative prosthetics for the poor at low prices) to retail in Brazil (Casas Bahia, which supplies instore micro credits and only sells to the poor). Providing access to the markets to groups such as poor farmers by means

of the Internet was another example he presented. “*Social entrepreneurship might well be the next step after Corporate Social Responsibility*” he stated.

Other participants, such as Unilever, presented similar projects, carried out jointly with NGO’s. Doug Miller, President of GlobeScan, presented the latest results of polls which showed a strong interest of the general public as well as sustainability experts for second generation CSR programmes. Olla Ullsten, former Prime Minister of Sweden and chairman of the World Council for Corporate Governance, was among the many who applauded the current shift to create markets where they do not exist and to have product and service prices reflect the purchasing capacity of the poor, whereby business

would become the engine of poverty eradication.

Mr. Bas de Leeuw (UNEP) presented the ‘human development through the market concept’, which equally aims at strengthening the contribution of business towards the achievement of the Millennium Development Goals, by linking poverty eradication to the Marrakech framework on sustainable consumption and production.

The proceedings and press release can be viewed at the URL indicated below.

Link(s)

- [World Council for Corporate Governance](#)

Manual on Advancing Sustainable Consumption in Asia published

UNEP Executive Director Prof. Dr. Klaus Töpfer opened the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production, at a well-attended meeting in Dusseldorf, Germany.

The manual addresses a wide array of sustainable consumption issues. These range from under-consumption and resource use efficiency to responsible consumption, product and service change, and purchasing choices. The manual provides step-by-step guidance on how national action plans may be developed, with a special focus on four types of tools that were identified in SC.Asia as being of special relevance to countries in Asia: product information; waste prevention and minimization; sustainable government practices; awareness, education and marketing.

Chapter one provides answers to basic questions about sustainable consumption and the UN guidelines for Consumer Protection. The contents will let the reader familiarize himself/herself with the sustainable consumption concept and provides answers to many of the more common questions about sustainable consumption. The questions and answers

can also be used to develop public awareness materials when adapted to a specific target group in a specific country. The full text of the UN Guidelines for Consumer Protection, Section G on sustainable consumption is included in Annex 1.



Chapter two provides information about four clusters of tools for promoting sustainable consumption. The emphasis of this chapter is on introducing the tools and on describing how they may be used. Case studies are provided to indicate how governments can work together with stakeholders to take actions towards changing consumption patterns. Each tool may be used to address specific

problems, or several tools may be used together to effectively resolve certain problems associated with unsustainable consumption. However, not all the tools will be suited to all situations. More in-depth knowledge on specific tools may be needed to support governments that

wish to take action, or for trainers who wish to provide training. Annex 2 includes information on sources of knowledge and information that may be used to gain such deepened knowledge.

Chapter three presents a step-by-step process to guide the development of national action plans on sustainable consumption. This seven-step process can be used in developing any government initiative on sustainable consumption. Two examples of sustainable consumption focus areas - energy use and waste generation - are used to illustrate how the seven-step process may be used to develop a national initiative on sustainable consumption. This step-by-step process was presented at the Regional Cross-Learning Seminar on Sustainable Consumption and was improved based on the feedback from participants. This chapter can form the basis for national initiative planning, as well as a training exercise on sustainable consumption.

Link(s)

- [Advancing Sustainable Consumption in Asia - A Guidance Manual](#)

UNEP and Wuppertal Institute found collaborating centre on SCP

UNEP Executive Director Prof. Dr. Klaus Töpfer opened the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production, at a well-attended meeting in Dusseldorf, Germany.



"We should not be afraid to wish that everyone in the world became a consumer. The poor need more than food and shelter. They ultimately need to be able to make choices for their material and immaterial well being, just like we all can do so. This is of course an enormous task. We call it the challenge of sustainable consumption and production. And nothing less is the focus of the new Wuppertal Centre" declared Prof. Dr. Klaus Töpfer, the Executive Director of UNEP.

Contributing to poverty eradication and sustainable consumption and production will be the focus of the new Centre on Sustainable Consumption and Production (CSCP). The Centre was founded on 25 November 2005 as a joint Collaborating Centre of UNEP and the Wuppertal Institute for Climate, Environment and Energy.

The Executive Director of UNEP came to Düsseldorf specifically to sign the Memorandum of Understanding. *"We need better science-based approaches to enable developing countries to achieve the Millennium Development Goals and offer their citizens a normal life with good health conditions, access to clean drinking water, and all basic needs that we here in Germany are used to. Environment and development go hand in hand"* said Töpfer.

The new UN Centre builds on the established research activities of the Wuppertal Institute in the area of sustainable consumption and production and cooperates closely with the Institute. For the employees of the Wuppertal Institute, the foundation of the Centre signifies considerable recognition of the Institute's past collaboration with UNEP. *"We feel greatly encouraged to continue our successful path of restructuring in association with the CSCP,"* stated Prof. Peter Henricke, President of the Wuppertal Institute. *"Our research groups take the commitment of the UN Summit in Johannesburg seriously and can demonstrate a good track record of concrete examples in the field of applied sustainability research. For example, the institute has demonstrated that an average household with four persons would only consume 600 kWh a year, if equipped with the most modern and efficient household appliances available on the market. Currently, the same household consumes an incredible 3500 kWh."*

Mr. Henricke sees great potential for the prevention of environmental damage and costs through targeted research and development efforts in the poor Southern Countries. *"At the Wuppertal Institute, in association with the CSCP, we try to speed up technological and social leapfrogging in the poor countries by using research impulses in a process built*

on close partnership."

The North Rhine-Westphalian Environmental Minister Eckhard Uhlenberg gave his blessing to the work of the CSCP. *"We in North Rhine-Westphalia are delighted to support this work. Sustainable behaviour in enterprises, and of consumers, is of enormous relevance if we want to face the challenges of the future."*

The designated Head of the CSCP, Michael Kuhndt, commented on the tasks ahead of the Centre: *"As another member of the international community of globally cooperating UNEP Centres, the CSCP has the task of making concrete the goals agreed on at the Johannesburg Summit, of developing action strategies and of implementing tangible projects."*

The CSCP is located in Wuppertal. It is supported by the North Rhine-Westphalian Ministry for Environment, Agriculture and Consumer Protection, the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the Federal Ministry for Economic Cooperation and Development and the Business and Employment Support Agency, Wuppertal.

Link(s)

- [UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production](#)

UNEP launches Green Building Initiative

A new international effort to "green" the multi-billion dollar building and construction sector was launched with some of the biggest names in the business. Construction giants Lafarge, Skanska and Arcelor are among the founding members of the UNEP Sustainable Building and Construction Initiative (SBCI), which aims to promote environmentally-friendly practices across this vast industry. The launch was organised in Paris, 21 February 2006.



"The construction and use of buildings generate substantial social and economic benefits to society, but may also have serious negative impacts on the environment," said Monique Barbut, Director of UNEP's Division of Technology, Industry and Economics (DTIE) which hosts the SBCI secretariat. *One key area of concern is the large share of energy use, with associated greenhouse gas emissions, that the built environment accounts for. In some countries the built*

environment is responsible for up to 40% of total energy use".

It is hoped that the work of the SBCI will help ensure buildings are routinely designed, constructed and maintained from an environmentally sustainable point of view over their entire life span, taking into account what is called the "life-cycle approach".

The initiative will partner with global

initiatives like the Finnish-led Task Force for Sustainable Building and Construction (part of the UN's "Marrakech Process"), which was announced by Finland's Minister of the Environment, Mr. Jan-Erik Enestam, during UNEP's Global Ministerial Environment Forum in Dubai earlier this month.

Link(s)

- [UNEP SCP](#)
- [Marrakech Task Forces](#)

Sustainable consumption and production key concern for newly created Norwegian UNEP committee

Key concerns for the newly created Norwegian UNEP committee are climate change and energy, sustainable consumption and production, waste management, poverty alleviation and environment for development.

The committee was launched in Oslo on 30 January 2006, by the ForUM for Development and Environment, in the presence of the Norwegian Minister of Environment, Ms. Helen Bjørnøy.

The committee is an excellent opportunity to mobilise action and contribute to awareness raising on environment and development in

Norway, said the Minister in her opening speech. Members of the UNEP committee include well-known representatives from different sectors in Norwegian society such as a former Minister of Environment, a bishop and a famous meteorologist. A first activity of the committee will be to contribute to a national event on World Environment Day, 5 June 2006. There was wide media attention, including a prime



time national talk show.

ForUM is an umbrella organisation for Norwegian NGOs working on issues of development and environment, and was initiated further to the Rio Environment Summit in 1992.

Link(s)
• [ForUM](#)

New publication: Governance of Integrated Product Policy - in search of Sustainable Consumption and Production

A new Greenleaf publication has been published on Integrated Product Policy (IPP). "Governance of Integrated Product Policy - In Search of Sustainable Consumption and Production" presents perspectives from policy-makers, researchers and consultancies, representatives from business, environmental and consumer associations on how to implement IPP.

The book provides a detailed analysis of integrated product policy which aims to improve the environmental performance of products and services through their life-cycle. IPP is still in relative infancy and can be seen as an ongoing process dependent on effective governance measures to ensure its continued success.

The book, which is edited by Dirk Scheer and Frieder Rubik, is divided into four parts. First, the approach to the governance of IPP is examined in relation to other approaches to sustainable

consumption and production. Second, the differing approaches to environmental product policy in practice at national, supranational and global level are analysed. Third, the book explores the challenge of designing a coherent policy mix to support the integration of sustainable consumption and production patterns by sector and theme. Finally, the book concentrates on the key issue of how to involve stakeholders in IPP in order to encourage continuous innovations for sustainability throughout the value chain.

Among the contributing authors are UNEP's Guido Sonnemann, Adriana Zacarias and Bas de Leeuw, who are writing about the ten-year framework of programmes on sustainable consumption and production, the UNEP/SETAC Life Cycle Initiative and the UNEP/UNIDO network of Cleaner Production Centres.

Link(s)
• [Governance of Integrated Product Policy](#)

Promoting sustainable consumption and production with the trade union movement

A wide ranging strategy to mainstream environment and sustainable development within the trade unions movement was adopted at an international meeting of organized labour and the United Nations Environment Programme (UNEP).

Representatives from over 150 trade unions agreed that environmental rights such as access to basic resources like water and energy should stand side by side with more traditional workers rights such as freedom of association and collective bargaining.

Trade unions also agreed to embrace the targets and timetables of the 2000 Millennium Development Goals and the Johannesburg Plan of Implementation which was forged at the 2002 World Summit on Sustainable Development.

Other agreements, outlined in the Workers' Initiative for a Lasting Legacy adopted in Nairobi, Kenya, at the first Trade Unions' Assembly on Labour and the

Environment, include action on climate change and promotion of sustainable production and consumption patterns. One of the resolutions adopted aims to promote sustainable consumption and production patterns through the reinforcement of cleaner production centres and the dissemination and transfer of technology.

It was also agreed to strengthen cooperation between unions and organizations like UNEP, the World Health Organization, the International Labour Organisation and government ministries including environment, social, labour and health ministries in order to improve occupational health and safety and achieve wider environmental goals.

Klaus Toepfer, UNEP's Executive Director, said at the close of the Assembly: "Trade Unions and their role in the work place can be a catalyst for positive environmental change while bearing witness to occupational practices that have the potential to harm or improve not only workers and their families but planet Earth as a whole".

The Official Report of the Assembly, which was held at UNEP's Headquarters in Nairobi, Kenya, 15-17 January 2006, can be downloaded from the URL below.

Link(s)
• [Workers Initiative for Lasting Legacy](#)

Upcoming Events

Nordic Roundtable on Business Relations and Sustainable Consumption and Production
9-10 March 2006, Stockholm, Sweden

Design for Durability Third Seminar by the Engineering and Physical Science Research Council (EPSRC) Network on Product Life Spans
11 April 2006, Design Council, London, UK

Fourth African Roundtable on Sustainable Consumption and Production (ARSCP-4)
29-31 May 2006, Addis Ababa, Ethiopia

European Union "Green Week"
30 May - 2 June 2006
The theme this year is "Biodiversity is life"

Sustainable Consumption and Society Research Committee 24 on Environment and Society of the International Sociological Association
2-3 June 2006, University of Wisconsin, USA

Seventh International Conference on EcoBalance Designing our Future Society using Systems Thinking
14-16 November 2006, Tsukuba, Japan

In memory of Thierry

Kazazian, one of the founders of the O2 Network and the director of *O2 France*, died on 31 January 2006, after a long battle with illness.

He will be remembered for his boundless energy, his enthusiasm, his broad smile and fine sense of humour.

Thierry was a true pioneer, the first to put sustainable design on the agenda in France, and his inspiration crossed the borders, influencing people in the South, East, West and North. We will miss him.

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Sustainability in Action - an invitation to a unique workshop

Expanding and refreshing your awareness of the urgent need to take action to create a more sustainable world is something that the organisers of a workshop on sustainability are offering.

Human Treasures and the SoL European Sustainability Group are inviting participants for a unique workshop on sustainability in the Netherlands. Its uniqueness lies systemically exploring sustainability from the perspectives of people, planet and profit and in the creation of bold action plans.

The instruments and methodologies include the five disciplines of the Learning Organisation from Peter Senge, including systems thinking, dialogue, mental

models and visioning.

Participants are invited from profit and not for profit organisations, public and private sector, researchers, consultants and students.

The workshop will be held 23-25 March 2006, at Laag Zuthem, in the Netherlands.

Link(s)

- [Sustainability in Action](#)

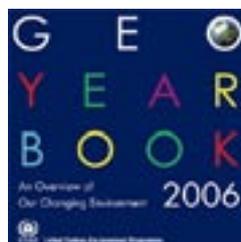
New Publications and websites

Sustainable use and management of natural resources

The European Environment Agency has published a report on the use of natural resources. It focuses on fisheries, forestry, water, fossil fuels, metals and construction minerals, and land use.

UNEP's GEO Year Book 2006

The GEO Year Book 2006 is the third annual survey of the changing global environment produced by the United Nations Environment Programme, in collaboration with many world experts in environmental research and action.



The 2006 Worldwatch Institute's annual "*State of the World*" report provides a special focus on China and India, examining the global impact as these two nations join the United States and Europe as major consumers of resources and polluters of local and global ecosystems. The report explains the critical need for both countries to "leapfrog" the technologies, policies, and even the cultures that now prevail in many western countries for the sake of global sustainability—and reports on some of the strategies that China and India are starting to implement.

The first issue of *ChangeLAB* has been published. ChangeLAB is a European project about changing lifestyles, attitudes and behaviour. European partners share experiences and knowledge in order to promote sustainable consumption and solve

environmental problems at home and worldwide.

Two new Baltic 21 newsletters are available now

The latest newsletter (in French only) of the *national Cleaner Production Centre of Morocco* is available.

The latest issue of the European Ecolabel "*Flower*" news is available (in English, French, Spanish and Italian)

Science for Environment Policy is the new Environment News Alert Service of the European Commission. The Environment Directorates General decided to establish this service in order to reinforce the links between science and policy. Issues to be covered include Sustainable Consumption and Production, Waste and Sustainable Mobility. To subscribe, please contact science-env-policy@biois.com

The *Wuppertal Institute's latest newsletter* (available in English and German)

The *World Environment Day 2006* website has been launched, focusing this year on Deserts and Desertification

Steel for Packaging website (by the Association of European Producers of Steel for Packaging) giving background information on steel for packaging applications, along with analyses and studies on policy issues and sustainability.



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