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## UNEP launches Green Passport campaign at Berlin Tourism Fair



UNEP has launched an online campaign with green travel tips for the world's growing number of international tourists. The internet-based campaign, "Green Passport", aims to raise tourists' awareness of their ability to contribute to sustainable development by making responsible holiday choices.

The new campaign, launched at the Berlin Tourism Fair this March by UNEP's Executive Director Mr. Achim Steiner, has already been established as a reference point for the mindful traveler.

*"Many consumers are now making green domestic choices, from sourcing*

*electricity from renewable sources and choosing eco-friendly investments, up to buying cleaner and greener cars. Packing a Green Passport along with airline tickets, the swimming costume and the sun lotion means tourists no longer need to leave their green credentials at home but can make them part of the holiday of a life-time"* said Mr. Steiner.

The campaign is addressing the full holiday's cycle and among many tips on the Green Passport website...

▶ *Continued on page 2*

## A Public-Private Partnership for a national eco-labelling framework in South Africa

*"A multi-stakeholder voluntary initiative driven by consumers, informed by inclusiveness and alignment on local government imperatives and strategies principles that can effectively launch the South African products' competitiveness based on the principles of ecology and economy"* is how Thierry Alban Revert described the new born NELI (National Eco-label Initiative) during a meeting in South Africa.



▶ *Continued on page 2*



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## (...) UNEP launches Green Passport campaign at Berlin Tourism Fair

▶ The campaign encourages tourists to choose responsible service providers, reduce the consumption of energy in transit or in hotels and buy locally made, environmentally-friendly souvenirs.

The website, developed in English, Portuguese and French, together with additional communication tools, is available for dissemination among other partners in the tourism community.

The French Ministry of Ecology, Sustainable Development and Spatial Planning, and the Brazilian Ministries of Environment and Tourism co-sponsored the campaign launch.

The campaign is an initiative of the International Task Force on Sustainable Tourism Development, firmly rooted in the move to accelerate a global shift



Thibault Devanlay (MEEDDAT), Achim Steiner (UNEP), Nick Nuttall (UNEP)

towards sustainable consumption and production (SCP) that emerged from the World Summit on Sustainable Development (WSSD), held in Johannesburg in 2002.

The launching of a pilot project in Paraty, Brazil, which will test the campaign has also developed structuring options to improve the sustainability of the

destination. A participatory committee was created and a work plan drafted for the next year.

### Link(s)

- [Green Passport Campaign](#)
- [UNEP Tourism and Environment Programme](#)
- [International Task Force on Sustainable Tourism Development](#)

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

▶ Thierry Alban Revert and Ndivhuho Raphulu, Director of The National Cleaner Production Center (NCPC - SA), are the masterminds behind this initiative which is aiming at developing a South African eco-label with the same environmental criteria as the EU Eco-label and with other social, quality, traceability, fair trade, local content and country of origin criteria. It is a process dictated by the selection of champions from various fields such as: Governance, Industry, Norms and standards, academia, institutions, Government Departments and agencies and consumers and modelled on existing PPP Initiatives.

The multi-stakeholder participation in the Eco-labelling workshop held in Cape Town on 28-29 May, which brought together over 40 participants from government, producers' associations, trade unions, research institutes, NGO's and international experts, proved that many stakeholders are already mobilized in the country.

The initiative, welcomed by Ms. Marba Visagie of the Department of Trade and Industry, is promoted and stimulated by the 'Enabling developing countries to seize eco-label opportunities' project sponsored by the European Commission and the German Federal Ministry for Economic Cooperation and Development and coordinated by the United Nations Environment Programme. The National Cleaner Production Center (NCPC - SA) is the project leader in South Africa. The international side of the project guarantees international benchmarks and exchange of best practices with

other countries and experts, such as the representatives of the Indian Eco-mark, the Tunisia eco-label and the Kenya National Cleaner Production Center who reported on their experiences and programmes during the workshop.

Leadership, championship and partnership are the principles on which NELI Governance will be based, with a Consortium encompassing many actors in the country such as SACODAS (SA Council for Organic Development and sustainability, the governing body for agroecology), Green Choice (a national alliance for the promotion of conservation and biodiversity compliance in value chain production and retail), the Sustainability Institute (an international learning on Sustainable Development, a University of Stellenbosch centre), Proudly South Africa (an initiative of the National Economic Development and Labour Council (NEDLAC) to promote South African companies, products and services) and Indalo Yethu (an independent trust of the SA government's Department of Environmental Affairs and Tourism, functioning as an endorsement brand promoting eco-friendly lifestyles).

Textiles is the product group chosen to pilot the process, in order to take advantage of the initiatives already existing in the country, such as the good work undertaken by the Southern African Clothes and Textiles Workers' Union (SACTWU) to guarantee good conditions for workers and high competitiveness of the sector, the Organic Cotton experience undertaken by the retailer Woolworths, and the initiatives

already undertaken by the wool sector to improve its sustainability.

"Differentiate products through the value system and provide proof" are two of the main ingredients for improving competitiveness of the wool sector through sustainability, pointed out Smiley de Beer from the National Wool Growers Association.

"The Eco-labelling Initiative not only fits perfectly with industry vision and textile sector development strategy, but also goes further by ensuring that any SA label also includes labour standards: it is a natural link as cleaner processes & products are better for workers and also respond to the concern of environmentally friendly consumers, often concerned about fair labour" said Etienne Vlok from The Southern African Clothes and Textiles workers' Union.

The Initiative starts addressing the national market and Proudly South Africa as one of the key leaders, is indicative of the strategic choice that the project has to be led by Consumers. "But our future idea is to look for opportunities in the international markets, while establishing high quality local environmental and other standards at the same time. Our ultimate aim being the equivalence and mutual recognition with other national or international eco-labels", explained Thierry Alban Revert.

### Link(s)

- [UNEP Ecolabelling](#)

## Fifth International Conference of the Consumer Citizenship Network

What information do consumers want and what do they need? How can consumer citizenship education deal with the cognitive, emotional, social and economic influences or undermine the consumer's interest and ability to acquire information? What information should scientists, producers, governments, media, teachers and interest organizations provide to enable consumers to make responsible shopping decisions?

The fifth international CCN conference focused on how consumers and citizens deal with the information they encounter daily and how critical assessment of information is taught. Acquiring, evaluating and applying information are three keys to consumer citizenship. Scientific fact, moral principle and emotional reactions combine to influence the decisions the consumer citizen makes. Findings from recent surveys (Devinney, T. 2006) indicate that consumers and citizens experience information overloads. This leads to the increasingly complex task of integrating information into meaningful units of understanding which can then motivate behavioural change.

Over the two day conference, held in Tallinn, Estonia, 5-6 May 2008, guests and key-note speakers from Europe, Africa, Asia and Latin America presented their relevant research and development work connected to the above issues and engaged the participants in further developing tools around consumer citizenship education. CCN Task Group 8 presented their toolkit: Images and Objects.

The goal of this task group is to contribute to the growth of consumer citizenship education as a relevant, interdisciplinary theme in primary and secondary school education by preparing and carrying out teacher training seminars on education

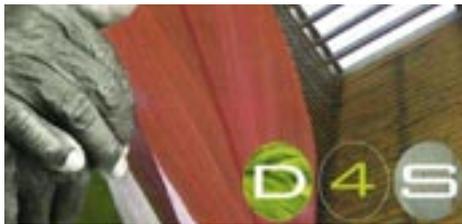


for sustainable development. The toolkit presented provides the background to the UN Decade for Education for Sustainable Development, an overview of ESD methodologies and step-by-step instructions for planning and implementing ESD activities using images and objects (for further information, check the CCN website).

If you want to know more, please contact [ccn@hihm.no](mailto:ccn@hihm.no) or visit the following link.

### Link(s)

- [Högskolen i Hedmark](#)



## Eco-design Symposium "Materials for a Sustainable Society"

This symposium was embedded in the larger Materials for the Future Event hosted by the UK Institute of Materials, Minerals and Mining. UNEP was invited to present its perspective on LCA-based approaches on decoupling consumption and production patterns.

The UNEP presentation covered the Life Cycle Initiative, the International Panel for Sustainable Resource Management and Design for sustainability (D4S) activities. It was well-received and enabled gathered experts to see how their efforts in applying LCA approaches have a cascading effect in the global context. Of particular note were presentations made by CORUS group which is working to promote

sustainability through the supply chain in client UK companies. In addition, the company's approach to applying replicable models for LCA within their company was interesting. They have made all their efforts transparent and free of charge to promote more consistency and consensus in discussions.

It was held in Grantham, UK, on 13 May

2008.

For more information; please visit: [www.materialscongress.org](http://www.materialscongress.org)

### Link(s)

- [Life Cycle Initiative](#)
- [International Panel for Sustainable Resource Management](#)
- [Design for sustainability \(D4S\)](#)

## Release of UNEP TV spots "Eco-tips for jeans" and on sustainable mobility

This TV spot aims to demonstrate in an explanatory but fun and humorous way that we can all participate in the fight against climate change by adopting good practices during the use phase of our jeans.

Clear, concise and relevant tips are provided in the spot: wear your jeans at least 3 times, wash them in cold water, don't use the dryer, forget the iron, it is 5 times less wasted energy! Because the future is in our hands, and as UNEP quoted: "The world is your home. Look after it."

The spot will be broadcasted on international TV and Web channels and will be displayed at conferences around

the world. It can be seen on the UNEP Creative Gallery in [English](#), [French](#) and [Spanish](#).

For further information, please contact Ms. Montillaud-Joyel ([unep.tie@unep.fr](mailto:unep.tie@unep.fr)).

Another advertisement on "sustainable mobility and climate change" has also been developed recently in conjunction with the International Association of Public Transport (UITP), to encourage



individuals to take public transport - a mobility choice that can help reduce the carbon emissions that contribute to climate change.. It is available in English, French, German and Spanish. The [press release](#) can be downloaded, and to view the ad, please visit: [www.uitp.org](http://www.uitp.org)

### Link(s)

- [Creative Gallery on Sustainability Communications](#)

## OECD-UNEP Conference on Resource Efficiency

“Resource efficiency is now higher on the policy agenda than ever before. Improving resource efficiency is a shared responsibility of governments, the private sector, IGOs/NGOs and citizens/consumers. Resource efficiency information is already being used in policy design. Further action is now feasible and needed to ensure that appropriate framework conditions are in place, including those related to markets, competition and innovation ... There is a need to develop a common vision about resource efficient societies, and communicate this vision to broader groups of stakeholders.”  
(Excerpt from Conference Co-Chair’s conclusions.)



The OECD and UNEP joined forces to co-host the OECD-UNEP Conference on Resource Efficiency on 23 - 25 April in Paris, France. The conference provided a multi-stakeholder platform to bring together senior representatives from governments, academia, businesses, international organisations and civil society to discuss key resource efficiency issues.

Over 200 participants joined rich and lively discussions on how increased resource efficiency (and resource productivity) can reduce the negative environmental impacts of resource extraction, processing, use and disposal, while securing adequate supplies of materials to sustain economic activity. Presentations from the eighty invited conference speakers brought out several clear and inspiring messages.

H.E. Mark Mwandosya, Tanzania’s Minister for Water and Irrigation, and member of the Steering Committee for the Resource Panel, was co-chair of the conference (with Masayoshi Namiki, Vice-Minister for Environment of Japan), and stressed the fact that resource management is a topic of joint concern for developed and developing countries alike, “we all live in the same global village.” He also called for attention to specific needs of developing country decision-makers to improve

their skills in resource management and governance, as well as for a strengthening of the UNEP/UNIDO network of Cleaner Production Centers which help small and medium-sized enterprises (SME’s) to address resource efficiency.

Mr Ernst Ulrich von Weizsaecker, co-chair of the Resource Panel, presented one of the keynote speeches, and called for a focus on resource productivity, which could bring about the necessary radical improvements in complex systems. He showed that despite the recent increases, overall resource prices were still in a long term downward trend and expected that resource productivity would be stimulated by increasing resource costs, similar to what increasing labor costs did for labor productivity. His presentation of the rebound effect (where despite resource efficiency increases the overall outcome can still be suboptimal due to volume effects) inspired many throughout the conference to call attention to the demand side and in particular consumer behaviour.

Mr Per Bakken, Deputy Director of UNEP’s Division of Technology, Industry and Economics, addressed in his opening speech the need to achieve synergies between various international initiatives, and suggested that the work of the Panel on

decoupling contribute to the Marrakech Process “... the development of the 10-Year Framework on Sustainable Consumption and Production, as encouraged by the WSSD more than five years ago, has entered its decisive phase. The main goal of the framework is achieving decoupling. And we have to admit that despite all encouraging activities carried out so far by so many governments and task forces, we still have to make decisive and authoritative progress on defining what decoupling is, where we are at the moment, and how to bring it about.”

Bringing together the voices of key actors in resource efficiency, the conference’s co-chairs provided clear conclusions, which are valuable inputs for major ongoing international activities, in particular the OECD Environment Ministers’ Meeting (28-29 April 2008, Paris, France), the next meeting of the UNEP International Panel for Sustainable Resource Management (19-20 May 2008, Rome, Italy), the G8 Environment Ministers’ Meeting (24-26 May 2008, Kobe, Japan) and the Governing Council of UNEP.

### Link(s)

- [OECD](#)
- [UNEP Marrakech Process](#)
- [UNEP Resource Panel](#)
- [Network of Cleaner Production Centers](#)

## First Roundtable Meeting of Experts on SCP in the Arab Region

The first Roundtable Meeting of Experts on Sustainable Consumption and Production (SCP) in the Arab Region achieved concrete outcomes, and engaged the region actively in the Marrakech Process, with the support of the League of Arab States (LAS) and the UN Economic and Social Commission for West Asia (ESCWA).



The main outcomes include:

- Regional SCP priorities were identified: energy, water, waste, rural development & poverty alleviation, and education and sustainable lifestyles;
- The region agreed to develop a ‘SCP Action Plan’ based on the outcomes of the meeting and under the institutional umbrella of the Arab Sustainable Development Strategy and other existing declarations;

- Cooperation was built with the Marrakech Task Forces on Sustainable Public Procurement and on Sustainable Lifestyles. A workshop on YouthXChange was also held successfully;
- The UAE announced their interest to establish a NCPC.
- The region called for the establishment of a regional network on National Cleaner Production Centres (NCPCs), to be organized in close cooperation with UNIDO;

The meeting, held in Al-Ain, United Arab Emirates, on 17-19 March 2008, was attended by around 60 participants, with good representation from governments and NCPCs, NGOs and research centres. In future meetings, it was agreed to have more participation from business, development cooperation agencies and financial institutions.

### Link(s)

- [West Asia Regional consultations](#)

## UNEP launches the newly revised version of Sowing the Seeds of Change: An Environmental and Sustainable Tourism Teaching Pack for the Hospitality Industry

In 2001, UNEP, together with the International Hotel and Restaurant Association and the International Association of Hotel Schools (EUHOFA International), published "Sowing the Seeds of Change"- An Environmental Teaching Pack for the Hospitality Industry to address the lack of information, expertise and practical teaching tools when introducing environmental issues into hospitality curricula. To further improve and adapt this Teaching Pack to the substantial changes in environmental issues and sustainable tourism practices that have taken place since 2001, UNEP has revised, updated and developed an interactive e-version of the pack.

The newly revised version of the teaching pack, available on CD-ROM in English and French, was launched at the Fourth International Task Force Meeting on Sustainable Tourism Development in San José, Costa Rica, held 9-12 June 2008. It is complemented by a range of tools and supporting material, exercises and case studies for practical demonstration purposes, and identifies industry best practices. It addresses the gaps and material lacking in hospitality school's current curricula to deliver students with the skills and motivation to be conscious and proactive in environmental and sustainable tourism management.

Both comprehensive and user-friendly,

this newly revised teaching pack aims to support hospitality education centres develop and expand their environmental and sustainable tourism curricula. It is also intended to help present and future hospitality professionals in understanding the challenges posed by the hospitality industry and to provide them with the knowledge and practical tools to develop in-house training programmes to support environmental initiatives in their hotels.

The teaching pack is an initiative of the International Task Force on Sustainable

Tourism Development, firmly rooted in the move to accelerate a global shift towards sustainable consumption and production (SCP) that emerged from the World Summit on Sustainable Development (WSSD), held in Johannesburg in 2002.

The teaching pack will be disseminated to hospitality schools worldwide through

UNEP's partnering associations.

### Link(s)

- [Sowing the Seeds of Change](#)
- [International Task Force on Sustainable Tourism Development](#)



## Conference on sustainable consumption, green procurement and eco-labelling in China

"Without optimization of resource use, we will never have the chance to be sustainable" said Mr. Zhang Tong, Assistant Minister of Ministry of Finance of China, co-hosting with Mr. Wu Xiaoqing, Deputy Minister of the Ministry of Environmental Protection, an event focussing on sustainable consumption, green procurement and eco-labelling for the first time in China.

The International Sustainable Consumption conference and workshop on green procurement and eco-labelling, sponsored by the China Ministry of Environmental Protection, China Ministry of Finance, the United Nations Environment Programme (UNEP) and the European Commission (EC), held in Beijing on 10-12 June 2008, saw the participation of many international and national experts. A special ceremony awarded the companies that have had their products eco-labelled this year.

China acknowledges the need to pursue harmony between nature and human development, and is ready to learn from best international practices and already able to demonstrate good results, such as the long list of products already eco-labelled with the Chinese eco-label and the Government 'Opinions' on Green Products, Energy saving Products, Circular Economy and Green Procurement.

But a lot still has to be done to strengthen the public procurement process to make it more transparent, and enable government officials to implement green procurement as ordinary practice: a specific procurement workshop, looking at two pilot product groups, light bulbs and

photocopiers, identified specific recommendations to improve the government procurement process.

As Mr. Michel Pulch, the Deputy Head of Delegation of the European Commission to China, recalled, Europe is the biggest trading partner to China since 2004; and the willingness to promote the mutual supportiveness of trade, environment and development is the idea behind the "Enabling developing countries to seize eco-label opportunities" project, of which this workshop on eco-labelling represented the first national event. This 4-year project, coordinated by the UNEP and co-funded by the EC and the German Federal Ministry of Economic Cooperation and Development, is carried out by InWEnt and other partners, China being one of the six emerging economies involved. The project objective is indeed to improve through eco-labels the access to Regional, European and global markets of environmentally friendly products from emerging economies, especially from SMEs.

During the eco-labelling workshop, a productive discussion developed between Chinese producers of Televisions, the product group selected within this project,

and the international experts, including Ms Cecile des Abbayes, from the EU Eco-label Helpdesk, Ms Sharon Heymann from Sharp, the first European company to have televisions awarded with the EU Eco-label, Mr. Jörn-Uwe Thurner, from the German Blue Angel, and Mr Frieder Rubik from the German Institute for Ecological Economy Research. The Opportunities and challenges of putting Chinese televisions with the EU Eco-label on the European market were identified by Ms. Luo Wen from Changhohng, the leading TV manufacturer in China, the main difficulties being the full understanding of all EC mandatory and voluntary requirements for electronics, and the scarce presence of Chinese branding on the European market, as TVs are mainly sold under other brand names.

A better cooperation between eco-label schemes towards mutual recognition is very much desired by the Chinese partner of the project, taking as a model the mutual recognition agreements existing between the China Eco-label and other eco-labels such as the German Blue Angel.

### Link(s)

- [UNEP Ecolabelling](#)

## Paris Workshop shapes path towards more sustainable tourism

For the past six years, there has been a comprehensive and thoughtful effort to strengthen the sustainability of tourism and ecotourism. In response to the existing challenges, a coalition of tourism industry associations, non-profit civil society organizations (NGOs) and government agencies have been working to create the Sustainable Tourism Stewardship Council (STSC) - an umbrella organization that would set universal minimum standards for certification programs and accredit those that meet them.

This effort is led by a steering committee that includes (amongst its 20+ members) the United Nations Environment Programme (UNEP), the UN World Tourism Organization (UNWTO), the UN Foundation, the Secretariat of the Convention on Biological Diversity, the IUCN, the Center for Ecotourism and Sustainable Development (CESD), and Rainforest Alliance (RA) the international conservation organization that has provided technical and administrative leadership for the effort since 2001.

Having reached a certain maturity and challenged by the need to evolve into a more operational and practical body, the STSC initiative achieved a milestone with the organization of a workshop on "The Future of Certified Sustainable Tourism and Ecotourism". The workshop was held at UNEP-DTIE in Paris, France, 24 - 25 April 2008 and co-hosted by UNEP, UNWTO, UNF and RA.

The highly interactive workshop examined the potential of the STSC as a tool for the promotion of much greater sustainability in the world's largest service industry,

travel and tourism. The workshop also served as an opportunity to bring participants fully up-to-date with the progress and the potential of the STSC. It engaged the participants in the shaping of the full launch of the organization, planned for early 2009 in New York and gave them the opportunity to learn more about how to participate in the launch of a U.N. Type II Partnership for the creation of the STSC. Over 60 letters of support for this registration have been received for this process, including many from organizations around the globe that could not attend the meeting.

The workshop's participants decided to proceed with the election of the Temporary Executive Board of the STSC before the end of July 2008. The Temporary Executive Board will be responsible for:

- Fundraising
- Defining the permanent governance structure that will follow
- Fostering alliances that can provide support to sustainable tourism certification programs to prepare for accreditation
- Designing a communication strategy and recruiting members for the launch of

the STSC

- Providing oversight for the 2 anticipated STSC staff (a coordinator and a fundraising officer)
- Organizing the launch of the STSC in early 2009
- Overseeing the registration of the STSC as a legal non-profit entity, and supervising the development of its operational plan
- Organizing a meeting of existing sustainable tourism certification programs prior to the launch of the STSC
- Other tasks outlined in the STSC business plan.

A "Scientific and Technical Advisory Council" will also be created to support the work of the Temporary Executive Board. This council will have confirmed participation of UNEP and UNWTO and it will be open to certification programs/networks and academics.

### Link(s)

- [Sustainable Tourism Stewardship Council](#)
- [UNEP Tourism and Environment Programme](#)

## UNEP Seminar frames Tourism Sector's Responses to Climate Change

An international seminar on climate change adaptation and mitigation in the tourism sector was held at Balliol College, Oxford University, UK, during the week of 7th - 11th April 2008 involving 30 high level tourism and environment officials from developing countries and Small Island Developing States. During the seminar, a new UNEP publication on tourism and climate change was launched and served as the main reading of the seminar.

Organised and coordinated by the United Nations Environment Programme (UNEP) and Oxford University's Centre for the Environment (OUCE), jointly with the United Nations World Tourism Organization (UNWTO) and the World Meteorological Organization (WMO), this international seminar for tourism stakeholders focused on capacity building and pragmatic adaptation and mitigation techniques and methods for developing countries and small island states in order to address the problems and meet the challenges presented by climate change.



The seminar's delegates contributed to and took part in a series of sessions at Oxford University's Balliol College. Over the three days, the participants received high-level training and took part in

interactive debates, looking at practical ways of integrating the mitigation of and adaptation to climate change in the tourism sector.

The seminar highlighted the high level of adaptation and mitigation activities already being carried out in many regions of the world, often without being specifically labelled as such. The delegates stressed the many gaps in the provision of data and information on climate change and climate change impacts, particularly at regional and local levels. They also drew attention

to the lack of financial support and political will to move forward and the need for networks to enable dissemination of good practice and the sharing of knowledge and practical experience. Shortages in skills and poor legal provision and enforcement are also a barrier to

developing adaptation policies. Identification of stakeholders and their inclusion throughout the decision-making process was highlighted as important, so that all those with an interest in the climate change and tourism arena are effectively involved. Support in building capacity to initiate change and to lobby for funding and other assistance was also requested. Multidisciplinary and multi-sectoral working has to be encouraged in order to strengthen both the input into decision-making for adaptation and mitigation and the outcomes.

The seminar's evaluation indicates that the event was rated as "excellent" by most participants and that UNEP and its partners should prioritize the organization of similar events with a regional focus.

### Link(s)

- [Publication Climate Change Adaptation and Mitigation in the Tourism Sector](#)

## Eco-labelling paper in Brazil

*“Pulp and paper is a really modern sector with a high degree of commitment to sustainable development, and this can be a very interesting case study for discussions on eco-labelling,”* said Dr. Welber Barral from the External Trade Secretariat of the Ministry of Development, Industry and External Trade (SECEX /MDIC) to a broad audience at the **National Eco-Labelling Workshop**, which took place in Sao Paulo, Brazil on 17 June 2008. The workshop, organized by SECEX/MDIC and the United Nations Environmental Programme (UNEP) office in Brazil, was hosted by the Industry Federation of the State of Sao Paulo (FIESP).

In addition to Dr. Barral, several stakeholders addressed the audience. These stakeholders included Dr. Rosaria Costa Baptista, and Dr. Antonio Juliani, both from SECEX /MDIC, Ms. Elizabeth de Carvalhaes from the Brazilian Association of Pulp & Paper Producers (BRACELPA), Mr. Nelson Pereira dos Reis from FIESP, Ms. Cristina Montenegro from the UNEP Office in Brazil and Ms. Elizabeth Cavalcanti from the National Institute of Metrology, Standardization and Industrial Quality (INMETRO).

The workshop was the third event to take place as part of the European Commission and German government co-funded **Enabling Developing Countries to Seize Eco-Label Opportunities** project, following similar workshops held in South Africa and China. The project, coordinated by UNEP and implemented by InWEnt and other national and international partners, aims to promote eco-labelling in emerging economies.

The project is pursuing several eco-labelling opportunities in the paper industry in Brazil. It aims to put the first Brazilian product on the market with a European eco-label (either the EU-Eco-label or the Nordic Swan), prove environmental excellence throughout the product's life-cycle, and earn recognition from European and Brazilian consumers and preference in sustainable procurement practices for this. Professor Celso Foelkel, who has

worked for decades in the pulp and paper sector and Dr Afonso Moura from the Brazilian Technical Association of Pulp and Paper, describe the idea of eco-labeling as *“a sustainability tool that can improve the environmental image and competitiveness of our industries.”*

The paper sector was chosen because of the high volume of Brazilian paper exports to Europe. In 2007, Brazil was the world's sixth largest producer of cellulose and the eleventh largest producer of paper. 55% of the 11.9 million tons of cellulose produced in Brazil was exported to Europe, along with 25% of the 8.9 million tons of paper. The project aims to increase market access to Europe by leveraging increasing consumer demand for environmentally friendly products.

Over 60 workshop participants - including representatives of government, private sector associations, and pulp and paper companies such as International Paper and Suzano - engaged in a fruitful exchange of ideas regarding eco-labelling initiatives in Europe and Brazil. Experts such as Bjorn-Erik Lønn from Nordic Swan, Corrado Pampaloni from the European Commission, Dirk Scheer from the Institute for Ecological Economic Research (IÖW) and Silvia Ferratini from UNEP's Sustainable Consumption and Production Branch, briefed participants on eco-labelling trends worldwide.



On the second day of the conference, international participants were invited to one of the *Internacional Paper do Brasil* plants, to see at first-hand the paper plant, waste water treatment facilities, eucalyptus nursery, plantation, and, most importantly, the eco-mosaic ecosystems, which combine eucalyptus plantations with indigenous riparian vegetation, in order to preserve biodiversity.

Currently, the Brazilian Institute of Metrology, the Brazilian Association of Technical Norms and the Ministry of Development, Industry and Commerce are resuming consultations for the revitalization of a Brazilian eco-label scheme targeting Brazilian consumers. The involvement and engagement of government and private stakeholders in promoting eco-labelled products and green procurement is a key component in addressing the competitiveness and sustainability of Brazilian companies' exports.

*“We want to start a dialogue with those who are criticizing the sustainability of our plantations,”* said Professor Celso Foelkel, *“to provide them with the right information and hopefully helping them changing their minds.”*

### Link(s)

- [UNEP Ecolabelling](#)

## Planning for Change: Guidelines for National Programmes on Sustainable Consumption and Production

Planning for Change provides guidelines on how to plan, develop, implement and monitor national programmes on promoting sustainable consumption and production (SCP). The provision of these non-prescriptive guidelines was a request to UNEP by the governments who work together at establishing a ten-year framework on SCP (Marrakech process).

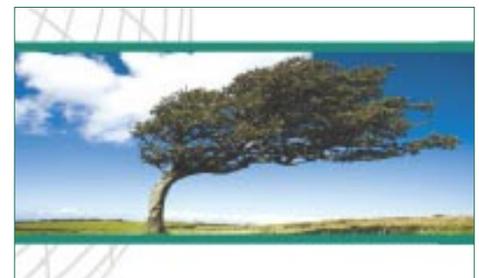
The manual includes a very accessible written overview of concepts, tools and policies, and presents an easy-to-use 10 step programme. It stresses the importance of obtaining high-level commitment, establishing multi-stakeholder processes, and setting objectives and indicators, preferably integrated with existing strategies on sustainable development and poverty reduction.

It contains nine case studies (Argentina, Czech Republic, Ethiopia, Finland, Jamaica, Japan, Senegal, Thailand, United Kingdom) and several other examples of good practice, a foreword by UNEP's Executive Director, Achim Steiner, a literature overview and a linkage to the UNEP online clearinghouse on SCP. The production of the manual was financially supported by the government of the United Kingdom

(Department for Environment, Food and Rural Affairs, DEFRA).

### Link(s)

- [National Action Plans](#)
- [Publication Planning for Change](#)



## Upcoming Events

*India International Recycle and Waste Management Exhibition and Conference (IIRWM2008)*  
16 - 18 August 2008, New Delhi, India

*International Conference Public Participation and Corporate Social Responsibility: from why to how*  
27 - 29 August 2008, Glasgow, UK

*7th Annual Colloquium of the European Academy of Business in Society Corporate Responsibility and Sustainability: Leadership and Organisational Change (EABIS 2008 Colloquium)*  
11-12 September 2008, Milton Keynes, UK

*Sustainable Innovations at the Base of the Pyramid Conference*  
26 - 27 September 2008, Helsinki, Finland

*1st International Exhibition and Conference for Environment Protection Technology*  
14 - 16 October 2008, Cairo, Egypt

*Gender in Climate Change and Disaster Risk Reduction The Third Global Congress of Women in Politics and Governance*  
19 - 22 October 2008, Makati City, Philippines

*Future Products, Technologies and Industries*  
13th International Conference  
27 - 28 October 2008, Malmö, Sweden

*"Sustainability - Creating the Culture" 5th Annual International Sustainable Development Conference*  
12-13 November 2008, Inverness, UK

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## Sustainable Buildings and Construction Initiative (SBCI) Annual Meetings Succeed in Martinique

SBCI's Annual Think Tank Round Tables, Outreach to Latin America and Caribbean Countries and Annual General Meeting concluded successfully in Martinique on 12 April.

The major outcomes of the SBCI meetings include:

- Strengthening of UNEP-SBCI's advocacy for the building sector in negotiations for the post-Kyoto climate change protocols;
- Further development of tools for policy development to reduce greenhouse emissions from the building sector;
- Further development of methodology and process for providing a benchmarking system for measuring progress toward sustainable buildings and construction;
- Agreement on the SBCI work-programme for 2008-09 and the election of a new board of directors;
- Bringing key regional stakeholders together to report on opportunities for sustainable buildings and construction to help Caribbean and Latin American countries address regional challenges such as affordable and sustainable housing, resistance to natural disasters, and

sustainable economic development. A full meeting report is available on request. We intend these outcomes to be catalysts for developing and refining more specific projects and programmes which will promote sustainable buildings and construction both in the Caribbean and Latin American Region and Globally.

Our sincere appreciation and thanks go to the Regional Council of Martinique, Group Monplaisir, and the Government of Saint Lucia for their support and contribution to the events. Thanks also to all presenters and moderators for their efforts and to all members and partners who made the often long trip to participate.

### Link(s)

- [UNEP Buildings & Construction activities](#)
- [Sustainable Buildings and Construction Initiative \(SBCI\)](#)

## New Publications and websites

### Publications

*City of Nairobi Environment Outlook*  
Released by UNEP and UN-Habitat

*Sustainable Enterprise Fieldbook, When it all comes together*  
Published by Greenleaf Publishing

*Making Sustainability Work: Best practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts*

By Marc J. Epstein, published by Greenleaf Publishing

*The Difference Makers, How Social and institutional entrepreneurs created the Corporate Responsibility Movement*

By Sandra Waddock  
Published by Greenleaf Publishing

### Asia Europe

*System Innovation for Sustainability, Perspectives on Radical Changes to Sustainable Consumption and Production*  
Published by Greenleaf Publishing

*Building Energy Efficiency: Why Green Buildings Are Key to Asia's Future*  
Published by Asia Business Council

### Websites

*Learning Network on Sustainability*  
Asian-European multi-polar network for curricula development on Design for Sustainability focused on product-service system innovation

*Global Environmental Management Initiative (GEMI) has launched a new version of its web tool*

### Newsletters

*The Marrakech Process Newsletter*

Several issues of the youthXchange Bulletin have been published recently, focusing on Water and Sanitation issues, Health, Climate Change and Biodiversity. To subscribe, please contact: [sc@unep.fr](mailto:sc@unep.fr)  
Or visit the website:  
<http://www.unep.fr/scp/youth/>

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