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Business and NGO's strengthen engagement in Marrakech Process



Business and NGO's have expressed strong support for the Marrakech Process, which aims at initiating a ten-year framework on sustainable consumption and production as a follow-up of the Johannesburg Summit in 2002. In a recent international review meeting a Business and Industry Forum and a NGO Forum were launched.

of Programmes for Sustainable Consumption and Production (10YFP) was held in Stockholm, Sweden, from 26 to 29 June 2007. Over 250 participants attended the meeting, representing the world's governments, business and NGOs.

The World Business Council for Sustainable Development (WBCSD) and the International Chamber of...

The Third International Expert Meeting on the 10-Year Framework

▶ *Continued on page 2*

'Eco-label opportunities for developing countries' project has started



Participants at the First Steering Committee meeting

UNEP's new project on enabling eco-labelling opportunities for developing country had its first Steering Committee meeting in Paris. The meeting was a first opportunity for all partners to share experiences and discuss

responsibilities, and revealed great enthusiasm worldwide about the opportunities of the project.

▶ *Continued on page 2*



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(...) Business and NGO's strengthen engagement in Marrakech Process

Commerce (ICC) offered to serve as a platform to broaden worldwide business engagement in the Marrakech Process. They expressed their interest in getting engaged in the upcoming regional meetings and in the implementation of concrete on-the-ground projects, which are expected to increase investments in SCP. WBCSD and ICC announced their willingness to share their knowledge and experiences on 'the business case for SCP' and to develop work in support of SMEs to enable them to also benefit from SCP measures.

NGOs have also committed to play an important role in the Marrakech Process and they expressed their willingness to participate in research, programme design, planning and implementation, in advocating with governments, and in ensuring that stakeholders' voices were heard. The meeting also saw a Francophone network on SCP launched.

The meeting paid tribute to Mrs. Viveka Bohn, former Ambassador Sustainable Development of Sweden, who has led

the Marrakech Process since 2003 until her retirement in 2006. Sylvie Lemmet, UNEP's DTIE Director called her "the heart and brains of the Marrakech Process".

The Marrakech Process is expected to develop proposals for measures on SCP which will be reviewed by the Commission for Sustainable Development (CSD) in 2010 and 2011. Participants however pointed out that the process itself is an excellent opportunity for holding substantive dialogue and building fora for cooperation on SCP among governments and other stakeholders at international and regional levels. The Marrakech Process has made significant progress in the first four years of its existence, including through the development of regional processes and strategies (including in Africa, Europe and Latin America), the creation of Marrakech Task Forces supporting the implementation of SCP projects, and the initiation of a Cooperation Dialogue with

development agencies.

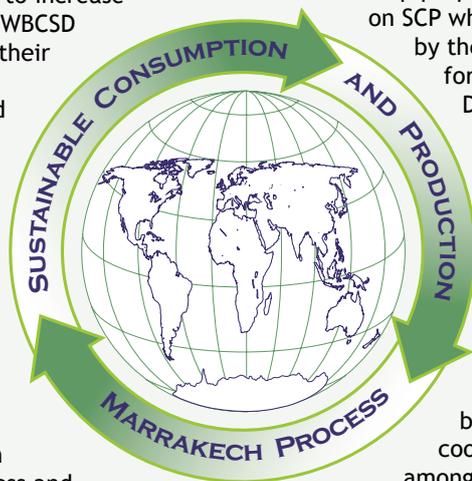
The Secretariat (UNEP and UNDESA) were asked to provide terms of reference on the composition and role of a new international steering committee. Latin America and the Caribbean region is organizing its next regional meeting in Autumn 2007. Western Asia will hold its regional meeting by the end of this year. Plans are also underway for a North America meeting; and the Asia Pacific Roundtable on SCP expressed its interest and commitment to have a special focus on the Marrakech Process in their next roundtable to be held in September 2008.

The meeting was organized by the United Nations Department of Economic and Social Affairs (UN DESA) and the United Nations Environment Programme (UNEP), and hosted by the Swedish Ministries of Environment and of Integration and Gender Equality. Financial support for the meeting was provided by the Government of Sweden.

For more information, the Agenda, Background Papers and Meeting Report are available at the website link given below or contact Adriana Zacarias at sc@unep.fr.

Link(s)

• [Marrakech Process](#)



(...) 'Eco-label opportunities for developing countries' project has started

Partners and associates from governments, NGO's and business in Brazil, India, China, Kenya, Mexico, South Africa, Germany as well as representatives of the European Commission, and the Global Ecolabelling Network attended the meeting.

In the opening session, Mr John Polak, Chair of the Global Eco-labelling Network expressed his appreciation for the project "in reversing the misperception of eco-labels as trade barriers and transforming them into an accessible tool for enhancing trade opportunities of developing countries."

The formal launch of the project, involving European and target countries stakeholders will be organized by InWEnt in Bonn, Germany, in the first week of December 2007.

The project supports the implementation of eco-labels in developing countries, and also aims at developing a roadmap in the direction of mutual recognition of eco-labelling schemes.

Co-funded by the European Union and the Federal Ministry for Economic Cooperation and Development (BMZ) (Germany) and coordinated by UNEP's Sustainable Consumption and Production Branch, this four-year project involves China, India, South Africa, Brazil and Mexico. They are five rapidly emerging economies (or 'anchor' countries). Kenya is the sixth

country participating in this initiative. Preliminary product groups chosen by country partners include textiles for India and South Africa, footwear for Mexico and Kenya, electronic appliances for China and paper for Brazil.

For more information, please contact Silvia Ferratini at sc@unep.fr or visit the website below.

Link(s)

• [UNEP Ecolabelling](#)



European SCP experts encouraged to further support the Marrakech Process

In a speech to the opening plenary of the 11th European Roundtable on Sustainable Consumption and Production (ERSCP), Mr. Matthew Bentley (UNEP DTIE) highlighted several new initiatives of the Marrakech Process including work to develop guidelines for national SCP programmes as well as a new project on eco-labelling for developing countries.



Mr. Bentley encouraged participants *“to support the Marrakech Process by providing input to the many new and ongoing activities and to comment on the draft 10-Year Framework of Programmes on Sustainable Consumption and Production to be discussed at the Stockholm Meeting in late June.”*

Examples of how other regional roundtables had strengthened the Marrakech Process were also given. A suggestion at the closing session was to find a way to foster closer links between the various regional roundtables considering the internationalization of consumption and production patterns.

Mr. Pawel Kazmierczyk (European Environment Agency) presented highlights from the forthcoming joint UNEP-EEA report on SCP in the SEE and EECCA countries. Mr. Kazmierczyk pointed to the significant opportunities that exist for organic food, improving thermal efficiency of buildings, and upgrading of existing district heating systems as well as the revival of reuse and waste recycling via the existing systems and infrastructure. Some of the key conclusions of the study include:

- Limited progress in development and

- implementation of SCP policies
- There are some SCP-related policy initiatives, but in a stand-alone fashion
- Some of the historical legacy offers positive opportunities for SCP
- Need to address the rebound effect (technology alone will not be sufficient)

There were several workshops on eco / resource efficiency signaling the increasing importance of this topic in Europe. The developing UNEP Resource Panel was mentioned in a number of workshops. Indicators for SCP were also high on the agenda at the conference with an entire work stream devoted to presentations on developing indicators and other methodologies to track progress toward SCP. The ongoing good work of the UNIDO-UNEP Cleaner Production centres was highlighted with a clear desire to further promote SCP activities through this network.

Around 150 stakeholders from science, industry, politics, the service and financial sectors as well as from governmental and non-governmental organizations attended this three-day conference. The meeting was held in Basel, Switzerland, 20-22 June 2007. The Institute for Copreneurship, part of the FHNW School of Life Sciences, Switzerland, organized

the meeting.

The Roundtable focused on innovation in sustainable consumption and production, emphasizing the environment as well as society. The scope covered four main issues:

- Corporate Social Responsibility
- Knowledge and Technology Transfer
- Financing Sustainable Innovation
- Sustainable Consumption and Production

Innovative projects, approaches and ideas from these fields were discussed in debates (roundtables), workshops, presentations and excursions. Great importance was attached to a holistic view, including the whole value creation chain, e.g. innovation, product/service development, marketing, consumption, recycling/disposal and prospective potential of the respective products/services.

Further information on the conference is available on the conference website at the link given below.

Link(s)
• [ERSCP11](#)

UNEP Workshop on Resource Efficiency to be held in Japan

UNEP organises a scientific workshop on resource efficiency, aimed at building an understanding of the needs and ways of identifying key resource flows and their efficiency through a variety of approaches and tools, to be held in Tokyo, Japan, on 25 September 2007.

The workshop will compile basic knowledge on the environmental impacts and the socio-economic relevance of resource flows and will try to come up with a first approximation of which resource flows could be the most important ones.

The workshop is organized the day before the OECD-Japan Seminar on “Material Flows and Resource Productivity From Knowledge to Practical Policies” (which will take place on 26 and 27 September) in order to allow for a broad international information exchange between ongoing initiatives. The participants will include international experts (both scientists and experts from consultancy) in the field of

resource efficiency, material flows and environmental impact analysis from a life cycle perspective.

The specific objectives of the workshop are to:

- Exchange information on the needs and ways of identifying the key resource flows based on existing scientific methodologies of resource efficiency and environmental impacts of resource use from a life cycle perspective
- Compile basic knowledge on the environmental impacts and the socio-economic relevance of resource flows based on existing scientific assessments for material flows and products

- Explore linkages between the work of UNEP to establish a Resource Panel, the work of the OECD on Material Flow Analysis, and other international initiatives. The outcomes will be used to identify the scope of a joint OECD-UNEP conference on this issue, to be held in Paris, early 2008, and to contribute to the work programme of the Resource Panel.

The workshop is to be organised by UNEP with the support of the OECD and the EC and hosted by the Government of Japan.

For registration (deadline 24 August 2007) and further information, please contact sc@unep.fr.

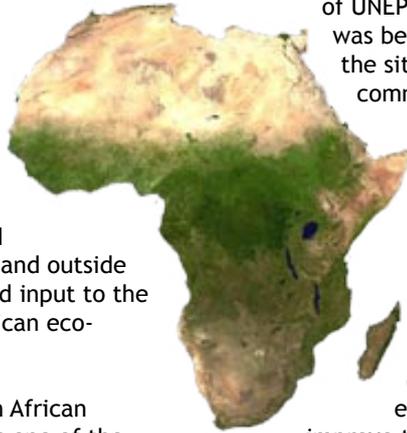
African countries should use eco-labelling to increase market access, says UN's Economic Commission for Africa

Africa should exploit the niche market provided by the global preference for eco-labelled products to increase market access for its products and contribute to poverty reduction, Josephine Ouedraogo, Acting Deputy Executive Secretary of Economic Commission for Africa (ECA), said at the opening of a three-day regional experts meeting on "Developing an African Eco-labelling Scheme".

The meeting attracted about 30 experts from 21 institutions from within and outside Africa who are major players in certification, standards development and consumer protection at local, national, subregional and regional levels.

They took stock of lessons from the major ecolabel-related initiatives from within and outside the region and provided input to the development of an African eco-labelling scheme.

The development of an African eco-labelling scheme is one of the important activities identified in the African 10-Year Framework Programme on



Sustainable Consumption and Production (SCP).

In a welcoming address, Strike Mkandla of UNEP said that this activity was being undertaken to assess the situation and lay down a common strategy through which the Africa region can maximize the benefits from the new opportunities provided by eco-labelling.

In his statement, the representative of the African Union Commission (AUC) said the African eco-labelling scheme would improve the environmental profile of Africa's products and expand market access for the region's commodities.

He reiterated AUC's commitment to work with ECA and UNEP in developing the scheme.

The Regional Expert Meeting on Eco-labelling took place in Addis Ababa from 11-13 June 2007 and was jointly organized by the United Nations Environment Programme (UNEP) and UN ECA.

More detailed information on the meeting can be viewed at the link below.

Link(s)

- [UN Economic Commission for Africa](#)

Sustainable Lifestyles project reveals grassroots innovations in China

An expert seminar and a design exercise on Creative Communities for Sustainable Lifestyles were held in Guangzhou, China on 28 May - 3 June 2007. The seminar brought together stakeholders from civil society and experts from different fields and backgrounds (including researchers in social sciences and design). In relation to the Chinese context, it highlighted an emerging worldwide phenomenon: the grass roots innovations in everyday life put in place by groups of people (the creative communities) "who invent and realize sustainable ways of living".

The discussion considered a number of Chinese cases (specifically collected for this initiative) and debated three main topics:

- Sustainable lifestyles: in which sense can these cases be seen as an anticipation of viable sustainable lifestyles in China?
- Community: what is the meaning of the term "community", as it emerges from these cases?
- Replication: how could these cases be improved and replicated? What structures, platforms and tools would have to be developed to enable their replication?

The open discussion on these themes brought out many interesting observations, including:

- Good ideas move worldwide: purchasing groups, community based agriculture initiatives, car pooling, time banks, just to name a few examples, can be found in China as everywhere else in the world.
- "Global good ideas", when localized, assume different meanings: in China, the meanings of both the terms "creativity" and "community" are different from the ones that we find, for instance, in Brazil or in Europe.
- In China, the idea of community is still very strong. It seems that the Chinese creative communities are built on the basis of the memory (and sometime the remains) of the traditional communities.
- To build new communities is difficult, but ICT can help: in the Chinese context, information and communication technologies could play



an important social role to facilitate new face-to-face meetings.

This Expert Seminar was co-organized by the Institute of Civil Society, Sun Yat-sen University and DIS/Indaco Politecnico di Milano University and SDS Brussels. It was followed by a four-day Design Exercise. The Expert Seminar and Design Exercise have been the milestones of the Chinese programme of the project: CCSL-Creative Communities for Sustainable Lifestyles. The project is supported by UNEP and promoted under the United Nations' Marrakech Task Force on Sustainable Lifestyles, led by the Swedish Ministry for Sustainable Development.

Link(s)

- [Creative Communities for Sustainable Lifestyles in China](#)

New UNEP CD-ROM on Marketing and Communications published

UNEP has published “Sustainability Communications - A Toolkit for Marketing and Advertising Courses”. This CD-ROM (available in English and French) proposes resources for the educators training tomorrow’s marketing and communication professionals as well as for marketing and advertising trainers in the corporate field. It is not a “turnkey” teaching syllabus but a flexible, interactive tool which provides a synthesis of theoretical and methodological knowledge illustrated by numerous specific case studies.

In this regard, it offers all kinds of resources - short presentations, campaign analyses, exercises, web links, bibliographies and more than 300 downloadable documents - to encourage students and communication experts to think about and involve themselves in one of the major issues facing society today.

The CD-ROM aims to:

(1) Demonstrate and analyze the business case and the marketing and communications potential of sustainable development in the framework of corporate social and environmental responsibility.

(2) Allow the current and future marketing and communication professionals to become fully aware of the key role they can and should play by responding to new consumer demand for sustainability through the promotion of sustainable products and services.

(3) Provide the necessary tools to develop both effective corporate communications

strategies that build confidence in greener brands and powerful marketing campaigns on sustainable goods.

The main topics addressed in this CD-ROM are the following:

- Sustainable development: ethics and social practices
- The economic and social context for sustainability communications
- The practice of sustainability communications: from innovation to risk
- Practices and exercises in marketing and communication
- Analysis of various public and private campaigns around the world
- Resources: documents, web links, bibliographies, etc.

This CD-ROM has been produced by the United Nations Environment Programme in partnership with the United Nations Educational, Scientific

and Cultural Organization (UNESCO), the United Nations Decade of Education for Sustainable Development and the International Association of Universities, with financial support from the Marrakech Task Force on Sustainable Lifestyles led by

Sweden. It will be largely disseminated through various international educational networks, as well as marketing and advertising associations around the world.

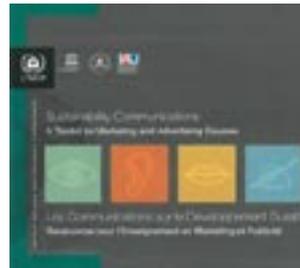
The *online version of the CD-ROM* will be available in August. All documents and

resources included in the CD-ROM will be downloadable from the UNEP website.

For more information about the CD-ROM, please contact Solange Montillaud-Joyel at sc@unep.fr.

Link(s)

- [UNEP's Advertising and Communication Forum](#)



The Environmental Contract: How to Harness Public Action on Climate Change

How do we organise in the face of climate change?

According to the UK National Consumer Council, “there is a wealth of concern and activity giving signs of hope in terms of the awareness of the public as consumers, businesses and political leaders. But the current institutions we have are not up to the task and, as yet, there is no mandate for something new that could co-ordinate public action and, where needed, enforce compliance.”

The UK has led the world in some of its initiatives on consumers, sustainability and climate change. But the UK National Consumer Council believes “the answer is to draw on a new version of an old idea - a contemporary version of the social contract. An environmental contract would define the rights and responsibilities of individual and state in relation to climate change. It will start from where people are willing to take action, if it is made easier to do so, and develop towards the deeper change across society and the economy that is likely to be required.

There could also be global and local environmental contracts. At the global level this would follow up the Kyoto Protocol but could be brought to life

by adding an environmental pledge to every new passport issued around the world. The idea of a global environmental contract goes hand-in-hand with the idea that those who sign up become, somehow, citizens of the world.

It would need to start from the principle of common but differentiated responsibility - we all have a responsibility to act and this responsibility must be commensurate with our capacity to do so. The progress towards the UN Millennium Development Goals, where the world is likely to fall short, exemplifies the same problems of ‘collective action’ and free riders that holds for climate change. And yet, the solutions for both may lie in the step-change that a global environmental contract would imply as

they are intimately linked. In particular, the most vulnerable low-income countries will need substantial support to adapt to climate change already in train and shift to low carbon development, if their growth is not to exacerbate a problem they did not start. It is there that, on one prediction, 80 million people face the risk of flooding from rising sea levels and up to 600 million face the threat of famine.”

For more information, please contact Mr. Ed Mayo at the UK National Consumer Council at e.mayo@ncc.org.uk.

Link(s)

- [UK National Consumer Council's environmental contract](#)

Raising environmental awareness among future tennis champions

The “Open des Jeunes”, an international tennis tournament organised by the tennis section of Stade Français (a French rugby club) brings together the best 13-14 year-old international tennis players. This year, UNESCO joined the tournament initiative and, for the first time, a new workshop theme was presented focusing on sustainable lifestyles, in addition to the sport-related workshops.



With the UNEP/UNESCO programme youthXchange, Julia Heiss, from UNESCO and Cécile Bordier, from UNEP, demonstrated to the players the importance of reducing their impact on the environment through daily actions, such as saving energy and above all, influencing the market, by being a responsible consumer.

Also, what’s more exciting for youngsters than meeting their idol? That’s why UNESCO invited Sports Ambassador, Justine HENIN, winner of Roland Garros this year - and also of the Open des Jeunes a few years ago - to come to the tournament and share her experiences with the participants.

The tournament took place in Paris, France, and was attended by 150 youngsters, representing 53 nationalities.

Link(s)

- [UNESCO and “Open des Jeunes”](#)
- [UNEP/UNESCO youthXchange](#)

Spending public money responsibly - a New Guide to Cost-effective Sustainable Procurement

ICLEI’s new Procura+ manual was launched at the Fifth European Conference on Sustainable Cities & Towns in Seville, Spain. 40 Mayors from across Europe attended the launch with a message that sustainable procurement is about spending public money responsibly. The manual provides clear and simple advice on how public authorities, such as local governments, universities, schools, and hospitals, can implement sustainable procurement - no matter what their size or level of experience.

It provides practical advice on integrating sustainability into procurement, information on the cost of sustainable procurement, a model for systematically implementing sustainable procurement, and actual purchasing criteria for six high-priority product groups - construction, IT equipment, cleaning products, food, buses and electricity, and a simple approach to monitoring performance.

The manual is a key tool for ICLEI’s Sustainable procurement Campaign called Procura+. The aim of this Campaign is to bring together a critical mass of public authorities committed to applying environmental and social criteria in their purchasing policies and practices to

bring about a real change. Participants receive both support in implementation and the opportunity to promote their achievements internationally. The manual will also be available in German, Italian, French, Greek and Catalan.

Commenting on the manual, Mr. Per Bodker Andersen, the Mayor of Kolding, Denmark and Procura+ participant said, *“a number of benefits can be gained from using the manual and being part of ICLEI’s Procura+ Campaign. These include achieving financial savings, access to best practices, meeting your local environmental, social and health goals and contributing to global sustainability.”*

Danielle Poliautre, Deputy Mayor, City of Lille, France and Procura+ Chair said *“Huge amounts of work can be saved by public authorities across Europe sharing their experiences and finding common solutions on sustainable procurement. We welcome the Procura+ approach”*

To download the manual and for more information on ICLEI’s sustainable procurement Campaign Procura+, please visit the link below.

Link(s)

- [ICLEI’s Sustainable Procurement Campaign Procura+](#)

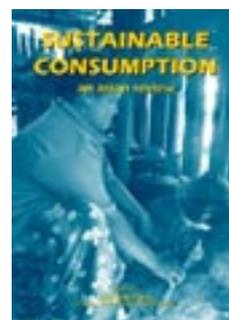
Quality of life for all critical concern for work on SC in Asia

The primary goal of sustainable consumption programmes in Asia should be to enable wellbeing and quality of life for all. This message is included in the Asian Review on Sustainable Consumption, conducted by the Centre for Environment and Development (CED), in Sri Lanka.

The review report argues that sustainable consumption needs to be discussed in the interest of half of the world’s population that are in poverty, while addressing the over consumption issues of the developed countries. The SCP agenda should address the basis requirements of food, clothing and shelter, and aim at understanding issues such as food security, fair trade and good governance.

The review is published with a view of initiating a broader global dialogue

on the deeper meanings of sustainable consumption to Asians and the rest of the world. CED plans to embark on a second stage of the Asian Review on SC to propose an “Asian Framework on Sustainable Consumption”. The report, case studies and survey formats of the review are now available on CD ROM, print and also electronically. Interested organizations and individuals are cordially invited



to request for copies by sending an email to uchita@slnet.lk. Parts of the report can be found by clicking on the link below.

Link(s)

- [Asian Review on Sustainable Consumption](#)

Upcoming Events

Tunza International Youth Conference organised by UNEP
26-30 August 2007, Leverkusen, Germany

"ChangeLAB - Learning for sustainable living" Conference organised by the Regional Environmental Centre for Central and Eastern Europe
18 September 2007, Szentendre, Hungary

Maintaining Products in Use EPSRC Network on Product Life Spans seminar
20 September 2007, Sheffield, UK

Better Regulation - Waste, organised by ACR+
9 October 2007, Brussels, Belgium

"Resource Management: a Challenge for Global Governance? New Rules for a Sustainable, Peaceful and Equitable Resource Policy" Conference organised by the Development and Peace Foundation (SEF), the Federal College for Security Studies (BAKS) and the Wuppertal Institute
11-12 October 2007, Berlin, Germany

ExpoSustentat - sustainable trade show in Latin America
16-18 October 2007, Sao Paulo, Brazil

Connecting '07 World Design Congress - Connecting to People and to Ideas
17-20 October 2007, San Francisco, USA

CYCLE 2007: Towards a Life Cycle Economy
3rd Canadian Forum on the Life Cycle Management of Products and Services
22-23 October 2007, Montreal, Canada

The Next Great Transformation: Sustainable Enterprise
A Conversation about the Future
24-26 October 2007, Eden Project, UK

Management of Solid Waste in Europe, Conference organised by ACR+
24-26 October 2007, Porto, Portugal

International Symposium on "Sustainable Solutions: Focus on Africa"
1-2 November 2007, Delft, The Netherlands

Changing the Way People Buy and Sell (ESRC Forecasts and Scenarios for a More Sustainable Society Seminar)
15 November 2007, Sheffield, UK

First International Workshop: Advances in Cleaner Production
21-23 November 2007, Sao Paulo, Brazil

Good Environmental Choice Australia (GECA) is running a series of training courses on Green Procurement, in several Australian cities, from August through to November 2007

New Publications and websites

24 hours with the United Nations Environment Programme
Inspired by the TV series '24', this series of posters provides a snapshot of UNEP's year-round work, compressed and simplified into a 24-hour time-frame. The "Sustainable Building and Construction" poster featured right is one of 26 posters presenting a wide range of topics.

UNEP offers a wide range of technical guidelines and resources for governments, policy-makers, civil society, private sector and the public at large. A new UNEP website has centralised all available information including technical guidelines, clearing-houses, trainer manuals, databases, CD-ROMs, publications and other *useful tools*.

Applying Cleaner Production to Multilateral Environmental Agreements
Training Package has been released by UNEP.
Further to an article published in SC.net issue 63 "Barcelona conference calls for Action on Sustainable Procurement

ICLEI has now published "Moving the Market - Highlight and Key Messages of the EcoProcura 2006 Conference".



European Campaign for waste reduction - 100kg less waste per inhabitant

A brochure by the Association of Cities and Regions and sustainable Resource Management (ACR+)

Strategic Sustainability: The State of the Art in Corporate Environmental Management Systems
Published by Greenleaf.

Greener Management International Issue 51

Special issue - an Exploratory Journey towards the Research and Practice of the 'Base of the Pyramid'.

European Environmental Technologies Plan

This ETAP report details its recent achievements and the priority actions for the future.

ECO-Buy's latest newsletter

For children:

Defender of our Planet : Ozzy Goes Polar is the latest adventure of cartoon character Ozzy Ozone, published by UNEP (available in English, French and Spanish)

Peace Child International is calling for contributions from children and young people for a book on Sustainable Transport. For more information, read the *call for contributions*.

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