



Sustainable Consumption in Europe

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Structure of the session

- Introduction
- International developments
- European developments
- Views on change to SCP
- A SCORE! view on a Framework of action



Some backgrounds

• Myself

- Chemist (M.Sc) & policy scientist (Ph.D.)
- Ministry of environment till 1990
- TNO: not for profit research organisation, 5000 people, 500 Mio Euro turnover
- Manage sustainable innovation program

• SCP Work

- EIPRO, EXIOPOL: monitoring and priority setting of environmental impacts via input-output analysis
 - EIPRO: food, mobility, housing
 - EXIOPOL; 5 Mio EU IP, 43 countries, 130 sectors, 100 impacts
- Sustainable Consumption Research Exchanges (SCORE!)
 - Main EU network on SCP
 - 30 institutes and a few 100 people engaged
 - Supportive to UN 10 Year Framework of Programs on SCP
 - Proposed SCP plan, spin off



International developments

- A long history...
 - Rio '92
 - Various workshops and meetings in the 1990s
 - WSSD in Johannesburg '02
 - Working towards 2010/2011 CSD cycle
- The results
 - Mandate for a 10 Year Framework of Programs on SCP
 - Transformed into the 'Marrakech Process', lead by UNEP and UN DESA
 - Given the limited resources quite some activities
 - Regional consultations leading to action plans in Africa and Asia
 - 7 International Task forces (Africa, Education, Sustainable Lifestyles, Tourism, Buildings, Products, GPP)
 - A variety of pilot projects
 - But also concern over lack of progress



Marrakech Process: elements

Marrakech Process

Phase 1

Organising regional consultations
in all regions to identify needs and priorities for sustainable consumption and production

Phase 2

Building regional strategies
and implementation mechanisms with regional and national ownership

Phase 3

Implementing concrete programmes and projects
at the regional, national and local levels

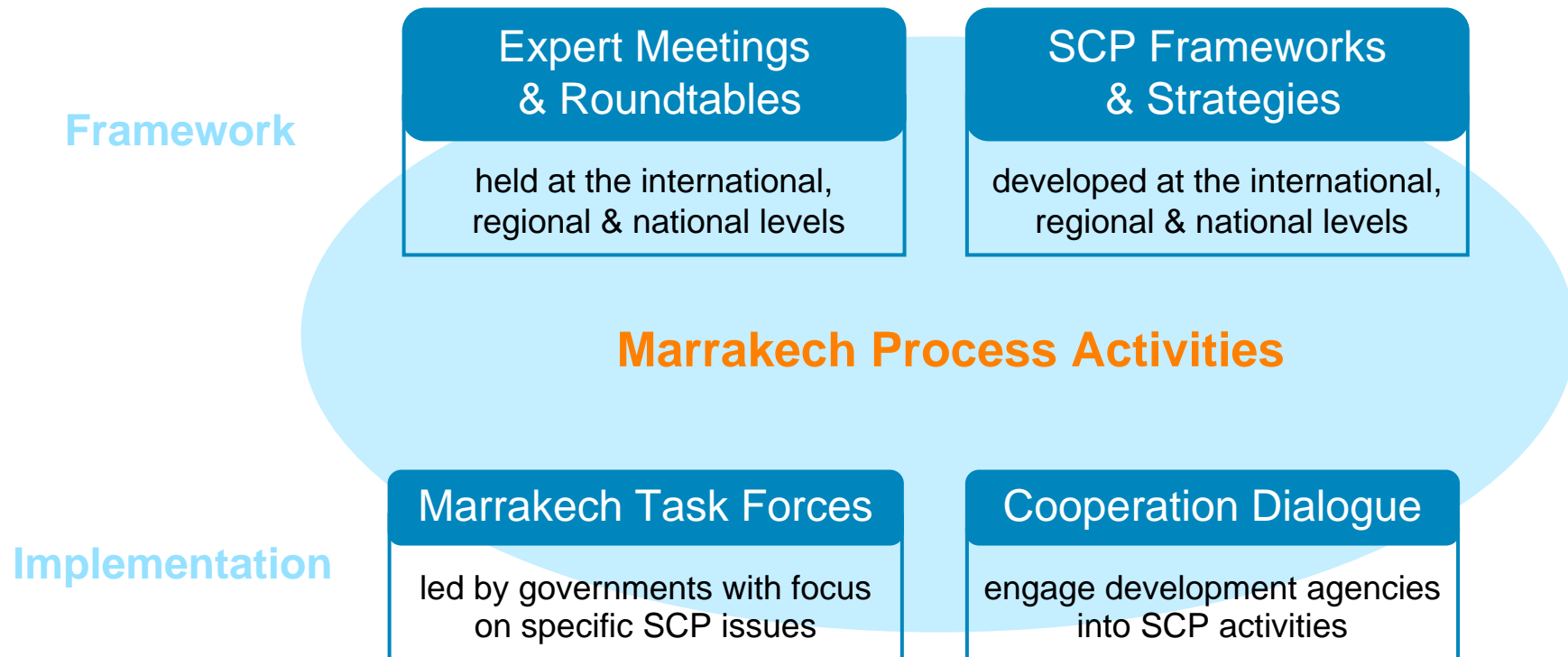
Phase 4

Monitoring and evaluating progress
and exchanging information and experience at the international level.

10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production



Marrakech Process: Areas of activities





European developments

• After WSSD: limited action

- SCP took off in some EU countries, notably the UK
- NGOs like WWF and semi-NGOs like Global Footprint Network started to push SCP
- EEA launched some SCP projects
- EIPRO study helped to identify priorities
- EU FP6 funded one major project (SCORE!)
- No structural EU agenda yet

• From 2006 and later: Take-off

- Fierce lobbying got SCP in the renewed SDS in 2006
- SDS promised an EU 'SCP Action plan'
- A string of countries developed its own SCP plans (e.g. Czech republic, Finland, Sweden, etc.)
- EEA changes its Topic Centre on Waste and Resources into one on SCP



European developments (ctd.)

- SCP action plan
 - Position paper published mid 2007
 - Public consultation including the workshop 'Time for Action', September 2007, Ljubljana
 - Action plan expected in April 2008
- Probable contents
 - Production and products: high focus
 - Markets: high focus (GPP, labels, lead markets)
 - Consumers: limited focus (informative instruments)



Goal 1: Content development

• What is SCP?

- Looks at interaction between consumption and production
- Is hence a sub-domain of the sustainable development agenda
- Part value laden notion
- With however some generally accepted elements:
 - ‘Factor X improvements’ in resource efficiency
 - Supportive to poverty eradication and equity
 - Questioning the effectiveness of current CP systems to reach a high quality of life

• How to realise understanding?

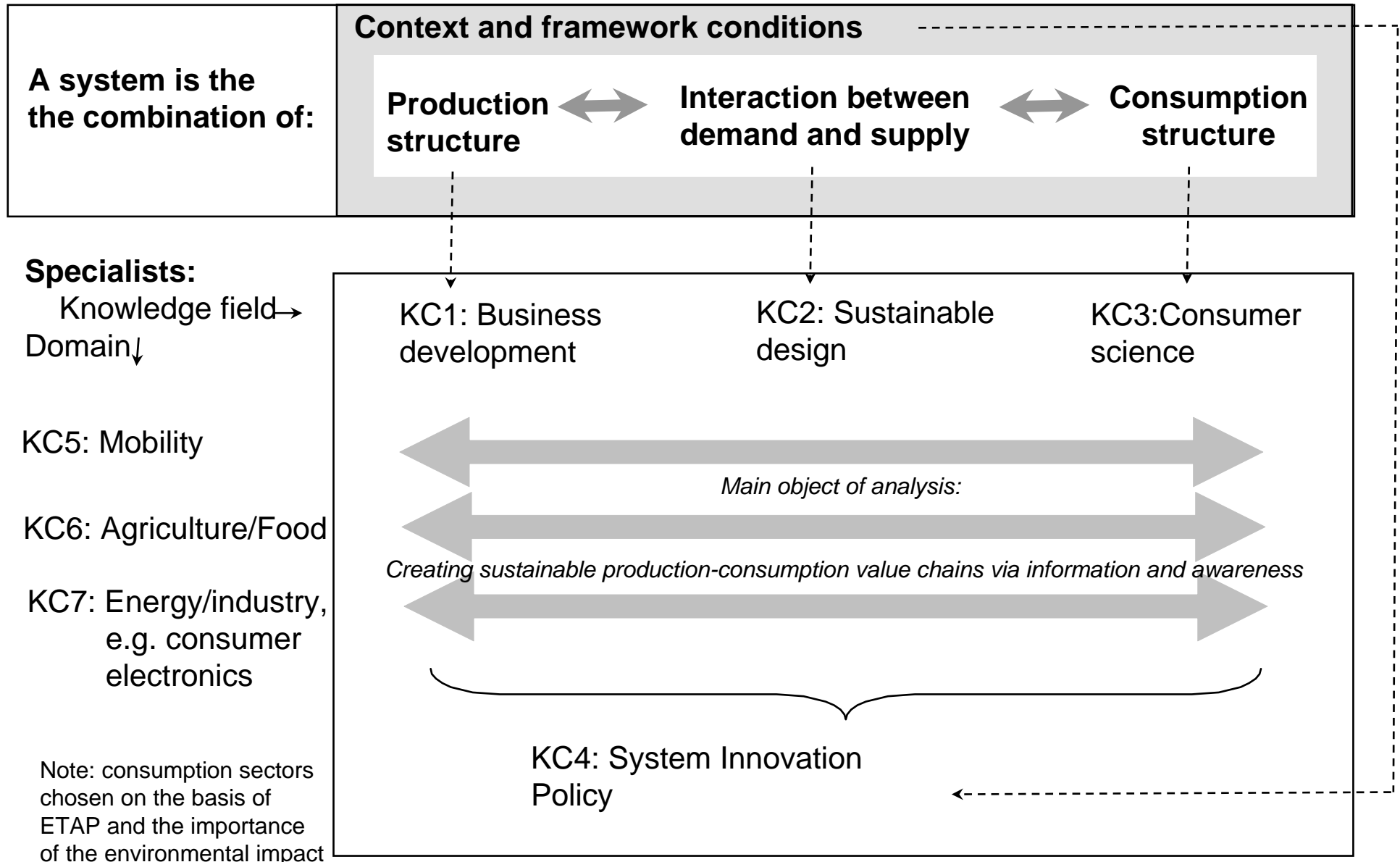
- Interdisciplinary approach
- Interaction between concepts and practice



The contribution of SCORE!

- Co-ordination action under FP6
 - 8 institutes
 - 20 members
 - Few 100 practitioners
- What we see as SCP goals
 - Factor X improvements' in resource efficiency
 - Supportive to poverty eradication and equity
 - Questioning the effectiveness of current CP systems to reach a high quality of life
- How we contribute
 - Conceptual analysis of change via 4 science perspectives
 - Practical analysis of change in 3 domains
 - Translation into a change model and a suggested framework for action

The perspectives on change





Lessons about change to SCP

• Observations

▪ Business

- (+) Innovative, efficient, sensible to 'crises and prices' and societal values, have power to influence chains and networks
- (-) Tempted to externalise costs, make markets out of hitherto free goods, and to foster and create ever more 'needs' (cf Branson's Virgin Space)

▪ Consumers

- (+) Can exercise sustainable market and policy choice, articulate sustainability values, and embark on bottom-up action
- (-) Are often 'locked in', deprived from ability and opportunity, bound by habits, or faced with choices that don't give similar 'quality', 'dreams', 'identity', 'status'

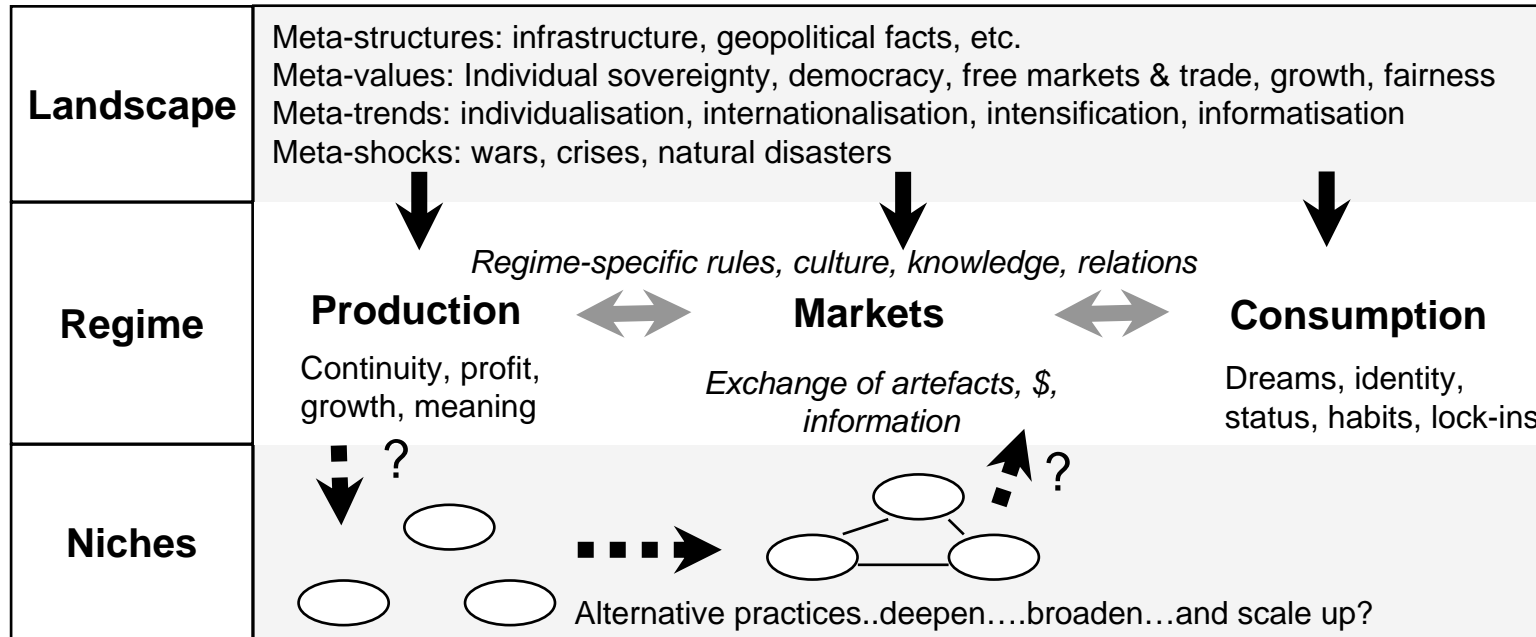
▪ ...Consumers and Business hence bound by rules of the game

▪ Designers describe mainly alternative niche experiments

▪ These elements have all a place in systems theory -> a systemic perspective seems the best way forward



A systemic view on change



• System

- ‘Landscape’: ‘meta-’context (trends, values, structures, shocks)
- ‘Regime’: mainstream production-consumption practices
- ‘Niches’: alternative practices

• Leverage points: ‘cracks’ allowing for change

- Misfit regime and ‘meta’ context (e.g. child labor)
- Misfit within regime (e.g. poor service quality)
- Both normative and operational



Implications for interventions

- Understand your system – and levels of change

	Type	Leverage	Typical policy context
• Short term	Technical and incentive change	Superficial	Agreement on goals and means
• Medium term	Create learning and self-organisation processes	Intermediate	Agreement on goals but not on means
• Long term	Adapt goals and paradigms	Fundamental	Disagreement on goals and means

- Adjust tactics to what you want to change

- Short term: exploit the cracks with regime compliant measures
 - Implement best practice policy, business models, etc.
 - Look for regime-compliant measures that implicitly have a paradigm-challenging effect
 - Reflect
- Medium term: find the right way forward
 - Articulate sustainability values and future ‘system cracks’
 - Experiment and learn from new concepts
 - Promote and enlist mobilising icons and visions
 - Reflect
- Long term: challenge paradigms
 - Enhance paradigm challenging evidence base; articulate sustainability values and future system cracks
 - Experiment with new concepts and use them to show ‘we can do different’
 - Promote and enlist mobilising icons and visions
 - Reflect



Some examples

- Short term
 - Congestion tax
 - Energy performance directive for new housing
 - Choice editing in supermarkets
 - FSC, MSC and other food certification self regulation
- Medium term
 - Illustration projects on zero-energy housing (BedZ, Dongtang ecocity)
- Long term
 - Happy planet index study
 - Ecological footprint studies
 - EU Beyond GDP conference



A suggestion for a global Framework for Action

- The UN 10 Year Framework of Programmes
 - Bottom-up Framework, voluntary
 - Key idea: brokering between demand on actions for SCP and supply of resources
- Suggested structure
 - Short/medium term
 - General programs
 - Actor oriented programs (business, consumers, policy)
 - Sector oriented programs
 - Long term
 - Agenda setting activities



A suggested framework for action

- General programs
 - Support in developing national or regional action plans
 - Develop metrics for ‘best SCP practice and monitoring progress’
 - Support networking and financial, technical and scientific brokering
 - Develop outreach to 3rd parties (e.g. development agencies)
- ‘Triangle of change’ actor oriented programs
 - Business: sustainable value chains
 - Citizens/consumers: sustainable life styles
 - Policy: effective application of policy instruments



Suggested framework for action

- Priority production-consumption chains
 - Built environment and housing
 - Food
 - Mobility
 - Electrical and electronic equipment
 - Other
- Agenda setting activities



Implementation

Activity	Potential leadership?	Effort?
Pillar 1: General programs		
Support in developing national or region specific action plans.	UNEP/UN DESA	0
Develop metrics for 'best SCP practice' and monitoring of progress	New entity	++
Support networking and brokering access to finances, technical support, and scientific knowledge	UNEP, UNIDO Dedicated initiatives	+
Developing outreach to 3 rd parties relevant for implementing the SCP agenda	UNEP/UN DESA	0
Pillar 2: Actor oriented content programs		
Business: sustainable value chains	WBCSD/UNEP-SETAC Life cycle initiative	+
Citizens/consumers: sustainable life styles and related education	MTF Sustainable life styles and Education	0
Policy: effective application of policy instruments	Expanded MTF on Policy	+
Pillar 3: Programs for priority production-consumption chains:		
Built environment and housing	MTF Sustainable buildings	0
Food	New MTF	+
Mobility	New MTF	+
Electrical and electronic equipment	Expanded MTF Sustainable products	+
Pillar 4: Agenda setting activities		
	UNEP or new entity, in collaboration with NGOs and science	++



Concluding remarks

- SCORE conference 10-11 March, Brussels
 - Presentation of the Framework for Action
 - Discussion in panel
 - Register by 5 March via www.score-network.org
- Other spin off
 - Series of books with Greenleaf Publishing 'System Innovation for Sustainability'
 - Marrakech Process Research Initiative
 - Journal on SCP

