

A. Climate change in the Mediterranean

« Making the Mediterranean a showcase for combating climate change »
Marseilles, 22-23 October, 2008

Main conclusions presented by the Blue Plan

The seminar on « Climate change in the Mediterranean: from acknowledgement to action » was held in Marseilles on 22 and 23 October, 2008, within the framework of the work of the Mediterranean Commission on Sustainable Development and following on from the guidance given by the heads of State and government at the Summit for the Mediterranean held in Paris on 13 July 2008. The main conclusions which the Blue Plan draws from this seminar are as follows:

1) The Facts

There is today consensus within the international scientific community as concerns global warming. The work of the Intergovernmental Panel on Climate Change (IPCC) has, in particular, confirmed the existence of abnormal global warming unprecedented in scale and speed, of which the root cause is human activity.

The IPCC has also established that, given the fragile nature of the ecosystems which comprise it and the numerous pressures stemming from its demography and economy, the region to which the Mediterranean countries belong is one of the areas most vulnerable to the various impacts of the climate change currently underway.

These impacts are likely to trigger a rise in sea-levels, greater coastal erosion, a weakening of natural coastal defences, whilst also placing a strain on ecosystems already affected by deforestation, increasing water scarcity, disrupting fish stocks and prompting the renewed outbreak of epizootics and vectoral diseases.

The climate threat is arising at a time when most Mediterranean countries are also having to face up to the energy, economic and ecological challenges of globalisation against a backdrop of general population growth. The combination of these various challenges could well affect the efficiency if not the relevance of the economic investments made over the last few years and give rise to unprecedented social problems.

2) Recommendations

Given this state of affairs, making the Mediterranean a showcase for combating climate change implies:

B.

1: Conclusions of the First Mediterranean Roundtable on Sustainable Consumption and Production

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The First Mediterranean Roundtable on Sustainable Consumption and Production (SCP) was held in Barcelona, Spain, from 5 to 7 November 2008. The roundtable was organized by the Regional Activity Centre for Cleaner Production (CP/RAC) of the UNEP/Mediterranean Action Plan, with the support of UNEP's Division of Technology, Industry and Economics (UNEP/DTIE), which is leading the "Marrakech Process", the initiative launched by UNEP and UNDESA to support the elaboration of a framework of programmes in support of regional and national initiatives to accelerate the shift towards SCP, as demanded by the Johannesburg WSSD Plan of Action.

Over 130 delegates from 30 countries, 20 of them Mediterranean, attended the roundtable. Participants were experts from public administrations, civil society, non-governmental organisations, business and industrial sectors, universities as well as MAP components and international agencies from across the Mediterranean.

Working Group Sessions – Conclusions and Recommendations of the Roundtable

Combating Climate Change through SCP

The working group discussed the links between consumption, production and climate change. Particularly, it debated topics such as what priorities should be considered when defining action in the region; how the consumption-based approach can be introduced in the Mediterranean countries complementary to the production-based approach, as that would enable analysis of how consumption patterns affect the generation of GHG; what particularities exist in the Mediterranean region, and possible cooperation between countries with different development models.

The main conclusions and recommendations from the discussions are as follows:

- Both adaptation and mitigation are important for the Mediterranean region. The relative importance of adaptation or mitigation will vary between Mediterranean countries. The magnitude of future adaptation costs can be reduced through mitigation today.
- In general, existing approaches have not been fully sufficient to address adaptation and mitigation in the Mediterranean region.
- Linking sustainable consumption and production to policy and action can facilitate success in combating climate change.
- More specifically, consumption-based approaches allow a deeper understanding of the drivers for emissions.
- Consumption-based approaches can be useful to help design relevant adaptation and mitigation policies for the Mediterranean region.
- Aspects of specific relevance for the Mediterranean include land use, water, tourism and so on.
- The countries in the Mediterranean region are currently represented in different climate platforms (Europe, Africa, Asia). Considering the specific conditions and needs of the Mediterranean region in regard to climate

- change, the Mediterranean should have a specific space and voice to address climate change issues.
- The Mediterranean voice should be raised in international arenas addressing climate change to better address the particularities and needs of the Mediterranean region.
 - The consumption-based approach to GHG emissions should be raised for discussion at the level of international climate policy, for further study and consideration in order to have a more global picture of the sources and drivers of GHG emissions.
 - Implementation of the CDM and related instruments has been minimal in the Mediterranean region.

Positive elements of the consumption-based approach to GHG emissions, as identified by the group, included:

- It serves as a communication tool
- It provides a clearer picture of the common but differentiated responsibility between countries
- Understanding the economic and environmental trade linkages between countries
- Identifying hot-spots and priorities for countries
- It raises the issue of the current focus on GDP growth in relation to climate change

Other specific recommendations raised in the context of the Mediterranean region:

- To establish an expert group to focus on indicators for climate change impacts and consumption-based approaches.
- To strengthen use of the CDM in the Mediterranean. Consumption-based approaches help identify CDM opportunities in the region.
- Use the consumption-based approach to identify hot spots and to help focus policy where it is most effective.
- More detailed case studies of consumption-based approaches in the region are needed to identify application in policy making.

Green Competitiveness Working Group, a Tool for Mediterranean SMEs to Succeed in a Global Market

The working group discussed on the need to trigger a change in attitude in Mediterranean companies from a reactive to a proactive approach to environmental management and creating the conditions for them to move towards green competitiveness. In this sense, debate focused on the main challenges that Mediterranean companies, especially SMEs, face to move towards green competitiveness and on possible measures to overcome them.

The main conclusions and recommendations from the discussions are the following:

Challenges faced by Mediterranean companies to shift to green competitiveness relate to:

- Lack of political/governmental commitment
- Absence of awareness in industries and institutions
- Lack of financing / economic incentives
- Lack of integration of cleaner production in environmental laws
- Lack of communication/coordination/information
- Lack of funds from concerned institutions to promote green competitiveness
- Lack of know-how / R&D/ knowledge/expertise

- Legislation and insufficient enforcement
- Fear of change
- Change of mentality / way of thinking

Measures needed:

- Involvement of local banks / financial institutions by providing soft loans and creation of appropriate financial models
- Application of appropriate legislation
- Capacity building, training and awareness raising
- Dissemination of techniques / effective mechanisms
- Include CP on university curricula
- Establish an independent institution to transform challenges in opportunities
- Enforce and strengthen the role of society decision making
- More involvement of the consumer
- Appropriate control of the public authorities
- Dissemination of information and increase of the role of the media / public relations.

Mediterranean Sustainable Products

Discussion in this working group focused on what are the existing initiatives on sustainable products in the Mediterranean region; what role is to be played by public authorities and the private sector in defining effective integrated product policies to boost the production and consumption of more sustainable products; the means to encourage innovation in product eco-design in Mediterranean countries and possibilities to give consumers more information on the environmental performance of products (including increasing awareness of eco-labelling).

Participants agreed on the following set of recommendations to enhance the implementation of schemes for sustainable products in the Mediterranean:

- To compile all the existing initiatives in the region
- To harmonise criteria for developing eco-labels at the regional level
- To put various labels in 'roof brand'
- To exchange experiences
- Northern countries to support Southern and Eastern ones in promoting sustainable products
- To strengthen National Cleaner Production Centres' role, as they are crucial agents to promote, coordinate and implement suitable sustainable product initiatives.
- To introduce pilot schemes with the private sector
- To build national expertise (e.g. universities, consultants)
- To market sustainable products
- To implement a good communication strategy
- To choose the appropriate target group (national or international market)
- To use benchmarks to promote sustainable products

Regional Cooperation and Partnerships in SCP in the Mediterranean

Discussion in the working group focused on three key questions:

- How to increase political commitment for the implementation of SCP in the Mediterranean
- Identification of synergies and building cooperation to implement SCP in the short term
- SCP priority areas in the Mediterranean

The main conclusions and recommendations from the discussions are as follows:

a) Increasing political commitment for the implementation of SCP in the Mediterranean

There are many strategies and initiatives in the Mediterranean that address the issues of SCP in one way or another. All these dispersed initiatives should be brought together and the MAP Medium-Term Strategy could be a good opportunity to do so.

- Changing unsustainable consumption and production patterns requires that existing frameworks for Mediterranean cooperation integrate SCP as one key priority. Accordingly, SCP should be recognised as a key area of the MAP Medium-Term Strategy that is currently under development. Likewise, the initiatives for Euro-Mediterranean cooperation, namely the Union for the Mediterranean, EC-MAP Work Programme of Cooperation, Horizon 2020, etc, should be updated according to the EC SCP Action Plan and other relevant SCP initiatives.
- When tackling SCP, the MAP must take into account the MSSD thematic areas identifying concrete activities to support the implementation of some of them.
- There is a need to increase the political commitment for the implementation of SCP. To do so it was recommended that:
- The MAP put the SCP theme on the cooperation agenda with the European Commission;
- The Union for the Mediterranean also be an important forum to address the commitment to SCP. The conclusion of the Mediterranean Roundtable should be brought up at the next meeting of the Union for the Mediterranean (expecting to integrate SCP on their agenda).
- At the global level, the development of the 10-Year Framework of SCP Programmes (Marrakech Process) will help to bring more political commitment towards SCP and its implementation in the Mediterranean and all regions.
- Mainstream SCP in other ministries and sectors. So far most of the political support and cooperation comes from Ministries of Environment. There is an urgent need to bring in other actors, and especially other ministries such as energy, finance, transport, tourism, education etc. Another way of mainstreaming SCP is to bring it to the Ministerial conference, develop or integrate SCP in other development plans or sectoral approaches/plans (mobility, agriculture, etc).
- There is a need for a better understanding of the SCP benefits for economic and trade aspects. An assessment/study is needed highlighting best practices as well as challenges (e.g. exploring whether SCP is compatible with free trade and competitiveness – GRECO study provides examples).
- There is a need to integrate the consumption side and the consumer's perspective in the MSSD.

- The MAP Medium-Term Strategy would be a good input for the development of the 10-Year Framework of SCP Programmes (Marrakech Process).

b) Synergies and cooperation to implement SCP in the short term:

- The Mediterranean stakeholders are invited to actively participate in the activities of the 7 Marrakech Task Forces, in particular, the “Global Survey on Sustainable Lifestyles” and the “Here and Now” guidelines launched by the Task Forces on Sustainable Lifestyles (Sweden) and Education for Sustainable Consumption (Italy) respectively.
- The Marrakech Task Forces could also be invited to the meetings of the Mediterranean Commission on Sustainable Development as it would help to build more cooperation and scale up the implementation of SCP in the Mediterranean.
- It was requested that the Marrakech Task Forces could provide support to MAP components when introducing SCP as a priority in its medium-term strategy
- There is a need to develop a mapping of existing initiatives, listing objectives, tools, methodologies and also best practices. This could help to identify synergies and build more cooperation.
- A common understanding/language of SCP should be developed.
- Trust and cooperation between business and consumers should be built, highlighting specific areas for cooperation.
- Build more cooperation with business organisations. The existing Business Network for the Mediterranean could be engaged more actively in the SCP initiatives (e.g. the CP/RAC’s GRECO initiative could be a good area of cooperation).

c) SCP priority areas in the Mediterranean:

- According to the WG participants, special priority should be given to work in the following fields of action when tackling SCP in the Mediterranean and introducing it within the 7 fields of action of the MSSD:
- More work and expertise on the area for sustainable consumption
- Sustainable public procurement
- Strengthen activities and implementation at the local level
- Investment and infrastructure for sustainable lifestyles (e.g. sustainable mobility, housing and cities).
- Food, mobility and housing as consumption cluster

Integrating SCP in Government Administration Policies: Sustainable Procurement

The working group reviewed existing Mediterranean initiatives on Sustainable Public Procurement (SPP), their results and the obstacles facing a wider implementation of SPP policies in the region. In this sense, national, regional and local experiences in the SPP application processes at the national, regional and local level in different Mediterranean and EU countries, such as Cyprus, France, Germany, Italy (Cremona) and Spain (Basque Country, Catalunya), were exchanged.

The main conclusions and recommendations from the discussions were the following:

- Studies demonstrating the economic feasibility of SPP should be undertaken.
- The set-up of a regional SPP network could enable Mediterranean countries to benefit from the already existing and varied views and initiatives that have been launched in some of them (ICLEI could be an appropriate framework for Mediterranean local authorities to join).
- Knowledge of the local market is a preliminary condition for launching SPP in a country. In this respect, dialogue with local enterprises and suppliers must be included in the selection process for SPP criteria.
- The creation of partnerships with business associations and/or industrial federations that can perform as intermediaries, providing companies with information, should be promoted.
- The dissemination of SPP success stories should be enhanced.
- There is a need to establish a global database with proven green and social criteria. UNEP could provide assistance with the task.

Communication for sustainability: from concept to practice

Participants agreed on the following key issues to succeed in communication strategies for sustainability:

- To research into the target audience to adapt your strategy accordingly
- To be honest and solid with the message
- To be optimistic brave and straight
- To practise what you preach
- To be personal
- To be creative
- To be optimistic

Sustainable Urban Planning and Tourism

The working group discussed the link between SCP urban planning and tourism and the need to make systematic use of sustainable planning tools in Mediterranean tourist initiatives.

Participants agreed that there are many factors that urge SCP to be applied to urban planning and tourism:

- Urbanisation is the ultimate consumer of resources.
- Space is a resource.
- Urban centres consume resources: energy, natural resources, etc.
- Urban centres generate waste.
- Illegal urbanisation of the coastal regions of the Mediterranean will continue in the near future.
- The Mediterranean region is experiencing pressure to engage in tourist development in open and undeveloped areas outside of cities (this process is more accentuated in developing countries).
- Tourism is becoming the engine of national economy.
- There is a direct link between tourism and:
 - Environmental quality.
 - Climate change (energy).
 - Biodiversity (inadequate land use).
 - Cultural heritage (social disturbance).
 - Local identity (folklorisation).

Accordingly, participants identified the following needs and recommendations for action:

- Integration of SCP in spatial planning.
- Better definition of the type of cities we would like to have.
- Implementation of the ICZM Protocol as a powerful regional legal instrument in dealing with the issue of tourism in coastal areas.
- Integration of tourism into urban planning.
- Adaptation of the global projects led by the Marrakech Task Forces that are relevant to sustainable tourism and urban planning (France-Finland/UNEP) to the specificities of the Mediterranean.
- Focus, not only on Eco-building, but also on transport, waste, etc.
- Dissemination of guidelines on Best Environmental Practices (BEP) for tourist facilities.
- Better enforcement of national laws.
- Capacity-building programmes

Sustainable Consumption and Lifestyles: Empowering Mediterranean Consumers to Drive Change towards SCP

The main outcome of the discussion consisted of the identification of the following key messages, entry points, tools as well as the existing initiatives to be taken into account in order to successfully promote SC in the region:

Key messages:

- International financial institutions must include SCP in the definition of development.
- Producers must be involved as a key part of the solution.
- Education and communication are key!
- To identify creative networks, it is necessary to:
 - Exchange experiences.
 - Provide inputs to formal processes.

Entry points:

- Education (in this respect, ESC is part of ESD).
- Media (political and commercial)
- Redefined symbols of success.
- Religion.

Tools

- Choice editing.
- Corporate social responsibility ratings for companies.
- Debate on radical changes (e.g. degrowth)
- Financial mechanisms (e.g. differentiated product pricing).
- Product background information.

Initiatives

- Partnership for Education for Responsible Living – CCN.
- Task Force on Sustainable Lifestyles – GSSL
- Task Force on Education for SC – “Here and Now”.
- UNEP’s YouthXchange

**Annex 2: Workshop on Consumption and Climate Change:
Methodological challenges and strategic opportunities of the consumption-
based approach to greenhouse gas emissions in the Mediterranean
Barcelona, 4 November 2008**

SUMMARY OF KEY OPPORTUNITIES AND RECOMMENDATIONS

The group of international experts and representatives from governments and institutions that joined the workshop organised by the Regional Activity Centre for Cleaner Production (CP/RAC) identified the following **opportunities** related to the consumption-based accounting of greenhouse gas (GHG) emissions:

- The consumption-based approach (CBA) complements the territorial-based approach (used in the UNFCCC), by quantifying the **drivers for GHG emissions**.
- The complementary information can be **useful for international policy on climate change**, particularly in relation to participation of developing countries, reducing carbon leakage, alleviating competitiveness concerns, and ultimately, in achieving the ultimate goal of the UNFCCC to avoid dangerous anthropogenic climate change;
- The CBA provides a better understanding of the common but differentiated responsibility between countries;
- The CBA quantifies the economic and environmental trade linkages between countries. This could help in the design of an **international harmonized greenhouse gas price**;
- The CBA could encourage and facilitate **international cooperation and partnerships** between developing and developed countries, for example, by prioritising technology transfers, estimating financial transfers, and streamlining the Clean Development Mechanism (CDM);
- As a communication tool, the CBA can be used to make consumers aware of the GHG emission from their life-style and consumption choices. Likewise, the CBA raises awareness of indirect emissions in governments and businesses;
- By identifying hot spots and unsustainable consumption patterns and trends, the CBA can help design **strategies on sustainable consumption and production**, as well as **climate change mitigation and adaptation policies** at the national, regional and local levels.

Some key general **recommendations** included the following:

- The consumption-based approach should be presented as **complementary to the current territorial-based approach** used in the UNFCCC. It is important to establish constructive engagements with stakeholders; for example, the CBA should not be used to “blame” countries, but rather design more effect mitigation solutions.
- A **common language** around the consumption-based approach should be developed to facilitate the communication of concepts, opportunities and results of different case studies.
- The **communication strategy** will always be highly relevant to avoid misunderstandings with related consumption-based methods (e.g., ecological footprint) and the territorial-based approach. Clear communication to the media is needed to ensure that messages are not misrepresented. Different stakeholders should receive a clear but customized message on key opportunities and added value of the CBA.
- The consumption-based approach **should be raised in international climate policy dialogues**, to allow broader debate amongst stakeholders and to encourage additional case-studies.

- To provide better results for policy making, it is necessary to improve the **availability of data**, ensuring its quality and comparability, increasing the geographic coverage, and reducing the time lag to estimate emissions using the CBA.
- More **case studies and examples** on how the consumption-based approach can be used in policy advice are needed.
- In many countries (e.g. in the Mediterranean), GHG **emissions from LULUCF** are especially relevant. Therefore, further research should be conducted to include LULUCF in the consumption-based approach.
- A **network of experts and institutions** who are already working on this topic should be created to seek synergies and further promote the consumption-based approach to GHG emissions.