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Spreading the Sustainable Consumption message in Brazil

April was a busy month for sustainable consumption and production (SCP) in Brazil; 3 different meetings took place on SCP-related issues. Key stakeholders from government, industry and NGOs met to discuss and identify key SCP priorities for Brazil. Workshops were held on sustainable lifestyles and effective methodologies to communicate sustainability and promote sustainable tourism. These meetings are supporting the development of Brazilian strategies to



promote SCP.

▶ *Continued on page 2*

Guidelines for Developing National SCP Programmes Underway

A provisional framework for developing, implementing and monitoring national programmes on SCP was agreed to at a recent UNEP project advisory group meeting. The advisory group suggested that a range of improvements be made. The revised Guidelines will be presented at the Marrakech Process review meeting in Stockholm (26-29 June 2007), with an expected full international release in late 2007. The advisory group meeting also discussed other key aspects of the project including progress in implementing demonstration activities in 2 countries



Arab Hoballah, Chief, SCP Branch speaking

and the future regional training sessions.

▶ *Continued on page 3*



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Viveka Bohn honoured for her leadership in the Environment

Ms. Viveka Bohn has been named as one of seven "Champion of the Earth 2007" Winners by UNEP, at a Gala Ceremony held in Singapore, 19 April 2007, for playing a prominent role in multilateral negotiations and her leadership in global efforts to ensure chemical safety.



▶ *Continued on page 3*

(...) Spreading the Sustainable Consumption message in Brazil

► Brazilian National Roundtable on Sustainable Consumption and Production, 19-20 April 2007, in Sao Paulo

What are SCP priorities for Brazil? What are the most effective policies and means to promote SCP? How to move to effective implementation? These were the key questions that national government, international and regional organizations (UNEP, European Commission, MERCOSUR and GTZ) and a great number of industry representatives analyzed during the 2-day roundtable.

The roundtable also presented the opportunity to exchange experiences and best practices between Brazil and the European Countries. Mr. Thierry Duderme from the European Commission highlighted the importance of working at both the demand and supply side and said that SCP should not be seen as a policy against development but rather as a new opportunity for markets and society. Ms. Taina Nikula presented the Finnish Experience in developing its SCP strategy, and Ms. Sarah Resouly presented the United Kingdom framework on SCP. Mercosur announced that its Sub-Group on Environment (SGT6) has just designed its SCP strategy that is to be jointly developed by Argentina, Brazil, Uruguay, Paraguay and Venezuela.

The governmental strategies in the area of science, technology and investment were discussed. Various initiatives and successful experiences

were presented by industry associations and confederations, SME support services (SEBRAE) and non-government institutions dealing with consumption awareness. Key sectors including energy and flex fuels, building, cosmetics, chemicals (ABIQUIM, PETROBRAS, NATURA, among others) were represented. Opportunities and constraints for the introduction of sustainable consumption patterns were discussed as well their impact on the market and recommendations were made to address SCP guidelines in Brazil.

Some of the key priorities for Brazil are energy, water, forestry and natural resources, and waste management. Some key areas to continue working



Cristina Montenegro (UNEP), Fernando Rey (CETESB), Marília Cerqueira (Brazilian Ministry of Environment representative) and Thierry Dudernel, (EC Brazilian Delegation)

on and strengthen are communication and education on SCP, sustainable procurement, environmental certification, economic instruments among others.

The Roundtable was successful in introducing and promoting the Marrakech Process and guidelines. The meeting was sponsored by the Brazilian Ministry of Environment and CETESB in coordination with UNEP (DTIE & Brazil Office) and support from the European Commission.

Brazilian Workshop on Creative Communities for Sustainable Lifestyles, 18 April 2007, Rio de Janeiro

The project on Creative Communities for Sustainable Lifestyles (CCSL) looks at alternative ways in which groups

of people who, facing everyday life in the new urban environments, organise themselves through collaborative creativity to solve a problem or to open a

new possibility, inventing and practicing sustainable ways of living, with a bottom-up approach. The workshop in Brazil presented over 20 Brazilian cases of creative communities (such as a self-organised consumption group of ecological products supporting small producers; a community-based health care unit; a community-based nursery carried out by mothers; a community-run urban vegetable garden) and discussed with NGOs, civil society representatives and academia in which way these initiatives can be strengthened and replicated.

This project is coordinated by the Politecnico de Milano, with the Support of the Swedish Task Force on Sustainable

Lifestyles under the Marrakech Process. It consists of three parallel workshops in Brazil, India and China. For more information, please visit the link below.

Workshop on Communicating Sustainability: How to promote sustainable products and services in tourism and other sectors, 20 April 2007, Sao Paulo

In the context of the Marrakech Process, UNEP, the Brazilian Ministries of Tourism and Environment, with the support of the Ministry of Ecology and Sustainable Development of France, the Ministry of the Environment of Sweden and partners of the International Task Force for Sustainable Tourism are working on various projects with the common objective of supporting inter-governmental agencies, governments, industry and civil society in the development of awareness tools to promote sustainable consumption and responsible behaviour of consumers, notably in the tourism sector.

In this context, a one-day workshop on Communicating Sustainability was organized back-to-back with the SCP Roundtable. This event included presentations and plenary discussions on sustainability communications, with a special focus on the tourism sector. In the afternoon, two working groups were set up: one was responsible for identifying Brazilian priorities in sustainable tourism; the other group received training by the UK consultancy firm Futerra on the best ways to develop efficient campaigns on sustainability issues. This training session attracted participants from various target audiences and aimed to increase their knowledge of sustainable lifestyles and their skills in communicating these issues.

Link(s)

- [Brazilian SCP Roundtable Background Paper](#)
- [Creative communities for sustainable lifestyles \(CCSL\)](#)

(...) Guidelines for Developing National SCP Programmes Underway

▶ The basic 10-step programme development model draws on earlier work on national action plans in Asia and on the experiences of several international SCP experts. It is a highly flexible approach reflecting regional and local differences. However it does stress the need to apply the underlying principles and elements of comprehensive SCP programmes, which the Guidelines will also address. The Guidelines will give special attention to the need to develop monitoring mechanisms including SCP indicators and to link the programme to existing national strategies wherever

practicable. The Guidelines will also include a chapter on national case studies with a discussion of key lessons learned.

The meeting attended by nine international SCP experts representing seven countries and two inter-governmental organisations was held in Paris, 12 April 2007. The meeting was the first of a series of discussions to guide implementation of the UK Department for Environment, Food and Rural Affairs (DEFRA)-funded project. The project is following up a key recommendation of the Marrakech

Process meeting in Costa Rica (2005) to develop guidelines for the development, implementation and monitoring of national programmes.

For more information please consult the UNEP project webpage at the link given below or contact UNEP at sc@unep.fr

Link(s)

- [UNEP National Action Plan](#)
- [Presentation "UK \(DEFRA\)-UNEP Guidelines Project"](#)
- [Presentation "Towards national SCP programmes"](#)

(...) A Public-Private Partnership (PPP) for a national eco-labelling framework in South Africa

▶ Ms. Viveka Bohn, of Sweden, has played a prominent role in multilateral negotiations, including environmental treaties such as the Convention on Biological Diversity and the Stockholm Convention on Persistent Organic Pollutants (POPs). Her leadership has been especially evident in global efforts to ensure chemical safety, which has been increasingly recognized as a key cross-cutting issue in the pursuit of sustainable development.

As head of the Swedish project secretariat for the World Summit on Sustainable Development in Johannesburg, Ms. Bohn has worked tirelessly on issues related to sustainable consumption and production, and the fruits of her labour were recognized when she was elected co-chair of the Marrakech Process.

In her acceptance statement, she defined three lessons for successful green diplomacy "*Do your homework!*;

Do your homework!; and above all *Never Give Up!*".

Mr Achim Steiner, UNEP's Executive Director, also paid tribute to Ms Bohn at a special ceremony held in Stockholm, on 28 March.

Link(s)

- [Marrakech Process](#)
- [UNEP Champions of the Earth](#)
- [Ms Bohn's acceptance statement](#)

Italian Task Force on Education for Sustainable Consumption Launched

Italy recently decided to take the lead of a Marrakech Task Force on "Education for Sustainable Consumption" (ESC). On 16 April in the Town Hall of Genoa, the Italian Minister of the Environment, Mr Pecoraro-Scanio, officially launched the Italian Marrakech Task Force (MTF) for Education on Sustainable Consumption to an audience of about 100 participants from various countries.

Why such an initiative? Within the Marrakech Process, it has emerged that the development and reinforcement of SCP patterns can only be successful if it is implemented in a "SCP-friendly" social environment. As UNEP stated during the event: "*education is a major tool to create the necessary social climate that supports SCP measures and the emergence of SCP-related initiatives, products and services in society.*"

Behavioral changes require the development of cultural models of reference and for this reason Italy wants to contribute to the Marrakech Process by taking up the challenge of cementing Sustainable Consumption in formal education. The objective of the MTF on Education for Sustainable Consumption

is therefore to focus on the role of formal learning processes in providing knowledge, awareness and competences aimed at enabling individuals and social groups to be the key actors of change towards more sustainable consumption behaviors.

The work of the MTF will contribute to the international debate on SCP by providing inputs to the international processes on sustainable development that have followed on from the World Summit for Sustainable Development. The outcomes of the MTF will be presented to the UN Commission on Sustainable Development (CSD) in 2010 and 2011 when the adoption of a 10-Year Framework of Programmes on SCP will be discussed.

The Italian MTF will work at the international level but have the Mediterranean as a special geographical focus. Also, given the goal of the Task Force to favor the inclusion of Sustainable Consumption in curricula, a strong linkage with the UN Decade of Education for Sustainable Development (DESD) will be at the centre of the projects the MTF will bring forward.

For more information, please contact sc@unep.fr

Link(s)

- [UN Decade of Education for Sustainable Development \(DESD\)](#)
- [Education for Sustainable Consumption Task Force - Terms of Reference](#)

UNEP gears up to launch Panel on Resources

UNEP is preparing the launch of an international panel on the use of natural resources. Several preparatory events have been held. The official launch of the panel which will focus on decoupling of economic growth and environmental damage, in particular facilitating resource-efficiency in industry worldwide, is expected in Autumn 2007.

The panel will address issues on resource use efficiency for both renewable and non-renewable resources from a life-cycle perspective.

With the set-up of the Panel, it is expected to deliver the following outcomes:

- Provide scientific assessment and policy advice on priority areas of global resource use;
- Advise on gathering of information on the use of natural resources and related environmental and sustainability impacts;

- Advise on capacity building and international knowledge exchange on the use of natural resources.

In preparation for the Inaugural Panel Meeting scheduled for early Autumn 2007, a pre-Panel meeting was organized in Brussels, Belgium, on 8 December 2006. Its set-up process was also introduced to a wider audience during a special event at the 24th Governing Council of UNEP in Nairobi, Kenya, on 8 February 2007. A preparatory meeting with 15 government representatives took place in Brussels on 27 April 2007. Support has been received from the governments of Canada, Russia,



Japan, Tanzania, Norway, Italy, Germany, Finland, The Netherlands and the European Commission to date.

For more information and updates on the panel, please visit the link below or contact us at sc@unep.fr

Link(s)

- [International Panel on the Sustainable Use of Natural Resources](#)

Strengthening SCP Activities in Asia Pacific

The Marrakech Process was the focus of one of the Workshops held during the 7th Asia Pacific Roundtable for Sustainable Consumption and Production. It was attended by 40 people from government, industry, NGOs in the region and representatives of international agencies.

The Workshop concluded that considerable efforts on SCP have been made in the region, with many activities taking place at regional, national and local levels by different stakeholders and agencies. But they need to be made known more widely. Information on activities at the regional level will be compiled by the regional SCP help desk established by UNEP and ESCAP and posted on their respective websites.

More efforts should be placed on changing consumption patterns. It was suggested that the APRSCP should hold specific discussions on consumption issues and engage organizations working on consumption issues including companies. A review should give priority to consumption. The collective nature of Asian culture should be recognized when addressing consumption issues and could be an advantage in changing consumption patterns. Approaches in Europe and North America based on individualism, although being brought into Asia to a certain extent, should not be copied.

Product-focused efforts are considered effective because they allow a wide range of efforts by all stakeholders. Governments can use regulatory, information and voluntary tools to promote SCP. Standards, which can be both mandatory and voluntary, should

be introduced. Sharing of knowledge and practices on product standards and eco-labels and harmonizing regulations at regional level is not only desirable but also necessary, as another discussion during APRSCP7 on e-waste suggested. UNEP and ESCAP informed the meeting that the regional help desk is beginning work on this issue starting with the energy efficiency of products.

Better policy frameworks on SCP at national levels is needed. This has been recognized and addressed by many countries. However, the challenges remain of introducing new policy tools, integration between difference policy streams, as well as engagement of economic policy making. It was suggested to hold a policy forum to share knowledge and practices of policy framework at the next APRSCP and invite policy makers not only from environmental agencies, but other sectors.

Participation in Marrakech Process Task Force activities by Asian countries was also discussed. There were suggestions to have task forces to address policy frameworks, SMEs and other issues. However, the issue of funding and hosting creates an immediate barrier for Asian countries to take the lead. One Australian proposal is to have a Sustainable Cities Task Force, by linking committed cities



via websites. This effort started with sustainablemelbourne.com which is generating more and more interest. It was suggested that the next APRSCP have specific sessions on policy frameworks and SMEs, as well as sustainable consumption to address regional concerns.

A regional process leading up to the review in 2010-2011 by the Commission on Sustainable Development (CSD) of the 10-Year Framework of Programmes on Sustainable Consumption and Production was also proposed. Participants suggested to identify a few regional priorities and processes/approaches to address the priorities. APRSCP should partner with UN agencies and other regional players in facilitating this process. The participation of APRSCP and its national organizations in Marrakech meetings should be considered.

APRSCP was held in Hanoi, Vietnam, 25-27 April 2007. Other workshops focused on Life Cycle Management, E-waste management and Sustainable Rural Development. For more information on the conference and the related events, please visit the link below.

Link(s)

- [Marrakech Process](#)
- [APRSCP7](#)

Global Challenge for Sustainable Design

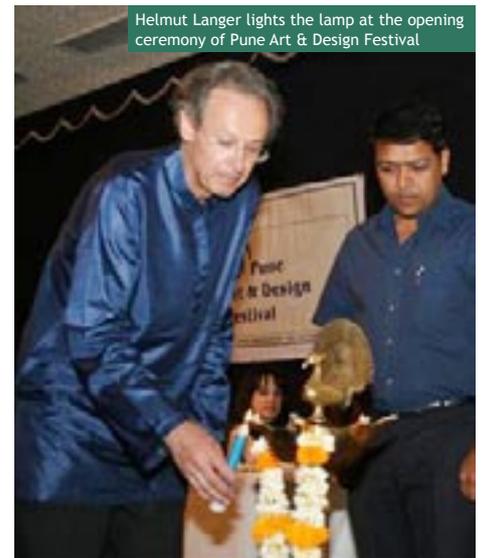
Sustainability as a critical aspect of design thinking and design solutions was the theme of this year's Pune Art & Design Festival. Mr Helmut Langer, graphic designer, presented his vision of a fundamental worldwide challenge for a new design thinking: "Global Challenge for Sustainable Design".

Mr Langer noted in his keynote address that *"The Earth's situation is not irreversible, but changes need to be made as soon as possible. We have the chance to turn towards a sustainable development, one that allows us to improve the living conditions of the world's citizens and to satisfy the needs of generations to come. Designers are in a key position to influence this shift. None of us can tackle these challenges alone". The five priority strategies are 'preventing', 'reducing', 'sharing', 'changing', and 'restoring'. Designers must learn that we live in a closed system. We can not add new or additional planets. Sustainability is the key word for the future of all of us."* He concluded *"Responsibility means: Be a global citizen before you are a local consumer"*.

Other speakers included Peter A. Di Sabatino from Art Center College of Design in Pasadena/USA, who led a "Design Challenge" workshop about Mobility and Urban Products and Systems. Elena Caratti and Annamaria Formentini from Milano Politecnico gave a workshop on "Signs and Symbols for Sustainability".

In India, design is booming. The Indian Government has recognised design as an essential element for its fast developing economic growth. At the beginning of this year the Indian Government established a design policy. Until now, India focused on traditional manufacturing industries and then on the IT industry. As the country moves into an innovation-fuelled economy, the driving force in the next phase of Indian development will be the imaginative and creative capacity of its people. Design interacts with a variety of factors ranging from aesthetics to functionality, craft traditions to high technology, needs of local markets to the requirements of globalisation. This makes the knowledge domain of design vast and complicated. The changing profile of the Indian economy and its growing manufacturing and vibrant service sector now require more and more design inputs than ever to remain competitive.

The Festival was held in Pune, India, March 22 to 25, 2007. Mr. Helmut Langer is a graphic designer of international reputation and Past President of ICOGRADA, the world organisation for design and visual communication.



Helmut Langer lights the lamp at the opening ceremony of Pune Art & Design Festival

The Creative-i College organised the Festival which offered a broad range of activities including exhibitions, workshops and open houses.

Link(s)

- [Creative-i College](#)
- [Pune Art & Design Festival](#)
- [Helmut Langer](#)

Successful Training Course on Sustainable Public Procurement

Public procurement is increasingly in focus as an instrument of public policy in addition to its traditional role as a cornerstone of good governance. The use of procurement policies to support sustainable development is gaining ground worldwide. The big question to face now is "how can this be done"? Is this compatible with WTO rules? Is it legal?" UNEP and ILO decided to join forces to respond to these and other questions in a one-week training on sustainable procurement policies.

About 30 participants from countries such as Malawi, Philippines, Lebanon, Indonesia, Egypt but also international agencies such as the French Agency for Development and the Inter-American Development Bank were represented at the training. The participants were generally public officials directly involved in procurement management and oversight, or experts involved at a more strategic/policy level within procurement organisations. The number of participants was far higher than expected and the two agencies are now considering delivering other training sessions at a more regional or national scale to provide more tailor-made capacity building.

Trainees had the opportunity to explore the key concepts for Sustainable Procurement (SP), learn how these can be applied in their procurement practices and how large multilateral environmental agreements can support procurement for the achievement of sustainable development objectives.

The training took place in Turin, Italy, 26-30 March 2007. It was organised back-to-back with the fourth meeting of the Swiss Marrakech Task Force on Sustainable Procurement, which co-sponsored the training. Members of the Task Force also attended the meeting, adding an expert point of view to the discussions and



providing comments on the possibility of repeating similar training sessions at country level.

For more information on the course, its materials and next course sessions, please contact Isabella Marras at: sc@unep.fr

Link(s)

- [Sustainable Procurement flyer](#)

Upcoming Events

World Environment Day focuses this year on "Melting Ice - a hot topic"
5 June 2007

11th European Roundtable on Sustainable Consumption and Production (ERSCP)
20-22 June 2007, Basel, Switzerland

Third International Expert Meeting on the 10-Year Framework of Programmes on Sustainable Consumption and Production (Marrakech Process)
26-29 June 2007, Stockholm, Sweden

Seminar 'Consumers and Choice in a Throwaway Society'
2 July 2007, London, UK

International Symposium on Sustainable Design for Sustainable Consumption and Production
4-6 September 2007, Curitiba, Brazil

11th International Waste Management and Landfill Symposium
1-5 October 2007, Cagliari, Italy

2007 Mass Customization and Personalization Conference
7-10 October 2007, Cambridge (MA), USA.

12th International Business Forum "Business Engagement for Governance"
8-10 October 2007, Washington DC, USA

Seminar on Producer Responsibility and the Liberalisation of Services
10-11 October 2007, Liege, Belgium

Sustainable Innovation 07 - Global Building and Construction: Systems, Technologies, Products and Services, 12th International Conference
29-30 October 2007, Farnham, UK

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Bike Tour Campaign cycles through the Philippines to promote Sustainable Lifestyles

The Young Artists Fellowship for the Environment (YAFE) and Otesha, a Philippine and Canadian-based youth environmental organisation, conducted a YAFE-Otesha Bike Tour to bike for five days through the province of Laguna in the Philippines. The event set out to advocate sustainable lifestyle issues to young people. The sustainable lifestyle campaign emphasised the importance of a dignified life for everyone.

"While there are many environmental issues I feel I should get involved in, I also believe that I should be conscious in my own actions, and how my lifestyle, for instance, has an affect on other people," said Laiden Pedriña, President of YAFE.

During the event, which visited 20 towns and covered over 250 kilometers, YAFE and Otesha stopped at one to two places each day, where people convened and participated in different programs. There were games, films, cultural shows and forums at each stop. Another important highlight of the event was the Call-to-Action Tiles, where everyone, young or old, was encouraged to draw or write their personal commitment for a sustainable lifestyle. Over 2000 tiles were collected.

Overall objectives included:

- to raise awareness on Sustainable Consumption and Development, Ethical Purchasing and Pressing Environmental Issues across ages and social classes and strengthen multi-sectoral collaborations

to achieve long-term environmental projects,

- to bring together NGOs, government agencies and corporations, as well as elementary to college students, academia, young professionals, company executives, individuals, and lawmakers, on different environmental issues and activities,
- to strengthen and intensify other existing advocacies of YAFE by incorporating the issues in the different Programs during the Bike Tour,
- to advocate the UN Millennium Development Goals,
- to raise funds and call for sponsorship for the Educational Program of YAFE and continuous environmental projects in 2007.

The YAFE-Otesha Bike Tour 2006, held from 3-7 December 2006, was supported by the International Youth Foundation (IYF) and UNEP.

Link(s)

- [YAFE](#)

New Publications and websites

The Global Environmental Outlook 2007
Published by UNEP

New Business for Old Europe: Product-Service Development, Competitiveness and Sustainability
Published by Greenleaf Publishing

Business Challenge Africa
11th International Business Forum (report)

The Materiality Report: Aligning Strategy Performance and Reporting

Provides a toolkit for managers to work out which issues are "material" to their underlying performance and encourages businesses to focus on these issues in their public reporting. Published by AccountAbility

Green Purchasing and Green Public Procurement Starter Kit
Released by the International Green Purchasing Network, Japan and India

Proceedings of the International Conference on Electronics and the

Environment "From WEEE / RoHS Implementation to Future Sustainable Electronics", held in Vienna, Austria, November 2006, are available now.

UNESCO has launched an *online platform* to make available training and capacity building resources developed by a variety of stakeholders in a range of areas

e-textile toolbox, an online resource for efficient textile production

Green Building Pages
A sustainable building materials database and design tool for the environmentally and socially responsible designer, builder and client

UNEP's LC.net newsletter

ChangeLAB project on Changing Lifestyles, Attitudes and Behaviour

Latest newsletter of ECO-Buy

Sustainable Style Foundation