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Africa launches Regional 10-Year Framework Programme on SCP



The president of Ethiopia, Mr. Girma Wolde Ghiorgis, launched the Regional 10-Year Framework Programme (10YFP) on Sustainable Consumption and Production on 29 May at the Fourth African Roundtable on Sustainable Consumption and Production in Addis Ababa, Ethiopia. The High level launching of the African 10YFP was

also supported by the Ambassadors of Germany and Morocco, and representatives of the African Union (AU), African Ministerial Conference on Environment (AMCEN), UN Economic Council for Africa (ECA), UNIDO and UNEP.

▶ *Continued on page 2*

China identifies Sustainable Consumption and Production Priorities



Procurement, eco-efficiency, waste management and sustainable construction are among the priority areas for China to promote more sustainable consumption and production patterns by using life cycle analysis and the circular economy approach. This

was concluded in a national roundtable on SCP, held in Beijing, 26 May 2006, as a contribution to the Marrakech process.

▶ *Continued on page 2*



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(...) Africa launches Regional 10-Year Framework Programme on Sustainable Consumption and Production

▶ Mr. Girma Wolde Ghiorgis, President of Ethiopia, said that *“poverty can only be achieved through a comprehensive and integrated approach to break the vicious circle of poverty and environmental degradation”*. He called upon all African countries to participate actively in the further development and implementation of the African 10YFP. Mr. Wolde Ghiorgis concluded *“the African 10YFP is an opportunity to reaffirm the African commitment to environmental protection and the achievement of the Millennium Development Goals”*.

The African region has been active in the Marrakech Process. It is the first region to develop a regional 10YFP on SCP. Another important characteristic of the region is the full integration and coordination of the African Roundtable on Sustainable Consumption and Production (ARSCP) and the Marrakech Process. The ARSCP is a key partner

in the technical development and implementation of the African 10YFP and a key member of the regional steering committee and Marrakech Task Force on Cooperation for Africa.

The Fourth African Roundtable on Sustainable Consumption and Production in Addis Ababa, Ethiopia (29-31 May 2006) focused on the further development and implementation of the African 10YFP. The meeting was attended by 80 participants from 31 countries. Over 30 technical presentations were given by members of the ARSCP and sub-regional working groups identified priority areas for implementation. It was agreed to start the project implementation in the areas of:

- production bio-fuels,
- efficient water utilization,
- eco-labelling for African products,
- promotion of integrated solid waste

management
e) information and knowledge management for SCP.

The Germany-led Marrakech Task Force on “Cooperation for Africa” was present at the meeting and held its first meeting on 1 June. The task force will be an important mechanism to implement concrete activities of the African 10YFP. The Task Force will focus on eco-labelling for Africa, the development of a manual on national action Plans on SCP, research on the African potential for leapfrogging and identification of best practices on SCP.

For more information, please contact Desta Mebratu at desta.mebratu@unep.org and/or Adriana Zacarias at sc@unep.fr

[Link\(s\)](#)

- [Marrakech Process](#)

(...) China identifies Sustainable Consumption and Production Priorities

▶ The event, first of a series of national roundtables on the Marrakech process organised by UNEP with support from the European Commission, was co-organised by UNEP with the Sino-Japan Friendship Centre for Environmental Protection (EDC) and the State Environmental Protection Administration of China (SEPA).

Promoting SCP in China should use life-cycle analysis and the concept of circular economy as the main (but not the only) tools. Four priority areas were identified as key challenges to be addressed with reference to China’s needs and EU strengths:

- The promotion of Green/sustainable public procurement, improving the existing legislation and developing standards.
- Improving the eco-efficiency of the 7 most polluting and energy- and resource- consuming industry sectors (chemical, steel, cement/building materials, coal, power, non-ferrous metals and agriculture).
- Improving waste management, focusing on the promotion of re-use and re-cycling and avoiding secondary pollution during reuse and recycle activities.
- The promotion of sustainable construction and buildings.

Improving the policy design of legislation instruments as well as ensuring the implementation of the existing ones



Roundtable participants

were perceived as major requirements, as well as establishing a judicious mix of legally binding, economic, voluntary instruments and environmental management tools to improve eco-efficiency of production processes, products and services throughout their life cycle.

Pilot and demonstration projects should be identified and implemented, together with a pro-active information and communication strategy and a necessary multi-stakeholder approach.

The choice of China as the first country to start this series of roundtables was not made at random. China, given its economic weight and political influence, is playing a key role in the region, and also increasingly on a global scale, in defining international policies and in the achievement of the Millennium Development Goals (MDGs). Given the size of its economy, China plays a central role for regional economic development, but at the same time its

rapidly increasing resource consumption and the resulting pressures on the environment need new models of development to be implemented. The rapid economic development coupled with the large population in China represents a tremendous challenge on sustainability.

The role of China in promoting the concept of the circular economy will be crucial in inspiring its neighbour countries to join the process and in providing an example to be replicated in other regions.

More than 60 participants, including national and local government stakeholders, industry and NGO representatives and the media attended the meeting.

For more information, please contact Silvia Ferratini at sc@unep.fr

[Link\(s\)](#)

- [National roundtables](#)

UNEP presents Creative Gallery on Sustainability Communications

UNEP launched its Creative Gallery on Sustainability Communications in Cannes, France, 20 June, 2006. The Gallery is the first international online database of corporate and public advertising campaigns specifically dedicated to sustainability issues and classified by sustainability themes. All ads have been selected by UNEP in co-operation with Adforum and Advertising Community Together (ACT), with financial support from the French Agency for Environment and Energy Management (ADEME).

By gathering campaigns from all around the world, UNEP wishes to inspire and foster more and better communication on sustainability issues from all stakeholders involved in the promotion of sustainable development. The Creative Gallery is also designed to aid and promote the area of research, education and information relating to the marketing, advertising and communication business. This database

is a living tool, which will be regularly updated through UNEP active search for new ads and voluntary submissions from various stakeholders.

The database has been officially launched during the Cannes Lions Festival, the largest international advertising event, to be held 20-25 June, in France.

Please visit the Gallery at the URL below. More information with Solange Montillaud at sc@unep.fr

Link(s)

- [UNEP's Advertising and Communication Activities](#)
- [UNEP Creative Gallery on Sustainability Communications](#)

New UNEP publication: Greening Shops and Saving Costs

The new UNEP Resource Kit Greening Shops and Saving Costs explains in a simple step-by-step approach how to successfully implement sustainability strategies in shops and therefore lead to cost-savings and new business opportunities.

The retail sector can play a key role in facilitating a shift towards sustainable consumption and production patterns, by adopting environmental management schemes for its internal operations, greening its supply chain and informing customers about sustainable products and services.

The Kit is made up of a printed Guidance Manual and a CD-ROM. The Guidance Manual is divided into four chapters, which focus on:

- The impact and role of the retail sector on sustainable consumption and production (SCP) patterns.
- The methodology to implement cleaner production schemes in shops.



- Key tips to green the supply chain and ensure a closer co-operation between retail companies and their suppliers.
- Some guidelines to develop awareness campaigns on sustainability issues to customers.

The CD-ROM contains:

- Numerous retail case studies from all continents.
- Training material on the implementation of SCP in shops.
- Downloadable pdfs on technical issues.
- The Guidance Manual in electronic version.
- Web links for further reading.

The Manual and CD-ROM were introduced

during a Web seminar organized by UNEP in co-operation with the Asian Productivity Organization. The publication will now be widely distributed to retail associations and retail companies around the world.

This Kit has been produced by UNEP, with the support of the German Ministry for the Environment, Nature Conservation and Nuclear Safety.

For further information or to receive a copy of Greening Shops and Saving Costs, please contact Solange Montillaud-Joyel at sc@unep.fr

Link(s)

- [UNEP Retail and Environment](#)
- [Greening Shops and Saving Costs](#)

Italian Environment Ministry awards prize to youthXchange toolkit

The Environment Agency of Veneto, Italy - ARPAV - was one of the winners of the "Premio Ambiente e Sviluppo" (Environment and Development Prize), supported by the Italian Environment Ministry to promote "the best environmental initiatives, combining positive indices of socio-economic development with sustainable use of environmental resources".

ARPAV won third prize (communication section) of this important national competition for having published the first Italian version of the YOUTHXCHANGE guide.

The YXC Italian guide won the award thanks to "its original style, its scientific value, its international vocation and its appealing approach in communicating environmental and development issues". YOUTHXCHANGE (YXC) is a UNEP-UNESCO joint project. Created by META (Media

Ecology Technology Association), YXC is a training toolkit on sustainable consumption designed for young people worldwide. Using accessible information, concrete examples and everyday language, the YXC kit provides many facts & figures on Sustainable Consumption (SC) issues. In particular, YXC underlines how SC directly relates to quality of life, efficient use of resources (both human and natural), reduction of waste, and ethical issues such as child labour, animal welfare, fair trade and general equality.

The toolkit consists of a website in English and a printed guide that has been already translated into 15 languages.

META translated the guide into Italian, adapting it to local needs, in collaboration with ARPAV .

Link(s)

- [More information on the Award](#)
- [youthXchange](#)

Marrakech Task Forces welcomed at CSD14

Discussions at CSD14 related to the 10-year Framework Programme on Sustainable Consumption and Production / SCP (Marrakech process) confirmed that good progress is being made, with many delegates, in particular EU and developing countries, referring to SCP and the Marrakech process in their interventions. A promising format for achieving progress has been the establishment of Marrakech Task Forces (MTF's).

Two successful side events were held where the MTF format was presented and discussed. UNEP also launched its Cooperation Dialogue project, which aims at further involving development agencies and development banks in the process.

The six existing task forces focus on Sustainable Lifestyles (Sweden), Sustainable Products (United Kingdom), Cooperation with Africa (Germany),

Sustainable Procurement (Switzerland), Sustainable Tourism (France) and Sustainable Building and Construction (Finland). A seventh Task Force, focusing on Education for Sustainable Consumption was launched by Italy.

The third international review meeting of the Marrakech process will be held in Stockholm, Sweden, in June 2007. An international expert conference will be



held in Wuppertal, Germany, November 22-23, 2006, organised by the new UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP).

Link(s)

- [Marrakech process](#)
- [Cooperation Dialogue](#)

Energy and SCP event organised by Nordic Council of Ministers

A side event entitled "Energy Efficiency through Sustainable Consumption and Production" was held on 4 May, during CSD14. It was organised by the Nordic Council of Ministers and included speakers from Sweden, Norway, Germany, Finland, UK, ABB, UNDP-GEF and the UNEP/Wuppertal SCP Centre.

At the event, Ulf Jaeckel, German Ministry of Environment, highlighted the importance of addressing sustainable consumption, noting that 12% of GHGs result from household appliance use. He discussed ways of motivating consumer behavior, including creating awareness and public procurement. He emphasized the use of performance targets for energy efficient products.

Anne Solgaard, Norwegian Forum for Environment and Development, described strategies for picking "low-hanging fruit" with regards to creating energy efficiency. She introduced several case studies, including the retro-fitting of buildings, and biogas capture to supplant fuelwood consumption. She described the use of traditional architecture with modern technology in Bhutan to save energy.

Anders Nordstrom, ABB, said that energy efficiency is important to his customers, and expressed a need to stimulate energy savings, use renewables, promote interconnections of energy systems, and ensure that pricing and regulations provide incentives. He suggested that wind power can address supply side problems, especially in areas with high wind speeds and low population densities, and noted the importance of reducing losses through transmission.

Paul Hofseth, Ministry of the Environment, Norway, presented on

the Nordic Council of Ministers' work within the Ad Hoc Group on Sustainable Production and Consumption, which seeks to understand how international cooperation within this region can create efficiencies. He highlighted some of the challenges encountered, including raising awareness and ensuring comparability of labeling without creating trade barriers.

Kaarin Taipale, Finnish Ministry of the Environment, described her work with the Finnish Taskforce on Sustainable Buildings and Construction, which sought to understand how public policy could be a driver behind sustainable consumption and production. She noted that most energy is consumed in urban centers of the Northern Hemisphere, and that many cities have set targets for energy efficiency.

Chris Baker, Department for Environment, Food and Rural Affairs, UK, discussed the creation of policy conducive to introducing energy efficient appliances; looking for leapfrogging opportunities; raising public energy efficiency expectations; and encouraging industry responses.

Helen Grinsberg, Australian Greenhouse Office, said that countries with smaller markets have difficulty influencing product standards, and encouraged the development of a "community of practice" which, collectively, could



harmonize standards to promote trade in energy efficient technology, citing the example of compact fluorescent lightbulbs (CFLs).

Benoit Lebot, GEF, discussed energy efficiency standards and labels, highlighting the massive savings that can be achieved through replacing obsolete appliances. He discussed policy alternatives, including mandatory labeling requirements, identifying the top and worst performers, and noted the need for a global strategy.

Tomoo Mashiba, UNEP/Wuppertal Centre for Sustainable Consumption and Production, discussed his organizations contribution to the Johannesburg process, using concrete projects, and the importance of focusing on more than just consumers in attempts to change consumer behavior, noting a Polish GEF project for CFL promotion.

A booklet "Energy Efficiency - Pick the low-hanging fruit", demonstrating with case studies that energy efficiency is achievable and practical, was prepared for this event, and was well received. It can be downloaded at the URL given below.

Link(s)

- [Booklet "Energy Efficiency - Pick the low-hanging fruit"](#)

SC related initiatives on Green Week and World Environment Day

World Environment Day was celebrated on 5 June. The theme this year was biodiversity and deserts. The European Union "Green Week" focusing on biodiversity was also held recently. Among the many events, some of which encompassed issues related to Sustainable Consumption, a few are highlighted here. For more details, please visit the websites indicated below.

As part of the Emirates Diving Association's celebration of World Environment Day 2006, Staff members of two local companies were invited to visit and dive the reserve run by the Emirates Diving Association (see picture).

Members of the Emirates Diving Association went to Sipadan Island in Malaysia to dive and do voluntary work to build a school on the Island.

The Ministry of Environment and National Development Unit of Mauritius held a national exhibition, from 5-10 June, to raise the awareness of both service providers and the public on sustainable consumption as one of the key pathways to sustainability. Isabella Marras, UNEP DTIE, gave a presentation on "Sustainable Consumption from an international perspective". A side event was held on Youth, Sustainable Consumption and Lifestyles and the Role of Education.

In Paraguay, the United Nations Information Centre, along with partners, conducted four major events focusing on agriculture.

In Brazil, Local Environment Ministry Officials visited schools to educate students on the importance of living in a balance with nature.

In Egypt, events included a solar-powered music concert and a recycled toy-making contest. A campaign titled "Gas for Food and Plant for Life" was started, to encourage rural dwellers and urban poor to shift from using fire-wood for cooking to gas.



In Churchill, Australia, volunteers from neighbourhood groups collected goods, computer parts and other electrical goods for recycling, from the homes of elderly, disabled and other disadvantaged people, who are unable to access transport or means of disposal. The aim of the activity is to promote awareness of WED, encourage recycling, help low income and frail/elderly/disabled people to "do the right thing", and prevent dumping. In the Philippines, the International Rice

Research Institute worked with ASEAN member countries to develop a series of environmental indicators (production, biodiversity, pollution, land degradation and water) for rice production in the region. The indicators will allow each country to monitor and compare the environmental impact of its rice production with that of its neighbours and either correct any problems or improve on existing practices.

The French Ministry of Ecology and Sustainable Development issued booklets explaining sustainable development giving guidelines on how to change behaviour for a fairer and more sustainable society. Another booklet titled the "Calendar of the Sustainable Family" looks at everyday actions that can help to protect the environment.

Link(s)

- [World Environment Day](#)
- [Green Week](#)

Environmentally friendly World Cup underway

Never before has the FIFA World Cup, the world's biggest sports event, sought to meet measurable environment protection targets.

Following a meeting with Wolfgang Niersbach, the Executive Vice-President of the Organizing Committee, the Director of the UNEP Division of Communications and Public Information, Eric Falt - who is responsible for the organization's sports and environment initiative - said: *"Environmental considerations will take centre stage in this competition for the very first time, with clear and measurable objectives, and we hope that it will leave a lasting legacy"*.

Green Goal, whose stars include German football legend Franz Beckenbauer and former UNEP Executive Director Klaus Toepfer, also put the final touches to the Climate Neutral scheme, which will offset all 100,000 tonnes of carbon dioxide generated within Germany by transportation, construction and maintenance of the stadia, and the presence of 3.2 million expected spectators.

As part of an environmentally sound transport plan, fans purchasing tickets for

the matches in the 12 World Cup venues will be able to use them for free access to local public transportation during 24 hours, as part of the Kombi ticket scheme.

The Kombi ticket commitment alone will cost the World Cup 2006 Organizing Committee some two million Euros, but should save large amounts of greenhouse gases by reducing private car use.

Other energy savings schemes centre around the stadia themselves. For example, the latest high-tech energy management systems have been installed in the Munich Arena and should realize a 20 per cent reduction in electricity consumption on both match and non-match days.

In addition, the pitch at the Berlin Olympiastadion and other stadia will be watered from a new rainwater harvesting system.

With the issue of waste avoidance

foremost on their minds, the organizers have also introduced the reusable "Cup of the Cup". Fans will pay a deposit of one Euro for the cup which will be the only one sold and used for drinks at the grounds.

"Environmental considerations and impacts, including those that add to climate change, are increasingly being factored into important sporting events. The Olympic movement, in which UNEP is an active partner, has in many respects led the way," said Mr Falt.

"The Organizing Committee for the 2006 FIFA World Cup is keen to bring the same considerations to the football world. We are encouraged by both their plans and their enthusiasm and look forward to working with them and FIFA, and to sound, reliable and verifiable outcomes in areas such as energy efficiency, waste handling and water savings," he added.

Link(s)

- [UNEP Sport and Environment](#)

Upcoming Events

Sustainability marketing
27 June 2006, Pisa, Italy

Second International Conference of Quantified Eco-Efficiency Analysis for Sustainability

29-30 June 2006, Egmond aan Zee, Netherlands

"So Ethic" Ethical Fashion (Fair Trade, Sustainable Fashion / Recycling, Organic clothing) at the Prêt-à-Porter International Fashion Fair

1-4 September 2006, Paris, France

Second European Fair on Education for Sustainable Development "Promoting Education for Sustainable Development in Europe"

13-15 September 2006, Hamburg, Germany

Annual Conference of the Institute for Applied Ecology (Oeko-Institut) Theme: "Competition for Sustainability"

22-23 September 2006, Berlin, Germany

ESOMAR Conference on Responsible Business - Values and Profitability

7-8 November 2006, Rome, Italy

This event, organized in cooperation with UNEP, addresses People, Planet and Profit - the three ruling P's of sustainability, that aim to reconcile environmental and social concerns with the creation of competitive advantage in business. As industry leaders look for ways to improve the financial, environmental and social bottom lines, sustainability and CSR have proven benefits as a strategy. The conference will illustrate how market research helps integrate people values with business profits.

Ninth Biennial Conference of the International Society for Ecological Economics

15-19 December 2006, Delhi, India (Call for Papers for the Sub-Session "The Ecological Economics of Consumption")

Sardinia 2007 - Eleventh International Waste Management and Landfill Symposium

1-5 October 2007, Cagliari, Italy (Call for Papers)

Two films by renowned directors (Jane Campion and Gaspar Noé) which were presented at the Cannes Film Festival will be on wide release in early 2007. The films are part of "8", an eight-part feature about the Millennium Development Goals

"Sustainable consumption: I will if you will" says UK roundtable

The Sustainable Consumption Roundtable (SCR) has advised the British Government to take the lead on collective action to make "the sustainable choice the easier choice" for consumers.

On 2 May, an advisory body to the British Government consisting of experts in consumer policy, retailing and sustainability issued a report on how to promote "green" consumer choices. The report entitled "I Will if You Will" shows that UK citizens have a sharp appetite for policy measures that promote greener lifestyles - even radical, costly ones - as long as they are effectively and fairly applied.

Ed Mayo, Co-Chair of the Roundtable, says *"Going green can be smart and stylish. But it is not yet simple. 80% of our environmental impact as consumers comes from just four everyday decisions - how we run our homes, what food we eat, how we get around and holiday travel."*

The report specifies that Government should:

- Unite with business to get the most damaging products out of the shops, and replace them with environmental products
- Give consumers up-to-date energy information, so they can manage their energy use, by getting smart meters into every home by 2012

- Take the lead and make all schools and hospitals carbon-neutral by 2015
- Automatically give travellers the option to carbon offset their flights, to demonstrate the environmental impact of flying
- Develop a working economic model to track the links between national income, consumption growth and resources, by 2008

The report also highlighted success stories (sustainable wood products, energy-efficient fridge freezers, washing machines and dishwashers, inter alia).

The Environment Secretary welcomed the report and said *"Consumers can be strong when they become empowered and enthused. Increasingly, we are seeing retailers and manufacturers, and the media, respond to this new consumer-driven demand."*

Link(s)

- [Sustainable Development Commission](#)

New Publications

Creating Solutions for Sustainable Consumption and Production

The booklet presents the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production

International Non Governmental Organisations' Accountability Charter

The charter is the result of two years' work on the part of five leading international NGOs (Oxfam, Amnesty, Save the Children, Greenpeace and Care)

OECD Factbook 2006

The OECD Factbook (available in English and French) provides a global overview of world economic, social and environment trends

Symbioses (French only)

Quarterly magazine of the Belgian Association Réseau Idée (Education for the Environment)

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