

# Advancing Sustainable Consumption in Asia

*A Guidance Manual*



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# **Advancing Sustainable Consumption in Asia**

## **- A Guidance Manual -**

United Nations Environment Programme  
Division of Technology, Industry and Economics

## Acknowledgement

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The guidance manual was developed as a joint effort by all SC.Asia project partners, including Mr. Bjarne Pedersen, Principal Policy Officer of Consumers International, Mr. Uchita de Zoysa, Executive Director of Centre for Environment and Development, and Mr. Claus Jørgensen, Environmental Project Manager of the Danish Consumers’ Council. Ms. Adriana Zacarias, Programme Officer of UNEP, Ms. Priya Bala, Research and Policy Assistant of Consumers International, and Ms. Fu Lu, Consultant of UNEP all contributed significantly to the manual. As project coordinators, Mr. Niclas Svenningsen oversaw the content, structure, and language of the guidance manual. Mr. Bas de Leeuw, Unit Head, Strategy Unit, Production and Consumption Branch, Division of Technology, Industry and Economics of UNEP, provided overall guidance and backstopping.

*The European Union’s Asia Pro Eco Programme is a programme dedicated to the improvement of environmental performance in Asian economic sectors through the exchange of environmental policies, technologies and practices, and to promote sustainable investment and trade between the European Union Member States and South Asia, South-East Asia and China.*

The manual is largely based on information collected in the SC.Asia project, in particular through two regional status reviews in Asia and Europe conducted in 2004, and through a regional workshop organized in Manila, Philippines, in March 2005. Further information has been collected through the networks created in the project with sustainable consumption stakeholders throughout Asia and Europe. The SC.Asia partners would like to thank all individuals and organisations that have provided input to the SC.Asia project and to this manual. We also extend our gratitude to the European Union’s Asia Pro Eco programme for providing the funding for SC.Asia, without which this manual would not have been possible.



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## Users' Guide

**About the guidance manual:** “Advancing Sustainable Consumption in Asia – A Guidance Manual”, (hereinafter referred as “*the Manual*”, or “*the guidance manual*”), is the key output of the project *Capacity Building for Implementation of UN Guidelines for Consumer Protection (Sustainable Consumption) in Asia*. The other components of the project include: regional reviews of the status of sustainable consumption in Asia and Europe, a “Regional Cross-Learning Seminar on Sustainable Consumption” carried out in Manila, the Philippines, in March 2005, and exercises on developing national action plans for promoting sustainable consumption in Asia. The guidance manual builds on all the project components and aims at providing Asian governments with a practical tool for developing national initiatives in the area of sustainable consumption. The SC.Asia project, including this manual, contributes to the 10-year framework of programmes on Sustainable Consumption and Production in Asia and the Pacific.

**Users:** The intended users of the manual are governments in Asian countries who could use it as a guidance document to build capacities and implement programmes and activities on sustainable consumption. For this reason, the manual has taken into account the specific socio-political and environmental conditions in the 12 Asian countries that participated in the project.

A second target group for this manual include research institutes, experts, and trainers, who play an important role in assisting the government in policy making and building the knowledge base on sustainable consumption.

Finally, governments in other countries, and other stakeholders concerned with sustainable consumption may also use the manual as a reference document on sustainable consumption.

**Focus:** The UN Guidelines for Consumer Protection, Section G on Sustainable Consumption provides the focus for the manual. Specifically, the manual covers nine areas highlighted in the UN Guidelines as being particularly relevant to sustainable consumption (refer to annex 1 for the text of Section G of the UN Guidelines).

The manual addresses a wide array of sustainable consumption issues. These range from under-consumption and resource use efficiency to responsible consumption, product and service change, and to purchasing choices. However, it is not the intention of this manual to provide a comprehensive guidance on *all* these issues. Readers will find that the manual is very specific in its elaboration of operational steps. For this reason, discussions on related issues such as poverty reduction, life styles, or cleaner production, are of a general nature and mainly serve the purpose of providing background information.

**Knowledge base:** The manual focuses on four clusters of practical tools: product information; waste prevention and minimization; sustainable government practices; awareness, education and marketing. Although many more tools are available and useful, these tools are selected based on the findings of two regional reviews on sustainable consumption practices in Asia and Europe, carried out by SC.Asia. This selection is also supported by the recommendations from the Regional Cross-Learning Seminar on Sustainable Consumption, where experts found these four clusters of tools as being particularly relevant and practical in Asia. Every tool presented, and most of the suggestions made, in the manual are either derived from case studies developed during the two regional reviews or provided by participating experts.

While some of the case studies may have limitations for replication, the manual tries to offer a wide-range of examples wherever possible. For reasons of space, only a limited selection of the case studies developed in SC.Asia are presented in this manual. For accessing the full selection of case studies, please refer to <<http://www.unep.fr/pc/sustain/policies/scasia.htm>>

Since the manual is based largely on existing practices, it should not be considered as a static guide. Sustainable consumption as a policy area is very new to most governments, and as a result is an evolving field within the region. As the practices advance, this manual itself should be reviewed and updated.

**Structure:** The manual consists of three chapters and two annexes:

**Chapter One** provides answers to basic questions about sustainable consumption and the UN guidelines for Consumer Protection. The contents will let the reader familiarize himself/herself with the sustainable consumption concept and provides answers to many of the more common questions about sustainable consumption. The questions and answers can also be used to develop public awareness materials when adapted to a specific target group in a specific country. The full text of the UN Guidelines for Consumer Protection, Section G on sustainable consumption is included in Annex1.

**Chapter Two** provides information about four clusters of tools for promoting sustainable consumption. The emphasis of this chapter is on introducing the tools and on describing how they may be used. Case studies are provided to indicate how governments can work together with stakeholders to take actions towards changing consumption patterns. Each tool may be used to address specific problems, or several tools may be used together to effectively resolve certain problems associated with unsustainable consumption. However, not all the tools will be suited to all situations. More in-depth knowledge on specific tools may be needed to support governments that wish to take action, or for trainers who wish to provide training. Annex 2 includes information on sources of knowledge and information that may be used to gain such deepened knowledge.

**Chapter Three** presents a step-by-step process to guide the development of national action plans on sustainable consumption. This seven-step process can be used in developing any government initiative on sustainable consumption. Two examples of sustainable consumption focus areas - energy use and waste generation - are used to illustrate how the seven-step process may be used to develop a national initiative on sustainable consumption. This step-by-step process was presented at the Regional Cross-Learning Seminar on Sustainable Consumption and was improved based on the feedback from participants. This chapter can form the basis for national initiative planning, as well as a training exercise on sustainable consumption.

## Chapter One : About Sustainable Consumption

***The purpose of this chapter is to help the reader understand what sustainable consumption is. This is done by answering some of the most common questions about sustainable consumption: This chapter not only outlines the sustainable consumption concept, but also explains how it relates to other strategies and concepts, and why it is important to developing as well as developed countries. The following chapters will give information on what can be done to support sustainable consumption.***

**The following questions are addressed in this chapter:**

- What is Sustainable Consumption?
- Why is Sustainable Consumption important?
- Is Sustainable Consumption really relevant for developing countries?
- Sustainable Consumption of what?
- Sustainable Consumption by whom?
- Why should governments care about what consumers do?
- How is Sustainable Consumption different from Sustainable Development and Sustainable Production?
- What are the key issues for promoting Sustainable Consumption?
- What are the UN Guidelines Sustainable Consumption?
- What will it cost?
- Can Sustainable Consumption be used to address other problems?

### What is Sustainable Consumption?

***Sustainable consumption gives consumers the opportunity to consume products and services that meet their needs in an efficient and effective way, while minimizing the negative environmental, social and economic impact. The ultimate goal of sustainable consumption is to improve quality of life for all consumers in our and future generations, while minimizing associated environmental impacts.***

Sustainable consumption builds on the concept of sustainable development, which was defined by the Brundtland Commission in 1987 as “development that meets the needs

*of the present without compromising the ability of future generations to meet their own needs”.*

Consequently, the core idea of sustainable consumption is to meet our own consumption needs in such a way that we do not deprive future generations’ ability to meet their consumption needs.

It is important to understand that “sustainable consumption” does not automatically translate into “less consumption” but rather to more efficient, better informed and less resource intensive consumption. This is especially true for people living in poverty, often having a real need to increase their consumption of products and services.

Sustainable consumption is directly linked with many other development priorities, such as poverty alleviation, economic growth, health and education, and environmental protection, all of them contributing to an improved quality of life. These links are explained in more detail below.

Sustainable consumption is therefore often not a prescription for how to consume less, but for how to meet the consumers’ needs in a smart way.



## Why is Sustainable Consumption Important?

**Consumption is a central feature of society. As the economy improves, individuals as well as governments, companies and organisations, tend to increase their consumption of products and services to meet their needs, such as food, clothing, transport, education, health services and entertainment. Increased consumption also contributes to economic growth, which often is a key indicator used by governments to measure their success. Unfortunately consumption is also directly or indirectly the source for almost every environmental problem caused by human activities, as well as for many other social and financial problems.**

Increased consumption requires increased production, which very often leads to increased depletion of natural resources, pol-

lution, and waste generation. Even if much improvement can be achieved by controlling and increasing the efficiency of production processes, the problems cannot be effectively solved without also addressing the underlying problems represented by continuously increasing consumption. Many other social and financial problems typical for today's society are also caused by an aggressive pursuit of increased consumption. Individuals with high level of consumption often face personal cost burdens, such as financial debt; the time and stress associated with working to support high consumption; the time required to clean, upgrade, store, or otherwise maintain possessions; and the ways in which consumption replaces time with family and friends.

Sustainable consumption therefore holds the key to allow societies and individuals to pursue development without unnecessarily sacrificing quality of life factors or long-term prospects for sustainable development.

***It is important to understand that “sustainable consumption” does not automatically translate into “less consumption” but rather to more efficient, better informed and less resource intensive consumption.***

### Two ways to improved transport Through Sustainable Consumption

In many countries the car is one of the great icons of wealth and status, in addition to fulfilling the practical need of transport. It is also rapidly becoming a major problem by contributing to traffic congestion, fuel costs and deteriorating air quality. The real need is access to transport. If public transport can be developed to an adequate level, the actual need for a private automobile will be reduced for many people. However, the desire to own and drive one's own car may still be with the consumer.

Cars that are more efficient, less resource consuming and less polluting therefore play an important role in off-setting the environmental impact from transport. The new generation of hybrid cars, with significantly lower fuel consumption and emission per kilometre travelled, have gained an unexpected and quite remarkable popularity in the United States and Japan, two large consumer automobile markets. By promoting these kinds of technologies, in combination with improved public transport, countries can pursue sustainable consumption while still meeting the consumers' demands. The tag line for this situation would therefore not be “consume less” but “consume smarter”.





## Is Sustainable Consumption Really Relevant for Developing Countries?

***Sustainable consumption is frequently misunderstood as a tool primarily aimed at reducing over-consumption in developed countries. The true aim of sustainable consumption is to develop consumption opportunities that would allow everybody to meet their needs, but without generating the associated negative environmental, social and financial impacts, typically seen in developed countries. The need to promote sustainable consumption is already apparent in most developed countries. But developing countries tending to follow the path of developed countries, still have the opportunity to avoid many of the problems associated with affluent consumption by addressing their consumption issues now.***

Asia is characterized by a large and rapidly growing population. The United Nations Population Fund (UNFPA) projects that world population will increase 41 per cent by 2050, to 8.9 billion people, with most of this growth taking place in developing

countries of Asia. Asia also has a fast growing economy, with many markets opening up to international trade and influences, and a high rate of urbanization coupled with increasing average life spans. The Asia-Pacific region is home to 684 million middle-high income consumers earning above US\$ 7,000 per capita. India, China, Korea and Indonesia account for 63 per cent of this group of consumers in the region and 25 per cent of this group worldwide<sup>1</sup>. Today, only 26 percent of the region's population satisfies such individual medium to high-income levels. Thus, the scene is set for a significant increase in their numbers if economic growth continues.

At the same time there is also a strong demand for developed countries that already have an excessive per capita consumption, to take action to reduce this to more sustainable levels. Thus, sustainable consumption is both relevant for developed and developing countries, although they approach the problem from different directions. The need to strive towards sustainable consumption is therefore important for all countries and all people, both rich and poor.

### Under- and Over Consumption in Asia<sup>2</sup>

- As many as 2.8 billion people on the planet struggle to survive on less than US\$ 2 a day, and more than 40 per cent of India's population lives on less than US\$ 1 per day.
- Obesity (abnormally fat people is rapidly becoming a problem also in developing countries in Asia. Studies carried out by the World Health Organisation (WHO) indicates for example that that the number of obese people in China has more than doubled over the last ten years).
- 113 million children do not go to school, with 97 per cent of them living in developing countries - 60 per cent of these school-aged children are girls.
- Every day 40 - 50 thousand youth in Asia start smoking. If current smoking patterns continue, deaths from smoking in Asia are expected to reach 4.9 million per year by 2020.



- Solid waste generation in Asia is, in spite of increased recycling, expected to increase from an average of 0.76 million tons per day in 2000 to over 1.8 million tons per day in 2025. The costs for solid waste management in Asia will then exceed US\$ 50 billion annually.
- The ground water tables in many large cities in Asia, including Bangkok, Beijing, Chennai, Manila and Shanghai have dropped 10—50 meters in the past decade, indicating a rapid depletion of ground water reserves.

## Sustainable Consumption by whom?

*The term “consumers” is often understood as individuals who are consuming products and services. However, companies (manufacturing companies as well as service companies) and public and private organisations, including governments, are also consumers. Such institutional consumers are many times larger than individual consumers and can influence the market situation for sustainable products and services significantly.*

Consumption of any specific service or product almost always involves a wide range of stakeholders. Apart from consumers themselves there are normally producers, distributors, waste handlers, authorities, investors, interest organisations etc. that all have an interest one way or another in how consumption is shaped. In addition producers, civil society organisations and governments can also be considered consumers of raw materials, services and information in different ways. It is therefore strongly recommended that stakeholder groups are given an opportunity to take an active part in, or at least influence the sustainable consumption efforts that affect them.

### Example of stakeholders having an interest in sustainability features of private cars:

- ◆ Car buyers/owners
- ◆ Car manufacturers
- ◆ Suppliers, and sub-suppliers to the car manufacturers
- ◆ Car dealers
- ◆ Road safety authorities
- ◆ Environmental authorities
- ◆ Fuel producers
- ◆ Fuel distributors
- ◆ Car repair services
- ◆ Car recyclers
- ◆ Insurance companies selling insurance for cars
- ◆ Financing institutions providing financing to car buyers

The group of concerned stakeholders can grow very quickly, making it important to identify the most immediate stakeholders to form a core group. Other stakeholders can then be consulted on a needs-basis.

## Sustainable Consumption of What?

*Sustainable consumption is a cross-cutting issue. It can be applied to almost all products and services in society. Apart from products such as food, clothing, hygienic products, telephones, and cars, also services such as shelter, travel, entertainment, education, sanitation and health care are relevant for sustainable consumption efforts.*

Most people tend to interpret “consumption” as the food we eat and the things we use. By and large this is correct. However, one should not forget that “the things we use” also include services such as housing, transport, health care, information etc. It may not always be evident how sustainable consumption can be applied to services in the same way as it can be applied to products. For example, sustainable consumption applied to housing should result in houses that are easier to maintain, healthier to live in and easier to recycle. Sustainable consumption applied to health services should result in better access to health services for more people, cheaper medicine and improved control of how drugs and medicine are used. Also sustainable consumption applied to energy could result in more reliable and less polluting energy services provided to a larger segment of the population.





## Why Should Governments Care About What Consumers Do?

***Whether they mean to or not, governments do influence the behaviour of consumers directly and indirectly through the many thousand signals they send every day. These signals range from information and education, to economic signals such as taxes and prices, and from legislation and standards to health systems and public consumption. Governments have the choice to do this in a conscious way with a strategy, or “just let it happen” and hope for the best.***

Governments traditionally see their role as legislator, policy maker and facilitator, but frequently overlook the fact that they are also major consumers themselves. Public consumption in Asia typically account for 20-30 per cent of the national products and services<sup>3</sup> By adopting sustainability criteria for products and services purchased by the Government, the market for such products and services can be significantly increased. This is of course also a matter of “Walking the talk”, i.e. not only promoting sustainable consumption, but also practicing it.

At the same time it is also important to ac-

***Whether they mean to or not, governments do influence the behaviour of consumers ...(They) have the choice to do this in a conscious way with a strategy, or “just let it happen” and hope for the best.***

knowledge the considerable force that “consumer demand” exercises on political decision-making. Few decision makers would be willing to support sustainable consumption if it implied limiting the opportunities for consumers to eat the food they like, to wear the clothes they prefer, or to travel in the mode they want. While sustainable consumption may indeed have this implication in some areas, it first and foremost seeks to balance the demands of the individual consumer with the needs of the society as a whole (including avoiding depleting natural resources for future generations).

## How Governments can help: The One Village One Product project in Thailand

The One Village One Product (OTOP) movement was originally started in Oita Prefecture in Japan. The purpose of this campaign was to improve the locally available resources and produce goods that are acceptable internationally. Inspired by this idea, the Thai government has been promoting the local industry through the manufacturing of attractive special products based on the abundant native culture, tradition and nature. The One Tambon One Product (OTOP) is so called because the target area is the Thai administrative unit called ,Tambon, which is the equivalent of village or town in English. Important features of OTOP include:

- A comprehensive database system which accommodates necessary information from every Tambon in Thailand.
- National and international marketing and promotion of local Thai products for every Tambon, and to facilitate the buy-and-sell procedure.
- To bring internet technology to villages as the starting point of the Tambon Internet Project.
- To help encourage and promote tourism in Thailand down to the Tambon level. Thus more income will be distributed to rural people.
- To help rural people to exchange information, ideas, and to improve communication across various Tambons.

A reflection of the level of success of OTOP



can be seen in the number of products in different categories that has been developed at the local level. More than 2600 products have been developed in nine product categories including handicraft, food, chemicals, toys, sporting goods, fashion and agricultural products.

### Making Sustainable Consumption Work in Practice

Denmark has adopted a law that mandates the public sector to ensure that their procurement favours sustainable products. This means that public institutions have to include environmental aspects on equal terms with price and quality when buying. The expenditure in the public sector is around 140-200 billion DKK (€19-27 billion). This requirement creates a considerable market for sustainable products in Denmark. A challenge in implementing this law has been how to practically support and guide public sector buyers on products that are considered sustainable. Several supporting tools were therefore developed and made publicly available on the Internet, for example:

- ◆ The Green Net ([www.ski.dk/greennet](http://www.ski.dk/greennet)): A web-site for buyers in the public sector where they can find help on how to go green in their purchasing. They can see what criteria they should impose on future partners, what policies and legislations are, and get personal help from an environmental consultant.
- ◆ The environmental guidelines for public purchasers released by the Danish Environment Protection Agency (<http://www.mst.dk/indu.htm>). On the website public purchasers will find specific guidelines on sustainability criteria of products divided into 15 different topics, including clothing, lighting, cleaning, buildings, office machines, and furniture.

To date the following results have been achieved:

- 40 per cent of state institutions' purchasing are "green buys".
- 40 per cent of regional governments' purchasing are "green buys".
- 20 per cent of municipalities' purchasing are "green buys".
- In a survey in 2001, 50 per cent of the suppliers, requested to respond to the survey, indicated that environmental requirements for public purchases had influenced their product development.

***The term "consumers" is often understood as individuals who are consuming products and services. However, companies and public and private organisations, including governments, are also consumers.***

### How is Sustainable Consumption Different from Sustainable Development and Sustainable Production?

***Consumption is widely seen as "the other side of the coin" of production. Environmental, economic and social dimensions of production patterns are directly linked to the consumption patterns in the markets they serve. Many answers to how consumption patterns can be made more sustainable are also in fact found in the production stage. Product design, product information, and recycling of products are all tools that involve both the producers and the consumers of products.***

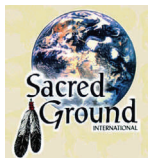
Sustainable consumption and sustainable production are therefore closely linked to each other, and both constitute main building blocks in the sustainable development con-

cept. Nevertheless it is still many times more practical to address sustainable consumption as a separate issue.

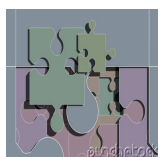


## What are the Key Issues for Promoting Sustainable Consumption?

*The SC Asia project identified a number of key considerations that would be fundamental to the success of any sustainable consumption programme. These include level of awareness, the role of the government, links to other national priorities, achieving stakeholder buy-in, and integration into existing frameworks.*



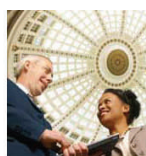
It is important to recognize that (sustainable) consumption is not only a technical/economic issue, but has deep roots in the social/cultural context in a society. Sustainable consumption can therefore also be approached as an opportunity for developing, or safeguarding, other values in the society. Opportunities in the form of creation of markets and jobs in areas applying/benefiting from traditional knowledge (e.g. tourism and traditional food production) and traditional ways of living can be linked to support sustainable consumption.



By integrating sustainable consumption activities in existing frameworks, it is easier to achieve results (and avoid spreading too thin available resources). Waste management, food security, and transport are three examples of areas that are of high priority in most countries, and into which sustainable consumption programmes can easily be integrated.



Knowledge about sustainable consumption in general is quite limited and the actual meaning of the concept poorly understood. This holds true for governments as well as civil society stakeholders. Sustainable Consumption activities therefore need to include a carefully planned communication strategy. Widening the net of stakeholders will also allow a more rapid diffusion of ideas and also promotes mainstreaming of sustainable consumption concepts.



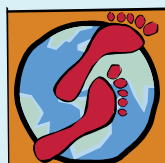
**Governments have a dual role, regulator/motivator and a major consumer at the same time.** In the traditional regulator/motivator role the government can establish the appropriate policies and socio-economic conditions for consumers, producers and others to adopt a more sustainable behaviour. As a major consumer, governments can, through their purchasing decisions, support certain types of goods and services, and may even create a new market for sustainable products. The importance of a strong lead agency within the government, to coordinate national projects and policies for sustainable consumption should also be kept in mind.

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**Mapping values in sustainable consumption is crucial, and should include key stakeholders, particularly consumers, governments, civil society organisations and industry.** If there is no buy-in from stakeholders in sustainable consumption efforts, it would be very difficult to establish appropriate priorities and implement actions. Even the consumer movement is not always well aware of the sustainable consumption agenda. Consumer organisations in Asia typically have consumer rights and consumer protection issues as a priority, and may have to be exposed to awareness raising activities about sustainable consumption to also become active in this area.

### Ecological footprints



Calculations show that the planet has available 1.9 hectares of biologically productive land per person to supply resources and absorb wastes. Yet the average person on Earth already uses 2.3 hectares worth. These “ecological footprints” range from the 10.0 hectares claimed by the average United Arab Emirates citizen, through 8 for Australia, 6 for Denmark, 4 for Malaysia, 3 for Philippines and Sri Lanka, down to 0.53 hectares used by the average Bangladeshi and 0.47 for Mozambique (WWF, UNEP Living Planet Report 2002).



## What are the UN Guidelines for Sustainable Consumption?

***The United Nations Guidelines for Consumer Protection is an international framework for governments to use in formulating and strengthening consumer protection policies and legislation. The Guidelines were adopted by the United Nations General Assembly in 1985 in its resolution 39/85. They were expanded in 1999 with “Section G on Sustainable Consumption” to bolster national consumer protection policies and programmes to include elements on sustainable consumption. The fact that the Guidelines are adopted by the UN General Assembly means that the United Nations member countries have accepted the principles and ambitions of the Guidelines and are also committed to apply them in their countries.***

The guidelines recommend governments to take action in nine specific areas:

- ◆ Environmentally sound products services and technologies
- ◆ Recycling programmes for waste and products
- ◆ Regulatory mechanism
- ◆ Economic instruments
- ◆ Public (product) information
- ◆ Impartial testing of products
- ◆ Research on consumer behaviour
- ◆ Sustainable practices (e.g. public green procurement)
- ◆ Awareness and information campaigns

For accessing the full text of the guidelines, please refer to Annex 1

The UN Guidelines for consumer protection, section G on sustainable consumption, also links to the Plan of Implementation, which was the main outcome from the World Summit for Sustainable Development in Johannesburg in 2002. This plan calls upon all stakeholders in society to promote sustainable consumption and production. An important part of this is to strengthen national efforts on sustainable consumption.



### Putting Sustainable Consumption into context

A drawback of the UN guidelines for consumer protection, section G on sustainable consumption, is that recommended actions are presented without clarifying how they may contribute to sustainable consumption, how they interact with each other, and how they relate to other “building blocks” not specifically mentioned in the guidelines. The SC Asia project generated the following description of how sustainable consumption may be understood in the Asian context:

*The main goal for sustainable consumption is to achieve a better quality of life for everyone. To achieve this certain key areas need to be improved. These vary from country to country but normally include at least sustainable economic development, access to shelter, food, health and sanitation, and access to environmentally sound and safe products. The tools recommended in the UN Guidelines (awareness, education & marketing campaigns, waste management through the “Reduce, Reuse, Recover & Recycle” approach, certification & product information, sustainable government practices, independent testing) can directly or indirectly contribute to improvement in these areas. In addition, a number of other factors are important for the success of sustainable consumption. These may include the use of legal and economic instruments, voluntary business and social instruments, research on consumer behaviour and good governance in government as well as in the private sector.*

This reflects the complex nature of the sustainable consumption issue.

## What Will it Cost?

***A major barrier for many stakeholders to take action on sustainable consumption issues is unwillingness to incur additional costs and to spend additional time to support sustainable consumption. However, the assumption that sustainable consumption will be expensive and time consuming is in most cases wrong. The fact is that doing nothing at all is in the long run often the most expensive way of conducting business. In addition, sustainable consumption is a prerequisite for long-term economic growth and is also offering a cheaper way of meeting the needs of society.***

Business-as-usual has indeed generated many benefits, including economic growth, access to services and products and improved living standards. Unfortunately these benefits are often only accessible for a part of the population. Furthermore, these benefits come at the cost of increasing pollution, waste, health problems and other socio-economic problems, as well as depleting natural resources. The business-as-usual (or “doing nothing”) strategy is not successful in dealing with these problems. Furthermore, without a proactive approach these problems will grow and spread with

increased consumption. The long-term costs to society, companies and individuals for health care, site remediation, clean up, import of raw materials and products, crime etc, would certainly far exceed the costs for trying to avoid these problems by adopting sustainable consumption practices.

An example of how sustainable consumption can contribute to long-term economic growth can be studied in the on-going deforestation in many countries in South-East Asia. Logging is often carried out illegally for sale of timber by industry, or as land-clearing activities to establish new farmland. This kind of clear-cutting of large areas often results in long-term deforestation. South-East Asia is (in spite of official logging bans and reforestation campaigns) losing approximately 3 million hectares of forested land every year. The aggregated cost of losing the biodiversity, productivity and regenerated income, as well as watershed and soil protecting features of forest covered land, is typically exceeding the one-time income from logging by more than a factor 20 within 10 years from the logging. Sustainable consumption favours consumption of products from forests that are sustainably managed and where local communities benefit from the long-term incomes generated by a healthy forest management.

### Companies Going Green<sup>4</sup>

#### - A few examples

- **Federal Express** In 2002, pledged to replace all 44,000 fleet vehicles with diesel-electric trucks that would increase fuel efficiency by half and cut smog- and soot-causing emissions by 90 per cent.
- **IKEA** Gives preference to wood from forests that are either certified as being sustainably managed, or in transition to these standards.
- **Migros** In 2002, the Swiss supermarket became the first European retailer to stop buying palm oil supplies from ecologically unsound sources in Malaysia and Indonesia.
- **Toyota** In 2001, switched some 1,400 office supply items and 300 computers and other equipment to green alternatives and achieved 100-per cent green purchasing in these areas in 2002. In fiscal year 2001, it bought 500,000 kilowatt-hours of wind power aiming at boosting this to 2 million kilowatt-hours per year.
- **Canon** Gives priority in its global purchasing to nearly 4,600 company-approved green office supplies. Now working to green its procurement for plants in Japan, Asia, and North America.



amples of this include manufacturing and consumption of local produce, organic farming, innovative ways of power generation, waste recycling and so on.

#### **Unemployment:**

Several case studies from Asia show how sustainable consumption activities may generate employment, through initiatives on crafts & cottage

industries, local food production, waste recycling, consumer information campaigns etc. Such activities tend to also reduce pov-

### **Can Sustainable Consumption be Used to Address Other Problems?**

*Consumption issues are directly related to several basic development challenges, such as poverty alleviation, gender equality, access to basic services, environmental protection, and also to overall long-term sustainable development. For many of these development challenges, human behaviour, life styles and consumption patterns are central, even though consumers are often not directly targeted. Sustainable consumption, however, aims at giving consumers the tools and opportunities they need in order to make informed choices, and take action on their own to deal with the development challenges in their own local context.*

**Poverty:** Sustainable consumption benefits poor people in many ways. One of the main goals of sustainable consumption is to provide access to basic goods and services for everyone, such as health, education, sanitation and housing. This means that these kinds of services should be made available and affordable also for the poor. Secondly, income generating activities can many times be created as part of the solution for how such goods and services are provided. Ex-

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***the assumption that sustainable consumption will be expensive and time consuming is in most cases wrong.***

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erty in vulnerable groups, especially amongst youth and women.

**Food security and public health:** Pesticides in agriculture often contain highly toxic substances that may both be harmful to the farmers using them, and to the food consumers. Uncontrolled pesticide use can even be detrimental to the long-term productivity of the farms. Due to lack of information and alternatives to the pesticides, pesticide use is still high in many countries in Asia. Sustainable consumption tools, such as product information and awareness campaigns, can provide farmers with information and tools that would allow them to switch to other less harmful but still effective pest control means. Alternative farming methods may also be promoted as part of the sustainable consumption approach, generating safer and healthier produce to consumers of farm products, while maintaining the productivity of the land. In this way, not only food security (safe access to food) and food safety (access to safe food) is supported, but so is the health of farmers and consumers alike.



**Increased trade and conservation of natural resources:**

Sustainable consumption supports both improved products and improved information about products. There is a significant and growing market for “green products” in many developed countries. These markets are often closed to producers in developing countries, not because their products are inferior, but because they lack information about their sustainability features. By generating such information, products that qualify as “green products” can enter into green export markets, and producers that do not qualify, will be able to identify how they have to improve their product to access these markets. This will both have a positive effect on the export of products, and conservation of natural resources. At the same time domestic markets for green products are also developed.

**Human rights:** Rapid urbanisation is a signature characteristic in Asia, which frequently leads to overloaded waste management systems, congestion in transportation, lack of access to clean water. These conditions are not only depriving individuals of a healthy life, but also of basic human rights, such as access to basic services and to rest and relaxation. Sustainable consumption supports, for example, recycling and product-service systems. Such systems would minimize waste generation, generate alternative modes of transportation, and improve planning of infrastructure development to match the freshwater resource availability.



“Urban life poverty” would be replaced by “Urban life quality”.

**Gender:** In the traditional societal structure of the Asia and Pacific region, women are traditionally the primary caregivers, raising children, and looking after the elderly and the disabled, as well as spending a major part of their time providing basic services to their families, such as collecting firewood and water. Typically, these tasks exclude women at an early age from education, which results in illiteracy and greatly reduced ability to seek alternative sources of income. Also women are generally excluded from decision-making that directly affects their livelihood and the welfare of their family. Sustainable consumption in these cases would ensure quality access to energy and water, freeing up additional time for women to develop themselves, and more actively participate in management of local resources.





### The road to failure

Per capita car ownership has tripled in developing countries in the past 17 years. In spite of the Asian economic crisis in 1997, road

traffic more than doubled from 1990 to 1999 in Cambodia, Republic of Korea and Thailand. In China some 11,000 more cars merged onto the roads every day in 2003 - 4 million new private cars during the year<sup>5</sup>. If growth continues at this pace, China will have 150 million cars by the year 2015, the same as the United States, and will have more cars on their streets than any other country in the world after that. Private cars not only contribute to air pollution, greenhouse gas emissions, and road congestion, but are also accounting for a large part of the global consumption of fossil fuels.

The fact that the global reserves of fossil fuels are limited and increasingly expensive underpins the need for sustainable consumption in this area.

### Sustainable consumption and poverty

Sustainable consumption is not only about meeting the needs of consumers at the same time as protecting the environment, but also an important strategy for achieving poverty alleviation. This is particularly important in Asia, where two thirds of the population still lives in poverty. The lack of access to basic services, such as water, energy and health services, is in itself a key barrier for economic development for many poor people and countries. A few examples of how sustainable consumption can help remove that barrier are:

- ◆ Avoid depletion of water reserves by applying water usage plans, by minimizing distribution losses and pollution of water reserves, and by promoting technologies using less water (in industry and households).
- ◆ Provide access to safe and affordable transport, by giving preference to public transport systems for medium distances, and non-motorized transport systems for short distances.
- ◆ Ensure secure food items by applying a labeling system, supported by independent testing/verification of product features.
- ◆ Avoid littering and illegal waste dumping

by promoting sustainable product design and by establishing a recycling system supported by economic incentives.

- ◆ Establish markets for sustainable products, such as organic food, by adopting green procurement policies.





## Chapter Two: Sustainable Consumption Tools

***This Chapter provides information on sustainable consumption tools identified in the UN Guidelines. The chapter is divided into an introduction followed by four sections. Each section presents a group of tools that may be applied by governments or other stakeholders to support sustainable consumption in their countries.***

### **Sustainable Consumption Tools An Introduction**

*“Governments, in partnership with business and relevant organisations of civil society, should develop and implement strategies that promote sustainable consumption through a mix of policies that could include regulations; economic and social instruments; sectoral policies in such areas as land use, transport, energy and housing; information programmes to raise awareness of the impact of consumption patterns; removal of subsidies that promote unsustainable patterns of consumption and production; and promotion of sector-specific environmental-management best practices.” (UN Guidelines for Consumer Protection, Section G SC)*

Promoting and adopting sustainable consumption patterns is essential if we are to achieve progress on sustainable development. Global consumption patterns show that sustainable consumption is not simply a challenge framed and driven by developed countries but is also highly relevant for developing countries. There is an emerging "global consumer class", with large groups of middle-class consumers showing increasingly similar consumption patterns all over the world. These patterns are also present in most countries in Asia, including countries as diverse as Bangladesh, China, India, Indonesia, Japan, Thailand and Vietnam. Sustainable consumption could bring environmental solutions as well as economic and social benefits in Asian countries. Global cooperation on sustainable consumption would allow developing countries to "leapfrog" to sustainable development by avoiding repeating the mistakes of developed countries.

Policy makers consulted in the SC Asia project stressed that policies and instru-

ments used in this respect should take into account local context – cultural values and religions. This would make it possible to recognize a region-specific approach for sustainable consumption in Asia, and to develop solutions adapted to local circumstances, rather than copying Western models. Participants in the SC Asia project indicated that dimensions of poverty, gender and meeting basic needs are important cross-cutting concerns for sustainable consumption in Asia. Consequently, in proposing the way forward, policy-makers identified energy, waste, food and agriculture, transport and health as key action areas to implement sustainable consumption policies – the added value being that the highlighted cross cutting issues can also be effectively addressed.



Some national and local governments in European and Asian countries have implemented policies to reduce the environmental impact of consumption activities. Certain of these policies aim to influence consumer decision-making directly by encouraging, for example, energy conservation or waste recycling. Others influence the options open to consumers in the market by imposing standards to increase the availability of environmentally benign goods, or by using taxes or fees to increase the relative prices of products with greater negative environmental impacts. Some of these policies have generated positive changes in behaviour, but in general results appear to have been modest so far<sup>6</sup>.

Governments could play a more active role in facilitating household action than they currently do. In particular, they will need to clarify objectives for consumer action, reinforce existing policies, ensure the provision of infrastructure, improve the co-ordination and consistency of policies, and support the initiatives of private sector and civic actors to help households develop less resource intensive lifestyles. Greater consideration of cross-sectoral policy integration is needed. In general, reducing the environmental impact from household consumption requires a combination of policy instruments. For

example, reducing waste-related environmental problems in the future will require stronger implementation of existing waste recycling and disposal policies, but also changes in consumption and production patterns to reduce the total amount of waste generated.

Promoting and adopting sustainable consumption requires changes in both the “*hardware*” and “*software*”: Promoting a shift in consumption requires changes both in available products and infrastructure - the so-called “*hardware*” for consumption behaviour (which requires actions by governments and business), and in consumer attitudes towards purchasing and using alternative goods the “*software*” of consumption behaviour.

There are many options for influencing consumption patterns. Promoting more sustainable consumption requires the adoption of multi-stakeholder approaches, including public policy, market innovation, NGO mobilisation of consumer groups, and voluntary initiatives by consumers themselves. While governments have a clear and important role to play in designing and implementing policies to stimulate all actors to consume in a sustainable manner; it is also important to support and facilitate initiatives by other stakeholders.

**This table illustrates some of the key policy tools on sustainable consumption identified by the UN Guidelines for Consumer Protection, Section G. Each tool is further elaborated in the following sections in this chapter.**

Tool	Application
Product Information	In the food sector, certification and labeling of food (e.g. nutrition information, expiry dates, organic food, and characteristic of the packaging, etc) can improve consumer health, be a critical component of food security systems and support sustainable consumption.
Waste prevention and minimization.	Recycling industries offer employment opportunities. For example recycling waste material to make new products can help people break the poverty cycle. Regional specific attitudes to waste such as the prevalent culture of re-use are promising examples of sustainable behaviour.
Sustainable government practices	Implementing sustainable procurement policies in Government procurement expands markets for sustainable products. This in turn encourages product development and competitive pricing for consumer.
Awareness, education and marketing	Awareness rising (campaigns, information), consumer education, and marketing, are three key activities for conveying information to consumers.

## Section 1: Product Information

### Giving consumers a choice

*“Governments should promote the development and use of national and international environmental health and safety standards for products and services; such standards should not result in disguised barriers to trade... Governments should encourage impartial environmental testing of products.” (UN Guidelines for Consumer Protection, Section G)*

Sustainable consumption choices depend on variety of aspects interacting all at the same time (price, quality, personal preference, culture, values). Product information plays an important role in the consumers' purchasing decisions. Hence, protecting consumers' rights is about ensuring access to reliable and understandable product information about the Quality, Price, Health and Safety, Environmental and Social impacts.

Governments have a wide array of tools at their disposal to provide consumers with product information as a means to achieve sustainable consumption. Three kinds of product information tools have been identified by Asian policy makers as being of interest for Asia :

1. Impartial product testing
2. Independent product certification
3. Eco-labeling

These are presented below.

#### Consumption and illiteracy

Almost two-thirds of the region's adult illiterates are women (412 million), a proportion expected to increase slightly by 2015 on present trends<sup>7</sup>. But women are also a key consumer group. They usually are the decision makers on household consumption. Rising demand for consumer goods and services in China and India should push overall growth in Asian household consumption up to nearly 5 per cent per annum through 2005 alone. Giving women understandable product information will be a crucial leverage point to achieve SC in Asia.

#### Impartial product testing

Testing is crucial to the protection of consumer rights. It serves as a powerful link between consumers, government and manufacturers ensuring that the information given is reliable and follows certain safety, health and environmental standards according to the national and/or international regulations. Comparative testing can be beneficial to consumers since it provides information that allows them to have more value for money. However, testing in Asia mainly focuses on quality aspects. While this is important, it gives consumers information on only selected aspects of a product.

For this reason, there is a need to broaden testing efforts that focus on health, safety and performance aspects taking into account environmental and social concerns. In particular, testing for sustainability criteria would involve testing of issues along the whole life cycle (the production, consumption and disposal phases) of a product and/or service. Product testing is a key priority for many consumer organisations, as it promotes greater access for consumers to product information, and identifies unsafe or unsuitable products. Governments can implement and encourage greater consumer responsibility by testing products according to sustainability indicators, or support consumer organisations to do so. A life-cycle approach in testing is crucial to avoid counterproductive results, such as environmental liabilities being shifted from one segment of the product chain to another, rather than being truly solved. Two important elements in testing are comparative tests and independence.

**Comparative tests:** Industry-based product testing tends to rate a product in isolation, not bringing in focus other products of similar nature claiming to offer similar or better characteristics. In this regard comparative testing supplies consumers with more holistic and meaningful information.

**Independence:** Independence in product testing means that testing bodies should not have a vested interest in the products or services under scrutiny. Independent bodies



**What is Product Testing?**

Testing of branded consumer goods and services is a scientific approach that provides consumers with unbiased information on the characteristics of these products thus enabling them to make informed choices. Products can be tested along a variety of criteria and for conformance with labeling criteria or safety standards.

**Who Does it?**

- ◆ Consumer organisations
- ◆ Independent testing bodies
- ◆ Government agencies

bring forth greater public confidence, legitimate product claims, and offer opportunities for greater transparency during testing processes. Industry tests of products are not considered to be independent. This is because they are usually done for improving competitiveness in the market, and not with consumers' interests or sustainable consumption in mind. These tests tend to focus on achieving product superiority, strengthening brand share, and marketing activities (e.g. advertising, promotion, selling, etc).

**Independent product certification**

In Asia, product certification occurs for a number of reasons. In some cases, consumers want to be sure that the products that they buy are safe and do not harm the environment. In other cases, product manufacturers might be required to certify that their products are of a certain quality – as in the case of energy efficient electronic products. Most product certification schemes are accompanied with a “seal” or “label”.

For example, as demand has increased for wood products from certified well-managed forests, the number of forest certification systems has also grown. This includes schemes implemented by the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative, among others. The demand for certified wood products has partly been a response to serious environmental concerns about deforestation, desertification, reduction in green space and loss of biodiversity. Similar certification schemes exist for marine products (e.g. Marine Stewardship Council, dolphin-safe tuna), environ-

**Testing in Action**

Key steps in the test programme of the Voluntary Organisation in Interest of Consumer Education (VOICE) in India:

- Appoint experts or consultants to develop test programmes and send programmes to research institutions and manufacturers.
- Choose independent and accredited labs to test product samples.
- Conduct market surveys in 4 parts of the country.
- Hold a meeting with all stakeholders before testing.
- Conduct tests.
- Send results to manufacturers before publishing in Consumer Voice magazine.



There are numerous examples of independent comparative testing done by consumer organisations and government agencies:

- ◆ Germany's Stiftung Warentest which publishes the results in their “TEST” magazine
- ◆ The Swedish Consumer Agency's TEST-LAB which publishes results in the “Råd & Rön” consumer magazine
- ◆ India's Consumer Education and Research Centre which publishes results in the consumer magazine “Insight”
- ◆ The Danish Consumer Council which publishes results in their “Think & Test” magazine



### Impartial product testing in India

The Consumer Education and Research Centre (CERC) is an independent laboratory that is sampling products directly from the market. Products are checked against standards laid down by the Bureau of Indian Standards (BIS), the Prevention of Food Adulteration Act (PFA) and against claims made by the producers. The test findings are published in the organisation's bimonthly *Insight - the Consumer Magazine*, identifying the products tested and their manufacturers.

#### Objectives

The objectives of the test programme are to:

- ◆ Inform consumers of the findings of its comparative testing
- ◆ Recommend the "best buy" or "good buy" to consumers based on comparative testing
- ◆ Call for corrective action like product recall or discontinuation of unsafe products;
- ◆ Demand action against false and misleading claims not substantiated by laboratory tests
- ◆ Help consumers in recovering damages for loss or injury
- ◆ Campaign for removing unfair conditions of contract opposed to public policy
- ◆ Review and improve product standards

#### Funding

Since its opening the laboratory has been assisted by many financial and non-financial organisations in India and abroad. The initial support came from Deutsche Gesellschaft fuer Technische Zusammenarbeit (GTZ), a German technical assistance agency. GTZ extended an assistance of Rs 5.4 millions (950.000 Euros) for three years from January 1998. The Consumers Union (USA) has also been a consultant to CERC's laboratory project. The Gujarat Institute of Chemical Technology, Ahmedabad, donated the land for CERC. Further assistance came from the various government agencies including the Ministry of Civil Supplies, and the United Nations Development Programme.

mental management systems (ISO 14000), conflict-free diamonds, etc. Within the Asian context, a key challenge for product certification schemes is that they pose an additional cost for the producer, and often this cost is passed on to the consumer at the point of sale. Hence, small and medium sized enterprises (SME) in the region complain that certification schemes sometimes pose a market barrier for them because of their implementation cost. To overcome this, Asian policy-makers need to ensure that certification schemes support environmental and social responsibility codes, but also that these schemes make financial sense for consumers at the point of sale, as well as for producers seeking to benefit from the schemes. This type of certification certainly gives a better image and reputation to companies and in many cases could result in increasing profits.

#### What is Independent Product Certification?

Independent product certification examines if products fulfil certain pre-established criteria for compliance with a particular product standard, claim or labelling scheme

#### Who does it?

- ◆ Individual producers
- ◆ Industry associations
- ◆ Independent certification bodies

To be balanced and widely accepted, standards must be developed through consultation with a broad range of interest groups that will be affected by their implementation. These processes should especially include consumers, and end-users of certified

### Product Certification in China

The Certification Accreditation Administration of China (CSC) was officially founded in October 1998. CSC was initiated and approved by the government as a non-profit organisation with independent legal status in charge of the organisation, management, and implementation of certification.

The objective of CSC is to develop a certification system for energy conservation, water-saving, and environmental-friendly products in China. To this end CSC conducts certification activities, carries out research to provide the technical basis for policy making, promotes products that meet the certification criteria and seeks to remove market barriers for these products.

Products that are included in the certification scheme include appliances, lights industry and office equipment; industrial, agricultural, residential water saving products, decoration material for construction, including solvent carpentry paint and ceramic tiles, recycling products, waste treatment equipment and air purifying equipment;

Certification procedure follows four basic steps:

1. Application for certification
2. Assessment of facility
3. Product testing
4. Assessment and registration

CSC performs annual supervision and examination on certified products, and decides whether to maintain, suspend, revoke or nullify the certification for the next year. The certification is valid for four years, and enterprises could reapply for the product certification.

CSC has three funding sources, 1) CSC charges for product certification. The charges include fees for carrying out each step of the certification procedure, and fees for conducting the annual supervision and examination. 2) Grants from international and domestic donors, 3) A small appropriation from the Chinese government.

This initiative highlights how a sector-specific approach to certification can prove to be an efficient way of using resources for certification. The major lesson learned was that regular monitoring and verification is needed for a particular certification scheme to maintain its credibility and viability with consumers and industry alike.

products. Only through consensus and the integration of environmental, social and economic interests, can a certification system become meaningful and fully successful. A certification system is as effective as the standards it uses; and it can only achieve the goals and objectives defined by its standards. If standards are high, and set goals for ecological health and social benefits, they can guide participants towards improving their product-chain management.

Certification systems also differ in the nature and scope of their assessments. System-based assessments and performance based assessments are two types that can be used separately or together.





**System-based assessments** such as those established under the International Standards Organisation (ISO), inspect and certify a company's management systems. Certifications like ISO 14001 enable a company to assess and monitor its environmental management and impact. As such, they are of great value to large companies to help them develop internal environmental management systems.

**Performance-based assessments** measure on-the-ground performance of products against pre-defined standards.

In addition, certification can be classified according to who performs the assessment:

**(Type 1) First-party certification** is where a company makes a statement about its own sustainability management practices based on its own standards and objectives.

**(Type 2) Second-party certification** is where an affiliated body, such as a trade association, certifies its members using collectively developed standards and objectives.

**(Type 3) Third-party certification** is where an independent auditing body conducts an inspection and awards a certificate using independently developed standards and objectives.

Third-party is the most credible form of certification because it ensures that the certification assessment is conducted objectively and without bias. Finally, some systems provide an on-product label allowing consumers to make informed purchases and thereby reward socially and environmentally responsible producers. Product labels are only meaningful, however, if the product has been tracked from the point of origin through the various stages of manufacturing and distribution.



**A credible certification should:**

- ◆ incorporate appropriate expertise and experience
- ◆ allow access and representation to interested stakeholders
- ◆ allow transparency

**Eco-labeling**

In Asia, eco-labels already play an important role in policy frameworks to complement sustainable consumption. They exist to reward and promote environmentally superior goods and services and offer information on quality and performance with respect to issues such as health and energy consumption. They also fit well into a multi-stakeholder policy framework since the development of criteria for labels and the acceptance in the market requires the involvement of a wide range of different parties, from government and business, to consumers and environmental organisations. Examples of eco-labels include: Green Choice Philippines, Green Label Thailand, India's Ecomark, and Green Food China.



Eco-labels are always awarded by an impartial third-party that authorises the use of the label on products in a certain product category. As a result they fall under the Type III designation discussed above.

Eco-labeling interacts with the instruments applied by government authorities in the form of legislation and regulations, taxes and duties and with their environmental efforts. A variety of tools are used to select the parameters applied in eco-labeling. For example, universally applicable methods exist for assessing whether technology and flows of materials are clean and the environmental efficiency and environmental impact of products during their life cycle. When these methods are

applied in combination with the concept of sustainability, their value increases.

Studies conducted during the SC Asia project reveal that most of the activities related to sustainable consumption in the region are based on voluntary actions. Specifically, most of the projects and programmes are carried out voluntarily by the concerned parties mainly due to economic benefits. This regional preference for voluntary actions has made it clear that the uptake of eco-labeling could be successful in promoting sustainable consumption to a greater degree.

#### **What is Eco-labeling?**

Eco-labeling is a voluntary method of environmental performance of a product or service, within a specific product or service category based on life cycle considerations.

#### **Eco-labeling in Sweden**



The Nordic Swan assessment is a selection tool to determine whether eco-labeling is a suitable instrument of control and whether any-

thing can be gained by applying the eco-label to a product group. It looks at three aspects:

- ◆ Relevance is assessed on the basis of the environmental problems caused by the product group and the scope of such problems (is there an environmental problem?)
- ◆ Potential is evaluated against potential for environmental improvements within the product group in question, for example through technical innovations that are viewed as realistic within the near future (can anything be done about the problem?)

#### **Eco-labeling in the Philippines**

The “Green Choice Philippines” (GCP) is a voluntary Type III environmental labeling system based on ISO 14024 – a third party declaration that awards a Seal of Approval to a product or service that has passed certain standards based on life cycle considerations.

The key steps for labeling a product include: product category selection, product criteria development, reporting, and processing of applications.

The programme was initiated in 2002 with the objective to promote the use and manufacturing of products and services that has less negative impacts to the environment and to complement government environmental policies. The programme also aims at informing consumers that the product shows environmental sense, compliant to the standards set by a third-party evaluator.

The organisational framework of the eco-labeling programme of the Philippines include:

- ◆ The eco-labeling programme (ELP) board, providing supervision and guidance
- ◆ The Clean and Green Foundation, Inc., supporting the programme administration
- ◆ Promotion and advocacy committee & Technical committee
- ◆ Technical working groups

The legal framework for establishing and running the Green Choice Philippines is extensive and has only recently come into force. As a pilot project a brand of synthetic laundry detergents was selected for labeling. Follow-up from the pilot programme for detergents indicated that the market share of the laundry detergent before the granting of GCP Seal was 5 per cent. Based on a 2004 study commissioned by ACS Manufacturing Corp., it was revealed that their market share increased to 9 per cent. However, the study did not determine the relationship of the increase in market share vis-à-vis with the Green Choice Seal. The high level of environmental awareness of the public, based on the study conducted by Social Weather Station, is a positive indication of the acceptance of eco-labeling programmes in the Philippines.



## **Section 2 : Waste Prevention, Minimization, and Recycling** ***Enabling smart consumption***

*“Governments should encourage the design, development and use of products and services that are safe and energy and resource efficient, considering their full life-cycle impacts. Governments should encourage recycling programmes that encourage consumers to both recycle wastes and purchase recycled products”. (UN Guidelines for Consumer Protection, Section G)*



All across Asia, in any language or dialect, the wisdom of living within ones' means is passed on through proverbs. This advice, packaged in cultural-specific terms conveys a simple idea – to live within the limits of our social and natural environment while fulfilling our needs – and is an essential component for sustainable development in the region. At the same time the region has to contend with the alarming impacts of industrial and hazardous waste as well as waste generated by households. 2003 Regional trends indicate that Asia is geared towards

rapid economic and social growth. According to the Worldwatch Institute's 'State of the World 2004' report: in China alone, 240 million people have joined the ranks of the "consumer class." The idea of living within our planet's carrying capacity, is especially relevant for the burgeoning middle class in the region, whose unsustainable consumption patterns are widening the gap between rich and poor, contributing to environmental degradation. Across the region these trends are a particular cause for concern in relation to generation and management of waste.

According to the studies of UNEP Regional Resource Centre for Asia and the Pacific, waste generation increases every year in urban areas in Asia mainly due to an increasing population and changing lifestyles, often as a direct result of rapid economic development. In Bangkok, for example, generation of solid waste has increased from 3,260 tons per day in 1985 to 9,472 tons per day in 2002<sup>8</sup>. In many Southeast Asian cities, waste generation has far outstripped the available infrastructure and technology to deal with such increases. In Vietnam, for example, average solid waste collection efficiency range from 40% – 70% and in some cities, this figure reaches 20% - 40% only<sup>9</sup>. E-waste is one of the fastest growing segments of the waste stream. For example, 4 million computers are discarded every year in China. It is estimated that in Asia nearly 150 million computers were used in 2002 and their number is growing by 15% annually. In India e-waste worth 1.200 million Euros was generated in 2003.

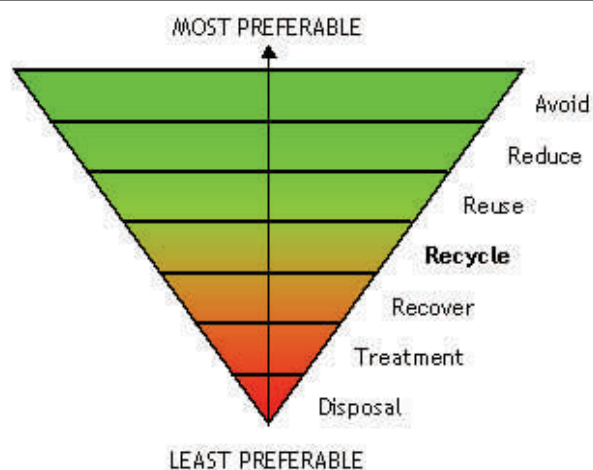
### **Waste Prevention**

Waste prevention aims at preventing waste from being generated in the first place. This can be done in the production phase as well as in the use phase of a product. Waste minimization includes for example improved production techniques, changed raw materials, improved product formulation and minimized/recyclable packaging. Waste prevention can be a powerful approach to supporting sustainable consumption. The need for waste management systems that include consumption strategies (and vice versa) has also been identified as paramount by Asian experts and policymakers.

### Waste minimization

Waste Minimization refers to a variety of techniques/activities aiming at handling waste so that the final amount waste left to be treated is minimized. Waste minimisation includes, reduction, reparation, recovery, recycling, composting, incineration (with appropriate clean technologies and recovering energy), and landfill. Many countries, in the European Union and some in Asia have adopted the waste hierarchy as a guiding principle for waste management (see figure on the right).

In Japan for example, the government released in 2003 the “Recycling-Based Society Law” to legally introduce the recycling society by following a “3R” approach – reduction, reuse, recycle. The Basic Law for the Promotion of the Recycling-Oriented Society establishes a hierarchy beginning with resource reduction, on to reuse, recycling, thermal recycling, and disposal. The government will launch framework programmes for action to be undertaken by industry and private households every five years. Also, the extended producer responsibility is a new element of that law.



#### **Waste prevention**

is about avoiding and/or reducing the generation of waste in the first place, e.g by improving production methods and product design.

#### **Waste minimisation**

includes those activities that aim to reduce the amount of waste that is land filled or otherwise finally disposed of. Often this is done by converting the waste into useful resources.

### Waste recycling for poverty alleviation in Cambodia

This initiative was started to introduce alternatives for waste dumping and means of income from converting waste into compost and handicrafts. The Solid Waste Management Center of Community Sanitation and Recycling Organisation (SWMC) collect solid waste from households in the pilot zone and transport it to the Waste Recycling Development Center for sorting. 22 workers provide service to over 30,000 people, collecting 18-20 tons of garbage daily.

Recyclables such as plastic bags, cardboards and other solid waste materials are used to make handicrafts such as hand bags, table mats, floor mats, flower pots, etc. After composting the compost materials are retrieved and bagged for sale. The handicrafts are made out of recovered plastic bags, cards board and other solid waste material.

The SWMC includes two self-help groups (SHG) with governing comities which oversee most operations at the Waste Recycling Development Center as well as the employee savings & credit program managing the income from sale of recycled products.



The removal of compostable and recyclable materials reduces the amount of garbage going into landfills, and acts as a source of income for waste pickers. Recycling also conserves natural resources. Self Help Groups also receive payment for waste collection services from the government authority responsible for solid waste management.

To implement strategies on waste prevention and minimization, it is often necessary for governments and producers and consumers to cooperate. Governments can develop the right policy framework and legislation that provide incentives to producers to reduce the generation of waste at the source. For example, changing the regulations on packaging and implementing an eco-tax on packaging and/or disposable products would encourage producers to reduce the packaging or utilise returnable or biodegradable packaging. Also, governments could intervene on the demand side by providing the right information to consumers about products with less packaging and more environmentally friendly products.

Traditionally, waste minimisation has been a concept applied to the production aspects of a product chain – and particularly to technical solutions such as de-materialisation, eco-design and pollution control. However, focusing on production aspects alone has proved to be insufficient to address waste problems. Solutions need to take into consideration the entire product chain including the consumption phase. Today recycling has often been established but the levels of consumption and waste generation are increasing faster than the recycling rates. This is why cooperation between governments, producers and consumers on waste prevention and minimisation is important in the use and disposal phases of a product's life cycle.

Waste minimisation is already practiced in Asia, but efforts in this area need to be complemented by supporting infrastructure and stronger messages to consumers. Concepts such as re-use and recycling are already prevalent in parts of the region due to culture and economy.

For example, housewives in South Asia often re-use packaging (e.g. ice-cream containers as spice jars), and in Bangladesh, the sari (a traditional garment consisting of a long piece of cloth) is not thrown away when it is no longer wearable, but turned into blankets. While these types of activities may vary between Asia's diverse cultures, the concept of re-use is present.

Waste minimisation can offer tangible social, environmental and economic benefits. For example, waste minimisation could mean:

- ◆ Economic savings from reduced consumption of products which have shorter life-spans (e.g. disposable products, or batteries) and prefer products with longer life-cycles (re-chargeable batteries, energy efficient light-bulbs).
- ◆ Lower disposal costs (if consumers are paying for waste recovery facilities through fees or taxes).
- ◆ Employment and other economic opportunities for those in the informal and formal waste collection and recycling sectors.
- ◆ Products with longer life-cycles have long-term positive spill-over effects such as reducing the burden on disposal infrastructure by not having to dispose of and replace the product/equipment as often.
- ◆ Waste prevention (at the source) and environmental waste management reduce the environmental pollution (air, soil, water) and increase our quality of life.



**Who is doing waste minimization?**

- ◆ Governments
- ◆ Producers
- ◆ Consumers



Waste minimization starts already at the design stage of the product. Hence, producers can very much influence waste minimisation/generation by for example reducing unnecessary packaging, and by avoiding the inclusion of substances/components that are difficult to recycle. Likewise, some of the responsibility for waste minimisation lies on consumers. Consumers often play an important role in recycling systems by being the ones actually sending back materials for recycling after use.

The government should use its resources to encourage waste prevention and minimisation and facilitate smart consumption by the consumer, ensuring the supply of “green” products and providing the right infrastructure (“the hardware”) that enables consumers to behave in a sustainable manner (e.g.

by providing containers for recycling, cleaner technologies for waste management and recycling facilities). These usually involve changing existing practices, or introducing new ways of purchasing for the consumer. For example, consumers could be motivated to repair faulty products rather than replacing them, reuse products/materials (e.g. exchange of clothes), avoid disposable products such as disposable razors, chopsticks, etc. Also, based on the availability and competitive cost, consumers could engage in product substitution to use those products that offer lower resource use (e.g. energy efficient light bulbs) or produce less waste. Some examples of how governments can promote smart consumption of sustainable products that can reduce waste include:

### **Waste minimization in Bangladesh**

Dhaka city has particularly serious difficulties in dealing with ever increasing waste disposal burdens. Statistics show that 52 per cent of the solid waste remains uncollected. At the same time a large group of poor people has been involved in recovering the inorganic recyclable materials from the waste to make a living. However, a large portion of organic matter (almost 80 per cent of the waste) that could be converted into compost remains unutilised by the poor due to lack of land and facilities for converting organic waste to useful products (compost). To deal with this situation, a local organisation “Waste Concern” started the project to promote 4R’s (reduce, reuse, recycle, recover waste) in the waste management in Bangladesh.

Waste Concern took the initiative to set up a network of community-based decentralized composting plants for converting household organic waste into bio-fertilizer (compost). The aim of programme was to create a self-sustaining service by engaging the community, public bodies and private companies. The approach is simple, and socio-economically and climatically suitable for Bangladesh. Waste Concern started a pilot community based composting plant in Mirpur, Dhaka on land given by Lion Club (Dhaka Northern) in 1995.

After continuous demonstration of the project to the stakeholders of Bangladesh, in 1998, the Ministry of Environment and Forest with the support from UNDP requested Waste Concern to replicate the model in 5 different communities of Dhaka city.

Land was the biggest constraint to initiate the model of community based composting plants in the city. After continuous advocacy and demonstration, the Dhaka City Corporation and Public Works Department were convinced to come into a partnership with Waste Concern by providing land for the composting plants.

Initially marketing of compost was a major problem. This problem was solved by involving the private specialized fertilizer marketing companies.

### **Lessons Learned**

Sustainable consumption policies are highly compatible with poverty alleviation strategies as highlighted by this case study. The innovative aspect of this case was the realization of the economic value of waste as a commodity. Moreover, it demonstrates that the answer to scientific waste management is to integrate it with professional management and marketing capabilities.

- Sweden's "Producer Take-back Responsibility" scheme, promoted by The Swedish Environmental protection agency. This scheme makes it compulsory for producers of certain products (glass, plastic, tyres, paper, batteries etc) to achieve a certain level of recycling of their products. This has been highly successful with very high recycling rates achieved.
- The French website "Consodurable" hosted by the organisation of the same name, informs consumers on the goods or services that respect sustainable development by considering environmental, social and economic aspects (<http://www.consodurable.org/>)



### Recycling

Consumer lifestyles in Asia are showing an increased consumption of disposable products, individual portions and over-packaged goods. This in turn increases the amount of solid waste that is generated. While principles like producer "take-back" responsibility is important for waste reduction, consumers should also be encouraged to take an active role. For example, consumers must take responsibility for ensuring that used products are returned to recovery systems. Communities have an important role to play in ensuring that



community-generated organics (food waste, yard trimmings) are composted and returned safely back into the environment. As a result, recycling discarded solid waste is seen as a means to minimise overall waste ratios generated by unsustainable household consumption in Asia.

#### **What is recycling?**

The series of activities by which discarded materials are collected, sorted, processed and converted into raw materials and used in the production of new products.

Consumer oriented recycling systems usually make it easy for consumers themselves to sort waste, provide easy access to waste recovery facilities, and in some cases even provide financial incentives to return waste – as in the case of bottle deposit refund schemes. Recycling facilities can vary in complexity depending on the available resources and infrastructure. For example access to transport and the cost for transporting waste can impact whether it is economical to recycle a particular product. Also, it is important to note that markets for recyclable materials can vary.



#### **Typical materials handled in large quantities by waste recovery facilities :**

- ◆ Paper
- ◆ Glass
- ◆ Metals
- ◆ Plastics
- ◆ Electronic goods

#### **Who is doing the recycling?**

- ◆ Individual consumers
- ◆ Government agencies
- ◆ Private waste recovery companies
- ◆ Public-private partnerships

Some useful resources on markets for recyclable materials are:

- ◆ Asian Recycling Marketplace ([www.asia.recycle.net/sites/aa015206.html](http://www.asia.recycle.net/sites/aa015206.html))
- ◆ Recycling Today, an on-line magazine for the recycling industry (<http://www.recyclingtoday.com/>)

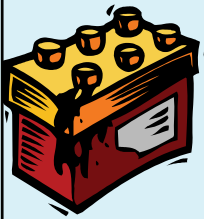


Recycling in Asia occurs in many different ways – ranging from informal systems of waste collection by waste-pickers in major urban centres to highly mechanized waste recovery facilities. Examples of more advanced recycling systems in developed countries include:

- ◆ Germany's Duales System Deutschland (DSD): A public-private partnership that has high consumer participation for recycling household waste.
- ◆ The Pay As you Throw Programme in Torrelles de Llobregat municipality in Spain, where consumers pay for waste collection cost based on the amount produced.

For more information about these cases, please refer to <http://www.unep.fr/pc/sustain/policies/scasia.htm>

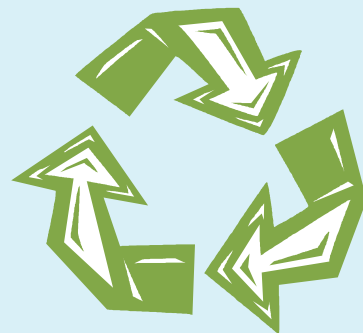
### Battery recycling in the Philippines



The Balik-Bateria ( Battery Return ) Programme is a buy-back programme for spent lead-acid batteries using a nation-wide collection network of battery dealers and independent collectors. Philippine Recyclers Inc. (PRI) buys the spent batteries and processes them in a recycling plant to produce new lead, lead alloys, and clean crushed plastic which in turn are sold to battery manufacturers as raw materials.

The Bantay Bateria ( Battery Watch ) Programme is a collaboration of PRI, Bantay Kalikasan and The Philippine Department of Environment and Natural Resources (DENR). Owners of spent lead-acid batteries are encouraged to donate them to Bantay Kalikasan ( Nature Watch ), an environmental NGO under the ABS-CBN Foundation run by the ABS-CBN Radio and Television Network. The donated batteries are then sold to PRI, the proceeds of which provide funds for the NGO. DENR supports the programme through a relaxation of the transport permit requirement into a single nation-wide permit. All donations are tax deductible.

The two programmes have been able to recover about 70 per cent of the spent battery generation of the whole Philippines. Thus, this same amount of hazardous material is prevented from polluting the environment. The recycling effort translates into a substantial reduction in the importation of metallic lead and plastic used for battery manufacturing and savings in foreign currency drain. The programmes also provide employment to thousands of spent battery collectors nation-wide. The Bantay Bateria Programme provides substantial funds for the continued operation of Bantay Kalikasan in its efforts to reforest the Metro-Manila watershed, control vehicular smoke belching in the city's streets, monitor polluting industries and maintain a haven for abused children.





## E-Waste



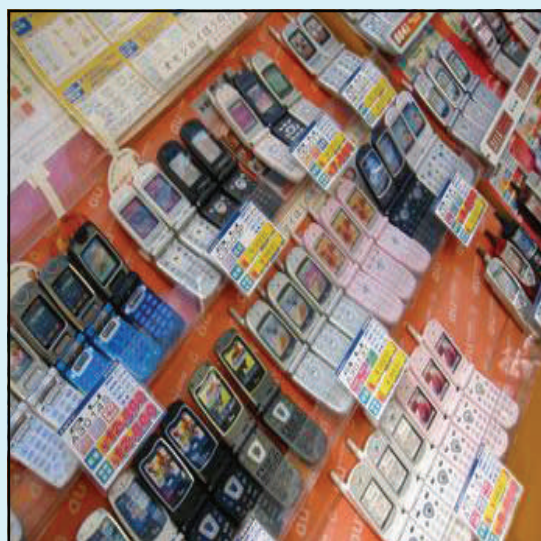
Where once consumers purchased a stereo console or television set with the expectation that it would last for a decade or more, the increasingly rapid evolution of technology combined with rapid product obsolescence has brought down the average equipment life span considerable. For example, the average lifespan of a computer has shrunk from four or five years to two years. This in its turn has led to a rapidly increasing amount of electronic waste, or E-waste, being generated. E-waste encompasses a broad and growing range of electronic devices ranging from large household appliances such as refrigerators, air conditioners, hand-held cellular phones, personal stereos, and consumer electronics to computers.

E-waste has become a problem because of two primary characteristics:

- 1) E-waste is hazardous: E-waste contains over 1,000 different substances, many of which are toxic, and creates serious pollution upon disposal.
- 2) E-waste is generated at alarming rates due to obsolescence.

E-Waste is problematic to handle because of its many times complex and hazardous composition. The fact that some parts of E-waste also have a potential value for waste pickers and waste recyclers adds to the problems when dealing with it. Rather than solving their E-waste problems, many countries are simply exporting the waste, and with that the associated problems, to developing countries in Asia and elsewhere under the false name of "recycling". A report by the Basel Action Network (BAN) shows that trade in E-waste is an export of real harm to poor communities including developing Asian countries. The open burning, acid baths and toxic dumping associated with E-waste "handling" in developing countries, cause serious land, air and water pollution and exposes people to numerous toxins and poisons. The health and economic costs of this trade are vast. Many countries are trying to respond to the challenge by enforcing the Basel Convention.

E-waste is in many ways closely associated with life styles and consumption patterns. Mobile phones constitute one of the fastest growing types of E -waste. The average life time of a mobile phone is now about 18 months (globally) and 2005 will more than 100 million mobile phones be thrown away in Europe<sup>10</sup>. At the same time more than 200 million mobile phones are sold in Asia<sup>11</sup>, making Asia the fastest growing market for mobile phones in the world. The growth in mobile phone sales are paradoxically seen at the same time as a result of, as well as a cause for, changed life styles, improved economy, and rapid development in the areas of public service such as education, trade and information access.



### Section 3: Awareness, Education and Marketing

#### *Sending the right message*

*“Governments, in partnership with business and relevant organisations of civil society, should develop and implement strategies that promote sustainable consumption through a mix of policies that could include... information programmes to raise awareness of the impact of consumption patterns...” “Governments and other relevant organisations should promote research on consumer behaviour related to environmental damage in order to identify ways to make consumption patterns more sustainable” (UN Guidelines for Consumer Protection, Section G)*



Awareness raising (campaigns, information), consumer education, and marketing are three key means to convey information to consumers where governments can play an active role to re-orient consumption patterns towards sustainability. It is about changing the “software” of consumers; in other words, changing consumer attitudes towards purchasing and using alternative goods and services.

There is a global agreement on the need to provide effective and positive information on sustainable consumption<sup>12</sup>. Governments at the international expert meeting on sustainable consumption and production have agreed on the need for effective use of practical tools, including awareness-raising, education, training, media and advertising.

Mainstreaming sustainable consumption at all levels was considered essential as well.

Choosing the right medium is just as important as the message when it comes to awareness, education and marketing for sustainable consumption. Nicolas Larmagnac formerly of the French Consumer Organisation Que Choisir observes that “the key to success is to find alternate ways to consume that don’t cost the consumer.” In his experience, campaigns to sensitise consumers about sustainable consumption are successful only when they give consumers clear advice on how to choose between products, discriminating in favour of more sustainable products. Moreover, consumers do not like to feel guilty about their purchasing decisions. The demand for goods meeting certain sustainability criteria is still comparatively weak in Asia. There are however several examples of successful marketing campaigns highlighting environmental or social aspects of products (especially in food, cosmetics and hygienic products), as well as other communication/education efforts that have had at least partial success in Asia. This suggests that Asian consumers are susceptible to adopting new consumer behaviours if they receive the right message in the right way.<sup>13</sup>

Communication and awareness raising activities on sustainable consumption should contribute to ensuring smarter and more accessible information on consumption choices to consumers. The guiding principle is that “better informed citizens can make informed choices to bring about concrete changes in their attitudes and behaviour” with beneficial impacts on environmental protection and social cohesion. As mentioned above, there are three key means to convey information to consumers where governments can play an active role to re-orient consumption patterns towards sustainability, these areas are:

- 1. Awareness raising**
- 2. Consumer education**
- 3. Marketing**



### Awareness Raising

Governments can undertake campaigns to raise awareness of consumers on issues related to sustainable consumption. For example the use of consumer information tools such as eco-labeling should be accompanied with an information and awareness raising campaign that can help consumers in their purchasing decision making.

Consumers International's experience indicates that "good campaigning is characterised by two qualities: To be principled and to be popular. Without principles the very foundation of campaigning collapses. Without popularity, the cause lacks legitimacy and public support. To achieve this conviction and dedication, an acute strategic sense, a thorough understanding of communication techniques, a respectful and open relationship with the public, and a commitment to democratic debate are needed." Examples of successful campaigns include:

- ◆ Eco-label Promotion Campaign in Denmark ([www.mst.dk](http://www.mst.dk) / [www.ecolabel.dk](http://www.ecolabel.dk))
- ◆ Thailand's Magic Eye Campaign ([www.magiceyes.or.th](http://www.magiceyes.or.th))

Campaigning with a view to raising awareness includes a number of elements:

- ◆ Strategy: a plan that integrates an organisation's objectives, policies and actions into a cohesive goal;
- ◆ Research: a systematic investigation about the best and most effective strategy and tools that could be used by a campaign;
- ◆ Negotiations and lobbying: dialogue with relevant stakeholders to generate a situation where the strategy is advanced in favour of its objectives;
- ◆ Media: contact with the mass media organisations that could support the campaign's message;
- ◆ Direct communication: a tool that allows an organisation to control its message through direct contact with the public (e.g.. Website and emails, phone line );
- ◆ Evaluation: a review of the campaign's successes or shortcomings can address whether the campaign has:



- ◆ Created a public debate?
- ◆ Received good media coverage?
- ◆ Empowered people and organisations to adopt sustainable behaviour?
- ◆ Introduced new concepts and symbols into public life?
- ◆ Strengthened the organisation that conducted it?

#### ***What is awareness raising?***

Raising the public's understanding and awareness of the meaning and importance of unsustainable consumption, offering them alternatives in order to pursue sustainable lifestyles.

#### ***Who is doing it?***

- ◆ Governments
- ◆ Consumer Organisations
- ◆ Environment and Development NGO's

### Consumer Education

Consumer education offers more than knowledge and skills on how to buy; it promotes critical thinking, problem solving, and action. Consumer education in the context of sustainable consumption is essentially about empowering consumers to choose sustainable products based on an informed choice or to use some products in a more sustainable way. It is also about helping consumers realise their responsibilities as citizens, both locally and globally. The sustainability concept rests on three pillars: society, environment and economy. Traditionally in Asia sustainability education for consumers has focused mainly on environmental issues, but educators are increasingly broadening their focus to address all three pillars of the sustainability concept.

## **Awareness raising in Germany: A National Promotion Campaign for Solar Collectors**



### **Timeframe**

1999 to present

### **Objectives**

The main objectives of the Solar Na Klar campaign are:

- ◆ Raising awareness and providing information to the German general public about the use of domestic solar thermal systems.
- ◆ Motivating installers to develop the solar market as a new and rapidly growing field of business for them.
- ◆ Giving consumers access to the installers registered in the campaign.
- ◆ Increasing the number of domestic solar thermal systems installed in Germany with a goal to achieve instalment of 400,000 new solar systems a year.
- ◆ Creating long-term jobs with the target of 20,000 new jobs in 2005.
- ◆ Reducing emissions of CO2 in 2003 by 1 million tonnes.

### **Actors**

Promoter: BAUM (German Environmental Management Association)

Parties involved: DBU (German Foundation for the Environment), BMU (Federal Ministry of Environment), ZVSHK (National Installers Association Sanitary Heating Climate), DFS (German Association for Solar Energy), DGS (German Society for Solar Energy), BSE (Federal Association for Solar Energy), BDA (Association of German Architects), DNR (German Ring for Nature Protection), All 16 Member States of the German Federal Republic

### **Implementation**

A variety of materials and a strong infrastructure has been set up for supporting dissemination activities. A brochure for consumers was designed and then distributed to interested citizens along with a list of regional installers registered in the campaign. This information was also made available on the campaign's website ([www.solar-na-klar.de](http://www.solar-na-klar.de)) and a call centre service number for consumers was set up which, only in 2000 alone, dealt with 15,000 requests a month. An important effort was made to increase the level of information, training and the interest of installers and other professionals, as this is considered to be a key factor for the success of the initiative. This has included, in particular, sales folders for installers, a service box (the electronic tool-box for local/regional public relations and advertising activities, technological information and sales advice), and a hotline for installers.

As a result, the overall interest in solar power and the consumer acceptance of solar plants (particularly for heating purposes) increased significantly. In the year 2000 there was a market growth of 50 per cent for solar heating. At the end of 2000 the total area of installed solar collectors in Germany was approximately 2.9 millions m<sup>2</sup>.

### **Funding source and cost**

The project was funded as an equal cost-share arrangement between the public and private donors. The total budget was 5.35 million Euros.

### **Lessons Learned**

Product oriented awareness campaigns that seek to promote sustainable consumption can be highly effective. It demonstrates how a consumer focused initiative provides tangible benefits for producers as well. The variety of instruments used ensured that a wide audience was reached. In addition consumer research, market research, supplier buy-in, government support, and a diverse steering committee were all important components of the project strategy.



**What is consumer education?**

Consumer education provides consumers with education that enables them to behave more responsibly in their daily consumption habits

**Who is doing it?**

- ◆ Government
- ◆ Consumer organisations
- ◆ Schools, colleges and universities

Today, Asian consumers are being encouraged to consider the environmental and social impact of their purchasing choices. Despite some initial progress, consumer education is still a low priority for governments and for consumer organisations working on sustainable education. Moreover, Asian consumer organisations have identified consumer apathy and illiteracy as major challenges when developing consumer education programmes.

A coherent consumer education programme generally has the following objectives:

- ◆ To facilitate learning that allows people to act as informed consumers. For example, knowledge of consumer rights and basic nutrition.

- ◆ To help consumers develop an understanding of society's function as a whole and the specific role of consumers. For example, the understanding of the role of companies in the economic system; the role of the government in society and the role of consumer organisations.
- ◆ To develop skills to function as informed and responsible consumers. For example to be able to write a letter of complaint about poor products; spot sales gimmicks, "green-washing" and to use products responsibly.

The integration of sustainability in the programme implies two additional objectives:

- ◆ To make clear to consumers the linkages between their daily lives as consumers, the depletion of natural resources and the need for companies to have an ethical behaviour in the production of goods and services.
- ◆ To provide consumers with clear, realistic, accessible and enjoyable alternatives for including sustainability in their lifestyles and for transforming their acquired sense of responsibility into concrete behaviour.



## Consumer education in Thailand: Project DAWN on energy and environment

### Background

In response to concerns about lacking public awareness about the environmental impact from increasing energy use in Thailand, the Dawn Project was initiated in 1997. The project was financed by the National Energy Policy Office (NEPO), through the Energy Conservation Reserve Fund, with planning and policy support provided by participating officials from the Ministry of Education (MOE), and with management services provided by Thailand Environment Institute (TEI).



The aim of the 4-year project was to establish awareness about the advantages of trying to save energy in our daily lifestyles. The target group was students and teachers in more than 600 schools all over Thailand. Consistent with the National Educational Reform the main idea was to develop a learning process with participatory approach and to encourage environmental friendly behaviour among students, educators, and the local communities.

Specific objectives included:

- ◆ Develop and integrate an educational process in schools and communities concerning conservation of energy and the environment.
- ◆ Involve all stakeholders in the energy efficiency and the environmental quality improvement of Thailand.
- ◆ Produce guidelines and media publications for energy conservation and environmental protection in primary and secondary education levels.
- ◆ Create awareness in schools and local communities about energy saving opportunities.

### Methodology

Using local traditions and know-how as a resource, the approach for teaching Energy and the Environment (E&E) conservation was developed for the primary and secondary school levels. The project also emphasised the benefit of taking the learning process beyond the classrooms, into different environments in the community, including the nature itself, to use it as a natural instruction media.

The main project activities included:

- ◆ Establish a framework for E&E education.
- ◆ Develop training materials such as Syllabus, Handbooks, CD-ROM, etc.
- ◆ Build capacity with all stakeholders (students, teachers, and communities).
- ◆ Develop knowledge and understanding of the social aspects and benefits of E&E conservation.
- ◆ Perform monitoring and evaluation of project activities.

Key approaches used in the Dawn Project included:

Participation, Integration, and Learning was implemented as a basic principle in all project activities and at all levels. Since all participants (students, teachers, parents, local communities, NGOs etc) had an active role to play in the project, the uptake and integration of lessons learned were much more efficient than in the traditional class room lecture style method.

*(Continued on next page)*



*Project DAWN (Continued from previous page)*

The Whole School Approach require the E&E conservation concept to be integrated into all activities in the school. For example school management, teaching and learning, extra curricula, and community contacts were all subject to an E&E revision. In addition a student-centred system allowed those students to take their own initiative on E&E issues within many activities. This resulted for example in field trips to destinations where students could study E&E initiatives.

Basic Life Cycle Assessments (LCA) was introduced in schools and communities to evaluate how energy was used and why waste and pollution was generated. It contributed a clear understanding on the linkage between human activities and the environment.



**Results**

The project engaged more than 300,000 students at primary and secondary levels, 23,400 teachers, 600 school administrators, 300 educational supervisors and province commissioners, and 2,400 community leaders. Output from the project included increased awareness and actual energy conservation, teaching and training materials, and guidance and dissemination methods for creating value and concept of energy savings in the Thai society.

With the project methodology, its results were concluded as follows:

- ◆ 50 % of participating schools developed and practiced the Whole School Approach.
- ◆ 50 % of teachers were able to establish an education plan integrating conservation of Energy and the Environment.
- ◆ 70 % of participating schools established E&E Learning Centres.
- ◆ 40 % of participating schools demonstrated at least 10 % reduction in their energy consumption.
- ◆ 80 % of students, teachers, and the communities were able to improve their indirect energy conservation behaviour to some extent.
- ◆ All participating schools used the training materials.
- ◆ Wang Thong Pitayakom School and Sa School were proposed to UNEP for the Global 500 Youth Environmental Award 2001.
- ◆ The project results were shared with a large network including other schools, local administrations, temples, etc.

**Lessons Learned**

Some lessons learned from the project are:

- ◆ The project approach was useful in assisting local communities and schools increasing their awareness about E&E issues and to assist them in reducing their daily energy consumption.
- ◆ The key approaches outlined above ( Whole School Approach, LCA etc) proved to be very useful in encouraging active participation in project activities.
- ◆ A key success factor was the integration of the E&E activities into regular school activities, teaching plans daily school management.
- ◆ The project was strengthened by local ownership by involving local community groups and by making use of local know-how.

## Marketing

In Asia, there is a strong recognition that the development of sustainable products is a critical first step before marketing initiatives for sustainable consumption can be considered. Product innovation and eco-design will require industry and government support. However, these aspects are more relevant for the production side of a product's value chain. Marketing on the other hand has a direct impact on the consumption side. Marketing products to encourage sustainable consumption is about providing consumers with information on products or services that satisfy consumer demands without damaging the social fabric or environment along the value chain. All products are associated with attributes: for instance price, quality, convenience, and purchasing location. However, more and more products also have an ethical attribute. For instance, coffee drinkers can purchase whole bean coffee that is organically grown and purchased directly from farmers with a Fair Trade certification. As more and more consumers learn that they can make a difference by their behaviour in the market place, demand for ethical products is increasing. Corporate social responsibility, sustainable advertising, branding and eco-labeling are



### What is marketing?

marketing is a tool to communicate about a product or service with the sole purpose of encouraging consumers to purchase or use a specific product or service.

aspects that fit into marketing sustainable products to consumers.

The advertising sector has experienced unprecedented growth in the era of globalisation. It has been aided by unparalleled access to global markets and consumers through a rapidly evolving medium of information and communication technology. In Asia, as in other parts of the world, the advertising sector has been criticised for being agents of irresponsible lifestyles because promotion of consumption is not sensitive to local cultures and traditions. Industry representatives argue on the other hand that they do not create consumer trends, but simply pick up on trends and then re-communicate these via products. Regardless of the debate, the influence of advertising on consumers cannot be ignored. It is important to keep in mind that simply having access to a full range of media and of advertising channels does not mean that consumers perceive them in the same way. In this respect, the concepts of 'media literacy' and 'advertising literacy' describe the different ways in which images and messages are understood. Advertising literacy is generally understood to be conditioned by a mix of the amount of experience people have of receiving advertising messages and the cultural environment in which they are received.<sup>14</sup>

As Asia's markets continue to grow, advertising will be an invaluable tool to communicate the message of sustainable consumption, in a culturally respectful manner, while meeting needs and protecting consumer's health and safety.

*The brand is not just the logo, but the whole perceived personality of the company, product or service. Today's more holistic consumer wants to know more than just what the product or service might do for them. They want to know if they are in sympathy with the providers of the product. They want to know if the values of that brand fit with their values. So to compete effectively, companies will have to let their consumers know what their values are, and demonstrate that they are living up to them.*

David Hensley, European Director of Consulting, FutureBrand

## **Awareness raising in Vietnam: Campaign on reducing the use of pesticides**

### ***Campaign summary***

A targeted communication campaign, using a radio drama series, leaflets and posters was developed to promote behavioral change in farmers' use of pesticides. The campaign aimed at engaging farmers by increasing their awareness about pesticide issues and encouraging them to experiment with reductions in pesticide use in their own crops, by following some simple rules.

### ***Objective***

To encourage large-scale reductions in pesticide use by rice farmers on the Mekong Delta and to increase awareness amongst farmers, of pesticide related issues, such as health and environmental problems.

### ***Implementation***

Despite the emergence of new and innovative ways to control pests, farmer training programmes and stricter policies on insecticide use, many farmers continue to overuse insecticides, mainly due to misconceptions and a lack of information about losses due to pests. Communication has therefore been identified as being a key part of the solution to these problems.

Following a series of workshops involving key stakeholders, prototype messages and campaign materials were developed. The dry, scientific style was modified by participants from the local radio station, introducing comedy and making them more colloquial. The team also worked on the branding of the campaign, developing slogans such as "Three reductions-Three gains" and visual symbols, which were easily recognised by farmers.

The campaign launch was given high priority, with an official launch by the Minister of Agriculture attracting significant media attention held on World Environment Day to give the project international significance. Separate launches were held at the provincial level, aimed at enlisting the support of the local community by giving recognition to local extension workers and farmers, sometimes by awarding prizes.

### ***Outcomes***

The success of the first stage of the communication campaign was measured by carrying out a follow up survey which assessed farmers' behaviour by looking at their actual reduction in insecticide use, and their change in attitude, by assessing their beliefs about insecticide use. Insecticide use was found to have halved and the number of farmers who believed that insecticides increased yields had fallen by about 70 per cent.

Feedback has also been gathered at several stages and the project has been developed using participatory processes, ensuring that farmers influence the design of every part of the campaign. Before producing the final materials, prototype messages were produced and tested with farmers in focus group sessions and altered according to their feedback. After implementation, feedback was gathered in follow-up surveys and is being used in the development of the new long running radio dramas.

### ***Lessons Learned***

The UN Guidelines for consumer Protection encourage culturally appropriate communication strategies in order to mainstream the concept of sustainable consumption. This example shows how this can be done effectively on an issue-specific mandate.

Advertising agencies can strengthen the communication strategies of their clients by stressing the advantages of sustainable consumption by:

- ◆ Favouring the development of broadcasting and articles aimed at informing the public on these issues;
- ◆ Providing social or environmental messages as part of corporate or public service campaigns;
- ◆ Encouraging more sustainable use of existing products, so that any environmental or social benefit can take place (this could be done using humour);
- ◆ Communicating the sustainability attributes and performance of companies. With the increased interest in corporate social responsibility.



Key areas of focus for advertising and media firms are<sup>15</sup>:

- ◆ Ensuring truth in advertising – the advertising codes provided and supported by the advertising industry, and other mechanisms to ensure that claims can be substantiated, to prevent consumers from being misled;
- ◆ Ensuring ethical behaviour from advertisers, so that messages are legal, decent, honest and truthful;
- ◆ Ensuring that all sectors of society, including women, minorities, the elderly and children are sensitively portrayed;
- ◆ Addressing their direct effects on the environment and society, and the need for environmental management systems, reporting on corporate social responsibility programmes.

In order to promote sustainable advertising practices, governments need to strengthen

#### Key words for advertising on sustainability

- ◆ Truth in advertising
- ◆ Ethical behaviour
- ◆ Sensitive portraying of minorities
- ◆ Reflect effects on environment and society of marketed product
- ◆ Integrate the sustainability message in other messages
- ◆ Support transparency and corporate social responsibility

institutional and financial support for independent research on consumer behaviour and on drivers for sustainable consumption in general. For example, surveys on changing consumer patterns are essential to understand the cultural forces that influence consumers as well as their thoughts, feelings and behaviour. Such information generated through surveys and similar tools is vital for strategic and creative development within the advertising sector.

For governments and advertising agencies this means investing time and money in trying to find out what consumers do, and what they want. More sustainable services and products also have to be available to consumers and emerging demand for these products could be a positive force for product innovation.

Advertising is needed to stimulate and steer consumers towards sustainable products and services. But advertising for sustainable consumption isn't all about advertising environmental products; it also means communicating lifestyle changes that are desirable to people.

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MATERIAL PLEASE.**

The Wilderness Society.

Membership pin 1800 030 541



## Section 4: Sustainable Government Practices

### *Leading the way forward*

*“Governments and international agencies should take the lead in introducing sustainable practices in their own operations, in particular through their procurement policies. Government procurement, as appropriate, should encourage development and use of environmentally sound products and services.”* (UN Guidelines for Consumer Protection, Section G)

This section discusses the significant potential of public sustainable procurement to improve the capacity of Asian markets to provide more competitive and sustainable products and services<sup>16</sup>. Within the region, “green-procurement” and “green public purchasing” are gaining ground. Nevertheless existing programs typically only consider the environmental aspects, whereas, sustainable procurement also include the social aspects during the production and the use phase such as fair salaries, no child labour, and fair trade.

In most countries the government and its various agencies form the biggest single purchaser of goods and services, ranging from basic commodities to high technology equipment. The impact of their purchasing on the market is therefore potentially one of the major leverages supporting sustainable production and consumption. A large market created in this way can be the key to

#### **What is Sustainable Procurement?**

Sustainable Procurement is the process used by organisations to buy supplies or services by taking into account:

- ◆ The best value for money (price, quality, availability, functionality);
- ◆ Environmental aspects (“green procurement”) over the entire life cycle of products;
- ◆ Social aspects (issues such as poverty alleviation, labour conditions, human rights).

#### **Who does it?**

Public agencies at all levels:

- ◆ National bodies and ministerial authorities
- ◆ State/Province/Regional authorities
- ◆ Municipal and local authorities
- ◆ Public-owned service providers

mainstream more sustainable goods and services.

- ◆ Governments typically purchase very large quantities, thus having the position to negotiate a good price for a good quality and push companies to adapt their offers to the orders.
- ◆ Government procurement can also foster sustainability innovation. The governments define the conditions and specifications for the products or services. The demand can therefore push producers and orient their innovations towards more sustainable solutions.



◆ Public purchasing can and should also be conducted in a transparent way, thereby setting an example for accountable spending of public funds.

◆ In both developing and developed countries the power of public purchasing is particularly important. It is estimated that governments consumption normally corresponds to 20-25 percent of total consumption expenditure in Asian countries. Procurement of this scale can have a strong influence on the regional economy and the environment.



Local authorities have been at the forefront in taking some environmental sustainable procurement initiatives. The City of Puerto Princesa in the Philippines for instance has successfully participated in the Green Homes Project and has integrated energy efficiency measures into the design of a 1,000-unit social housing project, which saves 170 tonnes of CO<sub>2</sub>/year.

In some cases, national governments and local authorities are already promoting sustainable consumption, but under other names, such as cost saving initiatives for e.g. energy and water use.

The strategies on waste management, marketing and product information discussed in this manual can all be employed to help governments implement sustainable procurement. In addition, environmental management systems, life-cycle analysis, and sustainability indicators can also prove useful.

Incorporating sustainable procurement should not be viewed as a fundamental upheaval of the procurement strategy of any organisation. It is simply a way of looking at old procurement methods from a new and more widely responsible viewpoint. Positive examples of sustainable procurement efforts at national level include:

- ◆ Eco-responsible administration implemented by France's Ministry of Ecology and Sustainable Development
- ◆ Green Procurement in the public sector (Denmark)
- ◆ The Swedish Instrument for Ecologically Sustainable Procurement
- ◆ The Japan IPGN network initiative
- ◆ Philippines green procurement initiative.

### ***Voluntary public procurement principles in APEC***

One of the agreed Asia Pacific Economic Cooperation (APEC) collective actions on government procurement was to develop by 1999 a set of non-binding principles on government procurement for adoption by members on a voluntary basis. The Government Procurement Experts Group completed the development of the non-binding principles in August 1999 and has identified the elements of, and illustrative practices on the principles of transparency, value for money, open and effective competition, fair dealing, accountability and due process, and non-discrimination. For more information refer to:

<[www.apec.org/apec/apec\\_groups/committees/committee\\_on\\_trade/government\\_procurement/resources/overview.html](http://www.apec.org/apec/apec_groups/committees/committee_on_trade/government_procurement/resources/overview.html)>

The main drivers to achieving sustainable procurement are:

- ◆ Effective organisation-wide policies to ensure that everyone is aware of the strategy;
- ◆ Training and guidance to help all of those involved in procurement to understand sustainable procurement and whole life costing;
- ◆ Regular audits and monitoring to assess where your organisation is in the context of sustainable procurement and where you could make further progress in this area;
- ◆ Commitment to sustainable development as an organisational policy;
- ◆ Support and educate suppliers;
- ◆ Create links with other organisations to learn from their experience;
- ◆ Pooling of purchasing by forming purchasing consortia.

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**In most countries the government and its various agencies form the biggest single purchaser of goods and services**

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## Public Green Procurement in the Philippines

### Objectives

The Government, a large consumer block in itself, recognizes that every product/service purchase has an impact on the environment. To promote the production of environmentally sound products, an integrated program of Green Procurement, which includes a system of recognition and reward for industries that produce environmentally sound products and services, was deemed necessary.



Objectives of the Green Procurement Programme are to:

- ◆ promote the culture of making environmentally-informed decisions in the government, especially in the purchases and use of different products;
- ◆ include environmental criteria in public tenders, whenever possible and practicable;
- ◆ establish the specifications and requirements for products of services to be considered environmentally advantageous; and
- ◆ develop incentive programmes for suppliers of environmentally sound products and services.

### Actors

All Departments, Bureaus, Offices and Agencies of the Executive Branch of the Philippine Government

### Implementation

All departments and agencies of the Government are directed to submit their respective green procurement programmes to the National Eco-labeling Programme Board (ELPB) within six the Executive Order 301, has taken effect, which was approved on 29 March 2004. The Programme is expected to achieve full implementation within 18 months from the effective date of the Order. But in practice, because it takes time for the 17-member Eco-labeling Board to approve the Executive Order's Implementing Rules and Regulation (IRR), the timeframe for the government agencies concerned to structure the green purchasing mechanism would be extended for another 6 months – until March 2006.

The ELPB shall serve as a competent third-party verifier of claims on the environmental soundness of products and services. It shall provide a list of all certified environmentally-sound products. The list shall be updated regularly to reflect additions or deletions based on criteria to be established by the ELPB. The ELPB is directed to submit regularly a report on the performance and compliance of the concerned agencies with the Order to the Office of the President. All concerned government agencies are preparing/finalizing their green procurement programmes for submission to the ELPB.

### Cost:

Financial support will be provided to organize programs for government and the private sector, including capacity building seminars, awareness forums, exhibits and media campaigns. The programme will also involve identification of green products, initially with self-declared labels (Type II eco-labeling) and Type III eco-labeled products from other countries that are marketed in Philippines today, making these the initial inventory/list of green products that government could consider purchasing. The estimated cost to cover above activities exclusive of administrative costs would be 120.000 Euros from August 2005 to December 2007.



## Chapter Three: Guidelines for National Action Plans

*The purpose of this chapter is to provide a methodology to assist governments in developing national action plans on sustainable consumption in a specific area. The methodology draws on the UN Guidelines for Consumer Protection (Section G on Sustainable Consumption) and the input from the qualitative reviews of the status of and conditions for sustainable consumption in Asia and Europe.*

The methodology (please refer to next page) evolved from a model presented at the Regional Cross-Learning Seminar on Sustainable Consumption (Manila, Philippines, 15-17 March, 2005) in the SC Asia project (hereinafter referred as the Manila Seminar). The model was devised by the SC Asia project team as guidelines for how national action plans on sustainable consumption could be developed. Participants at the Manila seminar showed great interest in the model. As a result, using feedback from participants, the model was revised, and is presented in this chapter.

The methodology consists of a 7-step approach and provides the basic elements to be considered in each step. It is important to keep in mind that a timeframe for each step has to be properly designed, according to the local context. Implementation can be a long process and it is necessary to assign adequate time, resources and staff for each step.

### **STEP 1: Identify Focus Sector/Issue and Responsible Agencies**

To develop a national action plan on sustainable consumption, it is important to first identify the focus sector/issue of the plan (or the problem to be dealt with). Normally the government agency that initiates the action has already identified relevant priorities, such as addressing problems related to energy, waste, or health care. Such priorities may serve well as initial focus sectors/issues for the national action plan, and would then be more refined as the plan is developed in the following steps. Energy and waste will be used as examples of focus sectors/issues in this chapter, to illustrate how the methodology could be applied. These 2 areas have been selected because they represent common problems in many countries.

From the outset it is also important to iden-

tify the responsible agencies associated with the focus sector/issue of the plan. One of the key findings of the European review conducted by the SC Asia project is that all the participating countries reported problems with coordinating sustainable consumption policies among different government agencies. As sustainable consumption is a new concept for many countries, and a cross-cutting issue, responsible agencies are difficult to identify, and will change depending on the focus sector/issue. Therefore, it is recommended that a strong agency be designated by the government to take the lead in devising, implementing, monitoring and evaluating the national action plan on sustainable consumption. The lead agency should engage different stakeholders, coordinate among concerned actors, and secure political and financial support for the implementation of the plan. As for other agencies concerned, it will mainly depend on the identified focus sector/issue, and the sustainable consumption tools that are likely to be applied.

Not only the environment ministry, but also

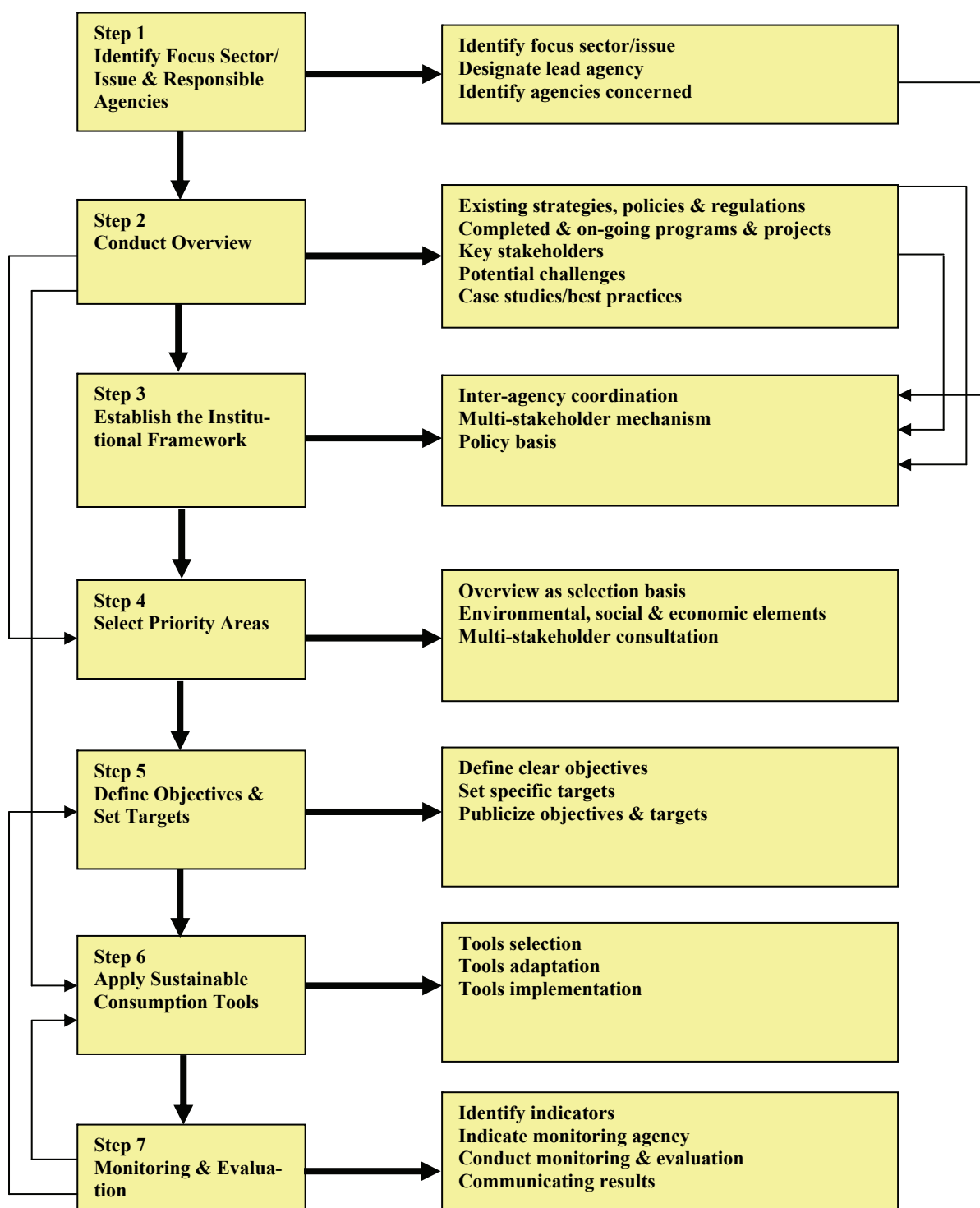
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**Not only the environment ministry, but also many other government ministries and agencies may be assigned responsibilities as lead agency**

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many other government ministries and agencies may be assigned responsibilities as lead agency, or otherwise be engaged and involved in the plan. Depending on the characteristics of the focus sector/issue, agencies other than the environment ministry may be more appropriate to act as lead agency under some circumstances. The box below provides an indicative list of responsible government agencies working on sustainable consumption in the sectors/issues of energy and waste, and suggests what their role could be.

**Chart of 7-Step methodology for Developing National Action Plans**



**Note:**

- ◆ The boxes on the left show the whole process of the 7 steps, and the boxes on the right indicate what should be done in each step.
- ◆ The wide and thin arrows indicate respectively the step sequence, and the relationship between various steps.



**Example: Government agencies concerned with sustainable consumption in the energy sector:**

**Potential lead agencies:**

- ◆ **The agency responsible for national development planning** . Sustainable consumption is a new concept and cross-cutting issue, which needs to be put on the national agenda and the involvement of various agencies. Therefore, the agency responsible for national development planning might be in a more appropriate position to operate as the lead agency.
- ◆ **Ministry of Energy.** The Ministry of Energy may also play the lead agency due to its obvious importance in the energy sector.
- ◆ **Ministry of Environment.** The lead agency could also be the Ministry of Environment, for it is usually the first agency to identify emerging issues and solutions, which enables it to take new initiatives.

**Other potentially concerned agencies:**

- ◆ **National Standard Setting Agency, Economic and Trade Agency,**
- ◆ **Ministry of Education,**
- ◆ **Ministry of Consumer Affairs,**
- ◆ **Ministry of Finance/Commerce.**

Their role would be:

- ◆ Formulate policies and regulations regarding energy efficiency and renewable energy;
- ◆ Set energy efficiency standards;
- ◆ Enforce regulations and standards;
- ◆ Provide economic incentives/disincentives to promote products/services that are energy efficient or use renewable energy;
- ◆ Implement programmes/projects devised in the plan;
- ◆ Monitor and evaluate the implementation of the plan;
- ◆ Provide financial support to the implementation of the plan.



**Example: Government agencies concerned with sustainable consumption and waste issue**

**Potential lead agencies:**

- ◆ **Ministry of Environment.** Normally the Ministry of Environment deals with waste management in a country, so it could be the lead agency according to its functions.
- ◆ **National Waste Management Agency.** Some countries have a specialized waste management agency, which may be the most appropriate agency to take the lead in improving waste management from the consumption side through engaging consumers.

**Other potentially concerned agencies:**

- ◆ **Ministry of Industry,**
- ◆ **Ministry of Consumer Affairs,**
- ◆ **Ministry of Science and Technology,**
- ◆ **Ministry of Education,**
- ◆ **Ministry of Health,**
- ◆ **Ministry of Finance.**

Their role would be:

- ◆ Formulate policies and regulations regarding waste minimization through engaging consumers;
- ◆ Enforce regulations;
- ◆ Provide efficient and appropriate technology to promote such as waste recycling;
- ◆ Implement programmes/projects devised in the plan;
- ◆ Provide economic incentives/disincentives;
- ◆ Monitor and evaluate the implementation of the plan;
- ◆ Provide financial support to the implementation of the plan.





## STEP 2: Conduct Overview

After the focus sector/issue has been chosen and the lead agency has been designated, the next step is to organize an overview study to establish a baseline status of the focus sector/issue, and identify the main needs, obstacles and possible solutions. Ultimately, it should offer sufficient background information to take forward the development of the national action plan. The following is a list of basic elements to be collected and identified in the overview:

- ◆ Main environmental impacts and social and economic issues/problems of the focus sector/issue;
- ◆ Existing relevant strategies, policies and regulations in the country;
- ◆ Completed and on-going programs and projects of both government and other stakeholders in the country;
- ◆ Stakeholders who are or should be involved;
- ◆ Case studies or best practices in other countries undertaking programmes in similar sectors/issues;
- ◆ Potential challenges to implement sustainable consumption in the focus sector/issue (including obstacles and opportunities).

The overview study should also identify the current status of the sector/issue in the existing policy framework, especially, national sustainable development strategy (NSDS) and poverty reduction strategy (PRS). In some countries rather than creating new processes and frameworks on sustainable consumption, it could be more effective integrating sustainable consumption into the existing policy framework. In this context, NSDS and PRS could support the aims of achieving sustainable consumption patterns. The status of NSDS and PRS development in the selected countries are compiled in the following table for easy reference.

The review should be carried out with a clearly defined methodology. The methodology for the review should define:

- ◆ The objectives of the review;
- ◆ The person or agency responsible for carrying out the overview and reporting on the findings;
- ◆ The information needs to be identified;
- ◆ Methods of identifying and analyzing the information.

**List of NSDS and PRS of Participating Countries of SC. Asia project**

Country	NSDS Status			PRS Status
	In preparation	Under development	On track for approval	In place
Bangladesh		√		√
Cambodia		√		√
China	√			X
India	√			√
Indonesia	√			√
Lao		√		√
Malaysia	√			X
Nepal		√		√
Philippines	√			X
Sri Lanka		√		√
Thailand		√		√
Vietnam			√	√

\* Note: "√" means YES, "X" means NO. \* Source: Websites of RRCAP of UNEP, World Bank, UNDESA and UNDP.

Since the methodology will vary depending on local conditions and on the focus sector/issue being surveyed, a “one-size fits all” approach will not be appropriate. However, the following methodology is presented as an example and reference for the user.

The review may consist of two components; desk research and qualitative interviews. Through desk research, the following information may be identified for each participating country under the review:

- ◆ Existing sustainable consumption policies and tools;
- ◆ Case studies or best practices.

Various sources can be used for the desk research:

- ◆ Article reference and abstracts database;
- ◆ Online journals and texts;
- ◆ Information databases;
- ◆ Websites of professional organisations and government agencies;
- ◆ Professional and academic networks.

Based on the desk research result, appropriate representatives of government and civil society may be identified for interviewing. People to be interviewed should be supplied well before the interviews take place with project information and an interview guide, survey questionnaire, or best practice questionnaire, so that they can prepare adequately for the interview. The interviews can for example focus on gathering the following types of information:

- ◆ Effective ways for encouraging sustainable consumption actions;
- ◆ Verification of case studies or best practices identified in the desk research, and identification of additional ones;
- ◆ Factors that may help or hinder the implementation of sustainable consumption within the country.

Difficulties are often encountered during interviews. The following are some examples of lessons learned from similar reviews undertaken within the SC.Asia project:

- ◆ The scope of the interview may be large and the process time-consuming. Therefore, careful selection of interviewees and allocation of sufficient time for the interviews are crucial.

- ◆ Plan the timing of the interviews carefully. Holidays, sick leave, and government elections are only a few examples of obstacles that easily can cancel an otherwise well prepared interview. It is also a good idea to have alternative interviewees identified, either within the same organisation or in a different branch.
- ◆ Quality of information and case studies can differ depending on the source of the information and the original aim of the case study writers. A strong theoretical framework to guide the research and information analysis would be beneficial. It is not only an immense aid in defining the appropriate research design and data collection, but also becomes the main reference when interpreting the results of case studies.

### **STEP 3: Establish the Institutional Framework**

After concerned stakeholders have been identified in the first two steps, the groundwork should be laid to set up an institutional framework, that brings stakeholders together. The institutional framework ideally should include three components: a) the coordination mechanism for government agencies to contribute to and participate in the national action plan development and implementation; b) the mechanism to ensure the effective multi-stakeholder participation in the entire process; c) the policy basis for the development of the national action plan.

The coordination among government agencies is crucial. Sustainable consumption is not a traditional line of work in national government nor is it a simple issue that can be dealt with by any single agency. The lead agency identified in the first step of the methodology should set up a coordination mechanism agreed by participating agencies at an early stage during the national action plan development. Depending on the role of government agencies, each country should identify the most effective means to ensure such coordination, for example by organizing a task force or a working group comprised of focal points in each relevant agency. Other means include issuing joint guidelines for the coordination, and setting up a secretariat hosted by the lead agency to manage the day-to-day coordination.

The multi-stakeholder consultations should start from this step. Only through engaging stakeholders within the institutional framework can their perspectives be reflected in the decision-making process. Stakeholder engagement in this step would also ensure the devised national action plan would be realistic and supported from the start by all stakeholders. Multi-stakeholder approaches that have proven to be effective include public hearings and stakeholder consortia. The table on the next page summarizes desirable characteristics of multi-stakeholder platforms (MSP) developed by John Dore of the World Conservation Union<sup>17</sup>. This can be used as a reference to design the multi-stakeholder mechanism in this step.



Organisations that should be represented, in addition to the key stakeholders, include organisations and actors that have a direct interest in and/or are working on the focus sector/issue. Among them, those who have been active actors and have produced positive results in sustainability initiatives should be given first consideration. Ideally these actors should become apparent during the overview study on the status of sustainable consumption in the country. But, it is also important to involve stakeholders that might have a different approach or reservations to work on

sustainable consumption and are working directly on the issue/sector of concern. Involving them will help to overcome the resistance, finding a win-win solutions, and make them feel “ownership” of the project.

Apart from the government, key stakeholders in sustainable consumption initiatives are individual companies, industry associations, environmental and consumer organisations, and media. Examples of their respective roles are highlighted below (Sources: UNEP Background Paper of Workshop on Sustainable Consumption for Asia Pacific 2001).

### ***Role of industry***

WBCSD (World Business Council for Sustainable Development) has proposed a seven-point blueprint for corporations:

1. Develop technological and social innovations to improve quality of life and tackle depletion of resources;
2. Practice eco-efficiency to create more value with less impact, growing qualitatively, not quantitatively;
3. Build alliances and move towards partnerships for progress based on common goals, empathy, open feedback, flexibility, ability to compromise and share rewards;
4. Provide and inform consumer choice;
5. Improve market conditions;
6. Establish the worth of the Earth;
7. Make the market work for everyone.

### ***Role of consumer organisations***

Consumers International urges consumer organisations to:

- ◆ Educate their members on sustainable consumption, aiming to change attitudes and behaviour toward sustainable lifestyle choices;
- ◆ Provide information to consumers on products and services, and demand that manufacturers and suppliers provide it so that consumers can make sustainable choices;
- ◆ Include regular and thorough environmental assessments of products and services in comparative testing and surveys;
- ◆ Represent the environmental interests of consumers in all relevant national and international forums;



<b>Desirable context</b>	
<i>Well-intentioned</i>	Catalysed by a genuine need or desire to do something constructive about a complex situation or problem.
<i>Clear purpose, and scope</i>	Clear articulation of MSP purpose; political and practical boundaries to enquiry; the derivation, extent and duration of mandate; and justification as to how the MSP might improve existing governance.
<i>Sufficient political support</i>	Sufficient political space and momentum to permit or encourage establishment and support.
<i>Sufficient time</i>	Sufficient time for the MSP to make its contribution/s.
<i>Sufficient re-sources</i>	Adequate resources to pursue and achieve goals, including human, financial, informational, and intellectual.
<i>Appropriate levels and scales</i>	Cognisant that analysis and action may best occur at various levels and scales. The appropriate level for one MSP may be predominantly within government, for another at the local community. The appropriate scale of analysis may be local, provincial, national, regional; however, cross-scale issues may also be important.
<b>Desirable process</b>	
<i>Inclusive</i>	Enables 'representation' of a wide range of 'stakeholders' and their disparate interests via a flexible process which may have many different facets.
<i>Facilitated</i>	Exemplifies, to the extent possible, a fair and forward moving process, guided by an independent facilitator committed to transparency.
<i>Ethical</i>	Respectful of diverse 'ethics' – ways of reasoning, world views and priorities of actors. However, also committed to privileging 'goods', such as: respect and care for life, ecological integrity, social and economic justice; democracy, non-violence and peace.
<i>Both visionary and focused</i>	Encourages expression of alternative views of preferred, long-term visions for people and places, whilst also identifying and focusing on key issues.
<i>Holistic</i>	Takes an integrated or holistic view of issues taking account of: social, cultural, economic and ecological issues, their actions and interdependencies.
<i>Informed</i>	Utilises and shares the best available information, building the knowledge base. Whilst not essential to be integrated with them all, the MSP should become familiar with other relevant forums, plans, agendas etc.
<i>Deliberative</i>	Induces reflection upon preferences, without coercion, by representatives of competing points of view.
<i>Communicative</i>	Effectively communicates high-quality, honest information to MSP participants, and the wider public sphere, State or transnational authorities.
<b>Desirable outcomes</b>	
<i>Options assessed</i>	Assesses nuances of positive and negative aspects of alternative options.
<i>Rights and risks established</i>	Acknowledgement and scrutiny of the multiple rights and risks (borne voluntarily or involuntarily) of stakeholders.
<i>More understanding</i>	More learning, understanding and appreciation by all of the positions of other stakeholders.
<i>Workable agreements</i>	Depending on the mandate, negotiation of workable strategies and agreements for proposing to decision makers.
<i>Discursive legitimacy</i>	MSP earns legitimacy by demonstrating these desirable characteristics!
<i>Constructive influence</i>	Has a constructive influence on the situation, enhancing the overall governance.

- ◆ Undertake appropriate political or economic actions in support of consumers environmental interests;
- ◆ Advocate high environmental standards of performance for products, regardless whether the products are domestically made or imported;
- ◆ Negotiate with governments, manufacturers and others to ensure that consumer products and services are environmentally sound;
- ◆ Raise consumer awareness of production and marketing practices that promote expectations and lifestyles not consistent with sustainable policies, including sustainable consumption and production.

Another important component of the institutional framework is to establish the policy basis for developing national action plans. In step 2, existing strategies, policies and regulations in the focus sector/issue have been identified. There may be some inconsistent, or even contradictive policies, why government agencies together with other stakeholders need to choose and agree on the policies that the national action plan would be drawn on. Industry agencies may for instance have plans to increase the energy efficiency of refrigerators and air conditioners by 20 per cent. On the other hand, to comply with the Montreal Protocol on depleting substances, such as refrigerants in air conditioners, have to be replaced. This may lead to negative impact on the energy efficiency of the air conditioners. When developing a sustainable consumption promotion plan focusing on the household appliances, these two sets of policies need to be evaluated and a common policy basis should be established. Similarly, conflicts between different policies such as a access/conservation of water, energy or transport, or free trade/poverty alleviation may occur in many areas.

#### **STEP 4: Select Priority Areas**

The focus sector/issue of the national action plan was identified in Step 1. However, as a sector/issue related to sustainable consumption often covers a wide range of product/service groups, it is necessary to narrow down to priority areas, on which the national

action plan could focus more specifically. This will make the promotion of sustainable consumption realistic and workable.

The priority area selection should first and foremost respond to each country's development needs and specific conditions, e.g. to reduce waste generation, improve access to energy, water or sanitation, or alleviate. The selection should be grounded in findings from the overview study. Applying the following questions to the findings from the overview study could be used to select the priority areas:

- ◆ ***What are the areas that have been covered by the existing policies and regulations?*** Policies and regulations provide a solid basis for requiring stakeholders concerned to take new initiatives, and it would save time if the policies and regulations are already in place than formulating new or amending old ones.
- ◆ ***What are the areas that have been covered by the completed or on-going programmes/projects?*** Failed or successful programmes and projects, experience and lessons learnt from them would be useful for devising and implementing the new national initiative.
- ◆ ***What are the areas that have been covered by the case studies or best practices in other countries?*** Case studies or best practices from other countries are also good resources, especially for devising something that has never been tried in a country.
- ◆ ***What are the areas that the identified challenges would hinder most the sustainable consumption implementation?*** Try to avoid implementing sustainable consumption in the areas with too many challenges. Sometimes, it is inevitable, if the areas pose the most serious problems, economically, socially and/or environmentally, in a country.
- ◆ ***What are the areas that have not yet been covered?*** Some emerging areas may not have been covered by the existing policies and regulations, and programmes/projects, but have caused big environmental problems (e.g. e-waste).

The three pillars that support sustainable development - economic, social and environmental development - are inevitably the elements to be considered while selecting priority areas for sustainable consumption. The following check-list does not intend to be exhaustive, but indicate specifically what the three elements mean in the sustainable consumption field.

The priority areas should be:

**Environmental element:**

- ◆ connected to the use of large natural resources and/or toxic materials;
- ◆ generating a large amount of waste and pollutants.

**Social element:**

- ◆ essential for national sustainable development/poverty reduction;
- ◆ consumer protection (safe and health) and better quality of life;
- ◆ closely connected to daily general public life.

**Economic element:**

- ◆ financially significant for consumers and/or the country as a whole.

Although the basic elements during priority area selection are provided as above, the selection criteria could vary from country to

country. For example, some countries may choose to develop a national action plan that focuses on sustainable consumption of electronic equipment. This choice could be based on the fact that the use of electronic equipment has been increasing rapidly as a product group and plays a significant part of household energy consumption and emerging people's life styles (e.g. like having two refrigerators at home). In addition, electronic equipment besides consuming energy, contains hazardous chemicals and metals. Other countries may not have the resources to address electronic equipment, and would prefer to start working on the large amounts of organic waste, implementing composting facilities. The priority area selection should depend on each country's needs and conditions.

Last but not the least, the selection process should engage the multi-stakeholders from the onset. Stakeholders "buy-in" for the plan should ideally not be left to later stages as the plan will run the risk of stakeholders' suspicion, inadequate preparedness, and low cooperation. This process may be lengthy due to the difficulties in reaching agreement between the stakeholders, as well as the government procedural requirements of approving the final selected priority areas.



**Examples of areas to be considered in the energy sector:**

Based on product group, the following areas could be considered:

- ◆ **Electronic equipment** : TVs, computers, mobile phones, DVDs, VCRs;
- ◆ **Household appliances**: Refrigerators, freezers, vacuum cleaners, washing machines, air conditioners, microwaves, light bulbs, battery;
- ◆ **Office machines**: Printers, copiers, furniture;
- ◆ **Automobiles**.

Based on service group, the following areas could be considered:

- ◆ **Hotels**;
- ◆ **transport**;
- ◆ **heating/cooling**;
- ◆ **communication**.



**Examples of areas to be considered on the waste issue:**

Based on waste product groups, the following areas could be considered:

- ◆ **Household trash**: waste household products such as appliances and electronic equipment;
- ◆ **Packaging**: Plastic bags, steel, wood, cardboard, glass bottles, aluminium cans.

Based on waste types, the following areas could be considered:

- ◆ **Solid waste**;
- ◆ **medical waste**;
- ◆ **hazardous waste**.

Based on waste generation areas, the following could be considered:

- ◆ **Urban waste**: especially waste generated in restaurants and hotels.





**Example: Selecting priority areas for energy conservation**

In the energy conservation area, household appliances could be selected as a priority area for sustainable consumption promotion for many countries in this region.

Worldwide, sales of domestic electrical appliances grew by 5 per cent in the late 1990s. More than 65 per cent of Chinese city-dwellers now own a refrigerator, and more than 90 per cent own a washing machine—both up from less than 5 per cent only two decades ago. In India, sales of frost-free refrigerators are projected to grow nearly 14 per cent annually.

Domestic appliances improve quality and convenience in our lives. But they also consume large amounts of resources. Home appliances are the world's fastest-growing consumers of energy after automobiles—accounting for 30 per cent of electricity use in industrial countries and 12 per cent of their greenhouse gas emissions. In rapidly developing China, electricity demand surged more than 400 per cent during the 1980s because of purchases of new refrigerators and other items. During the period 1988-1998, the average annual growth of electricity consumption in Vietnam was 13.4 % and 12.8 % In Indonesia.

**STEP 5: Define Objectives and Set Targets**

Defining objectives and setting targets is crucial to the success of a sustainable consumption promotion plan. Without clear objectives and specific targets, the plan is likely to remain a good intention only, with no real impact on changing consumption patterns. Setting clear objectives and specific targets, and communicating these to the public would also be helpful, in gaining public understanding and support for what government intends to achieve. In addition, without measurable targets, progress and results of the implementation cannot be monitored, evaluated and communicated with stakeholders.

**Targets should be specific, realistic and measurable.**

Targets should be specific, realistic and measurable. Specific targets may be singular (e.g. “phase out the use of plastic shopping bags within two years”) or be broken down into staged targets for several different aspects. For targets to be realistic, they should address the actual needs to develop sustainable consumption patterns in the priority areas, as well as be technically, financially and politically feasible. Targets should also be measurable to make the monitoring and evaluation of the plan workable. To set the abovementioned targets, especially to ensure those being realistic, consultations with key multi-stakeholders are indispensable.



As mentioned earlier, clear objectives and specific targets facilitate public communication and participation. Therefore developing a clear information and communication strategy on the proposed plan is needed to communicate with stakeholders, including government agencies, concerned industries, and the public. There are many ways to communicate the national action plan, its objectives and targets. Examples include websites, posters and flyers, public hearings, inter-agency communiqués, seminars and meetings with industry associations, and through the media.



#### Example: Objectives and targets in the area of packaging waste

The objective of promoting sustainable consumption in the area of packaging waste could be to minimize packaging waste.

Specific targets could be:

1. Achieve x% reduction in packaging by weight or volume within y years;
2. Achieve x% increase of the reuse of packaging materials within y years;
3. Achieve x% increase of the recycling of packaging waste within y years.



#### Example: Objectives and targets in the area of household appliances

The objective of promoting sustainable consumption in the area of household appliances could be to stabilize the energy consumption in the households.

Specific targets could be:

1. Achieve x% increase of the energy efficient household appliances to be purchased on the market within y years;
2. Achieve x% reduction of average energy consumption in the households within y years;



## STEP 6: Apply Sustainable Consumption Tools

The next step would be to apply appropriate sustainable consumption tools to achieve the targets set in step 5. Promoting sustainable consumption requires the application of various tools. There is not one single tool that will deal with the issue. Therefore, it is recommended to select the tools that would be most useful for achieving the set targets, and design a package of tool mix. Also it is important to take into consideration the whole lifecycle analysis of the produce/service the national action plan focuses on.

After the appropriate tools have been selected, they need to be adapted so that they can fit the specific conditions in a country. Some tips on how to adapt sustainable consumption tools to country specific conditions are described below:

- ◆ Refer back to the overview of the sustainable consumption initiatives conducted in step 2 to find out whether the selected tools are already available in the country;
- ◆ If the tools are available, see whether they need improving in terms of promoting sustainable consumption and have a “brain storming activity” to improve them;
- ◆ If the tools do not exist, learn about the case studies or best practices of other countries to evaluate if the tools would function under the country specific conditions and devise a plan on how to apply the tools;
- ◆ Harmonize the different tools that would be used to achieve the same target.

For each tool's implementation, the basic elements including what should be done (detailed plans), who should do it (the role of different stakeholders), when should it be done (timeframe), and how can it be funded (potential funding sources) need to be designed at the planning stage.

Moreover, there are various instruments to support the application of tools. These include regulatory instruments, economic instruments, financial support, monitoring and enforcement, social instrument, consumer behaviour research, and efficient and appropriate technology. In most cases, a combination of different supporting instruments is needed for the tools application. For example, economic, regulatory and social instruments can be combined to support the application of tools to achieve household sustainable consumption as described below.

- ◆ Economic Instruments: e.g. waste fees, taxes on energy and water use, deposit-refund schemes for beverage bottles and batteries, removal of water subsidies, subsidies for green energy, tradable permits for municipal waste, green tax reform...
- ◆ Regulatory Instruments: e.g. regulation on environmental labels and "green" claims, waste management directives, energy-efficiency standards, extended producer responsibility regulation, statutory pollution emissions targets, water quality standards, product bans...
- ◆ Social Instruments: e.g. public information and environmental awareness campaigns (on waste, energy, water, transport), education, public debate and participatory decision-making processes, support to voluntary citizen initiatives, partnerships with other actors (private sector, NGOs, etc.)...



**Example: How to apply tools to achieve x per cent reduction of average energy consumption in the households within y years.**

***Tools selection***

Assume that product information and awareness raising activities were identified in the previous steps as being the most appropriate tools to use for promoting reduced energy consumption in household appliances. Product information can provide consumers with information on energy efficiency and help people make informed choices when buying household appliances. Awareness raising activities would encourage people to buy energy efficient household appliances.

***Tools adaptation***

In some Asian countries, eco-labels issued by government been in use for several years, including energy efficiency labels in some cases . To add another product group to the label - energy efficient household appliances - could be done fairly easily for those countries. In other countries where no eco-labeling system exists, best practices of eco-labeling in other countries could be studied and used to develop their own labeling-system under country specific conditions (for more details, please refer to the SC.Asia regional reviews at : <http://www.unep.fr/pc/sustain/policies/scasia.htm>

For awareness raising the key task would be to identify the target group of the campaign. In a campaign to reduce energy consumption in households, women and media may be targeted for the following reasons:

- ◆ Women are often decision makers when it comes to purchases for the household and are also an important consumer group in their own right, typically targeted by marketing from different producers and service providers.
- ◆ Media: Media plays an important role in influencing consumers' behaviour. Unfortunately senior media personnel often lack knowledge about, and/or interest in, issues such as sustainable consumption. It is therefore crucial to raise awareness in media.

*(Continued on next page)*



**Example** (Continued from previous page)**Tools implementation: Eco-labeling**

- ◆ The competent authority need to develop the energy efficiency standards for what is to be considered energy efficient household appliances. This should be based on scientific studies, existing technologies, and consultation with key stakeholders.
- ◆ The competent authority or an independent organisation would be assigned to issue the label for energy efficient household appliances based on verified performance of the appliances.

## Supporting instruments:

- ◆ Economic instruments: The government could provide economic incentives, such as tax cuts on appliances being awarded the eco-label.
- ◆ Financial support: To encourage the application for the label, testing of products that companies apply for the label could be carried out for free in the first year.

## Timeframe and potential funding source:

- ◆ An initial 4-year duration may be considered as realistic to carry out the activities described above.
- ◆ Governmental financial support may be required to finance the eco-label in its start-up phase. Many successful and (nowadays) self-funding eco-label programmes required external funding in the first few years.

**Tools implementation: Awareness raising among women and media**

- ◆ The government may chose to establish or designate an institute to fill the role as an information center. The information center could provide briefings regularly on the labeled energy efficient household appliances, and on how to use household appliances correctly to reduce household energy consumption (e.g., turn the TV completely off, turn off the screen when leaving the computer). The information provided by the center could be disseminated through hot-lines, websites, regular e-newsletters and monthly journals. For an example of how such an information center may work, refer to the Danish Information Center for Environment and Health at [www.miljoeogsundhed.dk](http://www.miljoeogsundhed.dk)
- ◆ It is of course necessary to ensure that there is an adequate supply of energy efficient household appliances in the market before embarking on informing consumers about the products.

## Supporting instruments:

- ◆ Financial support: Sufficient funds are required to ensure that the information center can operate independently of donations or commercial contracts. This will ensure the objective and independent status of the center, which is a corner stone for its credibility and trust with the public.
- ◆ Economic instruments: As outlined above. Also refer to the case study on Germany's National Promotion Campaign for Solar Collectors at [www.solar-na-klar.de](http://www.solar-na-klar.de)
- ◆ Social instruments: Information campaigns can benefit from making use of positive and consumer-friendly language, practical and personal messages, and provide opportunities for feedback.
- ◆ Consumer behaviour research: Such research is needed to track the changes of consumer behaviour on purchasing and using household appliances. The research result could be used to evaluate the awareness raising campaign and improve it.

## Timeframe and potential funding source:

- ◆ Scheduling of activities need to be coordinated with the eco-labeling tool. The initial phase for the information center could be two years.
- ◆ Potential funding sources include the government, consumers association and producers of energy efficient household appliances.





**Example: How to apply tools to achieve reduced waste generation from packaging, through the reduce-reuse and recycle approach.**

***Tools selection***

Assume that the goals for waste were identified in previous steps to reduce packaging, to increase reuse of packaging, and to increase recycling of packaging. For each of these three goals a target has been decided in terms of decreased packaging and increased reuse and recycling within a certain number of years. To minimize the packaging waste, waste minimization would be the most appropriate tool to be adopted. Awareness raising would be another suitable tool.

***Tools adaptation***

Deposit-refund systems for packaging, such as bottles or cans, have proven to be effective ways for encouraging recycling in many countries. These systems are typically supported by strict enforced legislation and may be less viable in countries lacking enforcement means.

However, throughout Asia reuse and recycling as a voluntary action has been practiced as part of people's lives for many years. Doing this is mainly to save money in poor families but is also maintained as a virtue in better off families. Therefore it is an advantage for Asian countries to promote reuse in their own social and cultural contexts.

***Tools implementation: Waste minimization***

A number of actions may be included in the implementation, for example:

- ◆ Waste minimization requires cooperation of all stakeholders, including producers, suppliers, users and recyclers. Consultations with these groups prior to developing the waste system is therefore crucial.
- ◆ Each stakeholder need to agree on their role in the system. For example, producers should be responsible for reusing and recycling the bulk packaging, and supermarkets and department stores can play a key role in reducing the use of plastic shopping bags. Authorities take actions to ban the use of the environmentally unsuitable packaging materials, and issue labels for the environmentally friendly ones.
- ◆ Establish a system that allows waste pickers to collect packaging waste from households. This would create job opportunities for poor persons / unskilled labours.
- ◆ Organise a transport system where collected packaging is transported to a central waste recycling facility.
- ◆ Organise the waste recycling facility so that useful materials are recovered, e.g. as compost or as raw materials for other products.

Supporting instruments may include:

- ◆ Regulatory instruments: The government could ban the use of certain packaging materials, and stipulate that x per cent of packaging materials should be reusable. For example, the use of polythene shopping bags was banned in Bangladesh since 2002. The government could also require industry to take back their packaging waste they produce or sell. (Please see the Packaging Ordinance of Germany)
- ◆ Economic instruments: Reuse/ recycling of products requires active participation by consumers (to return waste). So it often needs some form of economic incentives, such as a small refund when waste is returned, or a tax on waste can also levy a fee for collecting, sorting and recycling packaging waste on producers. This would consequently create incentives for producers to save and optimize packaging. It is of course also essential to identify or develop markets for recyclables.
- ◆ Financial support: Consumers can only act responsibly if an appropriate waste collection infrastructure is established. The government may need to provide financial support for the construction of these public facilities.

**Timeframe and funding sources:**

Depending on the geographical scope of the project (village level, city level, regional or national level) the time frame may vary considerable. Both hardware (recycling infrastructure) can often be put in place rather swiftly, the software (change the attitudes of stakeholders, establish appropriate funds and legislation) may take longer. An time frame of 2-3 years is usually realistic for a project on village/city level.

**Tools implementation: Awareness raising**

The awareness raising can be carried out as an information center of campaign, similarly to what is described in the previous example on improving energy efficiency for household appliances. In addition to the suggestions provided in the previous example, a few additional considerations may be taken into account in the case of promoting waste minimization:

- ◆ The target group of the campaign would not only be consumers, but other packaging stakeholders as well. As mentioned earlier, the cooperation of packaging stakeholders, including producers, suppliers, users and recyclers is a must to the success of the waste minimization of packaging waste.
- ◆ An effective way to raise awareness is to establish a website, where the public would easily access to the information on how the reusing and recycling system of packaging waste works. On the website, it would be helpful to have a query form that people might use to send their questions.
- ◆ Use the culture card to promote the “reuse” notion, especially in the younger generation.

**STEP 7: Monitoring and Evaluation**

Based on the identified targets and selected sustainable consumption tools, the lead agency should plan for how to measure the function and impact of the tools and the level of success in meeting the targets. One way of doing this is to identify the most suitable indicators in terms of their relevance, reliability, and access (ease of data collection) Often such indicators available are already available at the national and/or local level (for example energy use or waste generation). But, there may be cases when there is a lack of data and a need to develop new indicators. The monitoring agenda can be developed by answering a few simple questions:

**What indicators should be used?** The most important indicators should be the targets identified in step 5. The results of the implementation should be measured against the key benchmark: “Has the targets been

achieved?” The level of implementation of selected tools, compared to the plan, can also be used as indication of the progress. Another type of common indicators can be found in the impact on consumer behaviour. This may be reflected in how many households are actively participating in recycling activities, how many units of eco-labeled goods have been sold, and according to consumer research, how has consumers’ attitude changed as a result of sustainable consumption activities?

**Who should carry out the monitoring?**

The lead agency needs to assign which government agency (or other organisation) should monitor the indicators.

**How & how often should data be collected?** Data do normally not need to be collected on a continuous basis but at certain milestones, e.g before and after a specific part of a project is completed.



**Example: Monitoring and evaluation of the implementation of sustainable consumption promotion on the waste issue:**

**What (Indicator)?** Has the recycling system of packaging waste been established and started working? (This tool is designed to achieve the target of X per cent increase of the recycling of packaging waste within years.)

**Who (will monitor)?** The agency that is responsible for establishing the recycling system, or an independent research organisation, could carry out the monitoring.

**How and how often (should data be collected)?**

The monitoring programme can be based on a time schedule for when different components of the system should be in place:

- ◆ Check if legislation has been formulated or amended to require the producers to take back used packaging
- ◆ Check if waste sorting bins have been put in place., if marked bags/bins have been distributed to every household , and if public containers/recycling stations for central collection have been established and put into operation. If yes, conduct survey on how many people in a community use the facilities and how often they use it.
- ◆ Check if incentives has been established to encourage consumers to return the waste. If yes, conduct consumer behaviour research to find out if consumers have become more inclined to return the waste.
- ◆ Check if the collected packaging waste has been properly sorted and returned to the different industries for recycling.

**Sustainable consumption is about creating a better future for our children. It is about the old generation leaving a good world to live in to the generations to come. A world where poverty, pollution and social injustice are no longer common parts of the everyday lives of billions of people. And when everything else is said and done, sustainable consumption is simply the right thing to do!**



**Example: Monitoring and evaluation of the implementation of sustainable consumption promotion in the energy sector:**

**What (Indicator)?** Have the purchased energy efficient air conditioners (one type of household appliances) accounted for X per cent of sales on the targeted market within Y years?

**Who (will monitor)?** The lead agency could designate an independent research institute or a trade statistics institute to monitor the indicator.

**How and how often (should data be collected)?**

Data can be collected from producers and sellers on an annual basis or before and after supporting tools (information campaigns, eco-labeling projects, legislation and economic incentives) have taken effect.



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**Footnotes**

- 1) UNEP/UN-DESA /UNDP Asia-Pacific Expert meeting on promoting sustainable consumption and production. Yogyakarta, Indonesia 2003.
- 2) Statistics on smoking: The American Cancer Society, the World Health Organization (WHO) and the International Union Against Cancer. Other statistics from World Resources Institute, World Business Council and UNEP "Tomorrow's Markets" 2002
- 3) Asian Development Outlook 2003:Asian development bank.
- 4) State of the World Trends and facts 2004: Worldwatch Institute
- 5) World Resources Institute, World Business Council and UNEP "Tomorrow's Markets" 2002
- 6) OECD, Towards Sustainable Household Consumption?, Paris, OECD, 2002.
- 7) UNIFEM Fact sheets 2005
- 8) UNEP International Environment Technology Center, Solid Waste management Source Book 2.2
- 9) Institute for Global Environmental Strategies 2001 Kitakyushu Initiative Programme
- 10) Phones4Schools Campaign 2004.UK
- 11) Gartner Market Research Inc, 2004 Press Release
- 12) Meeting report of the First International Expert Meeting on the Ten Year Framework of Programmes on Sustainable Consumption and Production, Marrakech, Morocco, June 2003. (UNEP- UNDESA) report available at <http://www.uneptie.org/pc/sustain/10year/home.htm>
- 13) For further information on public campaigns and related impacts on the public : « Communicating Sustainability – How to produce effective public campaigns », UNEP/Futerra publication, September 2005.
- 14) United Nations Environment Programme (UNEP), European Association of Communications Agencies (EACA) and World Federation of Advertisers (WFA). 2002. Industry as a partner for sustainable development: Advertising. Accessed at: <http://www.uneptie.org/outreach/wssd/docs/sectors/final/advertising.pdf>
- 15) United Nations Environment Programme, European Association of Communications Agencies (EACA) and World Federation of Advertisers (WFA). 2002. Industry as a partner for sustainable development: Advertising. Accessed at: <http://www.uneptie.org/outreach/wssd/docs/sectors/final/advertising.pdf>
- 16) [http://www.yhassembly.gov.uk/p\\_contentDocs/657\\_1.pdf](http://www.yhassembly.gov.uk/p_contentDocs/657_1.pdf)
- 17) Dore, J (2005) 'Mekong Region MSPs: Unfulfilled Potential' in Warner, J (ed) *Democratizing Water Management*, Ashgate.



## **Annex 1: UN Guidelines for Consumer Protection, Section G on Sustainable Consumption**

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42. Sustainable consumption includes meeting the needs of present and future generations for goods and services in ways that are economically, socially and environmentally sustainable.

43. Responsibility for sustainable consumption is shared by all members and organisations of society, with informed consumers, Government, business, labour organisations, and consumer and environmental organisations playing particularly important roles. Informed consumers have an essential role in promoting consumption that is environmentally, economically and socially sustainable, including through the effects of their choices on producers. Governments should promote the development and implementation of policies for sustainable consumption and the integration of those policies with other public policies. Government policy making should be conducted in consultation with business, consumer and environmental organisations, and other concerned groups. Business has a responsibility for promoting sustainable consumption through the design, production and distribution of goods and services. Consumer and environmental organisations have a responsibility for promoting public participation and debate on sustainable consumption, for informing consumers, and for working with Government and business towards sustainable consumption.

44. Governments, in partnership with business and relevant organisations of civil society, should develop and implement strategies that promote sustainable consumption through a mix of policies that could include regulations; economic and social instruments; sectoral policies in such areas as land use, transport, energy and housing; information programmes to raise awareness of the impact of consumption patterns; removal of subsidies that promote unsustainable patterns of consumption and production; and promotion of sector-specific environmental-management best practices.

45. Governments should encourage the design, development and use of products and services that are safe and energy and resource efficient, considering their full life-cycle impacts. Governments should encourage recycling programmes that encourage consumers to both recycle wastes and purchase recycled products.

46. Governments should promote the development and use of national and international environmental health and safety standards for products and services; such standards should not result in disguised barriers to trade.

47. Governments should encourage impartial environmental testing of products.

48. Governments should safely manage environmentally harmful uses of substances and encourage the development of environmentally sound alternatives for such uses. New potentially hazardous substances should be evaluated on a scientific basis for their long-term environmental impact prior to distribution.

49. Governments should promote awareness of the health-related benefits of sustainable consumption and production patterns, bearing in mind both direct effects on individual health and collective effects through environmental protection.

50. Governments, in partnership with the private sector and other relevant organisations, should encourage the transformation of unsustainable consumption patterns through the development and use of new environmentally sound products and services and new technologies, including information and communication technologies, that can meet consumer needs while reducing pollution and depletion of natural resources.

51. Governments are encouraged to create or strengthen effective regulatory mechanisms for the protection of consumers, including aspects of sustainable consumption.

52. Governments should consider a range of economic instruments, such as fiscal instruments and internalization of environmental costs, to promote sustainable consumption, taking into account social needs, the need for disincentives for unsustainable practices and incentives for more sustainable practices, while avoiding potential negative effects for market access, in particular for developing countries.

53. Governments, in cooperation with business and other relevant groups, should develop indicators, methodologies and databases for measuring progress towards sustainable consumption at all levels. This information should be publicly available.

54. Governments and international agencies should take the lead in introducing sustainable practices in their own operations, in particular through their procurement policies. Government procurement, as appropriate, should encourage development and use of environmentally sound products and services.

55. Governments and other relevant organisations should promote research on consumer behaviour related to environmental damage in order to identify ways to make consumption patterns more sustainable.

## Annex 2: Further Resources

### Organisations

#### **Asia Pro Eco**

URL: [www.europa.eu.int/comm/europeaid/projects/asia-pro-eco/index\\_en.htm](http://www.europa.eu.int/comm/europeaid/projects/asia-pro-eco/index_en.htm)

#### **Centre for Environment and Development (CED)**

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#### **Consumers International (CI)**

24 Highbury Crescent, London, N5 1RX, United Kingdom  
Tel: +44 207 226 6663  
Fax: +44 207 354 0607  
E-mail: [bpedersen@consint.org](mailto:bpedersen@consint.org)  
URL: [www.consumersinternational.org/](http://www.consumersinternational.org/)

#### **Danish Consumer Council (DCC)**

Fiolstræde 17, P.O. Box 2188, DK-1017 Copenhagen K, Denmark  
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Fax: +45 7741 7742  
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URL: [www.fbr.dk](http://www.fbr.dk)

#### **European Commission**

URL: [www.europa.eu.int](http://www.europa.eu.int)

#### **SC.Asia Project**

E-mail: [zhaow@un.org](mailto:zhaow@un.org)  
URL: [www.unep.fr/pc/sustain/policies/scasia.htm](http://www.unep.fr/pc/sustain/policies/scasia.htm)

#### **United Nations Environment Programme, Division of Technology, Industry and Economics, Production and Consumption Branch (UNEP, DTIE)**

URL: [www.unep.fr/pc/sustain/](http://www.unep.fr/pc/sustain/)  
URL: [www.un.org/esa/sustdev/sdissues/consumption/Marrakech/conprod10Y.htm](http://www.un.org/esa/sustdev/sdissues/consumption/Marrakech/conprod10Y.htm)

#### **United Nations, Department of Economic and Social Affairs (UNDESA)**

URL: [www.un.org/esa/sustdev/partnerships/partnerships.htm](http://www.un.org/esa/sustdev/partnerships/partnerships.htm)

### Publications

◆ European Commission (2004): *Sustainable Consumption and Production in European Union*. November, 2004.

◆ OECD (2002) *Towards Sustainable Household consumption? Trends and policies in OECD Countries*. Paris, OECD.

◆ OECD (2001) *Policies to Promote Sustainable Consumption: An Overview* Paris: OECD

◆ UNEP/Futerra (2005) *Communication Sustainability: how to produce effective public campaigns*. London, UK.

◆ UNEP-CI (2005) *Hands-on Sustainable Consumption: Implementing sustainable consumption policies* Paris: UNEP DTIE & London: CI

◆ UNEP-CI (2002 first edition, 2005 second edition) *Tracking progress: Implementing sustainable consumption policies* Paris: UNEP DTIE & London: CI

◆ UNEP (2001) *Industry and environment: sustainable mobility* (includes 'Consumer Trends and Expectations: An international survey focusing on environmental impacts') Paris: UNEP DTIE

◆ UNEP (2001) *Consumption Opportunities* Geneva: UNEP

◆ UNEP (2001) Background Paper of Workshop on Sustainable Consumption for Asia Pacific

◆ UNEP (2000) *Industry and environment: changing sustainable consumption patterns* Paris: UNEP DTIE

◆ UNEP UNESCO *YouthXchange Training Kit on Sustainable Consumption – Towards Sustainable Lifestyles*. [www.youthxchange.net](http://www.youthxchange.net) (available in 15 languages including Chinese, Korean and Japanese)





## Evaluation Questionnaire

### ADVANCING SUSTAINABLE CONSUMPTION IN ASIA – A GUIDANCE MANUAL

As part of its efforts to review the impacts of the publications and guidance documents, the United Nations Environment Programme, Division for Technology, Industry and Economics would appreciate your co-operation in completing the following questionnaire and send it back to UNEP, Tour Mirabeau, 39-43 Quai André Citroën, 75739 Paris, Cedex 15, France; Fax: +33 1 4437 1474; E-mail: [unep.tie@unep.fr](mailto:unep.tie@unep.fr).

#### Quality

Please rate the following quality aspects of the publication by ticking the appropriate box:

	<b>Very Good</b>	<b>Adequate</b>	<b>Poor</b>
Objectivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rigour of Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subject Coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up-to-date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Readability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Usefulness

In general, how much of the publication is

	<b>Most</b>	<b>About half</b>	<b>Little</b>
<b>Of technical/substantive value to you?</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Relevant to you?</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>New to you?</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Will be used by you?</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Effectiveness in achieving the objective

The publication was designed to provide basic tools for government to take actions on sustainable consumption. In your opinion, to what extent will the publication contribute to the achievement of these objectives?

**Please tick one box**                       **Most**                       **About half**                       **Little**

Please state the reasons for your rating:

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## About the Centre for Environment and Development

**Centre for Environment and Development (CED)** is a non-profit making Non-Governmental Organization that operates as a think tank and concept builder, research & policy institute, watchdog and campaigner at local, national and international levels. It was established in 1998 as a successor to the Public Campaign on Environment & Development (a large NGO coalition created during UNCED that formulated Sri Lanka's 1st Citizen's Report on Environment & Development). Its main work areas evolve around the concept of "Creating a Better World" and work around the main thematic areas of Sustainable Development and Social Justice.

Some recent activities of CED have been to improve national and international policy and establish institutional mechanisms and social/political processes that can help create a better and sustainable world.

**NCS D:** CED several years ago proposed and initiated a process to lobby for the creation a National Council for Sustainable Development (NCS D). CED for period of two years hosted the a stakeholder steering committee for the NCS D. CED also proposed to formulate a National Sustainable Development Strategy (NSDS). During the year 2002 CED hosted a series of preliminary stakeholder meeting with participation of the Ministry of Environment & Natural Resource Management. This provided the background for the cabinet approval of the setting-up of the NCS D and for the formulation of the NSDS.

**WSSD & National Report:** CED was invited by the Ministry of Environment & Natural Resource Management to write the chapter on Civil Society Participation for the National Report to WSSD. CED also hosted the National Report consultation meeting for Civil Society on the invitation of the Ministry of Environment in Sri Lanka.

**SC.Asia:** CED has teamed up with UNEP & Consumers International as the Asian partner for a project SC.Asia: Capacity Building for Implementation of UN Guidelines on Consumer Protection (Sustainable Consumption) in Asia. CED has already completed reviews in the 12 Asian countries and holding meetings with over 100 government and NGO authorities working on Sustainable Consumption & Production. The Asian Review draft prepared by CED has been officially adopted by the SC.Asia Board and the findings will be circulated and published soon.

**PTF:** CED is currently facilitating the high profile multi-stakeholder "Peoples' Task Force during Disasters" set-up after the Tsunami attacks on 26<sup>th</sup> December 2004 and has organized a series of stakeholder consultations and public hearings in the affected areas.

**NS for SC in Sri Lanka:** CED is a currently working with the Ministry of Trade, Commerce & Consumer Affairs in Sri Lanka to develop a National Strategy for Sustainable Consumption and is co-hosting the process.

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## About Consumers International

**Consumers International (CI)** is a federation of consumer organisations dedicated to the protection and promotion of consumers' interests worldwide through institution-building, education, research and lobbying of international decision-making bodies.

CI campaigns to promote consumer concerns on a wide range of policy issues, such as trade and foreign direct investment, public utilities, e-commerce and Internet regulation, environment, health, food and technical standards. CI was founded in 1960 as a non-profit organisation and currently has over 250 members in 115 countries. CI is not aligned with any political party or industry, and is funded by fees from member organisations and by foundation and government grants. (UK Reg. No. 4337865.) CI's Head Office is based in London (UK). It has Regional Offices in Kuala Lumpur (Malaysia), Santiago (Chile) and Harare (Zimbabwe), and in London (UK).

CI's key areas of work are:

- ◆ **Food**  
CI works on a wide range of food issues including food security, biotechnology, pesticide use and sustainable food production and consumption.
- ◆ **Trade & Economics**  
CI has official representation at United Nations agencies, and lobbies the World Trade Organisation and other global and regional organisations. It also researches many trade-related areas, and builds the capacity of consumer organisations to lobby on trade issues.
- ◆ **Environment**  
CI represents the consumer interest in various forums, like the UNEP, OECD and CSD, which have all issued codes and conventions on the protection of the environment and promotion of sustainable consumption and production. CI has played a key role in the amendment of the UN Guidelines for Consumer Protection to include sustainable consumption issues. Using these guidelines, CI has developed Model Consumer Protection Laws in Latin America, the South Pacific and Africa.
- ◆ **Consumer Education**  
CI's formal and non-formal programmes in this area include training teachers and popular educators, and helping to produce education materials on critical consumer issues.
- ◆ **Technical Standards**  
CI represents consumers on many committees of the International Organisation for Standardisation (ISO) and the International Electrotechnical Commission (IEC), which influence the safety and performance of consumer goods.
- ◆ **Corporate Social Responsibility**  
The Consumers International Consumer Charter for Global Business outlines what consumers expect from business in terms of ethics, competition, product standards, marketing, disclosure of information and labelling, and consumer redress. CI is actively involved in the ISO process to develop an International Guideline on Corporate Social Responsibility.

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## **About the Danish Consumer Council**

The legislation in Denmark is inadequate in a large number of areas. There is therefore a need for an organisation which watches developments closely and which can react on behalf of the consumers when things take a wrong turning.

For almost 60 years the Danish Consumer Council's mission has been to help the Danish consumers, and in the course of time our independence has caused us to be the most influential and effective consumer organisation in Denmark. We use this influence on an ongoing basis to effect changes.

The Danish Consumer Council makes initiatives to bring up issues - whether it comes to entering into voluntary agreements with the business community, taking matters into court or pushing legislation on the political scene.

The Danish Consumer Council's members include a number of national organisations representing a large proportion of the Danish population. The daily work is performed by a secretariat of about 50 people with very different backgrounds, e.g. lawyers, environmental planners, economists and food experts. They possess the core expertise needed to function as equal players vis-à-vis government, public authorities and the business community. We are also part of strong, international co-operation. As a member of the Executive Board of the European Consumers' Organisation BEUC we contribute to putting pressure on the EU decision-makers to take into account the consumer interests.

We play an equally important part in the global consumer work via Consumers International where we advance consumer interests in the UN, WHO and WTO.

### **The Danish Consumer Council and the environment**

The environment and the protection of it is an important focus area for the Danish Consumer Council. We are very involved at a national level as well as at an international level. We pay close attention to chemicals in consumer products and are involved in the ecolabeling scheme for Nordic countries as well as at European level. At the EU-level we are also working together with BEUC in trying to strengthen the new EU-legislation on chemicals, also known as REACH. Sustainable consumption is a key area for the Danish Consumer Council. We are involved in projects both at national and international level.

### **The consumer magazine**

Tænk (Think) is the leading consumer magazine in Denmark. The magazine often sets the agenda in the daily debate, whether the subject is food labelling, financial services, chemicals in toys, allergy or slimming pills. Tænk also always contains a series of tests of various products. So whether you are about to invest in a child restraint seat, roller skates or a washing machine, it pays to examine the market in Tænk first. Tænk comes out 10 times a year.

### **For more information, please contact:**

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## About the UNEP Division of Technology, Industry and Economics

The mission of the UNEP Division of Technology, Industry and Economics is to help decision-makers in government, local authorities, and industry develop and adopt policies and practices that:

are cleaner and safer;  
make efficient use of natural resources;  
ensure adequate management of chemicals;  
incorporate environmental costs;  
reduce pollution and risks for humans and the environment.

The UNEP Division of Technology, Industry and Economics (UNEP DTIE), with the Division Office in Paris, is **composed of one centre and five branches**:

- ◆ **The International Environmental Technology Centre (Osaka)**, which promotes the adoption and use of environmentally sound technologies with a focus on the environmental management of cities and freshwater basins, in developing countries and countries in transition.
- ◆ **Production and Consumption (Paris)**, which fosters the development of cleaner and safer production and consumption patterns that lead to increased efficiency in the use of natural resources and reductions in pollution.
- ◆ **Chemicals (Geneva)**, which promotes sustainable development by catalysing global actions and building national capacities for the sound management of chemicals and the improvement of chemical safety world-wide, with a priority on Persistent Organic Pollutants (POPs) and Prior Informed Consent (PIC, jointly with FAO).
- ◆ **Energy and OzonAction (Paris)**, which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition, and promotes good management practices and use of energy, with a focus on atmospheric impacts. The UNEP/RISØ Collaborating Centre on Energy and Environment supports the work of the Branch.
- ◆ **Economics and Trade (Geneva)**, which promotes the use and application of assessment and incentive tools for environmental policy and helps improve the understanding of linkages between trade and environment and the role of financial institutions in promoting sustainable development.
- ◆ **Coordination of Regional Activities Branch (Paris)**, which coordinates regional delivery of UNEP DTIE's activities and ensures coordination of DTIE's activities funded by the Global Environment Facility (GEF).

UNEP DTIE activities focus on raising awareness, improving the transfer of information, building capacity, fostering technology cooperation, partnerships and transfer, improving understanding of environmental impacts of trade issues, promoting integration of environmental considerations into economic policies, and catalysing global chemical safety.

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