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Global Outlook on SCP Policies

Taking action together



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The following is a preview of the report

The Global Outlook on SCP Policies

Taking action together

References to research and reviews on which this report is based are listed in the full report.



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The full report will be available for download at <http://www.unep.fr/scp/go/publications.htm>
A hard copy can be ordered via email globaloutlook@unep.org or by post.

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Foreword

We are facing deeply interlinked economic, social and environmental crises which stem in large part from current unsustainable patterns of production and consumption, and pose serious threats to progress in human development. Health, education, equity and empowerment are all adversely affected. We are currently consuming more resources than ever in absolute terms, exceeding the planet's capacity for regeneration.

But the challenges ahead should not stop us in our tracks. Instead, they should spur us to innovation and creative solutions. They should encourage us to scale up our efforts to find more sustainable lifestyles and the policies and measures needed to bring about this transition.

The necessary shift to sustainable consumption and production (SCP) patterns will do much to improve the lives of some of the world's poorest people as well as protect the rich resources that nature provides. But we will not achieve this shift unless we have effective policies, social and technological innovation, public and private investment, and the engagement of governments, business, consumers, educators and the media. Each and every one of us will have a role to play.

Fortunately, this work has begun. The aim of this Global Outlook on SCP Policies is to identify promising examples of effective policies, and to share this information with governments, other stakeholders and partners wishing to support the shift to SCP.

The Global Outlook on SCP Policies is a joint effort between the United Nations Environment Programme and the European Commission. It reviews government policies and business and civil society initiatives

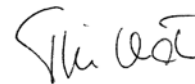
designed to help us move towards sustainable consumption and production. It looks at areas such as energy, transport and food, and at regional strategies and specific policies on waste management and energy efficiency. For example, Africa, the Arab region, the European Union and Latin America have all developed regional strategies for sustainable consumption and production, and the Asia-Pacific region is working on a green growth strategy.

Business and industry, too, have various initiatives to reduce resource consumption and environmental impacts and civil society organizations have developed some effective and widely used eco-labelling and certification schemes to enable wiser consumer choices.

Much work has been done, but much more remains to be done. We need now to rise to the challenge and complete the transition to a more sustainable world. The Global Outlook on SCP Policies was prepared in a spirit of cooperation and inspiration. You can contribute by reporting your initiatives in the online database established for the Global Outlook on SCP Policies.



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Introduction

This report presents the first findings of the Global Outlook on SCP Policies, commissioned from UNEP by the European Commission, which provides a non-exhaustive review of government policies and business and civil society initiatives to move towards sustainable consumption and production (SCP). Broad in scope and worldwide in coverage, it includes examples ranging from regional strategies and frameworks to specific policies in a single country. SCP touches upon all aspects of economic activity, and some of the policies that add most value are not necessarily branded with the language of 'SCP' but rather under resource efficiency or sectoral initiatives. These efforts have also been captured by the Global Outlook on SCP Policies.

Its main objectives are:

- providing information about government, business and civil society policies and actions to move towards resource efficiency and sustainable consumption and production
- reporting on examples of current practice that are noteworthy for their effectiveness, innovation or potential for replication elsewhere
- sharing information on progress and action on SCP
- identifying the needs of different actors for implementing SCP
- providing input to the nineteenth session of the Commission on Sustainable Development (CSD19) that will negotiate and is expected to endorse a “10 Year Framework of Programmes on SCP” and the Rio+20 deliberations on Green Economy in the context of poverty alleviation and sustainable development
- building a database of practices with demonstrated development benefits across the life cycle of products

The report aims to serve as an inspirational tool for the design of further SCP policies and actions and the ongoing development and implementation of the 10 Year Framework of Programmes (10YFP). The Global Outlook on SCP Policies can also inform the design of policies and investments to make the transition to a Green Economy.

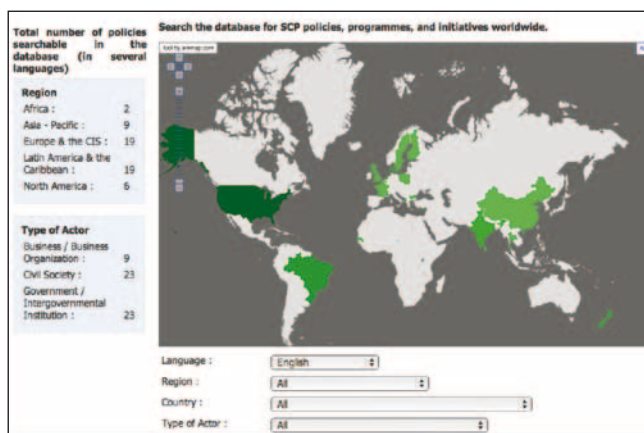
Methodology

The analytical framework for the Global Outlook on SCP Policies was developed by the Copenhagen Resource Institute and UNEP. It guided the research to identify SCP frameworks and strategies, including for example SCP Action Plans, as well as strategies on sustainable development, Green Economy and Green Growth which incorporate SCP. The Global Outlook identifies policies and policy instruments such as economic, regulatory, voluntary and information-based instruments that are applied to promote SCP; it also looks at relevant themes such as energy, food and housing. In the business area, it looks at management strategies contributing to and business models building on SCP. It also identifies initiatives from civil society organizations contributing to empowering citizens and influencing government and industry. The Global Outlook on SCP Policies also includes accounts of SCP capacity-building activities and multi-stakeholder partnerships, identifying needs and gaps that must be addressed in moving towards SCP, such as the need to move from planning to further implementation, policy coherence and predictable financing.

Desk research and a dedicated survey served as inputs to this report. The survey was conducted online from October 2010 to March 2011, using a questionnaire tested with the Marrakech Process Task Forces and other

partners in close cooperation with research institutions in five regions. Targeting government representatives and business and civil society organizations, the questionnaire seeks answers on how policies and initiatives have brought about change, and what impact they have had. The questions relate to the scope of policies, implementation activities, monitoring and evaluation mechanisms, funding, partnerships, challenges and needs, and their social, environmental and development benefits.

The questionnaire was distributed through UNEP regional offices, the Marrakech Process Task Forces, thematic mailing lists and links posted on networks such as the Central Asia Gateway. More than 280 users registered, and more than 100 completed questionnaires were received. For further reference visit the database.¹ In view of great interest in the survey from the academic community, a new questionnaire was added to capture academic research efforts in the field of SCP.



Examples submitted to the database are screened against selection criteria such as timeliness, innovation, inclusiveness of stakeholders, and development

benefits. The questionnaire is available in English, French, Spanish, Russian and Arabic. The survey will remain online after the report is published and hence build an online database as a living document of the move towards SCP that could clearly support a potential 10YFP and contribute to the preparations for Rio+20.

UNEP has partnered with SCP institutions and experts from all over the world, including principally the African Roundtable on SCP, Dar es Salaam, Tanzania, the Institute for Global Environmental Strategies, Kanagawa, Japan, Colectivo Ecologista Jalisco, Zapopan, Mexico, the Copenhagen Resource Institute, Copenhagen, Denmark, and the International Institute for Sustainable Development, Geneva, Switzerland to describe and analyse the status quo and promising initiatives relating to SCP. This report looks at progress globally and regionally in Africa, Asia and the Pacific, Europe, the CIS, Canada and the United States of America, and Latin America and the Caribbean. The data from the Arab region is still being analysed and will be presented in the final report.

Register to the survey and submit your example!
<http://web2.unep.fr/globaloutlook/Login.aspx>

Sustainable Consumption and Production – a holistic approach

Sustainable Consumption and Production (SCP) has been defined as **“the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations”**, at the Symposium: Sustainable Consumption in Oslo, Norway, on 19-20 January 1994.

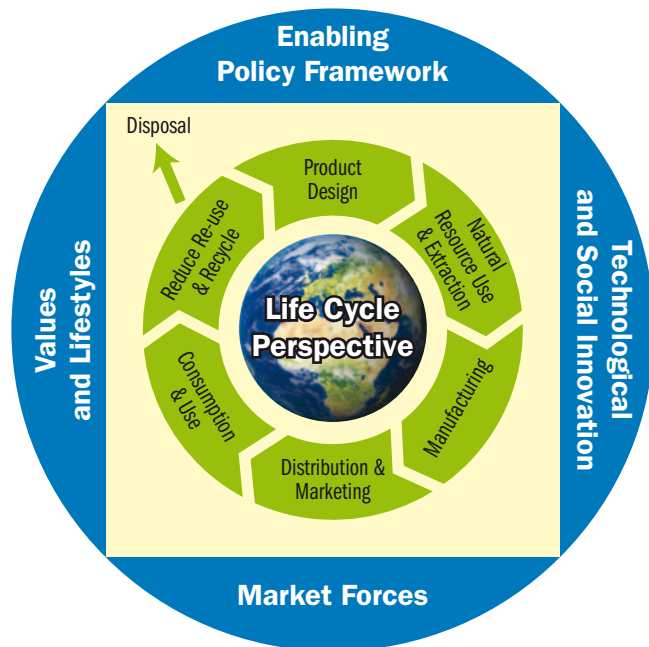
¹ Online database available at <http://web2.unep.fr/globaloutlook/searchpolicy.aspx>.

SCP is a holistic approach. At its core is the life cycle perspective. Accordingly, it considers the total use of resources as well as the resulting emissions, effluents and waste, aiming to minimize negative environmental impacts while promoting quality of life for all. Its focus on the sustainable and efficient management of resources, at all stages of the supply chain of goods and services, encourages the development of processes that use and generate less materials, less hazardous substances, and less waste, while yielding environmental benefits. Such processes can also improve the competitiveness of enterprises, thus turning environmental and social challenges into business and employment opportunities. SCP also works to encourage the capture and re-use or

recycling of valuable resources, turning waste streams into value streams.

The main objective is to decouple economic growth from environmental degradation, and thus sustain the economic development and human welfare gains which flow from it (such as job creation, poverty reduction, and improvements in health and education). In short, SCP aims at doing more and better with less, by reducing resource use, environmental degradation, waste and pollution across the whole life cycle of goods and services, while at the same time increasing quality of life for all.

Life cycle management is based on a precautionary and preventive approach and aims to avoid shifting problems from one life cycle stage to another, from one geographic area to another, and from one impact category to another. The life cycle approach looks at the whole value chain, from the point where a product is designed and developed, to the selection, procurement and supply of raw materials. It looks at the manufacturing, marketing, packaging and distribution phases and considers potential impacts throughout the retail, purchasing, usage and service phases. Finally, it analyses the impacts of products when recycled, reused or disposed of. A life cycle approach looks at the value chain from an environmental and social perspective, assessing the impact on local communities, on access to material and non-material resources, on cultural heritage, safety and living conditions, and its influence on respect for indigenous rights, community engagement, and local employment. Hence it renders the true cost of a product visible over the life cycle and brings benefits across the whole value chain. The life cycle approach incorporates tools to achieve the following aims:



The life cycle of products and influencing factors. Policies, innovation, market forces and our values and lifestyles are factors that can all influence various stages of the life cycle.

- Improving environmental performance of goods and services and their production processes by reducing their ecological footprints (e.g. water and carbon)



- Decreasing cost of production or use
- Incorporating benchmarks and standards for assessing life cycle impacts
- Providing the basis for an objective and verifiable environmental claim

The Global Outlook on SCP Policies survey identifies many actors contributing to the design and implementation of life cycle approaches. For example, Chalmers University of Technology develops methods to characterize the environmental performance of products, the Danish company Novozymes uses life cycle assessment to evaluate *ex ante* the environmental performance of new products under development, the European photovoltaic (PV) industry works on the environmental footprint of PV technology, measuring energy payback time and carbon footprint, and the UNEP-SETAC Capability Maturity Framework for Business helps to build the capability of suppliers to use life cycle management tools effectively.

Translating SCP into action

The Global Outlook on SCP Policies explores a range of economic, regulatory and voluntary policy instruments and initiatives across the whole life cycle, spanning different sectors and themes, and involving international and intergovernmental organizations, governments, business, research institutes and civil society organizations and partnerships.

Examples of SCP policy frameworks are the dedicated SCP strategies, or sustainable development strategies which incorporate SCP, developed or being developed in countries including Brazil, Burkina Faso, Colombia, Côte d'Ivoire, Croatia, Dominica, Ecuador, Ghana, Indonesia, Kazakhstan, Mali, Mauritius, Senegal, St. Lucia, Tanzania, Uganda and Zambia and the green growth strategies in China and Korea. It also includes thematic strategies such as integrated waste management and forestry programmes which also support the shift to SCP.

Examples of economic instruments include deposit schemes, trading in pollution or emission credits and Sustainable Public Procurement (SPP). An example of SPP is the Government of Canada's Policy on Green Procurement which came into effect in 2006 and influences over \$5 billion worth of commodity management activities. An example of a regulatory instrument is the European Community's regulation on chemicals and their safe use, REACH. It entered into force in 2007 and deals with the Registration, Evaluation, Authorization and Restriction of Chemicals. Information-based instruments include the National Green Passport campaigns in Brazil, Ecuador and South Africa. These explain to tourists how to minimize their footprint by choosing the least polluting form of transport, finding low-impact accommodation options, offsetting the unavoidable carbon emissions of their trip, and choosing products which improve livelihoods in host

communities. Other examples from Africa include the African regional eco-label mechanism and national level eco-labelling initiatives such as Kenya's standard for footwear and Tunisia's standard for dates.

Business actions on SCP include environmental management strategies, green supply chain management and sustainability reporting. In the area of environmental management systems, the two countries in the world with most ISO 14001 certificates registered in 2008 were China (with 39,195 certificates) and Japan (with 35,573). Business has also contributed to SCP through collective voluntary initiatives and public private partnerships. The Paris rental bike system Velib, for example, a public private partnership between the city of Paris and JC Decaux, has fostered sustainable mobility, with users making 71 million journeys in two and a half years, and 160,000 people subscribing as of March 2010. The concept has been exported to other cities in France as well as in Japan, the UK and Mexico. Another aspect of business action is corporate social responsibility (CSR). At the global level, in 2009 more than 350 corporate signatories in over 60 countries adhered to the UN Global Compact platform "Caring for Climate", committing to the setting of voluntary targets and strategies for energy efficiency. Individual businesses also participate in voluntary industry sector initiatives with UNEP and others, and report on SCP issues using indicators found in the Global Reporting Initiative (GRI) guidelines.

Examples of civil society initiatives include the Partnership for Education and Research about Responsible Living (PERL), a partnership of educators and researchers from over 120 institutions in more than 50 countries. PERL empowers citizens to live responsible and sustainable lifestyles. In Latin America it has supported the establishment of "virtual consumption schools", implemented in Mexico by Colectivo Ecologista Jalisco, educating consumers on issues such as toxics at home, biodiversity and urban mobility.

SCP at the global level

Global endorsement for SCP dates back to the United Nations Conference on Environment and Development in Rio de Janeiro in 1992, when Chapter 4 of Agenda 21 called for "action to promote patterns of consumption and production that reduce environmental stress and will meet the basic needs of humanity". Ten years later, the World Summit on Sustainable Development (WSSD) in Johannesburg agreed that "poverty eradication, changing unsustainable patterns of production and consumption and protecting and managing the natural resource base of economic and social development are overarching objectives of, and essential requirements for, sustainable development".

In the Johannesburg Plan of Implementation (JPOI) signed by world leaders at the WSSD in 2002, Chapter III is devoted to Changing Unsustainable Patterns of Consumption and Production. "Fundamental changes in the way societies produce and consume", it declares, "are indispensable for achieving global sustainable development."

States agreed to "encourage and promote the development of a 10 Year Framework of Programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, de-linking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste. All

CASE STUDY

The Forest Stewardship Council

The Forest Stewardship Council (FSC) is an international standard-setting body offering certification for sustainable forest products. It uses a widely recognized logo to allow consumers to differentiate between sustainable and unsustainable products and to help producers benefit from managing forest resources sustainably.

One feature that illustrates best practice in standard setting is its discrimination between different parts of the forest supply chain. As timber starts off as a commodity and is then manufactured, the FSC has forest management (FM) certification for forest managers, chain of custody (CoC) certification for companies that manufacture, trade or process forest products, and FSC Controlled Wood criteria to help companies ensure that mixing non-FSC certified wood with FSC sources will not introduce material that has been produced in highly damaging ways. These regulations guarantee the preservation of sites of special cultural, ecological, economic or religious significance. Within its forest management standard, the FSC has developed a model for participatory forest management that takes into account the challenges faced by forest workers and small and community producers as well as the recognition and respect of indigenous peoples' rights. It allows groups of forest owners to join together under a single FSC certificate and share costs. Similarly, the CoC standard takes into account the different needs and resources of small and large companies.

The FSC is also notable for its robust governance structure. In addition to separating out the roles of standard setting, the issuance of certificates and the verification of compliance into separate, independent bodies, it also ensures credibility and balanced participation in its General Assembly of FSC members. The assembly includes



three chambers, social, environmental and economic, each of which is further divided into sub-chambers, North and South. This promotes comprehensive multi-stakeholder participation, with bodies such as non-profits, non-governmental organizations (NGOs), indigenous peoples' associations, unions and academia in the social chamber, environmentally focused non-profits, NGOs, academia and technical institutions in the environmental chamber, and employees, certification bodies, industry and trade associations (whether profit or non-profit), wholesalers, retailers, traders, consumer associations and consulting and forestry companies in the economic chamber. Regardless of the number of members in any one chamber, the tripartite structure ensures that each one has balanced voting power. These arrangements help explain both the credibility of the FSC label and its penetration globally, the large network of partners extending its outreach and spreading its name in a cost-effective manner.

FSC has national initiatives in more than 50 countries around the world. In their countries they work with relevant stakeholders like NGOs to support the development of national standards, and in particular to increase the capacity of smallholders to secure certification. As of March 2011, 1,030 forest managing operations are certified by FSC, covering a total forest area of 141.14 million hectares in 81 countries.

countries should take action, with developed countries taking the lead, taking into account the development needs and capabilities of developing countries, through mobilization, from all sources, of financial and technical assistance and capacity-building for developing countries.”

The Marrakech Process – a global multi-stakeholder process launched in 2003 – responds to this call. It supports the implementation of SCP in all regions. It has played a key role in providing inputs for the elaboration of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP), to be considered by the Commission on Sustainable Development (CSD) during its 2010-2011 implementation cycle.

Governments have contributed significantly by mainstreaming environmental considerations in poverty alleviation plans, such as those supported by UNEP and the United Nations Development Programme (UNDP), by adopting dedicated SCP Action plans or by taking leadership on thematic issues, for instance in the Marrakech Task Forces. The international association of local governments and local government organizations (ICLEI) comprising over 1000 cities, towns, counties and their associations runs one of the largest global climate change programmes for local governments, the Cities for Climate Protection (CCP) Campaign. This campaign assists cities in adopting policies and implementing measures to reduce local green house gas emissions in a quantifiable manner, improve air quality and enhance urban liveability and sustainability.

Global business coalitions have advanced SCP across a number of sectors including agriculture, forestry, tourism, building and construction, telecommunications, electronics and financial services, often concentrating on reducing the environmental footprint of goods and services along supply chains, and respecting internationally accepted employment and human rights principles. These may go beyond compliance with international and national legislation, and support members in addressing emerging

challenges. Another strong trend promotes public reporting on wider corporate sustainability performance. Labour unions have strengthened awareness raising and training on climate and other SCP related issues, including the management of hazardous substances and waste at the workplace.

Civil society organizations at the global level promote SCP through research, lobbying, advocacy, training, financing, outreach, networking and catalysing multi-stakeholder partnerships. They have been at the forefront of developing environmental product labels and environmental and social certification programmes, such as those of the Rainforest Alliance and the Fairtrade Labelling Organization. The ISEAL Alliance has taken steps to advance objective benchmarking and harmonization of certification schemes. Consumers International has continued to promote consumer awareness of lifestyle and product information issues. Research has been contributing to the provision of scientific evidence for policy making. For example the International Resource Panel has presented independent assessments of environmental impacts of biofuels, as well as materials and products.

Yet the international policy architecture on SCP still needs to be strengthened; more political will and cooperation is necessary. While informal networks and processes have been effective in sharing information and knowledge, a formal mechanism with predictable financing in support of national and regional initiatives would help accelerate the transition to SCP. More applied research and harmonized methodologies for promoting resource efficiency are required, supported with capacity building for both public and private sector actors in new management approaches, involving small businesses (SMEs). Further sensitization and information tools to address sustainable consumption and sustainable lifestyles of urbanizing communities in all regions are also required. The Global Outlook on SCP Policies finds that there is ample opportunity to learn from, replicate and scale up good practice.

CASE STUDY

The Equator Principles

The Equator Principles (EPs) are a voluntary standard for determining, assessing and managing social and environmental risk in project financing. The EPs are based on the International Finance Corporation (IFC) performance standards on social and environmental sustainability, which require signatories to avoid, reduce, mitigate or compensate for impacts on people and the environment, and to improve conditions where appropriate, and on the World Bank Group's Environmental, Health and Safety general guidelines. They are intended to serve as a common baseline and framework for the implementation by each adopting institution of its own internal social and environmental policies, procedures and standards related to its project financing activities.

Financial institutions that adopt the EPs, known as Equator Principles Financial Institutions (EPFIs), commit to not providing loans to projects where the borrower will not or is unable to comply with social and environmental policies and procedures that implement the EPs. Moreover, these institutions commit to apply the EPs to all new project financing globally with total project capital costs of US\$ 10 million or more, and across all industry sectors.

Development and application of the Equator Principles has been an important step for the project finance industry in terms of having a common framework and language pertaining to environmental and social issues. The EPs have provided for greater consistency in approach and application in environmental and social risk management and have enhanced bank-client dialogue on such issues. The EPs have also provided for greater protection for project-affected

communities and ecosystems. This has helped accelerate momentum in other areas of environmental and social responsibility in the financial industry, including the development and application of broader environmental and social risk management policies and procedures for other financial product types.

The EPFI Network has published two guides on best practice: *Guidance to EPFIs on Incorporating Environmental and Social Considerations into Loan Documentation* and *Guidance to EPFIs on Equator Principles Implementation and Reporting*.

The EPs also extend to project finance advisory activities. In these cases, EPFIs commit to make the client aware of the content, application and benefits of applying the Principles to the anticipated project, and request that the client communicate to the EPFI its intention to adhere to the requirements of the EPs when subsequently seeking financing.

Over 71 financial institutions across the world have adopted the EPs. The Equator Principles Association has also launched a multi-stakeholder strategic review process to produce a multi-year strategic vision and to review and upgrade the EPs following the conclusion of the IFC Performance Standards Review and Update process which is expected to end in 2011.





SCP policies in Africa

The promotion of SCP is being recognized as an important strategy for sustainable development and poverty alleviation.

Governments in Africa are recognizing that the promotion of SCP is an important strategy for sustainable development and poverty alleviation. This is evident at regional level in the approval in 2006 of Africa's 10 Year Framework of Programmes (10YFP) on SCP by the African Ministerial Conference on the Environment (AMCEN). Africa was the first region to roll out such a programme following the 2002 World Summit on Sustainable Development (WSSD) in Johannesburg.

Various pilot projects have been carried out under the umbrella of Africa's 10YFP since its launch. For example, the Marrakech Task Force on Cooperation with Africa has provided significant support for the creation of a regional platform for dialogue and consultation, the African Roundtable on SCP (ARSCP), as well as for a study on leapfrogging in Africa and the implementation of eight national and local SCP Action plans. One important regional project supported by the Task Force and in cooperation with the African Union is the development of an African eco-labelling mechanism.

Around one fifth of African countries, including Mali, Tanzania, Ghana, Côte d'Ivoire and Mauritius, have now developed national SCP frameworks, mostly in the context of the African 10YFP on SCP. Many have adopted a fairly comprehensive approach, both cross-sectoral and taking into account life-cycle considerations. Others have focused on specific sectors, such as mining in Ethiopia or waste management in Kenya. All three types of policy instruments – economic, regulatory and information-based – feature strongly, from South Africa's plastic bag levy to Tanzania's building regulations and Egypt's awareness and education programmes on sustainable mobility. Efforts have also been made to mainstream SCP into national development strategies, in countries such as Burkina Faso, Senegal, Uganda and Zambia. It has been shown that such SCP policy frameworks can be strengthened by using targets, indicators and monitoring requirements. Dakar, Dar es Salaam and Durban have also initiated projects supported by Canada as part of the Sustainable Cities International Initiative.

Challenges and constraints to further penetration of SCP differ greatly from one country to another within Africa. Issues identified as common across the continent, however, include the need for more coordination and collaboration on cross-regional issues where lessons can be learned from regional initiatives. The Global Outlook on SCP Policies confirms a need for capacity building for implementing and enforcing policies.

Outside the sphere of government activity, SCP generally appears to be low on the mainstream business agenda, despite the existence of some innovative entrepreneurs putting sustainability at the core of the business model. The number of ISO 14001 certifications has remained constant, at a low level, year on year. African business groups and fora have however been set up and smaller ventures appear to be ahead of the curve in offering and promoting sustainable products and services. The research suggests that civil society organizations in cooperation with business, academia and international organizations have been successful in establishing sustainable income-generating ventures.

Examples

Plastic bag waste management. Managing plastic bag waste is a common challenge for the majority of urban areas in African countries. The Kenya Institute for Public Policy Research and Analysis (KIPPRA) has proposed a mix of policy instruments such as a minimum thickness standard, public awareness and anti-litter campaigns, improvement of the recycling system, a plastic waste management fund, a plastics levy and the development of alternative carrier bags. A study found that the recycling and reuse capacity in Nairobi could potentially be about 20-25 tons per day, equivalent to approximately 5 per cent of the available waste plastic, whereas in 2005 only 1 per cent was recycled.

City sustainable consumption and production plan. Within the framework of Africa's 10YFP, Cairo was selected to pilot

the development of a city SCP programme. The Egyptian Environmental Affairs Agency, the Cairo Governorate and the Egyptian National Cleaner Production Centre established a working group to prepare this programme. After consultation with local authorities a number of pilot projects were identified and proposed for four thematic areas: solid waste management, industrial development, urban development (with a focus on slum areas), and transportation and its emissions. One of the main achievements in implementing the pilot project was the development and implementation of an Integrated Solid Waste Management (ISWM) plan for the Heliopolis district, which could be replicated elsewhere in Cairo and in other cities in the region. The pilot programme also provided a basis for better knowledge of SCP programmes and mainstreaming SCP in sectoral policies and strategies.

Community-owned fly fishery. The Amatola Wild Trout Fishery is the first recreational fly fishery in South Africa owned and managed by a local community. Set up by a partnership between an NGO and a research institution, it brings a high-end market tourism activity into a rural area, while focusing on skills training and job creation for local people and environmental improvement by sustaining water quality and wild trout populations. Fly fishing uses fly lines (instead of conventional ultrathin nylon lines that require attachment of lead weights) that are made of a braided core covered in a plastic coating. This coating can contain air bubbles to make it float (for surface fishing) or various powdered metals or synthetics to make it sink at different speeds for fishing beneath the surface. It contains sufficient weight to bend the rod without the need for additional lead weights and the lure used is an artificial object rather than worms or other live creatures. Fly fishing is therefore eco-friendly and least damaging to the environment.

Sustainable subsistence gardens. The Claire Reid Reel Gardening project, winner of a 2010 SEED Award,

provides consumers in South Africa with a pre-fertilized, biodegradable seed strip that encases seeds at the correct distance apart. Implemented by a youth organization with assistance from government and social development programmes, the initiative aims to create sustainable subsistence gardens to grow vegetables, herbs and flowers throughout South Africa.

Efficient cooking stoves and ovens. The Tanzania Traditional Energy Development and Environmental Organization (TaTEDO) is a local NGO which promotes the rational use of renewable energy technologies. It has developed ten prototypes of modern efficient cooking stoves and five types of baking and meat roasting ovens, for households and small and medium-sized enterprises (SMEs). Their thermal efficiency, according to TaTEDO, is between 30 and 40 per cent, compared with 15 per cent for traditional stoves, so they use 40 to 50 per cent less charcoal.

Corporate social responsibility. UNIMA, an agro-food company and Madagascar's largest shrimp exporter, has implemented a range of corporate social responsibility practices across its operations. For example, UNIMA has established potable water supply systems, supported the creation and operation of health centres in the villages surrounding its "Aqualma" aquaculture and "Verama" cashew plantation operations, and supported the construction and running cost of primary schools in communities neighbouring Aqualma. In 2008 an assessment commissioned by WWF and UNIMA found that UNIMA's community development activities resulted in significant development impacts. The study found that UNIMA has implemented an overall remuneration and social protection policy exceeding the legal minimum and that its cooperation with traditional fishing promoted sustainable natural resource use and helped to protect the marine and coastal environment in north west Madagascar.

CASE STUDY

Commercial production of medicinal plants by a community forest conservation group

In a project that helps protect the unique biodiversity of the Kakamega rainforest, researchers at the International Centre of Insect Physiology and Ecology (ICIPE) in Kenya have developed a successful enterprise with the local community-based Muliru Farmers' Conservation Group (MFCG) to produce ointments from medicinal plants.

The work of ICIPE centres on tropical insect science. Spanning prevention, cure and integrated pest management, it thereby contributes to health, the sustainable use of natural resources and sustainable livelihoods. First established in Kenya in 1970, it has partnered with the University of Nairobi, the Kenya Wildlife Service, the World Agroforestry Centre and the Kenya Forestry Research Institute to set up a variety of forest conservation projects. The work of ICIPE in the Kakamega forest, the easternmost fragment of the Guineo-Congolian rainforest, brought it together with community members from the neighbouring village of Virhembe. Thirty farmers in this village had originally started the MFCG in the 1990s with the aim of conserving the forest by planting tree seedlings to sell on to other members of their community.

ICIPE and its partners introduced to these farmers the techniques of on-farm cultivation of the medicinal plant species *Ocimum kilimandscharicum*, an indigenous herb of the mint family which they

traditionally harvested from the wild and used to treat colds and flu, coughs, sore eyes, diarrhoea, abdominal pain and measles. Using the essential oil from its leaves, ICIPE, together with the University of Nairobi, developed a commercially branded range of products known as Naturub®, which includes a balm and an ointment. The oil is extracted locally by members of the MFCG group, who have mastered the technology and set up a hydrodistillation facility in their village, with assistance from ICIPE and its partners. Funding is provided by the Small Grants Programme of the Global Environment Facility (GEF), the Ford Foundation, the MacArthur Foundation and the Swiss-based Biovision Foundation.

The MFCG farmers are able to run a sustainable profit-making venture based on this medicinal plant. Not only does it help with forest conservation, the growers also make a much better income than from maize cultivation. The group now has the capacity to contract with other farmers in western Kenya to scale up production, manufacturing the Naturub® range for nationwide distribution. The project won international recognition with the award of the Equator Prize to the MFCG in September 2010, during the United Nations General Assembly and Millennium Development Goals Review Summit in New York. It was also one of 30 innovative start-up ventures selected as winners of the SEED Awards for Entrepreneurship in Sustainable Development.



Photo courtesy of ICIPE



SCP policies in Asia and the Pacific

Economies in Asia and the Pacific have started to focus on green growth and a circular economy.

Asia and the Pacific is a diverse region, containing industrially developed economies such as Japan and Australia, emerging economies such as China and Thailand, developing economies such as Viet Nam and the Philippines and least developed countries (LDCs) such as Cambodia and Lao PDR. Across the region the increasing recognition of negative environmental and social impacts stemming from the surge in industrial expansion and consumption activity has been the driver for SCP-related policies and initiatives. Most countries are responding to this by integrating SCP into existing strategies.

The concept of SCP is particularly important, given the relatively wide influence since 2005 of the region's own "green growth" concept. Based on the principle that enormous economic growth is still required to reduce poverty, but recognizing the increasing stress that this places on environmental carrying capacity in the region, green growth focuses on improving the ecological efficiency of growth, and by implication, changing patterns of consumption and production. In addition to SCP, it has focused on five key paths: greening business and markets, sustainable infrastructure, green tax and budget reform, the development of eco-efficiency indicators, and investment in natural capital. First movers in bringing these ideas into national planning processes include the Republic of Korea, Japan and Cambodia, as well as China in its 'circular economy' approach.

Countries such as Bhutan, Bangladesh, Lao PDR, Nepal, Thailand and Viet Nam have begun to address the linkages between environmental degradation and consequent increases in poverty in their national planning and policy making processes. Other countries such as Sri Lanka, the Republic of Korea and Japan include elements of SCP, especially as it relates to sector and thematic strategies, in their national development, green growth or other relevant planning strategies. Although the national policies and programmes that have been developed in Asia and the Pacific could suggest that the region is undergoing a societal shift towards SCP,

the Global Outlook on SCP Policies suggests that such ambition is not being translated into action on the ground. The necessity for SCP is now widely recognized, but initiatives have rarely moved from demonstration and piloting to mainstreaming. Waste management in particular is an important issue, given the region's fast-growing economies, where policies could be improved. Several countries currently focus on end-of-pipe solutions, but a life-cycle approach can in many cases be more effective by minimizing the generation of waste upstream.

Around fifteen Asian countries have benefited from the SWITCH Asia programme, set up by the European Commission. This programme promotes SCP among SMEs in Asia, with three strategic components: grants to fund projects that can produce quantifiable reductions of CO₂ emissions and resource, water and energy consumption; the Network Facility to support these projects and facilitate wider uptake of successful results by Asian policy-makers; and a policy support component, launched in 2011, to strengthen the formulation and implementation of SCP policies in the region.

Potentially fruitful avenues for future SCP policy-making in Asia and the Pacific, therefore, go beyond increasing political will and stakeholder capacities. These avenues include identifying and overcoming barriers to wider implementation of SCP policies, and mainstreaming the application of a life-cycle approach in policy-making. If the green growth movement can maintain its momentum, it also holds promise for the continued implementation and increasing stringency of policy tools that can help address resource scarcity and ecological inefficiency. These tools include ecological taxation, subsidy reform, environmental and social impact assessments and the development of concrete indicators for a green economy.

There is also a strong focus on mandatory environmental and social impact assessments and related policies to encourage sustainability thinking across resource or pollution-intensive industries.

Examples

Local production and consumption. The Japanese rice farming town of Ikeda has used sustainable local production and consumption of agricultural products as part of an overall plan to revitalize the economy and promote sustainable lifestyles. Activities include the collection of household organic waste to produce fertilizer for Ikeda's agricultural production, the sale of organic rice and agricultural products in a dedicated store in a shopping centre in the capital city of Fukui prefecture, and tourism packages for urban dwellers to experience agricultural life in Ikeda.

Priority for waste management. The Phitsanulok municipality in Thailand has made waste management a priority and achieved an 80 per cent reduction in waste, using public private partnerships for recycling, decentralized composting of household waste and mechanical biological treatment prior to landfill.

Water-free environmentally friendly sanitation. This is a speciality of the Landwasher company, located in East Beijing and one of the 2007 winners of the Fourth New Ventures China Investors Forum. The company's innovative technology uses a water-free flush system that conserves resources while meeting the sanitation needs of both urban and rural communities not yet served by current infrastructure.

Community biofuel production. The international NGO Practical Action, in collaboration with the Rural Centre for Development, a local NGO based in Nikaweratiya in Sri Lanka, supports an experiment with jatropha (*Jatropha curcas*), an oil producing shrub tree, for biofuel production in the community of Gurugoda. Community members plant jatropha shrubs around their farms and gardens as hedgerows or live fences to block the intrusion of livestock. The locals harvest the oil-bearing seeds and sell them to a local processing centre. Jatropha oil is inedible to humans,

but by promoting the planting of jatropha as field margins the community makes efficient use of its land and creates some additional biodiversity, while reducing dependence on imported fuel.

Collective buying. Mumbai Grahak Panchayat (MGP) in India brings together households to organize collective buying systems to buy different products such as staple foods (wheat, rice) and household goods. In 2010 there were more than 2,000 buying groups and more than 26,000 families identified as members of the system, which is managed by volunteers and housewives. MGP claims that collective buying and bulk delivery eliminates 60,000 km of transportation, saves about 10,000 litres of fuel and avoids the use of nearly 1,500 kg of plastic per month.

Reducing packaging. New Zealand-based Criterion Furniture's 3R approach helped to identify excess polystyrene in the packaging as a needless waste of material and resources. The project resulted in a 15 per cent reduction in polystyrene usage, saving NZD 75,000 annually on materials. By reducing packaging size, the company also achieved a 7 per cent increase in the number of products that can be shipped in containers, leading to cost savings and reductions in carbon emissions from transport. Other financial benefits include around NZD 100,000 in cost savings from efficient use of materials and a NZD 300,000 reduction in landfill costs.

Greening the supply chain. Toyota Motor Thailand (TMT) has developed Green Purchasing Guidelines. Suppliers are requested to submit certified test reports that products supplied do not contain substances of concern (lead, mercury, cadmium and hexavalent chromium), show improvement in their use of natural resources, take measures to reduce CO₂ emissions generated by deliveries to the company and cooperate with its efforts to reduce usage of packaging and wrapping materials. In its own operations, TMT has reduced waste by 7,900 tons and water by 1,910,000 tons between 2001 and 2008.

CASE STUDY

Support for composting in Indonesia

The promotion of composting in Surabaya since 2004 has been a significant factor in establishing a more sustainable materials cycle in that city. Technical assistance is provided by the Japanese Kitakyushu Initiative for a Clean Environment Network, the Kitakyushu International Techno-Cooperative Association (KITA) and the Institute for Global Environmental Strategies (IGES), supported by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP).

The system was first piloted in Kampong Rungkot Lor, an urban community adjacent to Surabaya's largest industrial area, where a local NGO, Pusdakota, educated the community to separate waste at source. Pusdakota introduced a simple technology to treat organic waste at the household level using a compost bin based on the Takakura Home Method (THM), and encouraged residents to grow vegetables and herbal plants in home gardens using household compost. The project provided extra economic opportunities for community members, improved sanitary conditions and created a greener and cleaner local environment.

Based on the success of this pilot project, Surabaya city started to support the community-based composting programme at city-wide level, building partnerships with the women's network (PKK), local NGOs, waste pickers, academic institutions, private ventures and media. Once the households had a general knowledge of the system, the city gave them free compost bins and 16 composting centres were set up to process waste collected from

markets, streets and parks. City-wide environmental competitions and award systems were established in partnership with the private sector to motivate and strengthen community participation in the new waste management system and encourage people to improve their neighbourhoods. The city also enacted a local regulation on community-based solid waste management and incorporated this new strategy in the preparation of its medium-term development plans (2006-2010).

This supportive policy environment has helped reduce the amount of waste being transported to final disposal sites by as much as 20 per cent. Almost 1,800 community groups in the city are actively involved in promoting community composting activities. These provide additional income for low-income families, who can sell their own compost on average for US\$ 0.07 per kg, and new job opportunities in some 15 small and medium scale recycling businesses started by private ventures. There has also been a reduction in greenhouse gases generated in landfills, with emissions calculated to have fallen in 2009 by about 8,000 tons of CO₂ equivalent, a reduction of 8.6 per cent.



Photo courtesy of IGES



SCP policies in Latin America and the Caribbean

Countries in Latin America and the Caribbean have a long history of cleaner production.

In 2003 the Regional SCP Strategy was launched and important elements of it were endorsed by the Forum of Environment Ministers of Latin America and the Caribbean that same year. A Regional Council of Government Experts on SCP has been set up, with representatives from the four sub-regions of the Caribbean, Central America, the Andean Community and the Southern Cone, to promote and support the implementation of the strategy and of SCP policies in the region. The council's priorities, endorsed by the Forum of Environment Ministers in April 2010, include the strengthening of regional strategies and plans for SCP, the promotion of SCP implementation by SMEs and the dissemination of Sustainable Public Procurement and Sustainable Lifestyles.

Sub-regional institutions, which include the Central American Commission for Environment and Development (CCAD), the Andean Community (CAN), the Southern Common Market (Mercosur) and the Caribbean Community (Caricom), have actively contributed to the process. This has led to a number of sub-regional strategies, such as the Mercosur Policy for Promotion and Cooperation on SCP and the CCAD sub-regional policy on sustainable procurement [see below].

At a country level, dedicated SCP policies were first developed in 2008 by the Government of Brazil. Many countries followed suit, including Colombia, Cuba, Dominica, Dominican Republic, Ecuador, Peru, St. Lucia and Uruguay. Countries such as Honduras and Mexico have just started the process of national consultation. The policies identified in the region suggest that governments have so far placed most emphasis on cleaner production, through the use of tools such as eco-labels, environmental and social standards and environmental certification and accreditation programmes. The first National Cleaner Production Centres in Mexico and Brazil were jointly established by UNEP and the United Nations Industrial Development Organization (UNIDO) in 1995 and currently nineteen countries in the region make use of them. The role of National Cleaner Production Centres in a number of countries also proved instrumental in fostering public private partnerships furthering SCP goals.

Among the most widely used instruments are green or sustainable public procurement policies, as well as directives on waste management and energy efficiency. Several countries including Argentina, Brazil, Colombia, Costa Rica and Uruguay have made their first steps in acting on particular SCP priorities, such as translating regional policy into national legislation, developing SCP indicators, setting up a waste exchange platform and certifying sustainable tourism organizations. Potential gaps and areas where policies might be introduced, strengthened or widened include the use of environmentally related taxation (particularly with regard to waste, water and CO₂ emissions) and incentives and infrastructure for waste recycling.

Efforts by business and civil society organizations in the region have proved to be very effective in promoting leadership and innovation on SCP. The business sector in a large number of countries has now reached a good understanding of the business case for cleaner production. This has been facilitated by the existence of legal and/or trade related frameworks and visionary business leaders, taking action in the manufacturing sector and in service sectors such as tourism. Civil society organizations have played a significant role in ensuring that SCP and especially cleaner production remain high on the government agenda.

Examples

Regional SCP promotion. The Declaration on Cleaner Production Principles signed in October 2003 by the Mercosur member countries led to the approval in 2007 of the Mercosur Policy for Promotion and Cooperation on SCP. Among its objectives are promoting the design and development of products and services with lower environmental impact. This regional policy also translates into national policy making. Mercosur's SCP policy was added to legislation in Argentina, for example, as the national SCP policy, stimulating important follow-up programmes such as "Econormas", the Cooperation Programme on Eco-Norms. Uruguay has also followed up Mercosur's SCP policy with a

participatory process to formulate its own National Action Plan for SCP.

National SCP policy planning. In Colombia the National System of Competitiveness (1996), National Cleaner Production Policy (1997) and National Policy of Logistics (2008) laid the foundations for the national SCP policy, helping to achieve such accomplishments as the recycling or adequate treatment of 11 million gallons of used oil, the recycling of three million mobile phones, and a 90 per cent reduction in use of carbon tetrachloride.

Sustainability standards for housing. In Brazil the Caixa Econômica Federal has developed a methodology to rank the sustainability of housing projects. Its label is granted to projects which fulfil criteria in six categories: urban insertion, design and comfort, energy efficiency, material resources conservation, rational use of water, and social practices. It makes components such as high-efficiency lighting systems, thermal insulation, rainwater collection and other water-saving devices compulsory in new buildings or refurbishments. The 20 buildings built by Caixa Econômica Federal to these sustainability standards consume 50 per cent less water and 60 per cent less energy than comparable regular buildings, leading to reduced costs for users.

Eco-efficiency on a green island. In Nicaragua the National Cleaner Production Centre has implemented a programme to increase the competitiveness of micro, small and medium sized enterprises while increasing decent employment on the island of Ometepe. The programme's eco-efficiency approach aims at positioning Ometepe as a "green island". So far at least 25 tourism and agro-industry companies have incorporated eco-efficiency practices into their operations, based on assessments carried out by the Centre, and have seen reductions of 20 per cent in water use and 15 per cent in electricity consumption.

Leading the way on recycling. Brazil is a world leader in aluminium can recycling with a recycling rate of around 96 per cent, recovering about 14 billion cans in 2009.

CASE STUDY

The CCAD regional initiative on sustainable public procurement

Governments are among the largest single consumers within any given market. Recognizing public procurement as a powerful tool, the Central American Commission for Environment and Development (CCAD, using its Spanish abbreviation) has launched an initiative to promote sustainable public procurement (SPP) at regional level and by national governments.

This initiative contributes to the Pluriannual Plan of Regional Integration 2009–2011, which established that it should be an objective in this triennium to "consolidate the integrated and multi-sectoral approach to the regional management of sustainable development, through tools and institutions with a clear focus on implementation and compliance". Sustainability in sectors of major importance for the region was previously addressed in the Agro-environmental and Health Regional Strategy (ERAS) approved by the Council of Ministers of Environment, Agriculture and Health and ratified in May 2008.

In response to the CCAD initiative, the organization's secretariat formulated a proposal for a Regional Policy on Public Procurement. This was developed with the clear purpose of ensuring cost efficiency in procurement

Approximately 180,000 Brazilians collect cans daily and rely on this as a source of income. The number of Brazilian municipalities with selective garbage collection quintupled from 81 in 1994 to 405 in 2008, and paper recovery increased between 1995 and 2009 from 35 per cent to 46 per cent.



by governmental institutions, while at the same time identifying opportunities for more efficient use of materials, resources and energy, contributing to the protection of human health and fostering the development of a regional market for sustainable and innovative goods and services. This proposal was further discussed with the members of the Regional Technical Committee on Cleaner Production, who supported the organization of national consultations in the member countries of CCAD during 2010. Key national stakeholders involved in these consultations included representatives of the Ministries of Environment, Economy, Agriculture, Tourism, and Labour, national procurement authorities and civil society organizations. Recommendations from member countries were then incorporated to improve the final text of the Regional Policy.

The policy foresees national and regional interventions addressing four specific areas:

Turning waste into resources. Sustainable land management practices used at the Rio Muchacho organic farm in Manabi, Ecuador, include a biogas system based on a simple Vietnamese design which ferments manure to create methane for cooking, lighting and heating water, and as an input for biological fertilizer. A bicycle-based manual

(i) institutional, to ensure that relevant information and methodologies are adapted to the specific context of the countries; (ii) legal, ensuring that SPP is included in a coherent way in member country legislation and that their approaches are harmonized; (iii) technical, providing support to the providers of goods and services in the shift towards more sustainable production practices; and (iv) information and capacity building, to develop the essential technical skills for implementing SPP in both the public and the private sector. The regional procurement policy builds on a number of core sustainability practices, among them environmental responsibility, pollution prevention, extended producer liability, substitution of materials and substances using less polluting alternatives, and continuous improvement and innovation in product life cycles.

Having concentrated its efforts in 2010 on formulating this regional policy and getting it approved, CCAD is now focusing on its implementation in the Central American countries, in partnership with the UN and other institutions. This process will build on results already achieved in pilot projects within the sub-region. Particular reference will be paid to the Green Procurement guidelines developed by the Fundación Centro de Gestión Tecnológica e Informática Industrial (CEGESTI, Costa Rica) and to the Marrakech Task Force approach on Sustainable Public Procurement, adapted to the Latin American context as a result of the implementation of a pilot project in a number of countries in the region, including Costa Rica.

system pumps water to the main tanks above the kitchen and all water from hand basins, showers, laundry and the kitchen is recycled and reused, passing through a grease trap and a series of filters. Some electricity comes from the national grid, but an increasing proportion is provided by solar panels.



SCP policies in the United Nations Economic Commission for Europe (UNECE) region

SCP policies are implemented to varying degrees throughout the region.

The UNECE region contains countries with widely divergent levels of economic development, political infrastructure and governance capacity. This divergence is reflected in the extent to which dedicated and ancillary SCP policies have been implemented. The region includes the European Union (EU) and European Free Trade Association (EFTA), Eastern Europe, the Caucasus and Central Asia (EECCA) and South-Eastern Europe (SEE), and Canada and the United States of America.

- **In the EU and EFTA region**, SCP is high on the political agenda. The EU added an environmental dimension to its Lisbon Strategy as far back as 2001. Its successor, the Europe 2020 Strategy, focuses on “smart, sustainable and inclusive growth”, including a flagship initiative on resource efficiency. SCP was accorded full political recognition in 2006 in the *EU Sustainable Development Strategy*. In 2008 the *EU Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan* provided high-level regional leadership, strengthening eco-design, eco-label, energy label and green public procurement activities, and establishing a multi-stakeholder platform to exchange best practice on sustainability in retail. SCP action at EU level also relies and builds on regulatory frameworks such as the REACH regulation on chemicals and their safe use, and the Energy Efficiency in Buildings directives. At a national level Austria, Belgium, Denmark, France, Germany, Greece, Hungary, Italy, Malta, the Netherlands, Norway, Romania and Sweden all address SCP through their National Strategies for Sustainable Development (NSSD), while countries with stand-alone SCP strategies include the United Kingdom, Poland, Finland and the Czech Republic. In short, SCP-related policy, targeted at different stages of the production and consumption life cycle and at high-impact consumption activities and sectors, is common throughout the EU and EFTA region.
 - **EECCA and SEE countries** have no regional strategy on SCP and, in general, do not place significant emphasis on SCP in national policy making. A handful have adopted NSSD strategies, but only some of these include SCP as a key priority, although several countries have included SCP as a thematic part of their national sustainable development strategies since 2007. These include Croatia, Serbia and the Former Yugoslav Republic of Macedonia. In Central Asia, Kazakhstan alone has adopted an SCP model, developed in 2009, and is preparing a national 10-year programme on the environment with a sub-section dedicated to SCP. Regulatory tools are the most common instruments in the countries in this sub-region, with policies such as standards in chemical use, construction and energy labelling, but the use of specific mechanisms to promote SCP is generally low. Integration of SCP goals into energy, transport and agricultural policies is a key need in this sub-region.
 - **In Canada and the United States of America**, although no regional, federal or state-level strategies on SCP have been endorsed, many SCP-relevant policies are nonetheless being implemented at all these levels. Developments such as the preparation of a *Draft SCP Framework* in Canada are a step towards coordinating such initiatives better, but SCP is generally unrecognized by federal and state or provincial authorities as a key cross-cutting policy. The region is notable for its effective use of partnerships with industry, such as the multi-stakeholder process that led to the development of the Leadership in Energy and Environmental Design (LEED) certification programme for buildings. The public sector in the USA gives strong signals to the market through executive orders requiring federal agencies to acquire products that are energy-efficient, water-efficient, biobased, environmentally preferable, non-ozone depleting, contain recycled content, or are non-toxic or less toxic alternatives.
- In general, the review of frameworks and policies in the UNECE region suggests an overall need for governments to shift from the more traditional role of control through regulation and standards, to encouraging collective action and engagement by producers, consumers and civil society. Further and accelerated development of dedicated indicators

and benchmarks was also identified as an important step that would enable continual review and improvement of SCP policy formulation and implementation.

Businesses and civil society organizations make significant contributions to promoting SCP in the UNECE region, although with their influence again diverging significantly between sub-regions. Businesses have been making significant headway in responding to public demand for more sustainable products and greater transparency, driving upstream improvements not only within the UNECE region but across global markets. For example, Walmart has been working on greening its supply chain, including the development of a Sustainability Index of products, while increasing efficiency in its operations; according to the firm its truck fleet in the USA delivered 77 million more cases in 2009 while driving 100 million fewer miles, saving 145,000 tons of CO₂. The business activities identified in the UNECE region, however, could do more to promote transformational change in consumption and production patterns. Government-business initiatives in the EU and EFTA region have been useful in forming sectoral consensus (e.g. the European Food SCP Roundtable and the EU Retail Forum) and engaging in collaborative action promoting SCP.

The activities of civil society organizations (CSOs) are diverse, including promoting partnerships, creating and participating in platforms with the business sector, creating information and communications, capacity building, naming and shaming, and setting standards. One example is the Northern Alliance for Sustainability (ANPED) newsletter on initiatives that are making the shift to a sustainable society. Although many of the CSOs participate in governance in the region, the Global Outlook on SCP Policies suggests that small- and medium-sized CSOs have limited influence.

Examples

Sustainable Clothing Action Plan. A voluntary clothing industry initiative to improve the environmental and ethical

performance of clothing was launched at London Fashion Week in 2009. Co-ordinated by the UK Department for Environment, Food and Rural Affairs (Defra), this plan sets out actions by 38 clothing and fashion companies and support organizations to improve the sustainability performance of clothing. A demonstration project is working with a range of dye houses in India that supply the UK market, including Tesco and Marks & Spencer. This will share best practice and seek to increase the uptake of tools and metrics to improve environmental performance.

Cars with lower emissions. France uses a Bonus-Malus system to accelerate the removal of overly polluting vehicles, giving bonus grants to incentivize the purchase of vehicles emitting no more than 130 grammes of CO₂ per km but applying a financial penalty to those emitting over 160 grammes of CO₂ per km (consuming around 6.9 litres of fuel per 100 km). From January to June 2008 the sales of small cars emitting less carbon dioxide rose by 15 per cent while sales of big cars with higher emissions fell by 27 per cent.

Energy efficient housing. The Green Choice for Ukraine project developed a programme for energy efficient housing in the city of Artemivsk. Electrical bills were cut by 30 per cent, heating costs by 70 per cent, hot water costs by 80 per cent and water consumption by 50 per cent in a multi-storey apartment block housing 268 residents. This was achieved through measures such as installing motion detecting light switches, energy saving bulbs and water meters, insulating hot water and central heating pipes and modernizing windows.

Shops for reused goods. The Helsinki Metropolitan Area Reuse Centre's four shops for reused goods redistribute well over a million items a year, making significant savings in life cycle resource use and ecological footprint compared with the sale of equivalent quantities of new products. In 2009, based on the distribution of 1.2 million used or repaired items, mainly clothes, toys and books, the

Centre estimated these savings at 14,500 tons of materials, 1,300,000 tons of water and, according to Material Input per Service Unit calculations, 3,740 tons of CO₂ emissions.

Resource efficiency. In 2009 General Electric (GE) invested US\$1.5 billion on research and development into more resource-efficient products as part of its “ecomagination” business strategy. For example, a new gas turbine consumes less fuel and produces lower emissions than earlier models. In 2009 GE’s ecomagination revenues grew by 6 per cent to US\$18 billion while the company reduced its water consumption by 30 per cent compared to a 2006 baseline.

Global Environment Footprint (GEF) tool. This tool was specially designed to prioritize key actions to reduce the environmental footprint of Nestlé’s bottled water operations. After four years of development, Nestlé Waters officially launched it across the whole company in 2008. According to the company, it has reduced water use per litre of product by 38 per cent between 2004 and 2009, reduced energy use by 40 per cent and cut packaging by 25 per cent. The identification of opportunities for lighter plastic bottles, for example, decreases the company’s demand for plastic resin, which also helps to reduce costs.

CASE STUDY

The EU Ecolabel

In 1978 the first national eco-labelling scheme in the world, the German “Blue Angel”, was introduced as a means of informing consumers of the environmental friendly aspects of products. This effort was followed by other national schemes around the world. In 1987 the European Union (EU) introduced the idea of a supranational eco-label during the first European Year for the Environment. In 1992 the regulation on the EU Ecolabel entered into force.

The EU Ecolabel, also called the EU-Flower for its shape, is a voluntary market-based tool that encourages businesses to produce – and consumers to purchase – products with lower environmental impacts. While in 1992 the EU Ecolabel was more of a “stand alone” instrument in the field of product-related environmental policy and promotion of sustainable consumption patterns, the innovative

and multi-dimensional character of eco-labelling as a policy instrument allowed it to become a catalyst for several important policies on climate change, energy efficiency, health, hazardous substances, use of natural resources, waste, recycling and eco-design.



Today the EU-Flower has been awarded to more than 22,000 products in 22 product groups. Small and medium sized enterprises from developing countries pay reduced application and licence fees.

A survey conducted in April 2009, interviewing over 26,500 randomly-selected citizens found that 55 per cent of EU citizens claimed that when buying or using products they were in general fully aware or knew about the most significant impacts of these products on the environment. Approximately half of EU citizens said that eco-labelling played an important role in their purchasing decisions.

Conclusions and the way forward

The Global Outlook on SCP Policies identifies a wide range of SCP policies and initiatives being designed, implemented and rolled out over the past decade. Continuing efforts offer much future potential. Some of the main findings and suggestions are the following:

Active policy-making. In every region, governments are creating policies and policy frameworks to promote SCP, with inputs from multi-stakeholder roundtables at regional and national levels, exchanging information on current practices and developing recommendations on the way forward. Policies are being implemented to make resource use more sustainable and to improve waste management and industry performance in key sectors. Often these policies are not labelled as SCP, but include elements of it. Holistic policy making, however, requires further integration of SCP into overarching policy frameworks and development plans. More high-level commitment is also necessary.

Step-by-step. Even in the absence of overarching SCP action plans, significant progress can be made through policies focused on particular themes or life-cycle stages. The research points to a need for additional capacity and resources in policy design, *ex ante* measuring and continuous evaluation with an integrated resource efficiency approach and an improved mix of policy instruments.

Impact analysis. While many innovative and replicable policies clearly exist, analysis of their effectiveness is so far very limited. The increased use of science for policy making, and assistance with the design and use of SCP indicators, can make new and existing policies more effective and measurable.

Partnerships. Much can be gained from partnerships between businesses, governments, local authorities and civil society. These actors also contribute independently towards

SCP through their own initiatives. The report identifies a need for stronger bridges between national, regional and thematic groupings, stimulating new ideas for consideration, replication or scaling-up. More inclusive networks and dedicated SCP clearing houses can help match up the supply and demand of experience with SCP programmes, and create toolboxes for effective SCP policies.

Financing. The research finds that a lack of predictable funding, especially in the academic and civil society field, has hindered development of SCP programmes over a longer planning horizon. While many government and other initiatives have relied on international support, more predictable international financing mechanisms could address this problem, and give committed governments support for further action via the necessary seed and matching financing. Banks and investors can also be engaged more effectively in motivating enterprises to scale up action on cleaner production and resource efficient consumption.

At the regional and global levels, initiatives such as the Marrakech Process provide good examples of cooperation and action to design and implement SCP policies. However, more support is needed to promote sustainable lifestyles, reduce waste at source and stimulate demand for sustainable products. Value chains with the highest resource intensity and environmental impacts, such as agri-food, mobility and housing are a particular priority. Formalizing policies that send clear market signals across the whole chain, such as sustainable procurement, will be key. Matching funds for cleaner technology diffusion will be necessary, capacity building for its use, as will better integration of economic incentives and regulatory enforcement into existing SCP policy and broader sustainable development frameworks. If developed and endorsed at CSD19, an effective 10 Year Framework of Programmes on SCP could make a major contribution to all these goals.

About the UNEP Division of Technology, Industry and Economics

The UNEP Division of Technology, Industry and Economics (DTIE) helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development.

The Division works to promote:

- > sustainable consumption and production
- > the efficient use of renewable energy
- > adequate management of chemicals
- > the integration of environmental costs in development policies

The Office of the Director, located in Paris, coordinates activities through:

- > **The International Environmental Technology Centre** – IETC (Osaka), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.
- > **Sustainable Consumption and Production** (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.
- > **Chemicals** (Geneva), which catalyses global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.
- > **Energy** (Paris and Nairobi), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.
- > **OzonAction** (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.
- > **Economics and Trade** (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies.

UNEP DTIE activities focus on raising awareness, improving the transfer of knowledge and information, fostering technological cooperation and partnerships and implementing international conventions and agreements.

For more information,
see www.unep.fr

This report presents the first findings of the Global Outlook on SCP Policies, commissioned from UNEP by the European Commission. It reviews government policies and business and civil society initiatives to move towards sustainable consumption and production across the life cycle of goods and services.

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