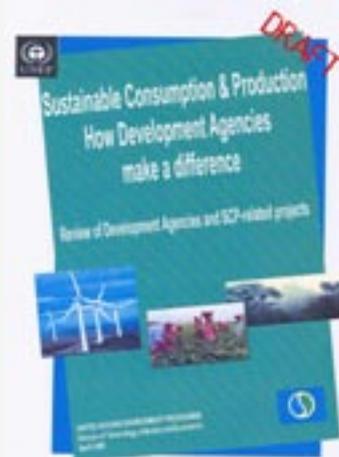


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## Sustainable Consumption & Production: How Development Agencies make a difference

UNEP DTIE has conducted a survey with development agencies to analyse the integration of sustainable consumption and production in the development agencies plans. The results are encouraging, 76% of the agencies contacted participated in the survey. The study reveals that while development agencies (79%) are not familiar with and do not use the concept of SCP, most of them do integrate SCP issues in their sectoral projects, such as energy and resource efficiency, waste management and water and sanitation.



▶ Continued on page 2

## UNEP/UNESCO youthxchange partners meet up in Paris



Speakers, Monique Barbut, Bas de Leeuw (UNEP DTIE) and Pernilla Knuttsson (Ministry of Sustainable Development, Sweden)

Youthxchange partners from all four corners of the world met for the first time in Paris on 6 April 2006 for the first UNEP/UNESCO youthXchange evaluation workshop. The workshop aimed to

capitalise on the local experiences of the youthXchange partners and discuss how to move on.

▶ Continued on page 2



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## UNEP/UNESCO youthxchange site online

[www.youthxchange.net](http://www.youthxchange.net) is now the one and only address for the UNEP UNESCO youthxchange site.



▶ Continued on page 3

## (...) Sustainable Consumption & Production: How Development Agencies make a difference

► The review reveals that most of the agencies perceive that SCP could help to reduce future costs, contribute to poverty reduction and contribute to major environmental challenges. Half of the agencies believe SCP could contribute to better access to basic services and enable more cost-effective practices, as well as providing new market opportunities and enabling developing countries to leapfrog into sustainability. One third of the agencies support activities related to organic agriculture and fair trade. Only 11% of the agencies think that SCP could help to reduce the cost of public management.

Some recommendations for better cooperation and integration of SCP into the development plans include:

a) Provide information and training on SCP. Provide information on SCP and its benefits for development plans and MDGs (this information should be given to both donor and recipient countries); and design trainings on SCP for development agency staff.

b) Strengthen cooperation between development agencies and SCP experts, this could be done by i) facilitating the communication and exchange of expertise (e.g.

- a database of best practices, newsletters, creating a network of development agencies interested in the topic);
- promoting capacity building on SCP in the design and implementation of development projects; and
- jointly implementing demonstration projects to showing the benefits of SCP for poverty reduction (MDGs).

c) Integrate SCP objectives in the development agency's agendas, if possible in the operational guidelines for relevant sectors and issues;

d) Raise awareness and political will of senior managers in both recipient and donor countries, probably by including the SCP concept in the debate on aid effectiveness.

e) Initiate new types of projects in developing countries such as credit lines dedicated to sustainable consumption and production.

The review, is part of the "Cooperation Dialogue": an ongoing activity under the Marrakech Process. The review and further activities in this field will be officially presented at the Marrakech+4 meeting (to be held in Sweden, 2007), where policy recommendations for better cooperation for and implementation of SCP will be discussed among development agencies, national governments, SCP experts and intergovernmental organisations.

The review is available at the URL given below, more information with UNEP's project coordinator Adriana Zacarias at [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

• [Cooperation Dialogue](#)

## (...) UNEP/UNESCO youthxchange partners meet up in Paris

► After 5 years of existence, the youthxchange guide has reached a considerable amount of people thanks to the efforts of its partners at local level, but, until the workshop, each partner did not have the full picture of just how far youthxchange had gone.

Training sessions for teachers in Peru, SC-focused competitions and actions in schools, a youthxchange tool luggage and the creation of a youthxchange website in Korea; these are just some of the examples of how partners implemented the project at local level. The work reported was overwhelming, both in terms of quantity and quality.

As UNEP DTIE Director Monique Barbut said *"We are a network of organisations that are actively engaged in creating capacity for sustainable lifestyles options and do it with the same engaging, attractive communication style and with the same contents. The first phase is completed and now we have to start with action-oriented projects aimed at reaching real progress, in real lives of people, in real topics."*



Partners discussed the future of the youthxchange project along three lines:

1. youthImpact : proposals for concrete hands-on projects focused on integrating SCP in youth activities [whether work, studies or lifestyles].
2. further integration of youthxchange in institutional formal learning and linkages with the UN Decade of Education for Sustainable Development
3. youthxchange network and capacity building

UNEP is currently evaluating the proposals and will soon come up with concrete ways to move forward and to enlarge the youthxchange network.

For a full meeting report and the CD-ROM with all the presentations, please contact Isabella Marras at [sc@unep.fr](mailto:sc@unep.fr)

### Link(s)

• [Cooperation Dialogue](#)

## (...) Joint UNEP/UNESCO youthxchange site online

▶ The new site contains around 1200 pages of data, case studies, games, examples of real companies adopting more sustainable practices, and guidance on how to explain sustainable lifestyles to a young audience.

The topics are tackled under youth-oriented headings: clothing, leisure, travels, underground culture, and experiences of other young people. The site is now also much richer than the old version and includes for instance classwork suggestions for trainers.

The fundamental message the youthxchange site delivers is: change is possible through day to day actions and networks among people that are engaged locally and globally. There is a trend worldwide that tries to make the world more sustainable also through consumer actions. If you want to join, you won't be the only one.

The site is supplemented by a video on how to use the youthxchange.net features and a search engine to allow a collection of information along substantive issues such as on energy, waste, water, and other areas.



Link(s)  
• [youthXchange](#)

## UNEP and IAA designate winner of advertising competition on e-waste

Mixed Greens from Emerson College, Boston, USA has become World Champion of the International Advertising Association (IAA) student's competition on electronic waste. The winning team was awarded the IAA InterAd X Trophy at the 40th IAA World Congress, in Dubai, held 20-23 March, 2006, in presence of 2,000 agencies' representatives from all around the world.

The International Advertising Association (IAA) had asked UNEP to develop a case brief, which was the starting point for its annual international competition for advertising students. Entries were received from 14 schools in 12 countries and the teams were judged by UNEP and IAA.

The UNEP brief focused on electronic waste (also called e-waste) since *"the world desperately needs a better management of waste from mobile phones, personal computers and other consumer electronics."* Recycling and re-using is one part of the solution. For that, UNEP definitely needs the awareness of

the young consumers, hence the necessity to run a campaign on those issues.

UNEP was thrilled to see such creative and cool campaign ideas in this year's competition, and hopes now to find IAA members willing to take up the challenge and assist in the production and broadcast of the campaign.

The IAA InterAd X competition is part of the IAA's Professional Development program and is designed to give students a chance to test their skill with a real world client case study. *"We are committed to the training and education of the next generation of marketing*

*communications professionals," said IAA Chairman and World President Michael Lee. "Many of the participating schools use the IAA InterAd X competition as part of their marketing and advertising curriculum."*

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

Link(s)  
• [International Advertising Association \(IAA\)](#)  
• [Winning entry: MixedGreens - Emerson College, Boston MA, USA](#)

## Music Video on Sustainability

The organization Sustainability Now! is carrying out a public communication campaign on sustainability. This campaign originated three years ago with the publication of a website ([www.aBetterFuture.org](http://www.aBetterFuture.org)) that serves as an information portal to a number of different subject areas under the "umbrella" of sustainability.

One of the purposes of the A Better Future campaign is to encourage all people to engage in more sustainable lifestyles, including their behaviors toward consumption of produced goods. The "A Better Future" campaign promotes specific behavior changes that are (1) necessary to achieve an environmentally sustainable world and (2) simple for people to understand and implement.

As part of this campaign, Sustainability Now! is proud to announce that it just recently produced a music video that encourages the viewing public to practice easy-to-do activities that will contribute

to a sustainable and better future for all. You can view this sustainability music video online (see URL below).

The mission of Sustainability Now! is to promote the strategies for and the benefits of achieving a more healthy, humane, and environmentally sustainable world. The organizers want to assist all people in developing more mutual understanding and collective action that will help create a better future for all by the pursuit of the following goals.

- To increase the environmental literacy of the public.

- To increase the societal health/quality of life literacy of the public.
- To scientifically inform the public about the interdependencies among environmental, economic, and social equity concerns in their lives.
- To educate the public about the consequences of their actions as they relate to creating a more humane and environmentally sound society both in the USA and globally.

Link(s)  
• [Sustainability Now!](#)  
• [View the Music Video](#)

## “Talk the Walk - Advancing Sustainable Lifestyles through Marketing & Communications”

Can corporate marketing foster sustainable consumption?  
What are the business drivers?  
What are the key tips to communicate effectively?

This publication from UNEP / Global Compact / Utopias aims to provide answers to questions frequently raised by the business community.

To address these questions, this study sums up the existing research and statistics on consumers' attitudes and behaviors, and puts them into the

context of the actual success of “green” products and sustainable lifestyles marketing strategies. Then, based on an in-depth analysis of various marketing strategies and campaigns from both small alternative companies and mainstream groups in industries such as clothing, cosmetics, detergents, food retail, automotive or water management, the

study identifies the key factors of success and provides a toolbox to practitioners. The report also serves as an index for the set of TV, press and outdoor ads that you can find on the dedicated website.

### Link(s)

- [“Talk the Walk”](#)

## Sustainable What?

A new trend in retailing worldwide has to do with Sustainable Development. Sustainable what? Sustainable Development pertains to economic development with an eye for the sustainability of our environment. It keeps an eye on the ecological balance of one's neighborhood resulting to the total good of one's city and the standard of life in that community. It is also known as Environmental Sustainability.

A shift towards environmental sustainability for a supermarket operator is not a shift away from productivity and profitability. No store will want to espouse this noble cause if it will eat into a shop's bottom line.

Wal-Mart, world's biggest retailer and company, had an annual turn-over of US\$285.2 billion (a staggering P 14,260,000,000,000.00 for those who have calculators which carry this much digits!) last year. How big is this? Duh, it translates into the fifth largest city in the U.S. in terms of output; the 20th largest country in the world!

For all its heft, Wal-Mart can try its hand in promoting different trends and the challengers of this super retailer will follow suit. However, this giant store chain decided to go green and recently launched a supercentre in McKinney, Texas that experiments with materials, technology and processes to reduce energy, recycle waste and cut back on greenhouse-gas emissions. What? What's all these highfalutin stuff got to do

with me? I'm just a simple supermarket operator efficiently servicing my valued customers

Whether you are an efficient (or inefficient) supermarket retailer, it is eventually everyone's concern to do his share in preserving our environment. After all, we live in one same world. So, how do we do this? We are no Wal-Mart or anywhere near one of the sales of one of its 5,400 outlets. We can contribute to this cause by simply using our lights, air-conditioners and other equipment efficiently. This saves us from the debilitating effects of heavy energy costs as well. We can dispose of our wastes properly. Not by just sorting them but also collecting them in biodegradable bags. We can send email and save on paper. We can maintain our fleet of delivery vehicles more efficiently to lessen fumes in the air. The list is endless if one is creative and to top it all, it gives us a bottom line we can smile about.

The UNEP has recently held a 2-day Seminar Workshop for Philippine retailers

exactly for this purpose. At the World Summit in 2002, the UNEP has identified retailers worldwide as the medium to propagate Sustainable Development. How so? They figured that retailers meet on a daily basis, suppliers on one end and the consumers on the other. They think that retailers can be an effective vehicle in promoting sustainability. We can do things in our own stores that help the environment, influence suppliers and food processors to harmonize their packaging with the environment in mind and affect the consumers via powerful information dissemination.

As retailers, supermarket operators in third world countries ask: “Why us? Is it not the job of the U.S., the E.U., Japan or the U.K. to take care of Environmental What's-that-again?” Remember, peace does not merely mean no war. Therefore, the fact that we are not intentionally trying to destroy the environment, does not mean the environment will improve on its own. We all have to do our share. Happy SuperMarket-ing!

## Responsible Purchasing Network launches newsletter

The Responsible Purchasing Network (RPN), a project of the Center for a New American Dream, helps institutions incorporate environmental, human health, and social justice considerations into their purchasing decisions. RPN promotes responsible purchasing through outreach, trainings and presentations, conference calls, and media and communications efforts.

Its Spring 2006 issue was released in March, explaining in more detail the background and developments of the Responsible Purchasing Network (RPN), which was only formed last autumn. The programme news covered includes the RPN involvement in helping to

develop a standard for recycled paint, the launch of the “Clean Schools Sweepstakes” and its work with the North American Green Purchasing Initiative. There is also a section focusing on “Responsible Purchasing in the news”, along with a calendar of relevant events.

It should be noted that the Responsible Purchasing Network focuses mainly on North America.

### Link(s)

- [Responsible Purchasing Network](#)

## Upcoming Events

*"Environmental Management and Innovation" hosted by the Austrian Federal Ministry for Transport, Innovation and Technology (BMVIT)*  
28-29 April 2006, Vienna, Austria

*Commission on Sustainable Development (CSD) - fourteenth session*

1-12 May 2006, New York, USA.  
CSD-14 will review progress in the following areas: Energy for Sustainable Development; Industrial Development; Air pollution/ Atmosphere; and Climate Change. There will be two side events on Sustainable Consumption and Production, (one on the Marrakech Task Forces and one on Energy Efficiency).

*Dublin City Council and the Association of Cities and Regions for Recycling and sustainable Resource management ACR+*

*Conference on Waste Management Planning and Funding*  
17-20 May 2006, Dublin, Ireland

*International Day for Biodiversity*  
22 May 2006

*World Environment Day, a global annual event organised by UNEP*  
5 June 2006, focuses this year on Deserts and Desertification

*European Commission's Joint Research Centre and the UK's Market Transformation Programme*  
*4th International Conference on Energy Efficiency and Lighting (EEDAL '06),*  
21-23 June 2006, London, UK

*Expert Conference on the Marrakech Process - Creating Solutions for Sustainable Consumption and Production*  
22-23 November 2006, Wuppertal, Germany

*"In Pursuit of Happiness"* is a documentary film to be launched this year. The film deals with the topic of over-consumerism and promotes the idea of conscious consumerism and sustainable business.

## 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.

## New ESTIS-powered Life Cycle Initiative website system

The Life Cycle Initiative (LCInitiative) has relaunched its website, in a new format based on ESTIS, where people interested in LCA issues as well as the LCInitiative Task Force members and regional communities from Africa, Asia and Latin America can share information and knowledge. Since the relaunch, there has been a significant increase in the number of visits to the website.

ESTIS is an Information System (IS) management tool that was developed by UNEP DTIE's International Environmental Technology Centre (IETC in Japan) to better meet the "needs" of technology users and providers, particularly in developing countries and, hence, to assist the transfer of Environmentally Sound Technologies (EST) and knowledge. This is a free tool hosted by the Production and Consumption Branch (P&C) at UNEP DTIE that facilitates the delivery of the LCInitiative through the participation of growing networks of regional partners and experts.

There are 3 different levels of access to

and ways of working with this portal:

- open access to the main web site and public documents (<http://lcinitiative.unep.fr>);
- password restricted access to the working spaces of the communities (Task Forces or Regional Networks);
- option to modify website content by becoming a member of a Task Force or a Regional Network

The Spring 2006 newsletter is also available now on the site.

### Link(s)

- [Life Cycle Initiative](#)

## Sustainability Tipping point

In his book *The Tipping Point*, Malcolm Gladwell proposed that ideas, behaviours, messages and products sometimes behave just like outbreaks of infectious disease-like social epidemics.

*"For those of us that have been trying to convince industry and governments that there is a great need, and importantly for business, untapped value, for companies who can provide environmentally and socially preferable products and services, a social epidemic is just what we need. We need an outbreak of sustainable purchasing fever and the fever needs to be strong enough and contagious enough to both reward the leaders - companies who are creating more planet friendly products - and to give the laggards a*

*reason to move forward"*.

In this thoughtpiece, Kevin Brady, of Five Winds International, provides ten signs that we may be close to just such an outbreak.

For the full article, please visit the URL below.

### Link(s)

- [Article](#)
- [Five Winds International](#)

## New Publications and websites

### Publications

*UNEP and UNEP DTIE have launched their 2005 annual activity reports*

*Using the Market for Cost-effective Environmental Policy*

Published by The European Environment Agency

### Newsletters

*ChangeLAB newsletter - second issue available.*

### Websites

*Nabuur.com* ("the global neighbour network") is a new website serving local communities. Its mission is to give communities in developing countries access to their global Neighbours via the Internet. And through these Neighbours to the huge reservoir of resources (knowledge, solutions, energy, creativity) that is available elsewhere.



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