

1

A Guide for  
Civil Society Organisations

2

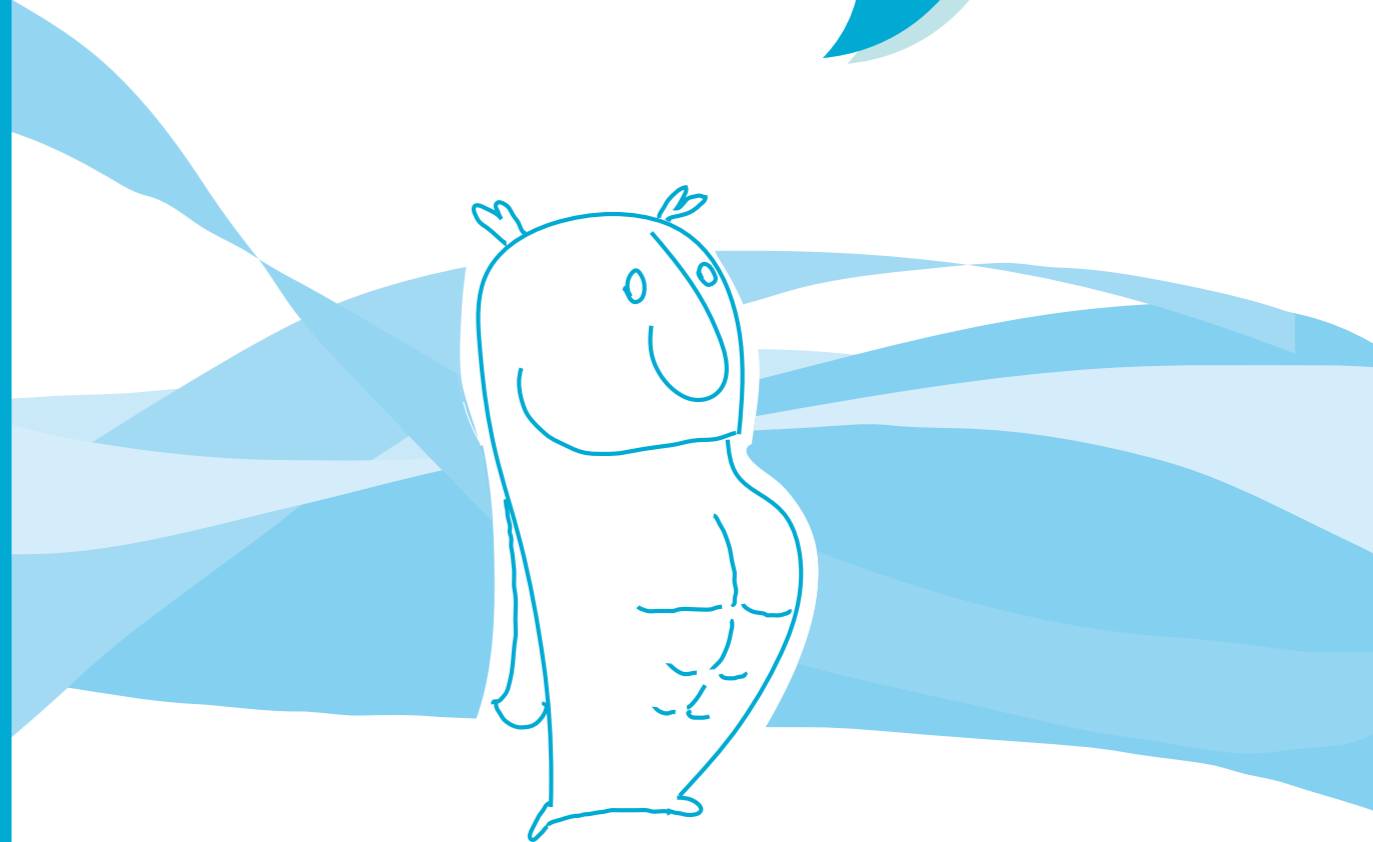
**Sustainable Consumption  
and Production Policies**  
*The role of Civil Society Organisations*

3

This booklet has been written for people working and volunteering on sustainability issues in civil society organisations (CSOs). It focuses on policy instruments that can be used to influence and foster positive change towards sustainable consumption and production. It has been prepared by UNEP/ Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production as part of the “Action Town – Research and Action for Sustainable Consumption and Production” (officially called CSOContribution2SCP) project, funded by the European Commission under the EU Seventh Research Framework Programme.

This booklet is one of the three Guides for Civil Society Organisations:

- 1) Sustainable Consumption and Production – The role of Civil Society Organisations
- 2) Assessing the Impacts of Consumption and Production – A Guide to Assessment tools for Civil Society Organisations
- 3) Measuring Performance towards Sustainable Consumption and Production – Types of Indicators and Indicator Sets



The project is coordinated by the CSCP; project partners are SERI, SEI, ANPED and WWF-UK. The research leading to these results has received funding from the European Community's Seventh Research Framework Programme (FP7-ENV-2007-1) under grant agreement n° 212457.

**Authors:** Satu Lähteenoja, Nora Brüggemann, Burcu Tuncer (CSCP)  
**Editor:** Claire Pascoe  
**Design:** Ina Schneider (CSCP)

Available online: <http://www.action-town.eu>



# Sustainable Consumption and Production Policies

## The role of Civil Society Organisations

### Contents

|   |           |
|---|-----------|
| <b>Introduction</b>   | <b>1</b>  |
| Foreword  | 1         |
| Summary   | 2         |
| About these guidelines  | 2         |
| <b>1. The challenge for SCP: Yes, we can!</b>                         | <b>3</b>  |
| The perspective of sustainable consumption and production             | 3         |
| The three most important impact areas: food, housing and mobility     | 4         |
| Housing: fewer square meters  | 5         |
| Mobility: less kilometers   | 6         |
| Food and drink: less meat   | 8         |
| <b>1.1 Change is needed – the role of CSOs is crucial</b>             | <b>9</b>  |
| Addressing the challenges with policy instruments                     | 10        |
| <b>1.2 Strategies for Action</b>                                      | <b>12</b> |
| <b>2. Opportunities for CSO engagement at different policy levels</b> | <b>13</b> |
| Individual and household level  | 14        |
| Local level   | 16        |
| National level  | 18        |
| European level  | 20        |
| International level   | 24        |
| <b>3. Linking CSO activities with SCP policy instruments</b>          |           |
| <b>– How to become more effective?</b>                                | <b>28</b> |
| I Regulatory instruments  | 29        |
| Norms and standards   | 29        |
| Environmental taxes   | 32        |
| Sustainable public procurement  | 35        |
| II Participatory instruments and Voluntary Agreements                 | 38        |
| Urban planning  | 39        |
| Negotiated voluntary agreements                                       | 42        |
| III Informational instruments and research & educational instruments  | 44        |
| Eco-labelling   | 44        |
| Research and development  | 47        |
| Education and training  | 48        |
| <b>4. What else is needed for more effective Action?</b>              | <b>51</b> |
| Creating a collective movement  | 53        |
| Conclusions   | 57        |
| <b>5. Who's who?</b>  | <b>58</b> |
| <b>6. References</b>  | <b>60</b> |
| <b>7. Glossary</b>  | <b>62</b> |
| <b>8. List of abbreviations</b>                                       | <b>65</b> |

### Foreword

*“Another document” you might say. “On policy instruments” you might sigh. “Why should I care?” you might wonder. But we should all care as it is our environment that is at stake. Climate change, loss of biodiversity and resource depletion are ongoing pressures that do not lose their urgency when headline news turns to other matters. In fact, the financial crisis that had policy makers, businesses and citizens all in a state of panic, can be seen as one piece of the same puzzle: our current lifestyles are not sustainable and are leading us towards crisis point.*

*Action is needed – and we need to act together. All actors in society – policy makers, governments, researchers, businesses and civil society, need to work together to achieve change. This is why we would like to introduce the “Action Town” project, which looks at how civil society organisations and researchers can work together more efficiently to provide new insights into sustainable consumption and production (SCP). We discuss SCP as a broad strategy, which covers all the major environmental threats that face our planet. We will address our current consumption and production patterns by taking into account environmental, social, cultural and economic factors, all of which are important for positively affecting those same domains of our personal lives.*

*This booklet has been written for people working and volunteering on sustainability issues in civil society organisations (CSOs). CSOs play a major role in effecting change due to their central position among academia, policy makers, consumers and business. You can help make a difference!*

*History has proven that when CSOs join forces they can instigate significant change. This has been seen in the past when the apartheid regime was brought to an end in South Africa and when women were given the right to vote in countries around the world, both as a result of civil society engaging proactively on issues that concerned them. They did not give up until their objectives had been reached and policy had been change. This time, the issue at stake is the global environment, so it is our time to stand up and take action!*

*This guideline deals with policy instruments that can be used to influence and foster positive SCP change. When effectively written and implemented, these policy instruments are strong tools for improving consumption and production practices. The engagement of CSOs in the application of policy instruments can result in better quality policies, a better policy mix, a better environment for policy implementation and stronger ownership of policy outcomes.*

*Our aim is to provide a brief overview of existing policy instruments and encourage CSOs to engage in the policy process in order to make these instruments more effective.*

*We hope you enjoy reading the guideline and consider it a helpful tool for your future work!*

Yours,  
The Authors

## Summary

Our environment is at stake. There is no doubt that our current patterns of production and consumption is endangering the potential of future generations to use the planet's resources.

However, there is no need to dwell on negative predictions and this booklet provides an opportunity to focus on what can be done about it. Civil society organisations (CSOs) are the target audience of this booklet. They are one of numerous groups of stakeholders taking action on Sustainable Consumption and Production (SCP) and are in a peculiar but valuable position given their strong connections with academia, policy-makers, consumers and the business community. The first part of this document gives a general overview of current data on production and consumption trends as evidence that our unsustainable global situation is all-encompassing. Sustainable consumption and production is introduced as a concept that looks holistically at systems of production and consumption and explores how these systems can change to reduce their ultimate environmental impact. We centre attention on mobility, housing and food as these areas of consumption have the largest environmental impacts.

The second part of the booklet explores the possible role of civil society organisations in the SCP policy arena. The information is presented at the individual or household level as well as the local, national, European and international levels. Suggestions on how to promote SCP at each level, and an outline of the various tools available, are given and illustrated with examples. Finally, different policy instruments used to promote and enhance SCP are described and the role of CSOs within this context is discussed

## About these guidelines

This booklet, "Sustainable Consumption and Production Policies – The role of Civil Society Organisations", has been published under the framework of the "Action Town – Research and Action for Sustainable Consumption and Production" project. The booklet is part of a

### What are civil society organisations?

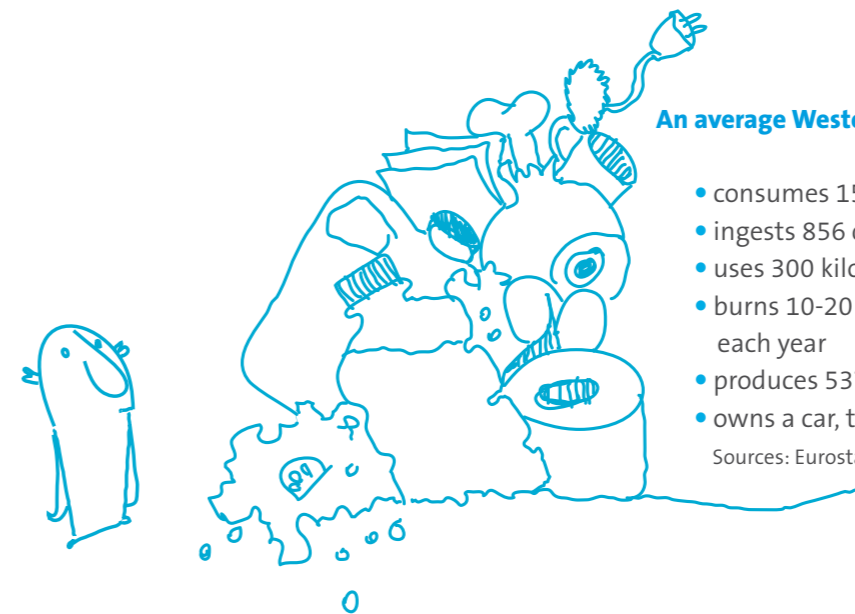
*In this booklet, 'civil society organisation' refers to any legal entity that is non-governmental, not-for-profit, not representing commercial interests and pursuing a common purpose in the public interest. This definition matches the understanding of the European Commission that civil society organisations are a range of organisations which include: traditional citizen and community based groups, social and environmental NGOs, labour-market players, religious communities, youth and student organisations etc. (European Commission, COM [2002] 704)*

series of three different guidelines: The UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) prepared this guideline on policy instruments, the Sustainable Europe Research Institute (SERI) prepared a guideline on SCP indicators and the Stockholm Environment Institute (SEI) prepared a third guideline dealing with assessment tools for SCP. By reviewing existing knowledge and the latest research on SCP, these guidelines aim to provide a quick, hands-on overview of selected public policy instruments, assessment tools and indicators. Each guideline gives examples of where CSOs may be able to contribute to more effective or wider implementation of the tools. Throughout the Action Town project, interactive activities between research and civil society organisations will provide valuable input that can be incorporated to further improve the content of the booklets and ensure that the final versions are as helpful to CSOs as possible. The final edition of the guidelines will be published at the end of the Action Town project, taking into consideration the results from the activities carried out throughout the project.

# 1 • The challenge for SCP: Yes, we can!

Our consumption behaviour has a major effect on the world we live in. We are constantly receiving information regarding the complex environmental and social pressures being exerted on the planet. Climate change, sea level rise, species extinction, water scarcity, loss

of fertile soil; the list is long and the implications for economies and societies are similarly numerous. The challenge is huge and big systems need to change. Sustainable Consumption and Production (SCP) offers a possibility to look at the complicated system as a whole.



An average Western consumer

- consumes 150-200 litres of drinking water each day
- ingests 856 calories from animal products each day
- uses 300 kilos of paper each year
- burns 10-20 barrels (OR 1600 – 3200 litres) of oil each year
- produces 537 kilograms of household waste each year
- owns a car, television, fridge and washing machine

Sources: Eurostat (2005)

## The perspective of sustainable consumption and production

Mitigating the environmental effects of human activities has traditionally focused on minimising the effects of individual goods and services through technical product improvements. The sustainable consumption and production (SCP) approach goes one step further: SCP looks holistically at systems of production and consumption and explores how these systems can be changed to reduce their ultimate environmental impact. It involves critically reviewing current lifestyles and examining alternative modes of consumption, asking ourselves whether more is always better. SCP also recognises the influence of consumer demand on the consumption process, and therefore its potential as a policy area that can be addressed to minimise environmental effects.

The key approaches for achieving SCP can be summarized by:

- Consuming less: the total expenditure for consumption is reduced, eventually leading to less economic output.

### What are the goals we need to reach?<sup>1</sup>

- 90% CO<sub>2</sub> emission reduction by 2050.
- Ecological footprint reduced by 50 % in Europe
- Natural resource use reduced 4 % annually until 2050
- End extreme poverty and hunger by 2015
- Achieve universal primary education and gender equality by 2015

- Making better consumption choices: the total level of consumption is not reduced, but lifestyle changes can prompt changes in consumption patterns.
- Producing and consuming more efficiently: consumption patterns are essentially unchanged, but the products and services consumed are produced with technologies that reduce the amount of resource use and emissions per unit of consumption by e.g. extending the lifespan of products and services.

## The development of an SCP policy agenda

Sustainable consumption and production has been defined as: "...a holistic approach to minimising negative environmental impacts from the production-consumption systems in society. SCP aims to maximize the efficiency and effectiveness of products, services, and investments so that the needs of society are met without jeopardizing the ability of future generations to meet their needs".

SCP received its international recognition at the 1992 United Nations Conference on Environment and Development in Rio de Janeiro. Ten years later, the Johannesburg Plan of Implementation singled out "changing unsustainable patterns of production and consumption" as one of the main elements of sustainable development. This plan, along with the

Marrakech Process launched in 2003 to support the implementation of policies, projects and strategies on SCP and to contribute to the 10 Year Framework of Programmes on SCP, provided the basis for the political framework for action on SCP.

In Europe, for example, SCP is increasingly seen as a broad and important tool with which to tackle today's environmental challenges. The EU Sustainable Development Strategy, revised in 2006, identifies sustainable consumption and production among its seven key challenges. In 2008, the EU Commission presented a specific Action Plan on Sustainable Consumption and Production to complement existing policy instruments and approaches for more SCP.

## The three most important impact areas: food, housing and mobility

In terms of production, the sectors that exert the most pressure on the environment are agriculture, electricity generation, transport services and mining<sup>3</sup>. Attempts to improve environmental efficiency at the point of production can include implementing new technology and enforcing stricter environmental controls. However, until recently most attempts have been outweighed by unsustainable consumption patterns and increasing growth. For example, energy efficiency has increased by approximately 2% per year since the 1970s, but at the same time the number of electrical appliances has increased tremendously; the average UK household had 17 electrical appliances in the 1970s and they now

have 47. Given this, addressing sustainable consumption now appears to be a particularly important focus in terms of environmental protection and performance.<sup>4</sup>

Numerous studies have revealed that the consumption activities that have the largest environmental impacts are eating and drinking, housing (including infrastructure) and mobility. These three areas are responsible for around 70% of the total global warming potential. The specific activities that make the largest contribution relate to the consumption of electrical energy, gas, steam and hot water (14%), private household transport (11%) and food products, beverages and tobacco (9%).

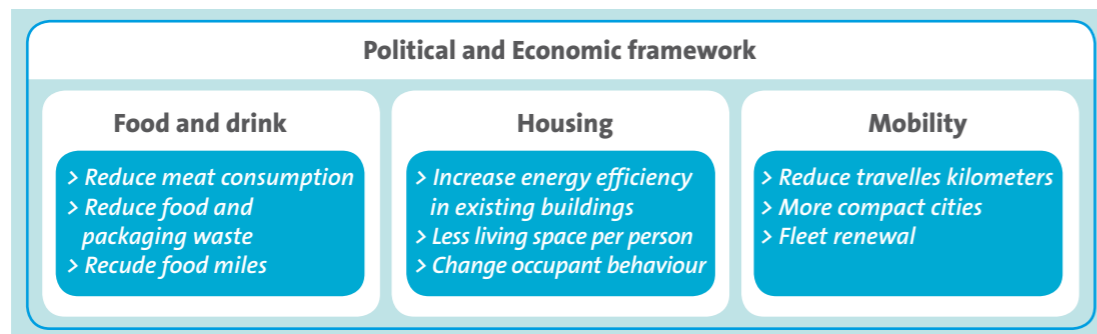


Figure 1: Political and Economic framework

Furthermore, these three demand areas account for about 65% of total material use. The most intensive activities in this regard are construction works (26%), food products, beverages, and tobacco (12%) and agriculture, hunting and forestry products (7%). Given these figures, it is imperative that targeted and effective sustainable strategies are developed for these high impact areas.<sup>5</sup>

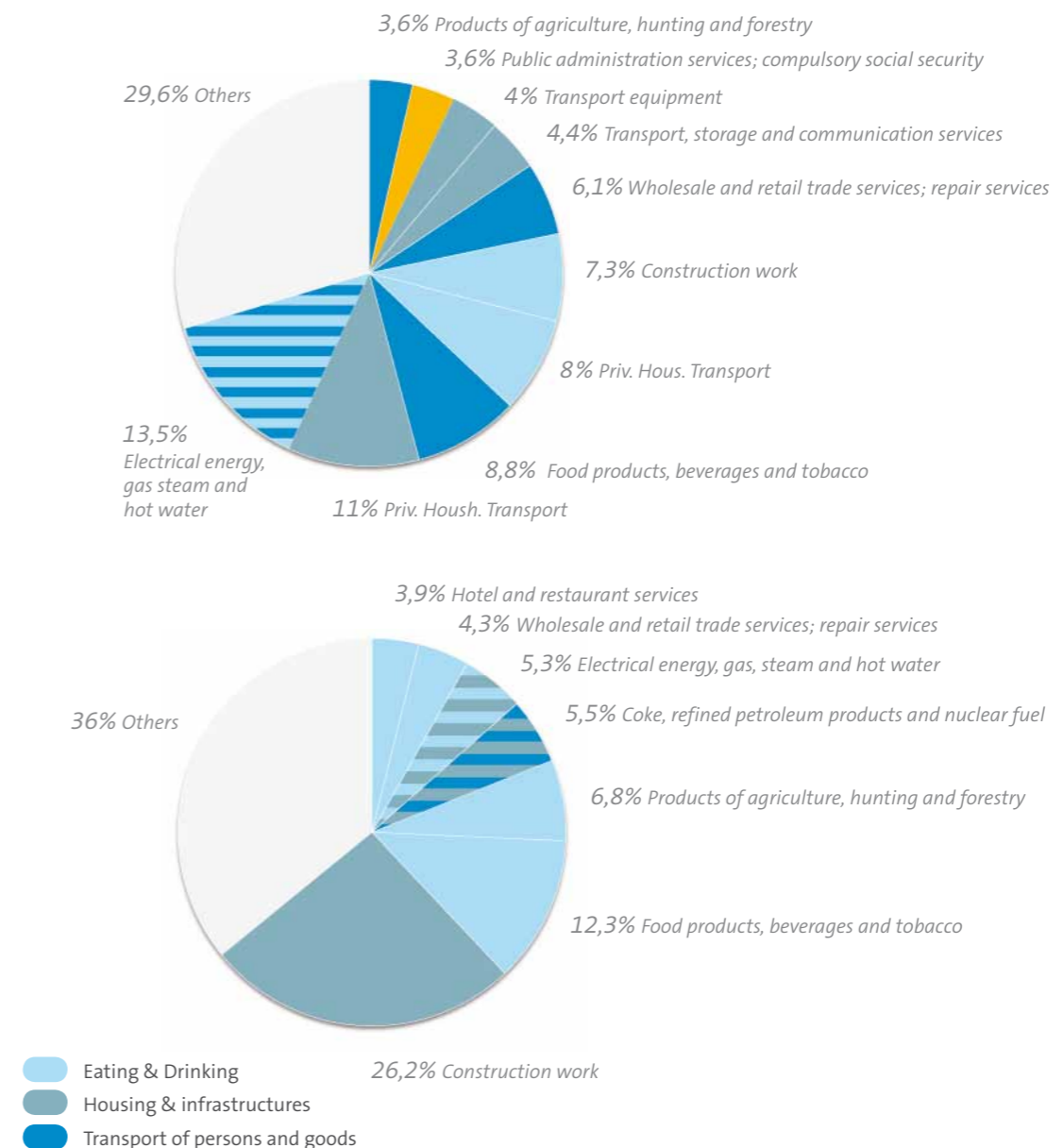


Figure 2: global warming potential and resource use of the consumption sectors food, housing and mobility.<sup>1</sup>

## Housing: fewer square meters

In 2005, buildings accounted for about 40% of energy use and 38% of CO<sub>2</sub> emissions within the EU. In the UK, more than 27% of CO<sub>2</sub> emissions come from the residential sector. From a life cycle perspective, the use-phase of a building is responsible for the majority of these emissions. Reducing CO<sub>2</sub> emissions from existing buildings by 80% by 2050 is in theory

possible, but it requires a systemic change. Retrofitting old buildings to achieve increased energy efficiency offers a significant opportunity to cut CO<sub>2</sub> emissions. Other measures to cut emissions include increasing the energy efficiency of household appliances and reducing the carbon content of electricity.

<sup>1</sup>For more information about the three impact areas, see the baseline report of the CSO Platform on SCP project, pdf available at [www.scp-dialogue.net](http://www.scp-dialogue.net).

### How much space is enough?

Between 1995 and 2004 the average living space of new dwellings in the EU increased by 11 %. In the United States the increase was 13 %.<sup>6</sup> The biggest challenge in the housing sector is the increasing living space per person. This larger space requires more heating and cooling and often leads to additional appliances.

ture in winter, using less air-conditioning in summer, saving hot water and turning electric appliances off when they are not in use, further achievements can be gained, or at a minimum, prevent gains from technological improvements from being offset. However, if the average living space per person continues to increase, leading to more space that needs to be heated, lit and furnished, this will be difficult to achieve.<sup>7</sup>

Given that behaviour influences energy consumption as much as technological efficiency does, changes in the behaviour of inhabitants is equally important. With practices such as lowering room tempera-

As shown in the picture below, the number of houses in the EU-15 increased at a faster rate than population growth from 1980 to 1995. The average number of people per household decreased from 2.82 to 2.49 over the same period<sup>8</sup>.

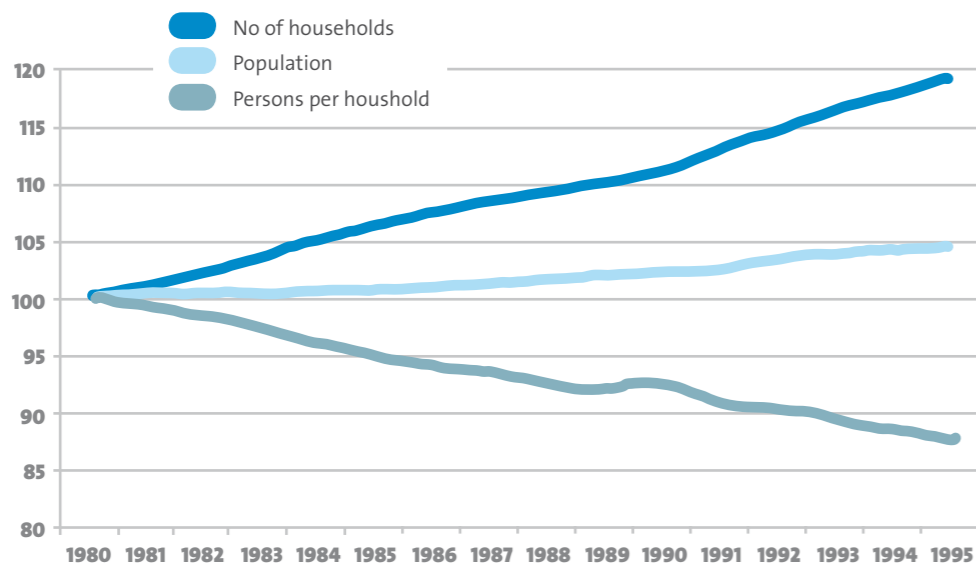
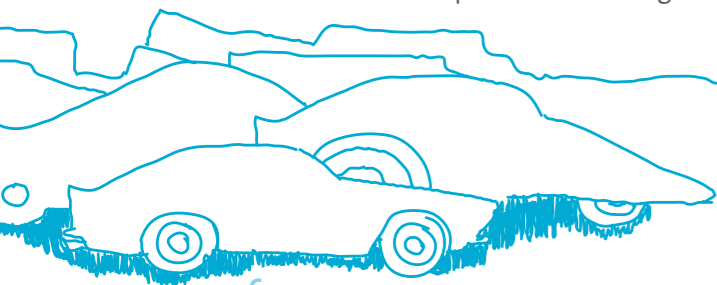


Figure 3: The growth of single households in EU 15 from 1980 to 1995 (EEA 2001)<sup>9</sup>.

### Mobility: less kilometers

Mobility has the fastest growing energy demand of all sectors and is the only sector with consistently increasing emissions in most European countries. This refers to both direct emissions, due to the ever-growing number of cars on the road, and to the indirect impacts caused by transport infrastructure development. These impacts include fragmentation

and destruction of plant and animal habitats and high levels of carbon emissions from asphalt production. Set against the growing international consensus that most European countries will have to reduce their carbon emissions by a minimum of 80% by 2050, it is clear that the challenge faced is enormous.



### Less freedom through cars?

The car is often associated with the idea of freedom, going further and going faster. However, due to a rapid increase in the amount of vehicles on the road, it has become a victim of its own success. The number of vehicles in the EU-25 increases by three million a year.<sup>10</sup> Although we own cars that can reach 200 km/hour, the average vehicle speed in London is only 12 km/hour and in Berlin it is only marginally faster at 15 km/hour.<sup>11</sup>

charge” in order to make the use of private vehicles more expensive, especially at peak time. This charge differs slightly in each city but generally consists of a fee paid for travelling into the highly congested innercity areas. The charge aims to discourage the use of private vehicles in favour of public and active transport (walking and cycling), which reduces both environmental costs and the need to build more road infrastructure. It also raises revenue that can be recycled directly back into the transport system to further improve alternatives to private cars. An example of how this system can work is seen in Barcelona where parking fees in the centre of the city are being used to cover the costs of the city’s public bicycle program. Another important aspect of mobility relates to the “rebound effect”. The average fuel consumption per car has decreased over the last twenty years due to a more efficient generation of cars available on the market (see figure). However, the total car kilometres travelled has risen more rapidly and has outweighed efficiency gains meaning total emissions are ultimately higher.

The need of using private cars and availability of public transport is very different in urban and rural areas. A significant portion of the environmental impacts of personal mobility comes from journeys within urban areas. In recent years, city planners, developers and policymakers have increasingly started to look towards developing more compact cities that support functional public transport, therefore minimising the need for private cars. Some cities, London, Stockholm and Milan for instance, have introduced a “congestion

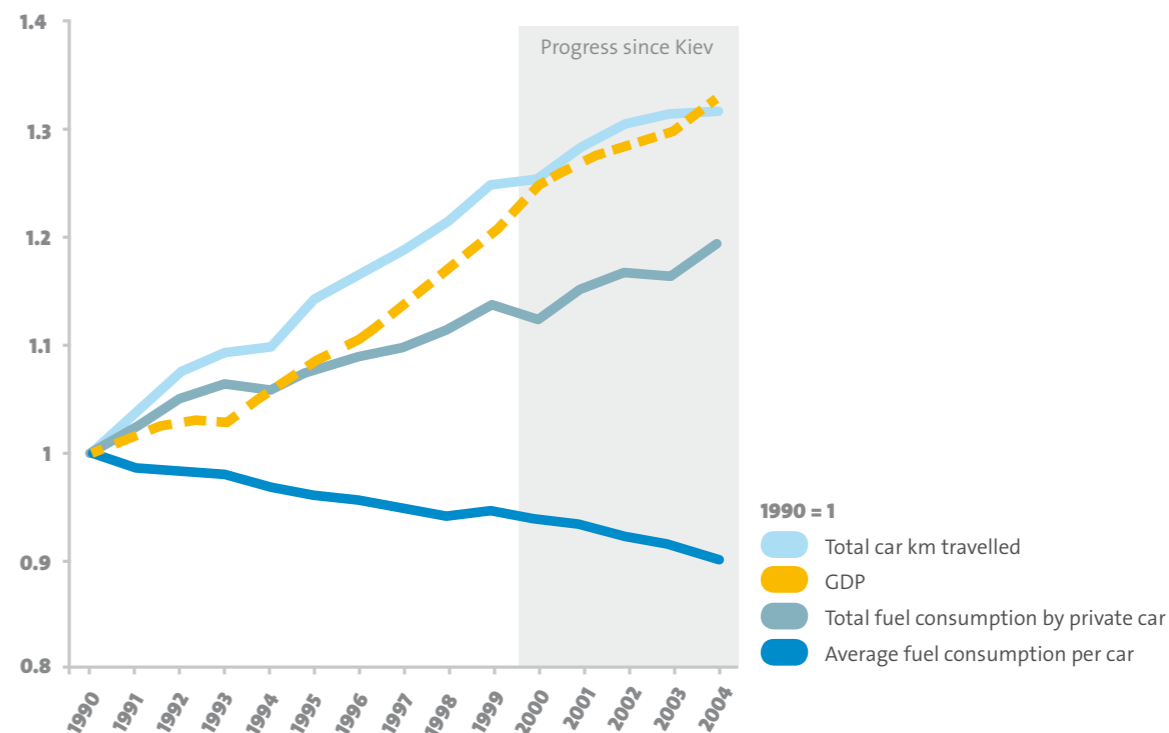


Figure 4: total car km travelled increases faster than the efficiency of cars.<sup>12</sup>

## Food and drink: less meat

Food and drink are responsible for between 20-30 % of the environmental impacts of private consumption.<sup>13</sup> According to the World Watch Institute, the most environmentally damaging consumption sectors are meat and dairy production. On average, meat consumption in the industrialized countries is 80 kg per person per year and in developing countries it corresponds to 30 kg per person per year. In the last 40 years, meat consumption has grown from 56 to 89 kilos of meat per person per year in Europe and from 89 to 124 in the US<sup>14</sup>.

The production of meat and milk generates methane, which is a powerful greenhouse gas. Due to the high impact of meat and its major contribution to our diets, lowering meat consumption represents one of the most important actions to be taken for reducing the environmental impact of the food and drink sector.

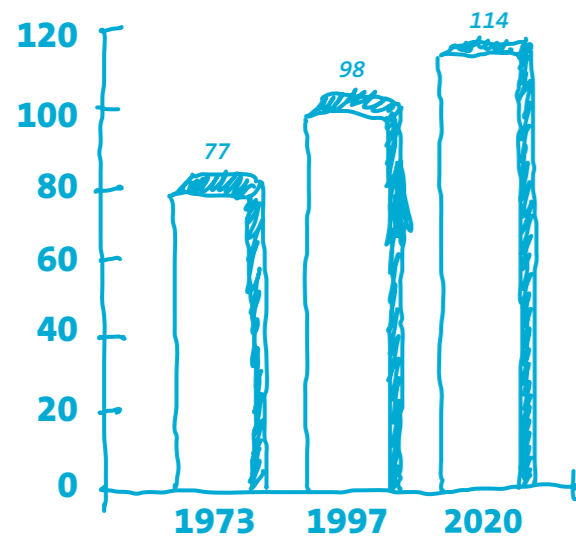


Figure 5: Average increase of meat consumption in the world. (IFPRI, 2001)<sup>17</sup>

Reducing food waste also offers potential for lowering the environmental impact of food. In the UK, around a third of all food purchased ends up in a rubbish bin.<sup>15</sup> Food waste also produces methane.

In addition to meat and dairy consumption and the problem of food waste, increasing food miles is also a challenging problem for the food and drink sector. Food miles refer to the distance that food products travel from the farm, through processing and manufacturing, into the supermarkets and finally ending up on our dinner plates. Transport of food by air has the highest CO<sub>2</sub> emissions per tonne but is the fastest growing way of transporting food.<sup>16</sup> In summary, this means that we should actively promote food with more vegetables and less meat, try to waste as little as possible, and encourage the consumption of local and seasonal products.

### Small changes, big impacts

A farmer can feed up to 30 people for a year on one hectare of land, producing vegetables, fruits, cereals and vegetable fats. If the same area is used for the production of eggs, milk or meat, the number of people fed drops to between five and ten.

Total GHG emissions from livestock in the Flemish region are 7.2 million tons of CO<sub>2</sub> equivalent (Mt CO<sub>2</sub>-eq) per year. By eliminating meat from a diet only one day per week, 170 kg of CO<sub>2</sub>-eq per person per year could be saved. If every citizen of Flanders participated in the "Veggie Thursday" campaign that some cities promote; 1 Mt CO<sub>2</sub>-eq of emissions per year would be spared. This would have the same effect as removing 500,000 cars from Flemish roads, and it would be equal to almost half the difference between the Kyoto target and the current GHG emissions in Flanders.<sup>18</sup>

## 1.1 Change is needed – the role of CSOs is crucial

In order to achieve change, we need a new vision of a more sustainable and ethical society. Recent economic uncertainties have given us the opportunity to create new solutions and to think about what the world of tomorrow could look like. Broadening traditional thinking beyond economic growth has already begun within CSOs and within national and EU institutions.<sup>19</sup> New keywords such as happiness and wellbeing indices, work-life balance, quality, optimal size, sufficiency and dematerialization are becoming more common.

Governments have to create a supportive policy environment, thereby backing changes to SCP from top-down. The business community can respond positively to sustainability challenges by providing sustainable products and services, as well as new sustainable business models. Consumers can contribute by exercising sustainable choices stimulated via informational campaigns.

Civil society organisations (CSOs) play a vital role here. Being voluntary and dedicated organisations of active and concerned citizens committed to the public interest, CSOs play a significant role in promoting sustainability to people in their daily life. They can appeal to consumers and producers, as well as communicate citizen ideas, proposals and concerns to decision makers and translate decisions made at different levels to ordinary people. CSOs also have a responsibility to the public by acting as watchdogs for government and industry. They can further support behavioural change and enhance current policy instruments, assessment tools and indicators. CSOs have the ability to bring different stakeholders together and to raise urgent issues for public discussion.

However, evidence-based knowledge is needed as a basis for action. By partnering with researchers, civil society organisations can obtain valuable data on current consumption trends, drivers and impacts. Partnering is often a win-win situation as CSOs obtain scientific data to support their strategies and actions, while academics see their research results being used and learn what information and further research is needed. Academia and civil society may have different approaches but together they can influence governments, consumers and business.

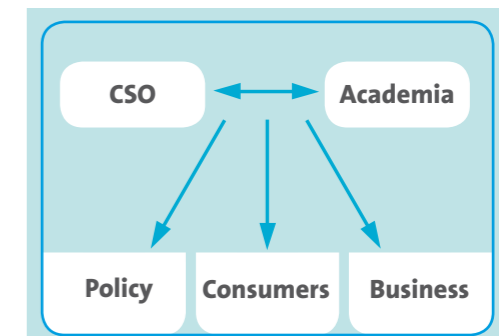


Figure 6: Civil society and academia need to partner to have a stronger influence.

## Addressing the challenges with policy instruments

Progressing towards sustainability requires changes to individual behaviour and mindsets but also requires structural changes such as better choices and even less consumption as well as more efficient production and consumption. Effective policy instruments can help in shaping these. Governments and other organisations have a number of policy instruments at hand to influence the operations or behaviours of different actors in order to achieve SCP. To better address the complex environmental, social and economic challenges, different policy instruments are increasingly combined to create ‘policy mixes’.

The following figure presents only a selection of policy instruments that have been or could be used for the promotion and the concrete implementation of SCP-relevant policy and strategy. Being aware of overlaps between some of the different types of policy measures, six categories are used in this framework. These range from regulatory and economic instruments, to participatory instruments and voluntary agreements, and to informational, research & educational instruments (see figure for details).

Policy instruments can be categorised in many different ways. For the purpose of this guideline, the above mentioned policy instrument categories have been divided into three groups to give an insight into their impact and effectiveness and into the degree to which CSOs can engage with them, as both varies (see figure 8).

Coerciveness, which is represented on the horizontal axis refers to the power the policy instrument in analysis has to compel to society change. It differs from measure to measure (increasing from Group III to Group I). For example, regulatory instruments tend to be more effective in the short term because they legally oblige producers and consumers.

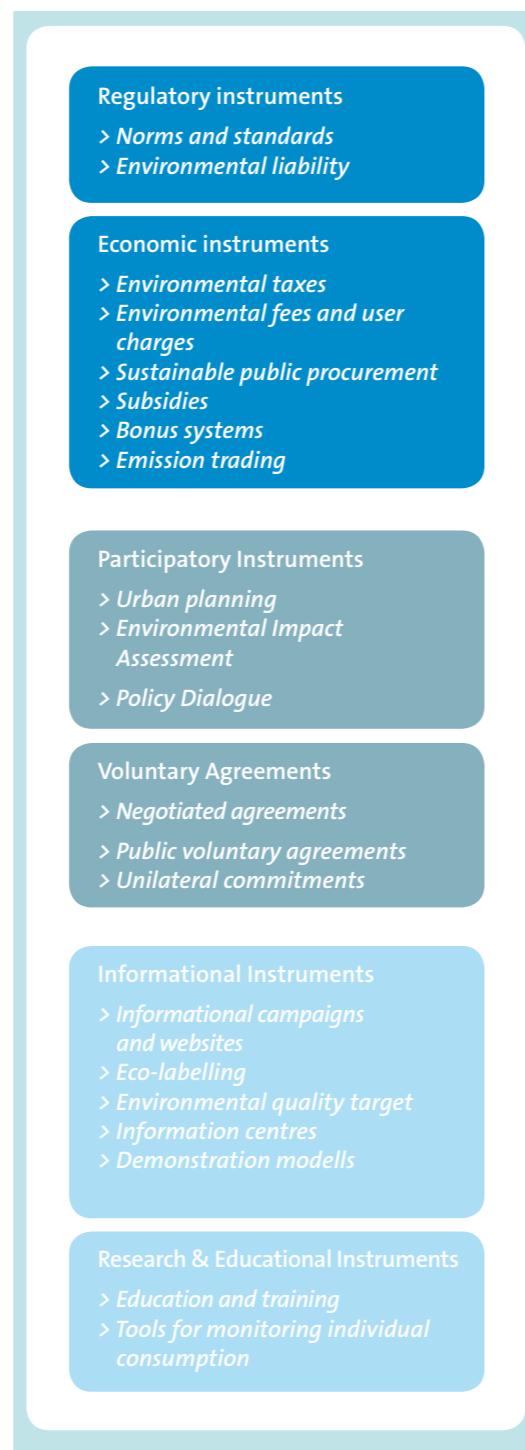


Figure 7: A selection of policy instruments for SCP.

The degree of potential CSO involvement refers to the extent to which CSOs can influence various processes, ranging from supporting to conducting activities. Regulatory and economic instruments for example are mainly government led. In this field, CSOs can take action especially through lobbying (Group I). The potential contribution of CSOs to green participatory instruments and voluntary agreements is higher, but depends on the situation and the involved stakeholders

(Group II). The most active role CSOs can play regarding informational instruments and research & educational instruments, since these policy instruments are the most accessible (Group III). More details and examples of each category are given in Chapter Three. It should be highlighted that CSOs can potentially involve themselves in any policy instrument (this is why no category in this figure lies on the horizontal axis), but this happens more in some cases than in others.<sup>20/21</sup>

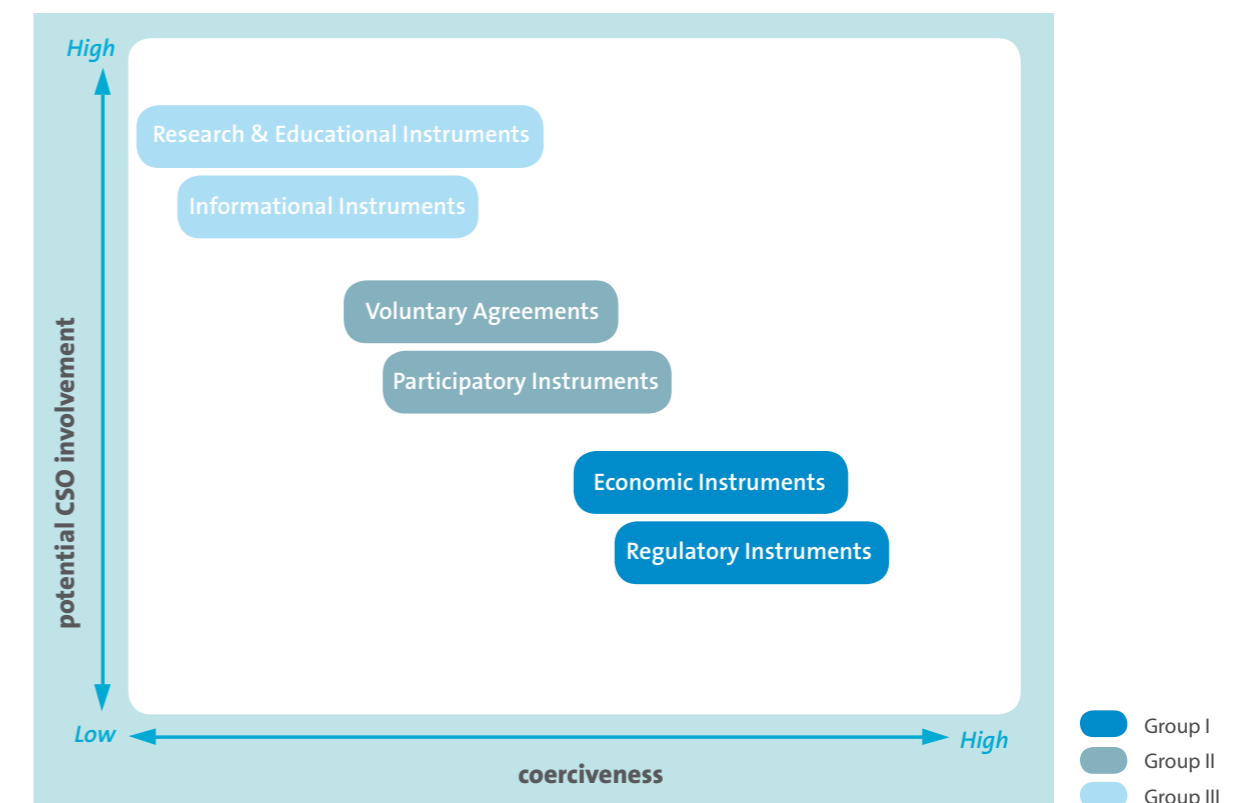


Figure 8: A rough visualization of the coerciveness of policy instruments and the potential CSO involvement in their formulation.

# 1.2 Strategies for Action

To address the challenges described above, CSOs have several strategies they can use. Here, strategies refer to actions that CSOs can undertake to achieve changes in society. Common strategies include campaigning, awareness raising, writing statements and ob-

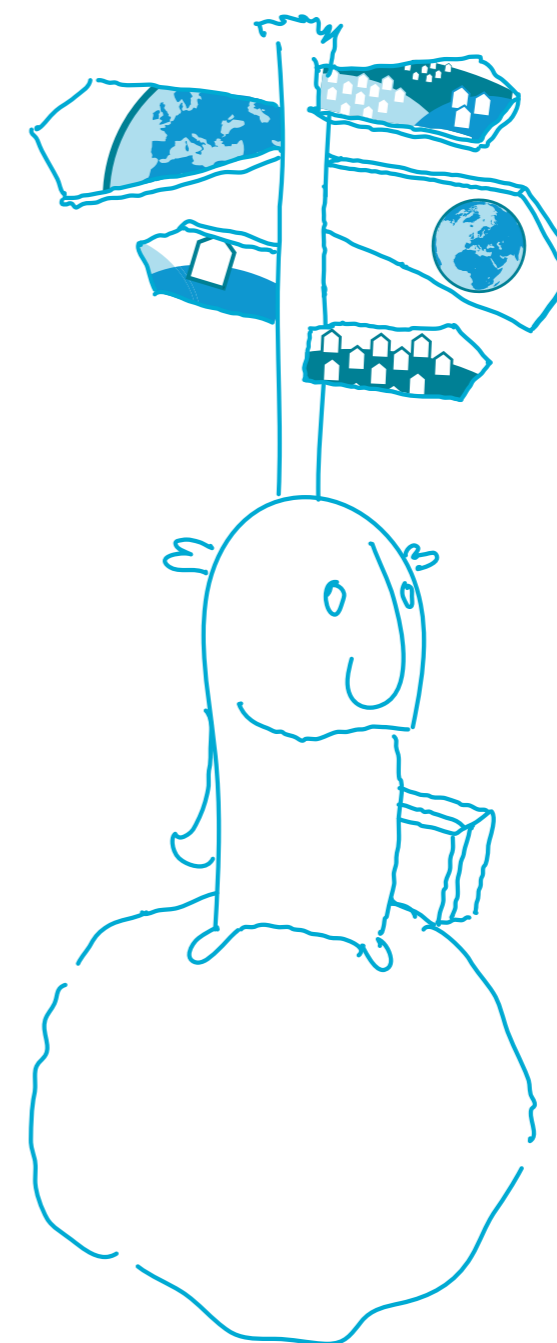
taining expert opinions, taking part in political discussions, conducting studies to fill knowledge gaps, lobbying and organising demonstrations. A rough overview of different CSO strategies is given in the following table.

| ACTION                                   | Description  | Example   |
|--|--|---|
| Develop and publish challenging evidence | Identify and understand the issues of SCP, fill the knowledge gaps by conducting own research projects to develop and publish challenging evidence.  | Finnish Association for Nature Conservation, FIN-MIPS Household project: ( <a href="http://www.environment.fi/default.asp?contentid=194683&amp;lan=en">http://www.environment.fi/default.asp?contentid=194683&amp;lan=en</a> ) Ecological Budget UK <a href="http://www.ecologicalbudget.org.uk/">http://www.ecologicalbudget.org.uk/</a> |
| Undertake consumer focused campaigning   | Run campaigns with a focus on consumers  | Friends of the Earth campaign "Consume less, live more" <a href="http://www.foei.org/en/get-involved/livemore/">http://www.foei.org/en/get-involved/livemore/</a>   |
| Lobby government                         | Lobby governments by playing an active role in political and research discussions, ideally to re-define or challenge the agenda (e.g. lobbying SCP National Action Plans, lobbying for new legislation, etc.). | EEB Blueprint paper for the EU SCP Action Plan: <a href="http://www.eeb.org/publication/general.html">http://www.eeb.org/publication/general.html</a> (May 2009)  |
| Engage with communities                  | Engage at a grassroots level with community groups to achieve behaviour change and grow political pressure.  | London 21, Mapping change for sustainable communities: <a href="http://www.london21.org/page/79/project/show/mcsc">http://www.london21.org/page/79/project/show/mcsc</a>  |
| Engage in business partnerships          | Build CSO – business partnerships to create examples of best in class sustainability practices by business.  | WWF Global Forest and Trade Network: <a href="http://gftn.panda.org/">http://gftn.panda.org/</a>  |
| Network and create coalitions            | Network with other CSOs to create common opinions and get the message heard more effectively.  | The Sustainable consumption network of Finnish NGOs has 20 member organisations and has already been active for more than 20 years. Website <a href="http://www.nukuusviikko.fi">www.nukuusviikko.fi</a> (in Finnish and Swedish)   |
| Convene multi-stakeholder processes      | Convene multi-stakeholder processes with a diverse group of stakeholders to create the space to develop, test and implement sustainable innovations.   | The Finance lab of founded by WWF-UK: <a href="http://www.thefinancelab.org/index.html">http://www.thefinancelab.org/index.html</a>   |
| Build alliances                          | Build political alliances with partners who share the same purpose and have aligned objectives in order to influence political or societal decision making processes for SCP.                                  | Rainforest Alliance providing an eco-label: <a href="http://www.rainforest-alliance.org/">http://www.rainforest-alliance.org/</a>   |

The actions described here are of course only examples. Resources are often limited, so it is necessary to think strategically about where to direct them. To help link actions with policy, this booklet provides an overview of SCP policy processes at different levels as well as giving an introduction to selected

policy instruments that are relevant for CSOs. Five policy levels are described: the individual or household level and local, national, EU and international levels. After introducing the SCP policy environment and the possible role CSOs can play in it, more detail of the instruments is provided using examples of effective actions.

## Opportunities for CSO engagement at different policy levels



## 2. Opportunities for CSO engagement at different policy levels



### Individual and household level

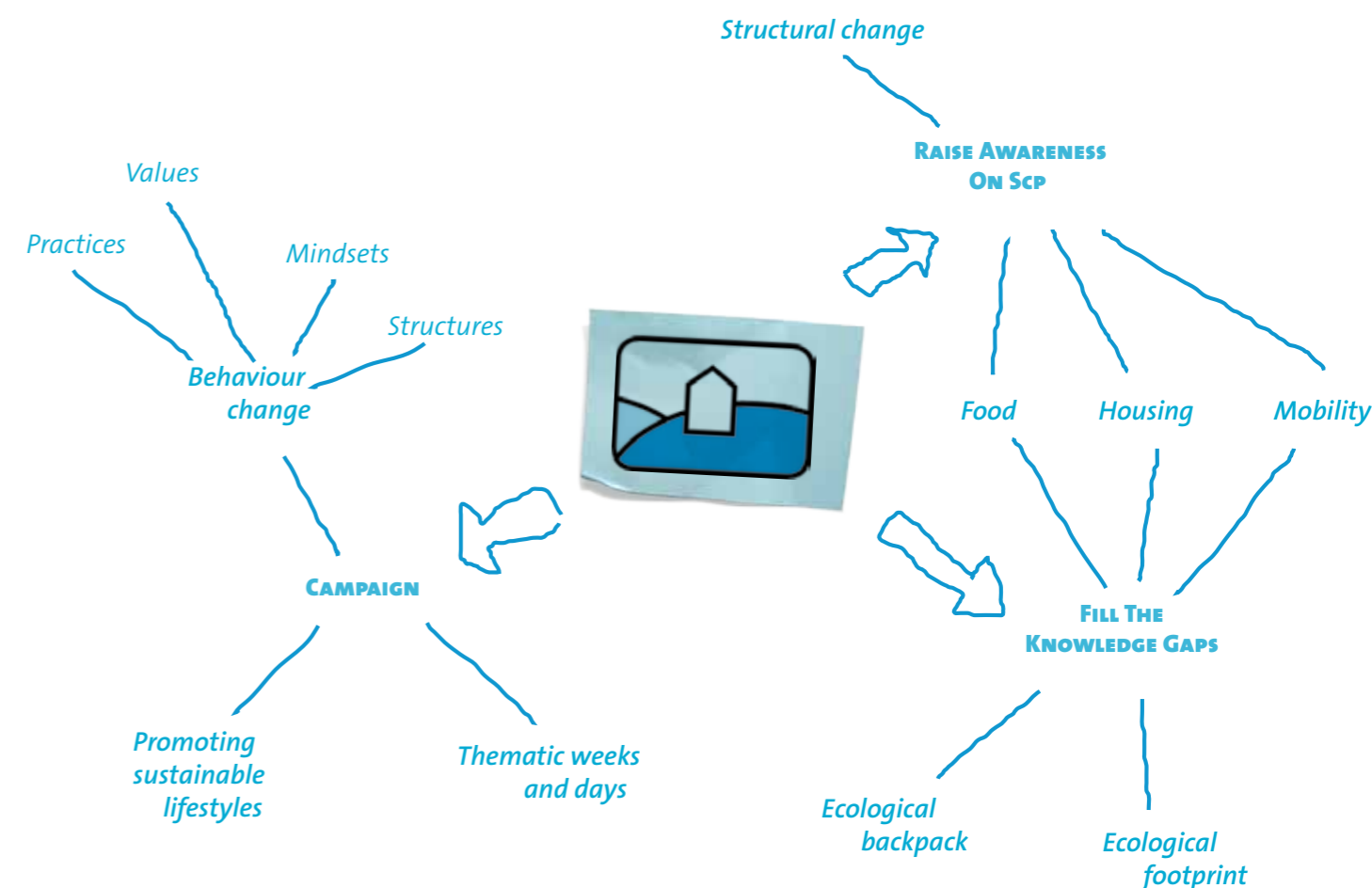
Everyday households and individual consumers make decisions that affect the state of the environment. The way consumers live, eat and travel defines the level of environmental pressure they exert. However, even though consumer behaviour is of huge importance, moving towards sustainable consumption and production is not solely consumers' responsibility. Public authorities, for example, can provide a supportive framework that facilitates sustainable choices.

Consumption choices at the individual and household levels can be influenced in many ways by different policy instruments. Economic instruments enable authorities to alter the price of products so that sustainable alternatives become cheaper than conventional products, or at least economically comparable. Guaranteeing a producer of re-

newable electricity a fixed feed-in tariff over a longer period of time, is an example of this type of policy. Direct taxes on carbon and the introduction of quotas for endangered fish, representing the price to be paid for using up a scarce resource, are further examples. Public authorities could also increase the price of air travel so that it not only reflects the price of the ticket itself but also the environmental damage related to the trip (internalising the external costs, otherwise imposed on society as a whole). Public authorities can influence the variety of products offered to consumers by means of product standards. For example, fridges that consume the highest amount of electricity could be phased out. Policy instruments like information centres and tools for monitoring individual consumption can also be used to inform consumers of the environmental impacts of their choices. Including sustainable consumption and production issues in the curricula of schools is a further policy opportunity. Their huge potential to influence behaviour makes policy instruments an important focus for civil society organisations.

### How to promote SCP at the household level

- Raise awareness about sustainable consumption in terms of structural change. **FILL KNOWLEDGE GAPS** and focus on values and mindsets.<sup>22</sup>
- **IDENTIFY** and focus on the most critical areas: food, housing and mobility. Use tools such as the ecological footprint and ecological backpack indicators to illustrate the impacts of consumption.
- Organise **CAMPAIGNS**. For instance, thematic weeks and days to give visibility to the important issues: food (meatless diet, local or regional and organic), housing (proper insulation and energy provision from renewable sources) and mobility (general reduction of distances travelled and increase in sustainable transport modes). Since 1990 the Swedish Society for Nature Conservation has organised, as part of its Green Consumerism initiative, the "Annual Green Consumption Week", aiming to encourage an environmentally friendly range of products in supermarkets. Every spring, the Finnish Association for Nature Conservation (FANC), together with a network of Finnish NGOs, organises a sustainable consumption thematic week campaign, mostly targeted at consumers (previous themes have been sustainable electronics and sufficiency). ([www.nuukuusviikko.fi](http://www.nuukuusviikko.fi)).



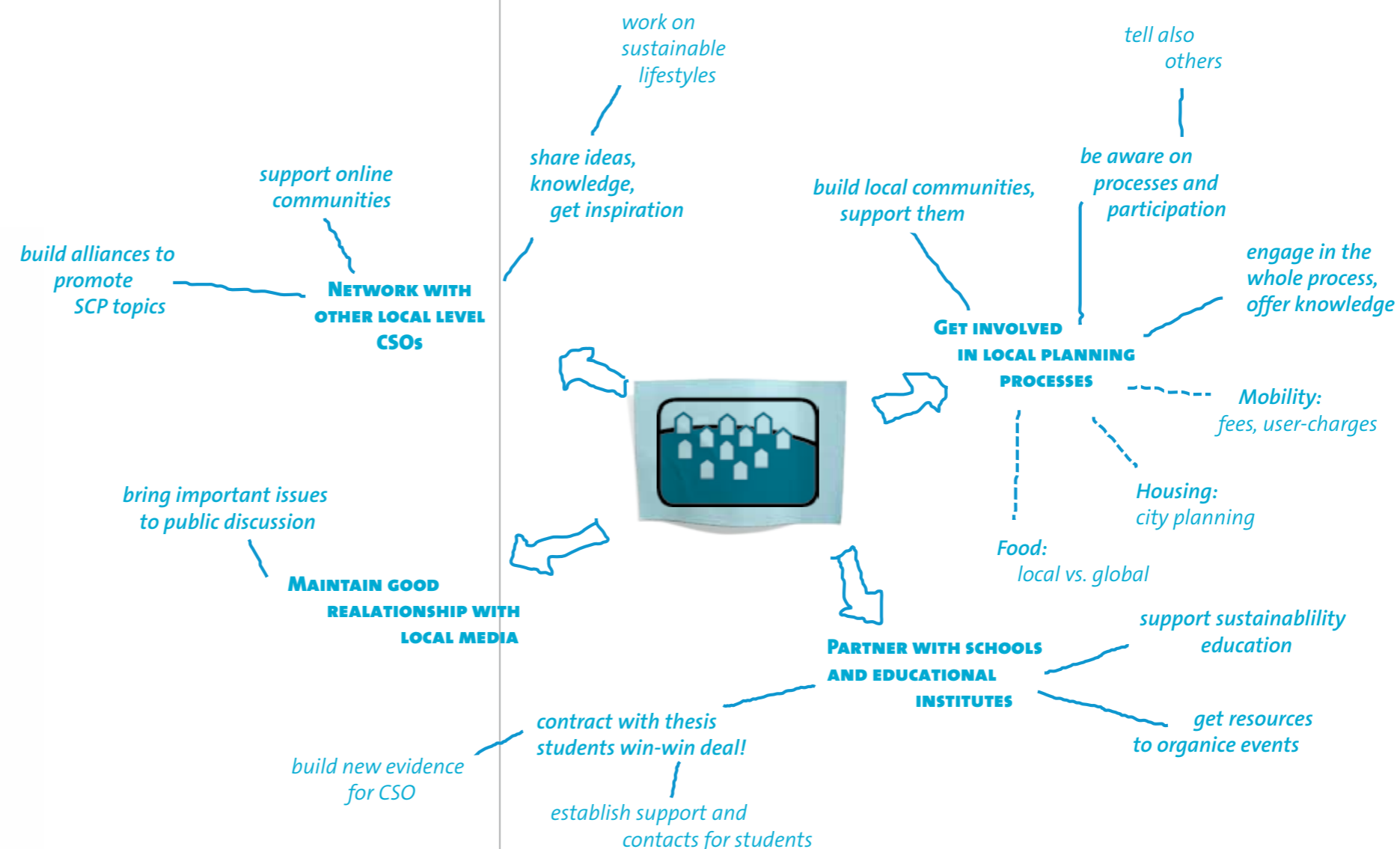
## Local level

At the local level, policy processes within the community, municipality and at the county level are addressed. In many countries, strategies relating to sustainable development are based on local agenda processes, which aim to develop a community-wide vision of sustainable development. The participation of citizens, CSOs and the business sector is essential for local agendas, which were initiated in 1992 at the United Nations Conference on Environment and Development held in Rio de Janeiro.<sup>23</sup>

Even though local agendas usually address issues related to SCP indirectly and do not often specifically focus on it, SCP policies can be found at the local level. Urban planning is one very important tool that can set the framework for mobility and housing sustainability. Urban planning can define, for example, the density of housing areas, the distance between residential areas and workplaces and the access to public transport. It also allows for the establishment of regulations relating to the energy efficiency of dwellings in city plans. Spatial planning usually requires some form of citizen participation and by participating in these policy processes, CSOs can influence the SCP framework at the local level.

## How to promote SCP at the local level?

- Build alliances with local media, or at least a good relationship with them, and bring important issues to public attention for discussion.
- **BUILD** local **PARTNERSHIPS** to share information and experience on sustainable lifestyles in practice. This could happen in the form of round tables, such as those organised regionally by “SOL - People for Solidarity, Ecology and Lifestyle” all over Austria ([www.nachhaltig.at](http://www.nachhaltig.at)), where people meet regularly, exchange ideas, invent projects and work on individual and social change. Another alternative is to help local authorities engage with the community to improve urban planning to enable solutions for more sustainable lifestyles, such as work done by BioRegional in the context of the One Planet Living Project, ([www.oneplanetliving.org](http://www.oneplanetliving.org)).
- **NETWORK** with schools and other educational institutions. Offer lectures or excursions that make sustainable lifestyles appealing. The South African Earth Organization set up recreational and educational activities in their three hectare eco-parks to foster sustainable lifestyles. They engage with people visiting the parks and encourage them to change their habits towards less consumption and more sustainable products ([www.earthorganization.org](http://www.earthorganization.org)).
- Use websites to find inspiration and import good practices from other communities, both in your own country and from communities abroad.



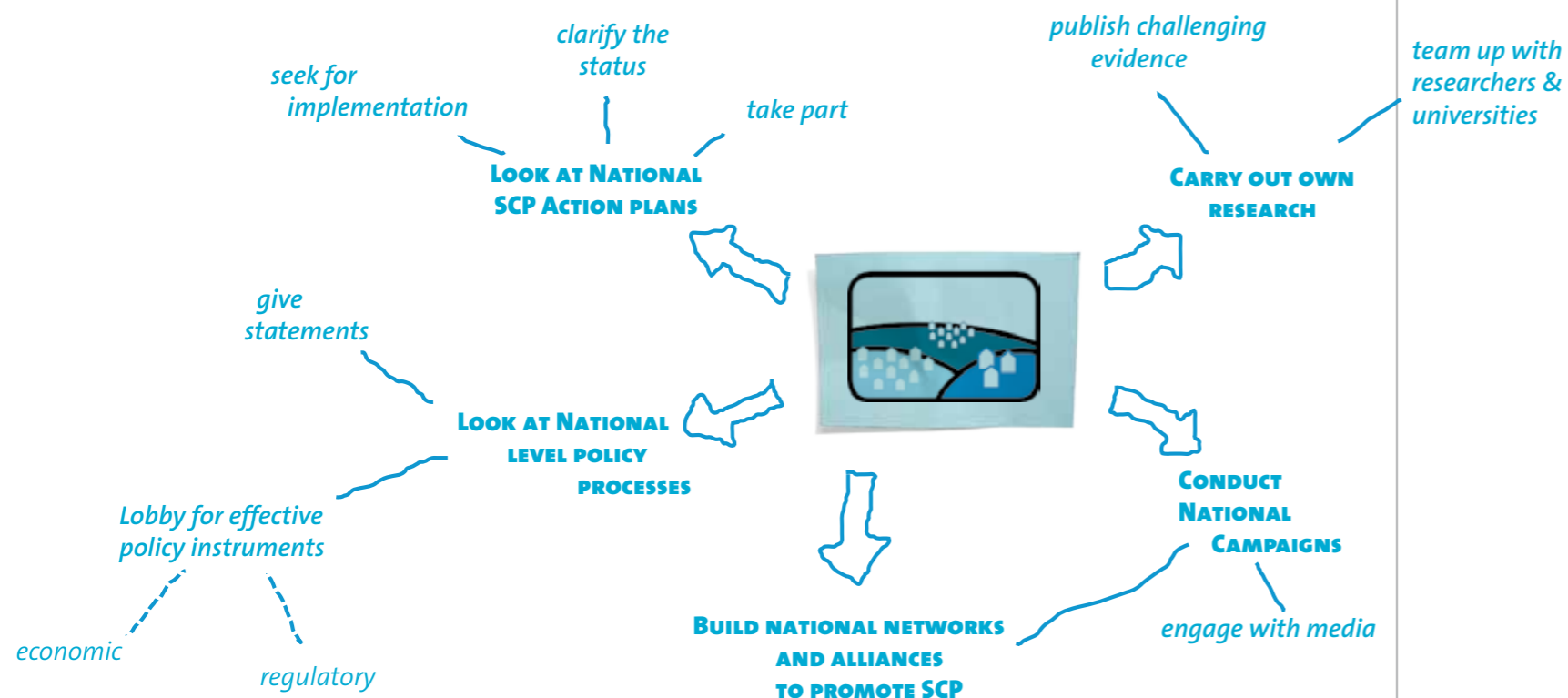
## National level

The national level is where most of the “big” decisions are made. Regulations and economic instruments are set at this level and the influence of these on decisions made at local and individual levels, such as what we eat, where we live and how much we travel, is often great. In order to achieve a strategic and comprehensive view on SCP, many countries are developing national action plans on sustainable consumption and production. The priorities stated in these plans represent guidelines for SCP policy and policy instruments.

The national action plans on SCP are very diverse in nature. Some of them provide frameworks that set out general objectives and guidance, while others have concrete action plans with specific objectives and detailed measures to undertake. The issues of these action plans cover a broad spectrum. In some countries, a separate strategy on SCP does not exist but rather SCP programmes are integrated into, and given high priority within, other strategies, such as sustainable development, environment or poverty reduction strategies. By 2008, over 30 countries had developed, or were in the process of developing, national SCP action plans. In Europe,

these countries included Belgium, the United Kingdom, Czech Republic, Finland, Poland and France. In addition, countries such as Austria, Germany, Hungary, the Netherlands and Norway have specific SCP elements in their sustainable development strategies.<sup>24/25</sup>

On occasion, these action plans and strategies are dismissed as merely words. To avoid this occurring, their implementation is crucial. One of the key roles for CSOs in relation to action plans is to ensure the successful implementation of planned action and to make sure that the programmes are as ambitious as possible. Following this, CSOs can then push for priorities to be set in the action plans during their campaigns.



## How to promote SCP at the national level?

- **IDENTIFY** the problem, challenge or opportunity you would like to address. The UK Green Building Council starts projects this way - first by finding an issue that has either come from their members or simply from observations. Their next step consists of writing a proposal about how to tackle the issue and whom they need to involve. They then ask organisations to join task groups and from nominations they make a final selection in order to have the right number of organisations involved.
- **IDENTIFY** like-minded organisations active, or willing to be active at the national level. Initiate exchanges and position-building. You can sign up at <http://csoplatform.ning.com> for example, to share your ideas on food, housing and mobility and network with other CSOs online.
- **TAKE PART** in political processes and **LOBBY** for meaningful issues. The European Climate Foundation undertakes a campaign to encourage large car fleet owners to pledge that they will buy more energy efficient cars. This provides an important signal for car manufacturers to invest in energy efficiency, resulting in higher consumer demand and more support for legislative change.
- Insist that political processes are followed up with an implementation phase and are not simply toothless declarations.
- Concentrate your efforts on the most efficient policy instruments such as regulation or environmental taxes and fees. By doing this, the lobbying activities of the Finnish Association for Nature Conservation (FANC) won them access to parliament hearings and meetings with representatives from the Finance Ministry to discuss e.g. ecological tax reform and other legislations.
- Initiate high-level discussions regarding how local sustainability achievements can be translated into general practice.
- **IDENTIFY** like-minded media or independent journalists and keep them informed on both sustainable and unsustainable processes. Celebrate success stories where projects relating to sustainable food consumption, housing or mobility worked well.
- In **PARTNERSHIP** with business, seek out organisations at the forefront of SCP and avoid wasting time in fruitless discussions with those lagging behind. WWF-Germany has partnered with business in relation to the Soil and Palm Oil Roundtable ([www.rspo.org](http://www.rspo.org)), working together towards the implementation of measures on specific topics like agriculture, biofuels and climate change.
- Carry out independent research projects, obtain more data to support your position and **PUBLISH CHALLENGING EVIDENCE** on your website, in your newsletter or via press mailings. Green Liberty did this by conducting research on the household detergents available in the Latvian market. The results of toxicity tests were used to run an information campaign and lobby the government for a ban on selling detergents containing phosphorous.
- **LOBBY FOR IMPROVED** consumer communication through, for example, product labelling. Since 2005, Greenpeace has campaigned for supermarkets to sell only sustainable seafood (<http://www.greenpeace.org/raw/content/espana/reports/http-www-greenpeace-org-espa>). For general guidance on lobbying – at the national and EU level – see the training handbook “Making your voice heard in the EU - A guide for NGOs” at [http://act4europe.horus.be/module/FileLib/NGOGuide\\_EN.pdf](http://act4europe.horus.be/module/FileLib/NGOGuide_EN.pdf).

## European level

European Union level policies affect the legislation of individual member countries considerably. The main forms of EU legislation are directives and regulations. Most EU law is in the form of directives, requiring individual member states to adopt the requirements into national law and implement them. A directive sets the result that member states need to achieve, but leaves the method and form of implementation up to individual countries. In contrast, regulations are entirely binding and take immediate effect in all member states in the same way national law would. Two further EU legislative processes are the European Commission's decisions, which are binding for the members they are addressing and EC communications, which are preliminary documents, often followed by proposals for legislation.

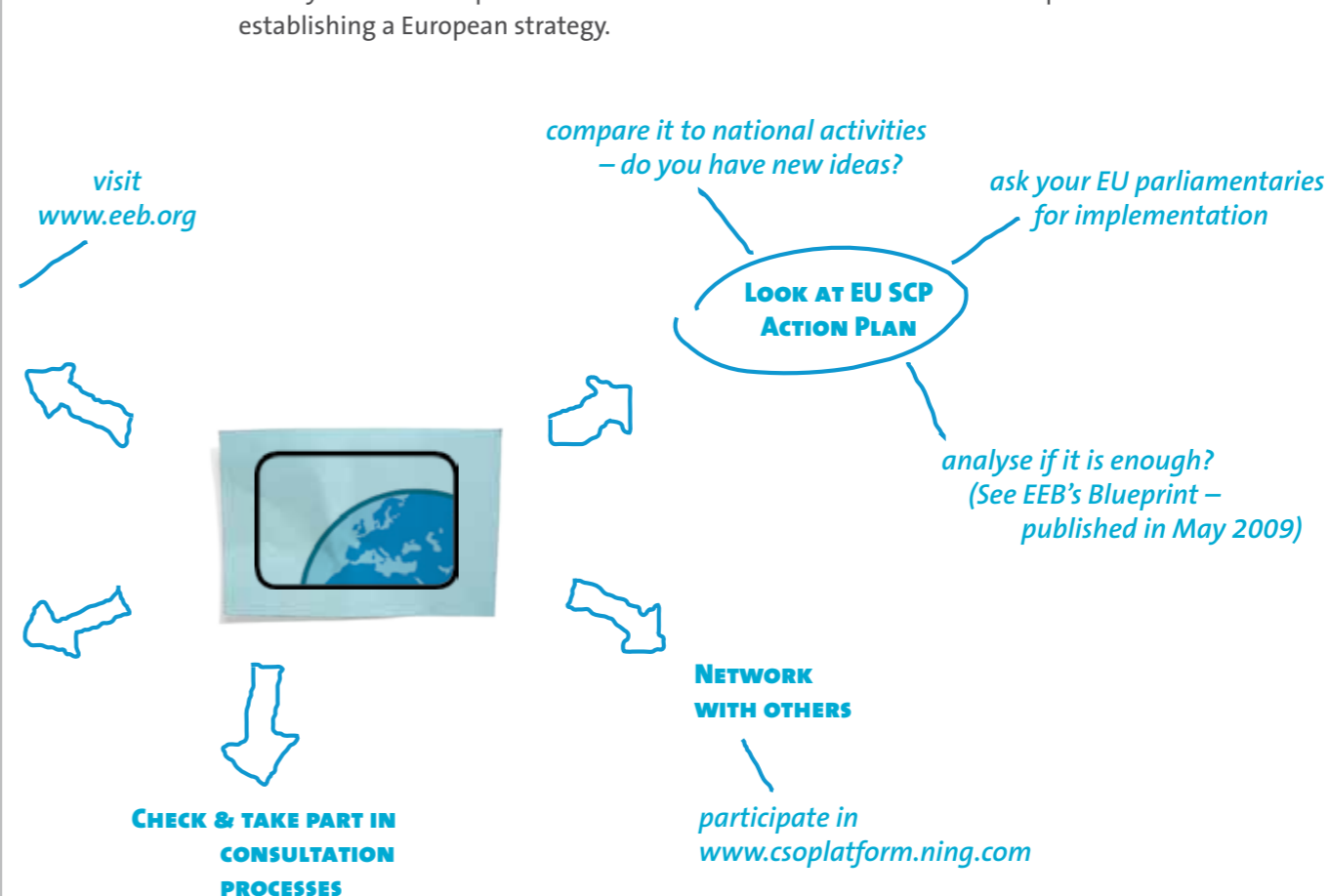
Sustainable consumption and production was identified as one of the seven key challenges in the EU Sustainable Development Strategy (EU SDS), renewed in 2006. Decreasing the environmental impact of industrial and consumption patterns and encouraging environmentally friendly production, use and disposal of products are the main focuses of EU policies. By July 2008, the Integrated Product Policy (IPP) had been developed, used to promote sustainable production and consumption by anticipating and responding to environmental threats. Part of the IPP involves encouraging green public procurement and eco-management and audit scheme (EMAS). These were originally set up in 1995 for companies in industrial sectors but since 2001 have been open to all economic sectors. The EU Eco-label is an additional instrument designed to encourage businesses to market and brand products and services that are more environmentally friendly.<sup>26</sup>

conduct national campaigns to strengthen EU legislation processes

**GET INFORMED AND RUN EU LEVEL CAMPAIGNS**

**APPLY FOR EU FUNDS**

**CHECK & TAKE PART IN CONSULTATION PROCESSES**



## How can you promote SCP at the EU level?

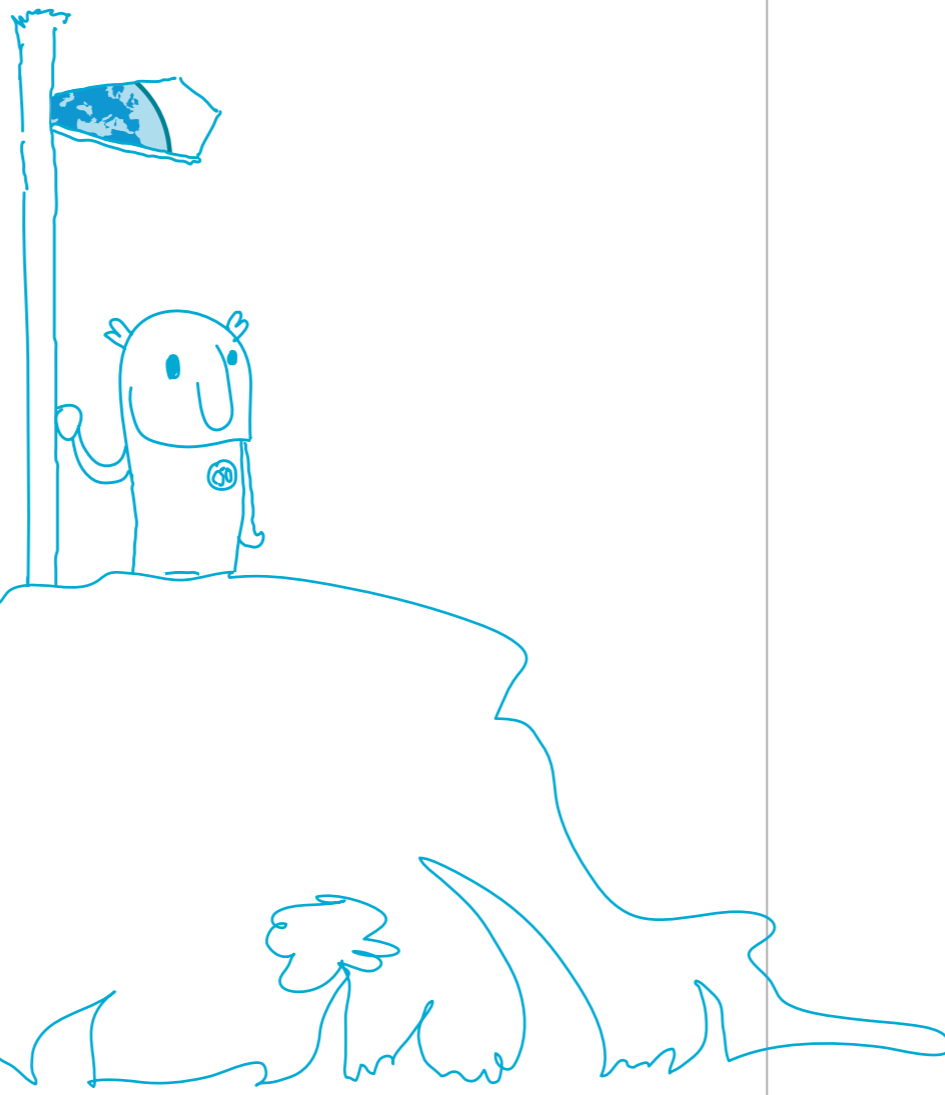
- **UNDERSTAND** the EU SCP action plan, **COMPARE** it to the processes in your country to identify possible gaps and communicate them on your website, via the media or by addressing the EU parliamentarian from your constituency. They can then ask oral or written questions in the EU parliament to the European Commission to highlight gaps in implementation, thereby denouncing national deficits.
- Get informed on EU level campaigns and processes through **NETWORKING** with umbrella organisations such as EEB ([www.eeb.org](http://www.eeb.org)) and ANPED ([www.anped.org](http://www.anped.org)). Joining their emailing lists is one good way of doing this.
- Check for official EU consultation processes on SCP related issues and participate in them. For the EU SCP action plan, about 18% of the participating stakeholders were CSOs – a figure which can be easily increased (see: [http://ec.europa.eu/environment/eusd/escp\\_en.htm](http://ec.europa.eu/environment/eusd/escp_en.htm))
- Strengthen EU legislation processes on SCP through national **CAMPAIGNING** to increase pressure on government officials, for example ministers who are national delegates to the EU Council.
- Take opportunities to apply for EU funds for projects with other CSOs and organisations. Possibilities for funding exist from LIFE ([www.europa.eu/life](http://www.europa.eu/life)), INTERREG ([www.interreg4c.net/](http://www.interreg4c.net/)), the 7th Research Framework Programme (<http://cordis.europa.eu/fp7/>), Competitiveness and Innovation Framework Programme ([http://ec.europa.eu/environment/eco-innovation/index\\_en.htm](http://ec.europa.eu/environment/eco-innovation/index_en.htm)) and the Intelligent Energy for Europe Programme ([http://ec.europa.eu/energy/intelligent/call\\_for\\_proposals/index\\_en.htm](http://ec.europa.eu/energy/intelligent/call_for_proposals/index_en.htm)). For general information see: <http://ec.europa.eu>)
- For information on how to best undertake lobbying at the European level, you can check out the training handbook “Making your voice heard in the EU - A guide for NGOs” ([http://act4europe.horus.be/module/FileLib/NGOGuide\\_EN.pdf](http://act4europe.horus.be/module/FileLib/NGOGuide_EN.pdf)) prepared by The Civil Society Contact Group for ‘newcomer’ CSOs and activists that are in the process of establishing a European strategy.

## EU SCP Action Plan

To complement these policy instruments and provide measures where gaps exist, the European Commission presented a series of proposals in July 2008, including a specific Action Plan on sustainable consumption and production and on sustainable industrial policy (SCP/ SIP). It aims to “improve the energy and environmental performance of products and foster their uptake by consumers”. Building on existing EU policies, the core elements of the EU SCP action plan include 1) better products, 2) smarter consumption, 3) cleaner production, and 4) action at the global level. Specifically, proposals include:

- Extending the Ecodesign Directive to include not only energy-using products (such as computers, televisions, boilers, and industrial fans) but all energy-related products, including those that do not consume energy during use but have an indirect impact on energy consumption (such as window frames, water-using devices, etc.).
- Extending mandatory labelling of energy and environmental performance under the Energy Labelling Directive and EU Ecolabel to include a wider range of products;
- Promoting voluntary measures to increase the potential benefits of green public procurement by enhancing green spending of public authorities; and
- Significantly revising the voluntary EU eco-management and audit scheme (EMAS) to increase user-friendliness, thereby making it more attractive to participating organisations.

\* Working with retailers as they are in a strong position to influence more sustainable consumption as well as working with consumers to empower them to make sustainable environmental choices.



## EEB Blueprint for Action on SCP

The European Environmental Bureau (EEB) published a Blueprint on European Sustainable Consumption and Production in May 2009. It is the result of a combined effort by representatives from environmental and social organisations and the research community to react on the Commission's SCP action plan. It brings together cutting-edge analysis, technical expertise, and civil society representation to communicate urgent and high priority actions to help Europe change its consumption and production patterns.

The EEB Blueprint aims to:

- Provide inspiring, easy to grasp, scientifically-grounded suggestions on how changes to SCP can be realised.
- Guide the action of contributing organisations, in particular by highlighting priorities and providing guidance on collaboration and on where mutual support and brokering can make a difference.
- Guide research.
- Provide an alternative for existing SCP policy plans that often lack effective action and implementation.
- Highlight the shortcomings of existing policy plans.

The document has been prepared to present CSOs' view on the SCP agenda and what actions public institutions, the business community and civil society can and should undertake. It presents the need and goals for change, provides a vision



of what that change might look like and outlines the actions needed from government, business and civil society to achieve such a change. The EEB hopes to be supported and legitimised by important CSO and scientific groups from which it can derive visibility and strength.

Learn more and get inspired:

- Download the Blueprint at <http://www.eeb.org/publication/general.html> (see May 2009).

The EU SCP action plan is important for CSOs working in the EU member states because it sets the overall framework for SCP policies in individual countries. In some cases, the EU action plan is more ambitious than national policies and can therefore be referred to by CSOs in their campaigning. The EU action plan also includes measures that have to be directly translated into national legislation. These measures include the extension of the eco-design and the eco-design labelling directives.

## International level

SCP-related policies are also important at the international level. Due to the UN Conference on Environment and Development in Rio de Janeiro from 1992, SCP has since the early 1990s been on the international agenda. It gained particular momentum at the World Summit of Sustainable Development (WSSD) in Johannesburg in 2002. All participating countries committed themselves to promoting SCP with developed countries agreeing to take the lead. The implementation plan of the WSSD called for the development of a global framework for action on SCP (the 10 Year Framework of

Programmes on SCP or 10YFP), clarifying the role and responsibilities of the relevant stakeholders in promoting SCP.

A further result of the summit was the launch of a global, multi-stakeholder attempt to promote sustainable consumption and production, implement concrete project and strategies and work towards the elaboration of the 10YFP. The first meeting devoted to developing the 10YFP took place in Marrakesh, Morocco, in June 2003, hence the initiative's name "Marrakech Process".<sup>27</sup>

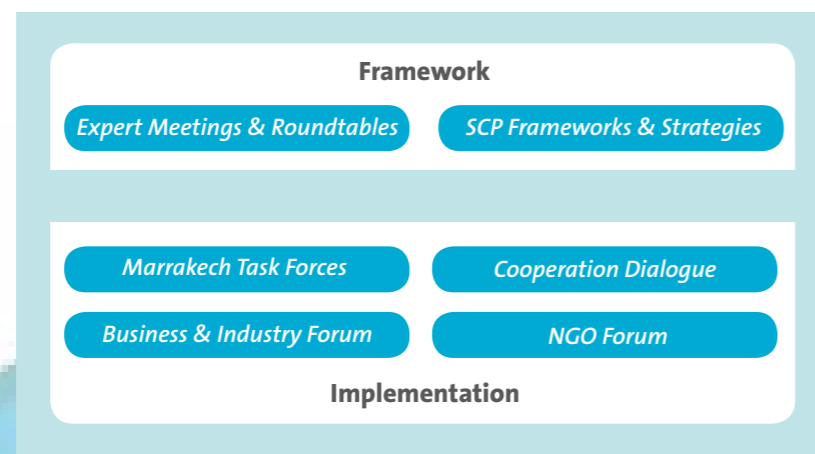


Figure 9: Framework and Implementation

Since 2003, the Marrakech Process supports the:

- development and implementation of regional and national strategies and initiatives on SCP,
- development of tools and methodologies to promote SCP,
- implementation of concrete demonstration projects at international, regional and national levels, and
- building of mechanisms for cooperation to support the implementation of SCP projects and initiatives.

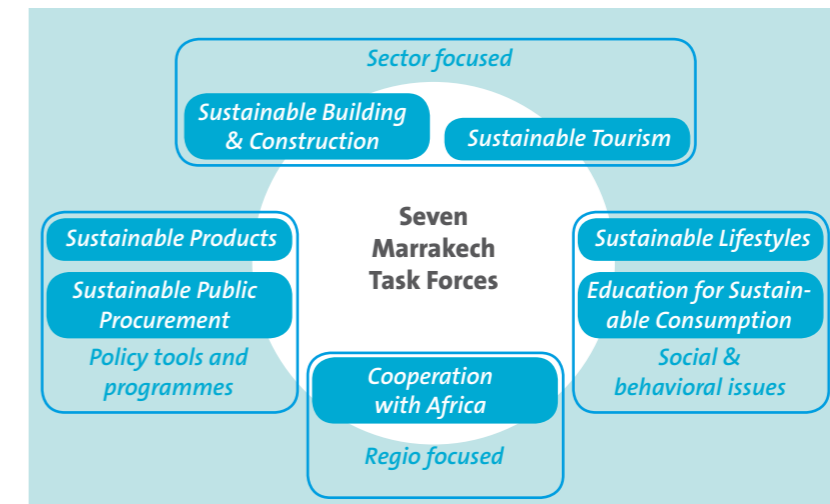


Figure 10: The seven Marrakech Task Forces

The United Nations Environmental Programme (UNEP) and the United Nations Department for Economic and Social Affairs (UN-DESA) are leading the Marrakech Process and national governments, local authorities, development agencies, private sector, civil society and the research community from both developed and developing countries are all active participants. Their participation at all levels, North-South cooperation and partnerships are used by the Marrakesh Process to accomplish its core mission of accelerating the shift towards SCP patterns and a global framework on SCP actions. Among the various mechanisms are SCP regional consultations, task forces on specific SCP areas, and special dialogues with major groups, as well as an advisory committee ensuring coordination of these mechanisms:

- Various regional consultations were held between 2003 and 2008 in the different regions, with the aim to develop regional SCP programmes and implementation plans. Participating stakeholders ranged from governments, private sector, NGOs, researchers to cooperation agencies.
- Seven Marrakech Task Force (MTF) have

been established. Each of them focuses its activities on specific SCP themes or sectors (see figure for more details) and aims to strengthen North-South cooperation in the implementation of the projects. MTF consist of several interested governments from both developed and developing countries; some task forces also engage international agencies and NGOs. Several concrete projects have been implemented under the auspice of the MTFs, ranging from sustainable procurement to sustainable lifestyles.

- The advisory committee was established to provide advice on the 10YFP's elaboration and to bring more political commitment and financial support to the process. It includes representatives from governments but also of the MTFs and of the Major Groups.<sup>1</sup>
- Two forums are supporting the Marrakesh Process: business and industry are represented in the so-called Marrakesh Process Business and Industry Forum, the civil society is represented in the NGO Forum.

<sup>1</sup>The nine major groups as designated by the UN Conference on Environment and Development, UNCED, in Rio in 1992 are: Women, Youth, Farmers, Indigenous Peoples, NGOs, Trade Unions, Local Authorities, Science and Technology, Business and Industry.

## CSOs in the Marrakech Process

The NGO Forum (<http://www.icspac.net/NGOForum.htm>) is one of the new cooperation mechanisms within the Marrakech process, developed to encourage CSO participation. Here, civil society organisations are invited to share their ideas on SCP. The NGO Forum was launched at the third international meeting on the Marrakech Process held in Stockholm in June 2007 to serve as a platform for environmental NGOs, consumer groups and others who participate in multi-stakeholder partnerships, joint implementation initiatives, and sustainability advocacy efforts.

During the United Nations Commission on Sustainable Development (CSD) sessions 18-19 (2010-2011), civil society will be able to participate in the discussions through the Major Group system as used by CSD (with representation of all 9 Major Groups). This will also include the development of a discussion paper (CSD 18, 2010) and a policy paper (CSD 19, 2011) by each Major Group. Apart from the review of the 10 Year Framework of Programmes, CSD 18-19 will deal with additional issues such as mining, transport, waste management and chemicals. The aim is also to help overcome the lack of active involvement by CSOs in the Marrakech Process.

## How to promote SCP at the international level?

- Without the 2,400 representatives from civil society, the results of the 1992 Rio Summit would surely not have been the same. The importance of CSO engagement in lobbying and creating coalitions is growing since:
- Become familiar with processes and **UNDERSTAND** the issues. This can be achieved by visiting and following the websites of international organisations (ANPED: [www.anped.org](http://www.anped.org), Consumers international: <http://www.consumersinternational.org>), by registering on their email and newsletter lists and contributing to their blogs (e.g. <http://consumersinternational.blogspot.com>).
- Underline the importance of being involved with international policy processes from the beginning, including the agenda-setting process.
- **NETWORK** with other CSOs devoted to a particular aspect of sustainability (public awareness, production patterns, consumers habits) to increase coherence and get your voice heard more effectively. The International Trade Union Confederation for example, while campaigning against companies using asbestos, has built a multi stakeholder coalition ranging from researchers to other CSOs. At the same time, they partner with some governments (Brazil, Chile and Uruguay) on sustainable chemical use in and outside the workplace.

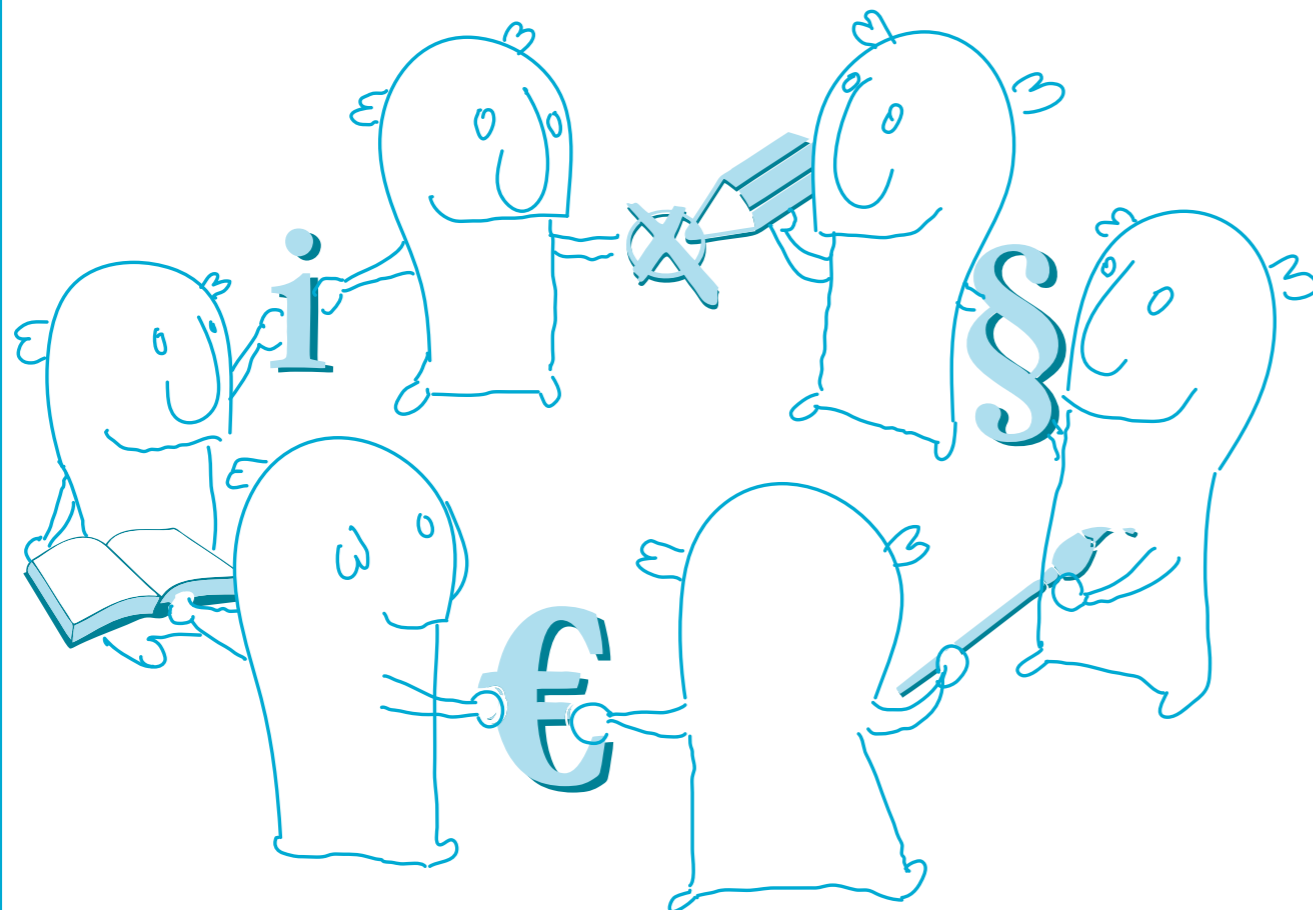
### ... regarding the Marrakech Process:

- **ENGAGE** in discussions by joining international working groups and conferences. More information on the Marrakech Process can be found from Consumers International (CI) at <http://www.consumersinternational.org>.
- Work directly with the different Marrakech Task Forces on the issues most relevant to your CSO, addressing the topic with other official stakeholders. Push for the importance of CSO involvement in Task Forces.
- Regularly contribute to the NGOs Forum Website ([www.icspac.net/NGOForum.htm](http://www.icspac.net/NGOForum.htm)) to keep everyone up-to-date on the latest aspects discussed or appointments scheduled. Provide official materials to be downloaded on the NGOs Website so that every partner can access the latest documents. Contribute to the additional blog (at <http://ngoforum.wordpress.com>) dedicated to discussion about the Marrakech Process.



## Linking CSO activities with SCP policy instruments

### – How to become more effective?



In this chapter, we take a look at some selected policy instruments in more detail, and present existing examples as well as good cases on how CSOs can be involved in promoting SCP with different policy instruments. By showcasing some strengths and weaknesses of different instruments and how CSOs can take action, we would like to give some new ideas and inspiration. The presented instruments are divided in three groups (following the grouping introduced in chapter 1.1):

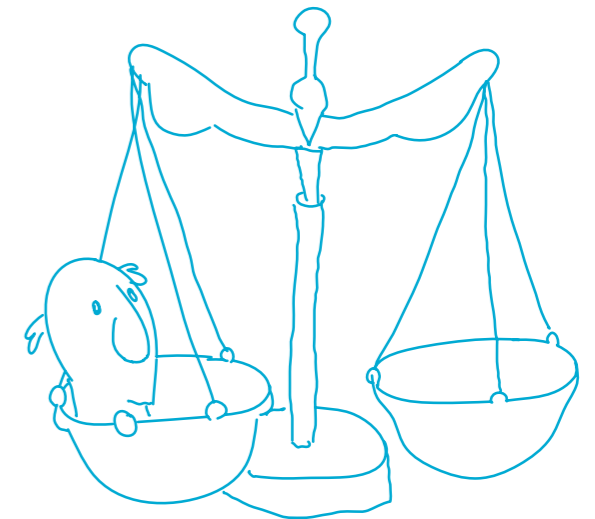
- I Regulatory and economic instruments
- II Participatory instruments and voluntary agreements
- III Informational instruments

## I Regulatory and economic instruments

Regulatory instruments are the most traditional type of policy. Generally, rules and targets are set by public authorities and compliance is ensured by some kind of punishment (fines or even a prison sentence). Laws, directives, norms, standards, bans and permits are all examples of regulatory instruments.

While regulations force people to act in a certain way, economic instruments are based on incentives: they make the desired product choices more appealing by lowering their price or by increasing the price of undesirable product choices. Economic instruments include tools such as taxes, charges, quotas, fees and subsidies. Emissions trading and sustainable public procurement are also regarded as economic instruments as they influence how the market functions.

In the following, we look at norms and standards as an example for regulatory instruments, and will present two examples of economic instruments: environmental taxes and sustainable public procurement.



### Norms and standards

**N**orms and standards are usually used when the state wants to be sure that a certain goal is reached, for instance when there is a threat of serious health risks. Norms and standards are applied to achieve numerous outcomes, such as reducing emissions

and waste from different sources, increasing resource or energy efficiency, reducing the use of toxic substances and protecting ecosystems. Furthermore, they aim to increase the application of certain technologies regarded as beneficial for resource efficiency gains.



## Strengths

### High effectiveness

If norms and standards are enforced, they achieve their goal with a high certainty.

### Clarity

Norms and standards send a clear message regarding desired behaviour. They also clearly determine the consequences of non-compliance and enable governments to impose sanctions if necessary.

### Fairness

At the national level, norms and standards are equitable as they ensure that all actors must comply with the same standards.

### Relatively quick set-up

In principle, norms and standards can be formulated and enacted relatively quickly and easily – as long as the process is not prolonged by powerful interest groups.

## Weaknesses

### Vulnerability to corruption

If corruption is widespread, it is difficult to enforce norms and standards.

### Information requirements

To establish norms and standards, public authorities need to have all the relevant information on the topic. In many cases, it is very complex to gather all the relevant information.

### Impacts on international trade

There are concerns that norms and standards have a negative impact on international trade. If and when norms and standards are utilised varies from country to country.

### Low innovation incentive

Norms and standards do not necessarily stimulate the development of new technologies in the long term, as no incentives exist for companies to improve beyond the set standard.

### Costs

Goals tend to be reached at higher total costs than when using other instruments, such as economic tools.



## Case on DanWatch and Consumers International raising awareness on WEEE regulations

In 2005, the EU-27 market was estimated to account for between 8.3 and 9.1 million tons of Waste Electrical and Electronic Equipment (WEEE). Although an international agreement prohibiting the shipment of this dangerous waste exists (the Basel Convention), it only applies to a limited number of countries and the “black market” in international waste management is significant. In 2003, an estimated 60% of European WEEE was exported to developing countries, through legal and illegal waste trading schemes.

According to Consumers International (CI) and DanWatch’s investigations, around 6,6 million tons of e-waste leave EU countries under the pretence of “donations” to developing countries each year (DanWatch studies focus on Ghana and Nigeria<sup>27</sup>). It is estimated that 75% of this waste is dumped or burned creating a serious threat to environmental and human health, especially for those living in countries that lack strong waste legislation.

To address and bring public attention to this problem, Consumers International and DanWatch started a web based media campaign. The objectives of the campaign were to strengthen legislation and eliminate the donation loopholes, to encourage recycling and to shift responsibility to manufacturers so they reclaim old products for safe disposal.



source: <http://www.cheapnerd.com/>

## How you can take action:

- **IDENTIFY** priority areas for regulatory intervention. For example, this could be product chains with the highest environmental impact that require immediate intervention, such as energy use in the production phase of meat chains. Evidence can be collected through life-cycle assessments (take a look to the Guide for CSOs “Assessing the Impacts of Consumption and Production”)
- **MONITOR** and give suggestions for effective implementation of existing regulation
- Prepare position papers and give statements in order to participate in the preparation of regulations (to get inspired, see several NGO statements on EU legislation on CO<sub>2</sub> emissions of cars at <http://www.euractiv.com/de/verkehr/autos-co2/article-162421>).
- **LOBBY** governments and public institutions to challenge the political agenda regarding regulatory instruments (for information on how to best lobby at, among others, the European level, see the training handbook “Making your voice heard in the EU - A guide for NGOs” ([http://act4europe.horus.be/module/FileLib/NGOGuide\\_EN.pdf](http://act4europe.horus.be/module/FileLib/NGOGuide_EN.pdf))). This may include using examples of what has been achieved in other countries.
- **RUN CAMPAIGNS** directed at consumers to explain why it is important to have effective regulations to promote sustainable consumption and production.
- **NETWORK** and create coalitions with other CSOs who may be interested in joining your activities to **PROMOTE** or revise legislation.
- Watch and communicate problems as was done by DanWatch and Consumers International on WEEE regulations.

## Learn more and get inspired:

- On DanWatch studies relating to European electronic waste in Ghana and Nigeria: [http://www.danwatch.dk/index.php?option=com\\_content&view=article&id=54%3Aeuropean-electronic-waste-in-ghana-and-nigeria&catid=16%3Aartikler&lang=en](http://www.danwatch.dk/index.php?option=com_content&view=article&id=54%3Aeuropean-electronic-waste-in-ghana-and-nigeria&catid=16%3Aartikler&lang=en)
- EU Council Decision 97/640/EC of 22 September 1997 on the approval, on behalf of the Community, of the amendment to the Convention on the control of transboundary movements of hazardous wastes and their disposal (Basel Convention), as laid down in Decision III/1 of the Conference of the Parties: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31997D0640:EN:HTML>
- Basel Convention official website: [www.basel.int](http://www.basel.int)



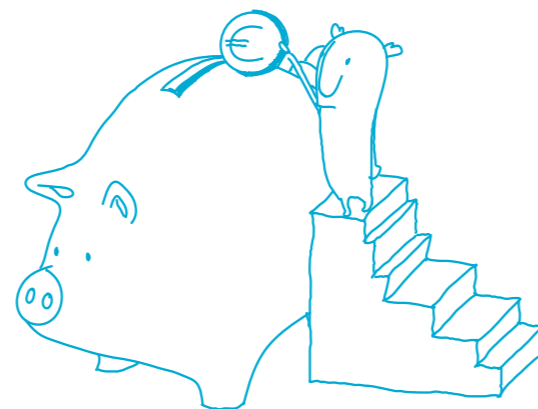
## Environmental taxes

Environmental taxes - or 'eco-taxes' as they are commonly called - are taxes that aim to have a positive environmental impact. Environmental taxes can be collected from businesses, consumers or any other organisation. They usually have both a positive environmental effect and a revenue raising effect. The environmental effect arises from internalising environmental costs ('getting the prices right') and implementing the polluter-pays-principle, which induces consumers and producers to adopt more environmentally compatible behaviour. Revenue is raised by the additional governmental income in the form of a new tax, although proposals to implement environmental taxes often involve reducing taxes in other areas or recycling revenue to further support environmental objectives. As environmental behaviour shifts in a positive direction, the revenue effect tends to decrease.

Environmental taxes are useful when they can motivate people to switch from using one product to using another. They are also useful as an incentive to curb pollution or resource use in the long term but where there is no urgent need to control them in a specific way. As mentioned, part of the income from environmental taxes can be used to facilitate the desired changes in behaviour. Eco-taxes are popular instruments for energy and energy-related emissions and can be used to initiate CO<sub>2</sub> emissions, energy and fuel reduction. The strongest environmental effects achieved by taxes have been observed where substitutes are available (for example unleaded petrol without an eco-tax against leaded petrol with

an eco-tax), or where new technology has assisted in curbing pollution (for example tax discounts on cars with lower petrol consumption and CO<sub>2</sub> emissions compared against cars with higher petrol consumption and CO<sub>2</sub> emissions). Ecotaxes can also be used to simply limit use. Many countries with water deficiencies have a tax on water consumption so that households that spend over what is considered an acceptable level pay a much higher tariff.

Taxes can be used as either punishments or as incentives. The latter refers to when a specific tax reduction is given for environmentally friendly alternatives such as bio-fuels, energy-saving investments in houses or when tax compensation is given for investment in green funds. From a consumer perspective, prices should guide product choice towards those that have less negative environmental or social impacts. However, European governments have yet to undertake an ecological fiscal reform shifting taxes from labour to resources and environmental pressures. Like Ernst von Weizsäcker noted a decade ago, product prices are currently not "telling the ecological truth" and consumers are therefore not given an economic incentive to behave more responsibly.<sup>28</sup>



### Strengths

#### Combined effects

Tax effects can be two-fold: A price through taxes can lead to a phase-out of worse alternatives. A tax reduction for good alternatives can make those more attractive. Both forms help products or services with better environmental performance to find a better position in the market.

#### Catalyst for change

The strongest environmental effects of taxes are found where substitutes are already available, or where new technology has assisted the curbing of pollution.

#### Literature evidence

A number of advantages relating to taxes over other instruments can be found in the literature. Depending on the issue, tax can be an even more efficient method than legal regulation.

#### Potential to foster innovation

Eco-taxes can promote innovation by providing continuous incentives for research.

### Weaknesses

#### Effectiveness related to the context

The effectiveness of eco-taxes strongly depends on the power of the main market players. The capacity of CSOs to raise awareness and lobby for activities in favour of market alternatives influences the degree to which economic instruments are established.

#### Potentially unfair

People with lower incomes are not always able to choose, for example, the new fuel-efficient car or live in housing near well-developed public transport. They can therefore have little access to the benefits of eco-taxes while still having to pay more. This further emphasised the need to legitimise and explain taxes, including the way the money is later spent.

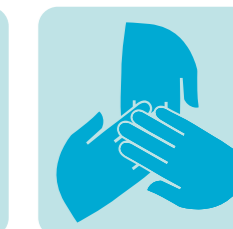
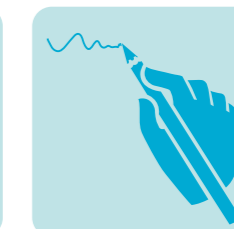
#### General dissent

Introducing eco-taxes can often be seen by the public as an excuse to increase the general tax level.

### How you can take action:

CSOs have an important role to play in lobbying for economic instruments that support SCP. The challenge lies in bringing new, fresh ideas and cultures to the decision making processes that have been historically restricted to within the sphere of government.

- **IDENTIFY** the existing economic instruments (e.g. eco-taxes) and **FIND BEST PRACTICE EXAMPLES** from different countries. If those are not sufficient, assess where better policies are needed and why these would be better.
- **NETWORK** with other CSOs and relevant stakeholders to create common opinions. Form coalitions and start campaigns for introducing more effective economic instruments.
- **RUN CAMPAIGNS** to raise awareness about the importance of environmental taxes so consumers understand and accept the benefits of a tax reform, focusing on the positive outcomes of these taxes. You can also organise events, such as the one on "Green Budget Reform" organised by Green Liberty and Green Budget Germany.
- **LOBBY** governments to take ambitious steps towards more effective use of economic instruments, such as an ecological tax reform.
- **CONVENE MULTI-STAKEHOLDER PROCESSES** to create the space to develop, test and implement new ideas on environmental taxation such as FinanceLab organised by WWF-UK.



## Case on organising a multi-stakeholder process to develop ideas on sustainable financial systems

FinanceLab is a multilateral civil society organisation shaping new ways the financial system could serve business, society and the environment. It provides funds that individuals and institutions can apply for to realise new ideas in this field. Different partners are required to open a national Finance Lab (the first was opened in the UK in 2009) while a Global Innovation lab is going to be launched in order to identify the most promising areas for innovation at the international level. FinanceLab organises workshops, events and open days where different people are brought together to exchange their various views on finance innovations. Each group of people involved in these informational activities is then responsible for developing a strategy to tackle and resolve the financial aspect it is most concerned with. If their project meets the

pre-determined criteria defined by members of FinanceLab, they can have access to innovation funds raised by the founding partners. The project will eventually be a real prototype of what a sustainable financial system could look like. FinanceLab currently has three partners: WWF-UK (World Wildlife Foundation), the Institute of Chartered Accountants in England and Wales (ICAEW) and Reos Partners.



### Learn more and get inspired:

- *Environmental taxes - Recent developments in tools for integration* Publication by EEA  
[http://www.eea.europa.eu/publications/Environmental\\_Issues\\_No\\_18](http://www.eea.europa.eu/publications/Environmental_Issues_No_18)
- *Website with information on environmental taxation issues around the world*  
<http://www.greentaxes.org/index.asp>
- *Environmental Fiscal reform* by EEB  
[http://www.eeb.org/activities/env\\_fiscal\\_reform/Index.html](http://www.eeb.org/activities/env_fiscal_reform/Index.html)
- *Tenth Annual Global Conference on Environmental Taxation*  
<http://www.gcet2009.com/alternativa/index.php/X/gcet>

## Sustainable public procurement

The term public procurement refers to when public authorities use public money to purchase goods or services. Every year public authorities in the EU spend around 1.5 trillion Euros on bridges, roads, schoolbooks, office appliances and other public goods. Green public procurement refers to when public authorities take environmental criteria into account in their purchasing decisions. Sustainable public procurement (SPP) goes further by considering social aspects as well. Sustainable public procurement can include purchasing energy saving technology and recycled paper for offices, offering sustainable food (organic, fair trade, vegetarian) in schools, office canteens and hospitals, making sustainable transport available for citizens and using eco-electricity in public buildings. Even though sustainability is a high priority for most public authorities, SPP has not been widely adopted and the concept is not yet transforming into everyday action.

SPP is not only important because governments are among the largest purchasers of goods and services, but also because they can set positive examples for consumers and businesses to follow. With sustainable public procurement, authorities can demonstrate that they are taking global challenges seriously and can inspire others to do the same. Furthermore, environmental standards applied by public authorities, such as energy efficiency standards for electrical appliances, may spread and set a benchmark for markets as a whole.





## Strengths

### Potential great impact

If many authorities adopt sustainable procurement practices, the positive impact on the environment will be significant. Sustainable procurement standards may become general practice for markets as a whole.

### Set an example, show commitment and leadership

By considering environmental criteria in purchasing decisions, public authorities can show that they are sincere in their commitment to sustainability. This will make their requirements of other stakeholders more acceptable.

### Helps to achieve sustainable market

Sustainable public procurement encourages the market to produce more sustainable products and services. With their large-scale purchases, public authorities can help to bring down the price of sustainable products through the economies of scale principle. The initial upfront cost of sustainable procurement may lead to greater savings in the long term.

## Weaknesses

### Extra cost

In some cases sustainable products might be more expensive than traditional ones and must then be justified to taxpayers. Higher administrative costs may be incurred as setting sustainability criteria and evaluating products requires additional time and effort.

### Need for relevant information on environmental and social impacts of products

Officials responsible for procurement are not usually experts in the environmental impacts of products and services. Therefore, information and guidelines need to be provided to the officials making purchasing decisions. This information needs to be readily available and regularly updated.

### Unfavourable legal framework

In many countries, existing legal frameworks do not favour sustainable public procurement. The principles behind conventional public procurement include non-discrimination, best value for money and free movement of goods and services. Conventional procurement principles may not allow authorities to take environmental criteria into consideration.



## How you can take action:

First and foremost, CSOs can adopt sustainable procurement within their own organisation. Subsequently, they can support and drive the concept forward in a number of ways.

- Start with yourself! Implement SPP in your own organisation and communicate the environmental, social and economic impacts as well as possible problems of changing to more sustainable choices.
- **IDENTIFY** the state of current public procurement practices and compare them to practices in other cities or countries. Much of this information is available online via government or EU websites.
- Undertake consumer-focussed **CAMPAIGNS** to make citizens aware of the meaning of sustainable public procurement and why they should demand it from their government. This will help create a grassroots movement striving for sustainable public procurement.
- **LOBBY** public authorities to include sustainability in their purchasing agenda. The private sector can in turn be directed towards sustainable procurement through a CSO-business partnership.
- **TAKE PART** in policy processes and **LOBBY** for sustainable public procurement guidelines and open information when legislation is being renewed for example ICLEI is doing.
- **BUILD POLITICAL ALLIANCES** and networks with interested partners: a coalition can spread a message more effectively than a single CSO. As everyone is usually in agreement that SPP is beneficial, it makes a good basis for partnerships. A common view can help set sound but practical purchasing criteria

## Case on ICLEI promoting Sustainable Public Procurement

ICLEI (Local Governments for Sustainability) has taken considerable action to promote and assist local governments with SPP. According to ICLEI, significant barriers for implementing SPP include lack of knowledge, expertise and training on SPP, a perception that green products cost more than traditional products and a remaining lack of local political support. In order to remove the barriers inhibiting SPP, ICLEI has taken a variety of steps. It provides information resources, arranges training and conferences, presents awards, conducts research and consults with local governments to help them design sustainable development policies.

**P**rocura is an example of a campaign run by ICLEI and was launched in 2004. Procura+ is designed to support public authorities across Europe implementing SPP, promote their achievements and make SPP a mainstream practice throughout Europe. In 2009 the program had 28 participants in 8 European countries. The campaign offers practical guidance for SPP and encourages public authorities to work together. The criteria have been published in The Procura+ Manual – A Guide to Cost-Effective Sustainable Public Procurement.

*ICLEI (Local Governments for Sustainability) is an association for local, regional and national governments that have made a commitment to sustainable development. ICLEI has 1049 cities, towns and associations as members. ICLEI's work focuses on promoting sustainable development at the local*

## Learn more and get inspired:

- Green public procurement (GPP) in the EU countries: <http://ec.europa.eu/environment/gpp>
- Buying Green! - Handbook on green public procurement: [http://ec.europa.eu/environment/gpp/guideline\\_en.htm](http://ec.europa.eu/environment/gpp/guideline_en.htm)
- Procura campaign of ICLEI: [www.procuraplus.org](http://www.procuraplus.org)  
ICLEI promoting SPP: [www.iclei-europe.org/procurement](http://www.iclei-europe.org/procurement)

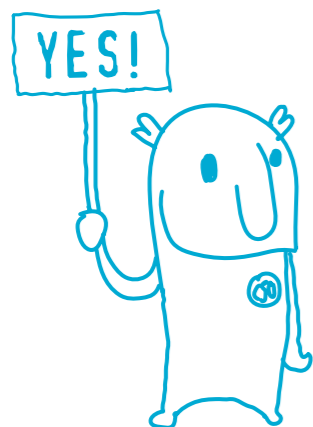


## II Participatory instruments and Voluntary Agreements

Participatory activities can take many forms, such as town meetings, workshops, conferences and citizen juries or councils (the latter being occasions where citizens are gathered to discuss and decide on topics for the political agenda)<sup>29</sup>. The basic concept behind these tools is to allow citizens the opportunity to influence political processes in addition to elections. Supported by participatory instruments, the legitimacy of political decisions can be strengthened. The quality of the political process is further enhanced when knowledge from many sources is taken into account.

When new environmental policies are defined or already existing ones are reformed, they almost inevitably will affect different stakeholders. Thus, a very important policy instrument in SCP is the promotion of dialogue with these different stakeholders, enabling relevant issues to be taken into account by public authorities.<sup>30</sup>

While there is no fixed and formal format, most policy participatory instruments and voluntary agreements usually involve representatives of the public, private and civic sector. For example policy dialogues can happen at a local, regional, national or international level. The format of such dialogues can be very diverse, usually involving one or several meetings between the stakeholders in question, which effectively deliberate about the subject and try to reach a satisfying agreement. CSOs can play a vital role in promoting actively participating in these policy dialogues.



The term “voluntary agreements” can be defined as “agreements among the corporate, government and/or non-profit sectors not required by legislation that aim to improve environmental quality or natural resource utilization”<sup>31</sup>. They can be divided in negotiated agreements (formal contracts), public voluntary schemes (normally established by public bodies like the ISO and the EU, which define certain performance criteria and other membership conditions) and unilateral commitments (more general statements and promises made by individual companies and/or industry associations).<sup>32</sup>

An example of an area where public participation is particularly important is urban planning; an example for voluntary agreements is a negotiated voluntary agreement. Both examples will be presented in the following.

### Urban planning

The participatory nature of urban planning can vary from case to case and between cities and countries, but real and broad participation of citizens should be integral to the process. It is the responsibility of officials in charge of coordinating participation to inform CSOs and other stakeholders how and when their input is useful and needed. Participation of citizens and organised civil society is especially important at the local level where crucial local knowledge is held. This knowledge may otherwise not be brought to politicians’ attention. Usually an urban planning process involves different levels of land use planning ranging from the urban to the international level and aims to plan environmentally sound cities for the future.

One of the most important principles urban planning refers to is that of the “precautionary principle”. This states that when there is uncertainty about environmental impacts of a plan, or if development will result in significant environmental consequences that cannot be compensated, this plan should be avoided. Here, local knowledge is of most importance, and CSOs foster its inclusion.

Environmental Impact Assessment (EIA) is another participatory instrument. This instrument and the role CSOs can play in its use, e.g. in urban planning are described in more details in the assessment tools part of this booklet series.



**Strengths***Enhances democracy*

Active participation of many stakeholders makes political processes more democratic. Opportunities for participation can enhance citizens' overall interest in politics.

*Enhances the quality of policy processes*

When more people participate, more information arises and it is less likely that important knowledge will be overlooked.

**Weaknesses***Wide participation schemes can delay decision making*

When the input of many people must be considered, decision-making processes take more time.

*Representation can be a problem*

There may be a lack of time, knowledge, resources or interest inhibiting participation. It is crucial to consider how to encourage all stakeholder groups to take part.

**How you can take action:**

Participating in political processes and expressing civil society's view is essential, but there is often a lack of time and resources. Prioritising the most relevant processes to influence is therefore crucial.

- Envision yourself in a participatory process: **IDENTIFY** how and when participation schemes take place in the policy processes you are interested in and spread the message about opportunities within your networks.
- Check if the level of current participation is sufficient. Should more political decisions consider public participation? Is there information available and enough time to react? If not, develop and **PUBLISH** an official statement on these issues.
- **ENGAGE** with communities and inform citizens about participatory processes and consultation.
- **TAKE PART** in the consultation processes that are relevant to your work.
- **NETWORK** with experts and other CSOs in related fields to gain a better understanding of the political process and the stakeholders working within the same area..
- **BUILD ALLIANCES** with partners that share your point of view regarding participatory processes to strengthen an appeal to other stakeholders.
- Consider the right timing for your actions since timing can have an important impact on outcomes. Your efforts can be affected if you are too early or too late in the process. Create a network to enlarge representation of different stakeholders as was done by Mama-86 in the Green Choice project.

The European website of open consultations <http://ec.europa.eu/yourvoice/consultations>

**Case on using the participatory approach in the Green Choice project**

MAMA-86 is a Ukrainian National environmental NGO that has been working on SCP issues since 1995. In 2004, MAMA-86 organised a national information campaign to positively influence consumer behaviour and lobby government to support green technologies and sustainable lifestyle changes. In its "Green household Project," MAMA-86 involved 657 people living in multiple apartments located in carefully chosen buildings in Odessa and Artemivsk. Using funds from Oxfam Novib, Netherlands MAMA-86 organised different activities such as: (1) a demonstration tour ("Eco-tours") highlighting potential savings accrued through insulating mechanisms and the reduction of water, gas and electricity consumption; (2) a training session to motivate people to choose "green" technologies and sustainable consumption practices and; (3) the development of a participatory approach in the Housing and Communal Services Reform. The overall project involved local authorities, students, experts, businesses, housing cooperatives and public self-organisation agencies.

**M**AMA-86's efforts had rewarding outcomes: as a result of the activities, an 80% decrease in hot water payments and a 70% decrease in heating payments was recorded in buildings chosen for the project. Water consumption also decreased by an average of three times. In Artemivsk, a cooperative between community, government and business was established. In Odessa, participants installed water meters & heating insulation at their own expense.

**Learn more and get inspired:**

- Mama 86 Official Web Site: <http://en.mama-86.org.ua>



## Negotiated voluntary agreements

Because voluntary agreements are very diversified and flexible, these tools are a key for meeting today's complex environmental challenges in a more flexible manner. Their utilization has grown in the last decades in the European Union. Nevertheless, there is

still great potential for their expansion, and CSOs can play an important role in mediating corporate-government voluntary agreements, proposing new ones as well as controlling their putting into action.



### Strengths

#### Flexibility

Since voluntary agreements are very flexible in format, it is easier to inspire governments and corporations to sign such agreements, which are tailored to specific conditions, thus augmenting the number of green initiatives.

#### Greener business

Voluntary agreements encourage a pro-active cooperative approach, motivating industries and business to change to more sustainable practices when recognising they can be part of the solution.

#### Implementation time

Voluntary agreements can be put into action more quickly than regulatory approaches since the latter require more bureaucracy and a longer implementation time.

### Weaknesses

#### Little compromise

It can be argued that voluntary agreements are used to avoid action that asks for greater compromises. Since there usually is no requirement to participate in voluntary agreements and most of them do not include any system of sanctions if the commitments are not upheld or for terminating participation, they are often considered to be a weaker policy instrument.

#### Limited participation and dependence on business self-interest

Voluntary agreements are unable to incite all companies to invest in sustainability and cannot, on their own, deal with negligent or consistently poor performers. Furthermore, since environmental agreements are not legally regulated and their effects vary much from one to another, it is hard to rely only on voluntary agreements to meet global challenges.

#### Risk for free-riders

Since environmental benefits are usually wide spread, voluntary agreements can often offer advantages to those who haven't taken part in them.



### How you can take action:

- CSOs can play an important role in expanding the range and efficiency of voluntary agreements, and thus a greater CSO involvement in this kind of policy instrument is needed.
- Spread knowledge about the voluntary agreements that have been implemented in your own community, region or country.
- Monitor the voluntary agreements that have been signed, for example through publicly reporting the advances and difficulties of their implementation, as was done in the French agreement on the treatment of end-of-life vehicles.
- Contribute in the development of new agreements, through advocating in favour of them, suggesting new ones to industry and government and offer to help preparing the agreement, representing the interest of your community.
- Make sure that the agreements are public and transparent, offering society the opportunity to monitor their implementation and exert effective pressure.
- Foster voluntary agreements embedded in a legal framework with clear targets, monitoring mechanisms and sanctions, since these seem to be the most effective.<sup>5</sup>

<sup>5</sup>Read more: EEB Response to the global assessment of the 5th Environmental Action Programme (2000)

## Case on French agreement on the treatment of end-of-life vehicles

The inadequate disposal of end-of-life vehicles is a central topic of waste management. It involves not only public authorities, but also car manufacturers, owners and dismantlers. An important question is who carries the responsibility for disposal. In the 1990s, a concrete possibility of a legal regulation of the issue existed, but since there were many uncertainties about the effect of a strict regulatory approach, it was decided to try obtaining the same results through a voluntary agreement with stakeholders.

Such a voluntary agreement on the treatment of end-of-life vehicles in France was signed on March 10th 1993 by 24 actors. The signature list included the French Ministries of Industry and Environment, two French car manufacturers and twelve importers, as well as eight trade associations covering the car dismantlers, shredders and recyclers, material producers and equipment suppliers. It had a time-framework of 9 years.

The objectives of the agreement were to have no more than 15% of total car weight landfilled by 2002 (maximum of 200kg) and no more than 5% by 2015. Additionally, from 2002 new vehicle models should allow 90% of recovery, re-use or recycling. These targets correspond to those established in the EC-initiated work on Priority Waste Streams. The agreement did not prescribe the means by which the targets should be achieved, but there was an implicit threat of legislation if the agreement was not to be respected. By signing the agreement, the industry associations and car manufacturers also made a moral commitment to reach the targets.

A monitoring committee was established to follow the progress of the agreement. Following pressure for more transparency, environmental and consumer NGOs were also invited to act as observers at meetings and they took an active role in monitoring. This example shows how government and industry can work well together, even when there are no sanctions foreseen in the agreement (nevertheless, the threat of legislation if the goals of the agreement weren't met was a motivator for the parties). CSOs engagement can bring additional value to the impacts of this policy instrument especially when it comes to monitor the agreements outcomes.

### Learn more and get inspired:

- <http://www.eea.europa.eu/publications/92-9167-052-9-sum/page004.html>

### III Informational instruments and research & educational instruments

Informational instruments include various information campaigns such as the introduction of eco-labels, the establishment of information centres and advice services and the running of campaigns.

Research and educational instruments are “softer” than regulatory and economic instruments and include the support of research and development (R&D), education and training. In the following, international labelling, specifically eco-labels for sustainable products and services will be looked at as an example for an informational instrument. Research and development are the focus of the section looking into research and educational instruments.

#### Eco-labelling

An eco-label displays information regarding the environmental performance of a certain product or service, providing information to consumers, procurement officials and retailers. The roots of eco-labelling emerged from the growing global concern for environmental protection by governments, businesses and the public. It also partly arose due to critical publications and campaigns about the way large companies made their products.

There are three broad families of Ecolabels<sup>33</sup>:

**1. TYPE I** – “a voluntary, multiple-criteria based, third party program that awards a license which authorises the use of environmental labels on products indicating overall environmental preference of a product within a particular product category based on life cycle considerations”.

These labels compare products within the same category, rewarding those who are environmentally preferable through their whole life cycle. The criteria are set by an independent body and monitored through a certification or auditing process. This sets out a defined procedure from which product criteria are developed and maintained.

**2. TYPE II** – “informative environmental self declaration claims”. These are not independ-

ently verified. They do not use pre-determined and accepted criteria for reference so can be unclear as to which particular pattern of sustainability their standards are referring to.

**3. TYPE III** – “voluntary programmes that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party”. Unlike Type I labels, these do not judge products, leaving this task to consumers. They are simply an official statement regarding a particular environmental performance, similar to an environmental score that could be relevant in the consumer’s decision.

Eco-labels are usually positive in nature, providing consumers with the means to make informed environmental choices. By referring to eco-labels, consumers have the opportunity to choose a more sustainable product or service within a group providing the same function and can reduce their consumption of impact-intensive items. Eco-labels encourage businesses to produce and sell more sustainable products and support businesses that manufacture products or offer services that have little impact on the environment. The voluntary nature of most eco-labels means that they do not create barriers to trade. On the contrary, many producers find that they provide a competitive advantage due to their attempt to make clients more faithful consumers.

Eco-labels can relate to an entire lifecycle of a product (from when it is produced to when it is disposed of) or can be concerned only with specific environmental issues. They can also represent combinations of both, for instance, by focusing on a specific issue along the life cycle. Organic food labels are particularly common, responding to consumer’s concerns about product quality and pesticide residues. Fair trade labels include social issues and community development.

#### Strengths

##### *CSOs and other stakeholder participation*

Negotiating detailed awarding criteria for an eco-label takes place between a variety of different stakeholders, including CSOs.

##### *Increased environmental awareness*

Through their public visibility, eco-labels are likely to raise awareness among consumers about environmental issues.

##### *“Demand driven” policy instrument*

As consumers have the “ultimate voice” through purchasing decisions, eco-label criteria can reflect consumer’s preferences and concerns.

##### *No trade barriers*

Being voluntary, labels do not create obstacles to competition or entering foreign markets.

#### Weaknesses

##### *Many different labels*

An increasing number of environmental product labels with different standards can lead to confusion. Due to diminishing trade barriers, the customer is often exposed to foreign labels and unable to know if these are official labels or just “brand labels” of the manufacturer.

##### *Not always clear preferences*

Labels can address single priorities: selected criteria may not be relevant to broader environmental and societal issues.

##### *No continuous innovation incentive*

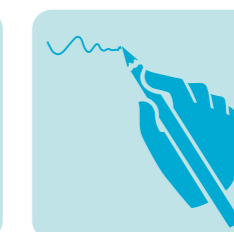
When criteria are not continuously evaluated and updated, incentives for companies to improve the products beyond the current criteria are weak.

#### How you can take action:

Label creation processes always involve multiple stakeholders and CSOs are needed in all phases. Since these processes are often slow and require significant effort and special expertise, it may, however, be more efficient to concentrate on later stages such as promotion of existing labels.

- In view of the large number of different labels, **IDENTIFY** the existing labels relating to your interest area and consider how to improve them, rather than creating new ones.
- On the basis of this assessment, **NETWORK** with experts in the field to identify the effectiveness and possible weaknesses of the labels. Form a consensus and promote labels that are efficient and worthy of promotion. CSOs can also determine whether there is a lack of labels in some product or service categories by conducting their own research.
- **RUN CONSUMER FOCUSED CAMPAIGNS** promoting the labels identified as most important. Several CSOs have, for example, formed national working groups to support the Forest Stewardship Council, inter alia by creating an interactive database displaying suppliers of FSC-certified wood and wood products.
- **ENGAGE** in the development of eco-label criteria by highlighting weaknesses and missing information in existing labels or product categories. It is also important to be involved in the evaluation and updating process.
- **PUBLISH** information about the meaning of labels and their aims to direct consumers towards more responsible purchasing choices.
- **LOBBY** governments to develop legislation that facilitates the spread of certified products in, for example, public offices, schools and hospitals.
- **RUN PROJECTS** to introduce eco-labelling in different areas. The Latvian Green Liberty, for example, aims to establish household chemical schemes in the Baltic States and in Poland. Rainforest alliance has many projects to promote labelling of different products.

At the Ethical Consumer Research Association website you can find a free buyer’s guide <http://www.ethicalconsumer.org/FreeBuyersGuides.aspx>. They also have their own “best buy label”.



## Case on supporting the eco-labelling of coffee

Among the large number of eco-labels organisations, Rainforest Alliance is an NGO based in New York and founded in 1987 to provide environmental certification for goods coming from tropical areas. Crops such as cocoa, coffee, tea, flowers and wood or global activities such as tourism and education are products the Rainforest Alliance are currently working on. The activities of Rainforest Alliance are undertaken worldwide, both directly in the field and conducted in partnership with either local stakeholders or large companies. The goal of Rainforest Alliance is to “involve business and

worldwide consumers in the effort to bring responsibly produced goods and services to a global marketplace where the demand of such certified products/activities is growing steadily<sup>34</sup>”.

Since 2003, Rainforest Alliance, in cooperation with Nespresso, has run a project focused on eco-labelling within the coffee market, initially at the extraction and production level of the supply chain. Rainforest Alliance has long been active in the coffee labelling scene: 1.3% of the world’s coffee is Rainforest Alliance certified with the annual sales of this coffee estimated at approximately \$1 billion. In their project with Nespresso, Rainforest Alliance determined whether the sustainable standards used by the company were consistent with theirs and whether the production process (from the harvest to the drying of the beans) was led by sustainably sound principles. Nespresso would then certify the coffee, calling it “Nespresso AAA Sustainable Quality coffee”.



### Learn more and get inspired:

- A broad overview of many labels worldwide: [www.ecolabelling.org](http://www.ecolabelling.org)
- Eco-labelling under UNEP Sustainable Consumption & Production Branch: <http://www.unep.fr/scp/ecolabelling>
- OECD Report: Actual Effects of Selected Eco-Labelling Programmes offers information on international eco-labelling programmes at <http://www.epa.gov/NCEI/international/ecolabel.htm>
- Information about EU Eco-label: <http://www.eco-label.com>
- To learn more about ISO standards and sustainability: [http://www.iso.org/iso/sustainable\\_world\\_2008.pdf](http://www.iso.org/iso/sustainable_world_2008.pdf)
- To learn more about the EU Sustainable Consumption and Production and Sustainable industrial Policy Action Plan: [http://ec.europa.eu/environment/eussd/pdf/com\\_2008\\_397.pdf](http://ec.europa.eu/environment/eussd/pdf/com_2008_397.pdf)
- Nespresso’s section on sustainability: <http://www.ecolaboration.com/#/aaa/en/coffee/aaa>
- Protecting coffee ecosystem factsheet: [http://www.ecolaboration.com/fileadmin/shared/\\_pdf/factsheets/05%20Protecting%20coffee%20ecosystems.pdf](http://www.ecolaboration.com/fileadmin/shared/_pdf/factsheets/05%20Protecting%20coffee%20ecosystems.pdf)
- Rainforest Alliance web site: [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

## Research and development

Research and development (R&D) is an important instrument to develop new SCP practices. Monitoring existing consumption and production patterns, evaluating and assessing the impacts of different initiatives and developing new innovations all require research. Governments channel the public resources for funding by defining the priorities of the research agendas and funding programmes. Stated at the Lisbon Strategy, the goal of the EU is to invest 3 % of the GDP for Research and development.<sup>35</sup>

CSOs can be much more than a recipient of scientific results and take an active role in research. A successful collaboration between CSOs and universities or research organisations offers great support for academia, including students, to integrate their research interests into public discussion and societal actions, while CSOs get research results in the areas they are interested in.



### Strengths

#### More evidence-based knowledge

The interaction between researchers and CSOs allows that more society-focused research is conducted, which will be useful when fostering SCP.

#### Research outcomes can be put to use

CSOs can do a good work in spreading research outcomes and putting them to use.

#### Amplified policy impact

The cooperation between CSOs’ and researchers’ contribute to better quality projects, since their abilities complement each other to amplify policy impact.

### Weaknesses

#### Different languages

Possible language barriers due to scientific terminology and their understanding by civil society can make cooperation among both groups challenging. Usually, a preparatory phase is needed, through which CSOs and researchers learn to understand each other better.

#### Time-consuming

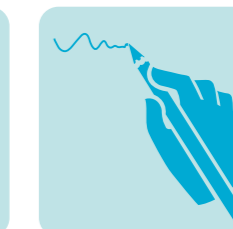
Different timings between CSOs and researchers (since researchers often need much more time to conduct their research than what fits into the CSOs advocacy and policy-making timescales) and different working methods (as well as an often necessary and time consuming integration phase) can slow down the process.



### How you can take action:

- Take an active role and ask for possibilities for partnerships, convincing researchers that CSOs can be valuable and capable partners.
- Actively communicate the needs for SCP research and bring knowledge gaps into discussion.
- Use existing SCP indicators such as ecological footprint and ecological backpack to illustrate the impacts of different choices.
- Look for national and European funding opportunities and start up own research projects.
- At present, very few European funded research programmes offer clear financial support for CSO engagement.<sup>7</sup> Create pressure for new initiatives by asking for better participation opportunities for civil society organisations.
- Join the Citizens Science network, which encourages scientists and NGOs to do research together for the public interest: <http://www.citizens-science.org/>

<sup>7</sup> EUR 23912 – Goverscience – Civil Society Organisations Seminar Draft Report (2009)



## Case on using tools for monitoring consumption and lifestyles

To trace the impacts of our consumption, these need to be measured in some way. There are a lot of different tools and methods for monitoring the overall impacts of our consumption patterns. Measuring environmental impacts also enables targets to be set and monitoring the progress towards these targets to occur. Sustainable monitoring systems serve, among others, the following objectives:

- Assessment of environmental quality to identify risks to human health as well as risks to nature and the environment;
- Identification of long-term consumption trends, and
- Development and assessment of policies, regulations and action plans to achieve environmental targets.

Various tools are available to raise social and environmental awareness of consumers, such as the ecological footprint and ecological backpack methods, giving a rough estimation of the environmental impacts of our lifestyles. Different indicators and assessment tools to monitor the individual's as well as the societies' levels of consumption are more detailed in the two other booklets of this booklets series. In addition, the role of civil societies is further discussed in these booklets, as their involvement is crucial in raising awareness, stimulating public debates and demanding action.

## Education and training

Education plays an important role in inspiring individuals to adopt responsible attitudes. It is also required for making consumers more aware of their rights and responsibilities and allows them to make informed choices. Information helping people to make sustainable choices should be accessible to everyone. Education and training for sustainable consumption aims to build capacity around SCP and should be undertaken continuously throughout the educational curriculum. Education programmes and training courses to address the following objectives are needed:

- Develop an understanding and problem solving capacity around a range of sustainable consumer behaviour and environmental responsibility concepts;
- Encourage reflection on the effects of personal values and lifestyle choices;
- Promote skills, concepts and methods for critical thinking and practical, effective action;
- Integrating knowledge of sustainable consumption into curricula from pre-school to universities and in the concepts of life-long learning;

- Providing data for reliable information;
- Report on indicators to shape consumption behaviour that can make a difference.

Education and training is a continuous process that starts at the primary education level. Primary education plays a key role in shaping attitudes towards environmental sustainability. During the early years of education, individuals establish a value set that enables them to make informed choices throughout their entire lives. Understanding and raising awareness, however, can occur at any age.

Training on sustainable lifestyles, for example, can be given to employees to raise awareness about the potential for sustainable solutions within the workplace. Such an exercise can have the added effect of resulting in further changes to personal consumption habits and lifestyles. Addressing the business context, education and training can focus on capacity building or on preparing sustainable business models.

### Strengths

#### Long term perspective

Education and training helps build the basis for sustainable consumption in the long term, by providing people with the information and capabilities needed.

### Weaknesses

#### Public budget restraints

The priority of education and training often depends on the availability of public funds. If these are scarce, securing funding for resource efficiency education and training can be difficult.

#### Need to qualify teachers and training providers

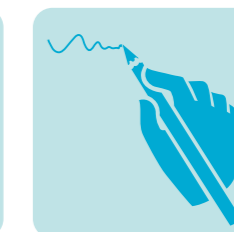
Teachers and trainers need to have a deep knowledge of sustainability before education and training measures can be implemented.

### How you can take action:

To promote sustainability education, it is important to partner with other organisations interested and responsible for education. Engagement usually happens incrementally, beginning with small actions and developing into full programmes.

- In order to understand the potential of an educational policy instrument relating to SCP, it is important to **ASSESS** the education programmes implemented in your own country, region or community. Information can be collected at local education offices or online from education ministries' websites. Moreover, many schools now have a website where activities and study curricula are published. Another valuable assessment method involves directly asking teachers, parents and students to evaluate the current system and identify the need for sustainability education.
- Assessing whether educational objectives are achieved can help to identify corrective actions.
- Surveys and interviews help to engage people interested in improving sustainability education and can create the basis for building a network of those responsible for the content of education programmes.
- Based on the above assessments, **CAMPAIGN** for more programmes and educational materials where these are lacking and promote the successful examples. **PUBLISH** and spread information about the importance of environmental education for raising awareness at all education levels. In doing so, build alliances with other interested partners to strengthen appeals to decision makers.
- Run **CAMPAIGNS** which focus on consumers. Provide materials that can be used for education, preferably in collaboration with others involved.
- Be involved in carrying out sustainability education. If the education authorities agree, CSOs can participate in education directly by providing lessons in collaboration with teachers. CSOs can also train future educators by delivering lectures and courses at universities and schools, as was done by the Finnish Nature League.
- **GET INVOLVED** in the UNECE Strategy on Education for Sustainable Development by lobbying your national government to work, or continue working, on supporting education and awareness campaigns on sustainable production and consumption for all. By resource allocation and prioritising at the national level, the possibility exists to build up a plan of action on SCP addressing a broad range of targets: from children to adults, specialists, decision makers and elder generations.

The Foundation for Environmental Education (FEE) is an umbrella organisation that aims to promote sustainable development through environmental education. Many resources are available on the website: <http://www.fee-international.org/en>



## Case on educating young people to become environment advocates

The Finnish Nature League (in Finnish Luonto-Liitto), is an environmental youth NGO founded in 1943. Today, it has 7000 members, being the biggest environmental youth NGO in Finland.

Together with other youth and environmental NGOs, the Nature League has run several projects where young people are trained as “advocates” to visit schools and to give lectures on climate change, forests and Baltic Sea. The projects have prepared teacher materials on each of these topics. Teachers can use the materials for free or invite an advocate to the school to host an interesting lesson at school. The “advocates” have worked since 2003 and reached close to 100.000 pupils.

The benefits of the projects have been many. The young trainers get valuable experience and learn on how to communicate environmental issues. Schools receive support in bringing the topics to the lessons. Pupils have found it interesting to have the opportunity to ask questions and discuss with young, inspired people.

The advocate projects are one way of how CSOs can actively involve themselves in educational programmes and share the knowledge they have on topical issues. The concept could be used in many countries and also in the field of SCP. SCP advocates could offer lectures on sustainable consumption or sustainable lifestyles.



Learn more and get inspired:

- <http://luontoliitto.fi/luontoliitto/english.html>

What else is needed  
for more effective Action?



## 4. What else is needed for more effective Action?

In the previous chapter different public policy instruments to promote SCP have been introduced. In most cases, CSOs can participate in the existing processes, lobby, conduct campaigns and represent an active partner in research projects. The opportunities for CSOs to actually initiate and lead processes related to public policy instruments are however limited. This is why we would now like to highlight creative, bottom-up initiatives where CSOs and community groups can be leading partners. These initiatives are here called creative instruments. Creative instruments include the

use of different art forms and media (see table below). They are often informational in nature but are action-oriented and use different creative methods to promote targets.

Creative approaches are needed to address the challenges our planet is facing, to support behaviour change and to spread awareness of global conditions among different stakeholders.

Since unsustainable behaviours can be changed more effectively when best practice examples can be demonstrated, communication to stimulate the process of change is key.

| In what fields?  | Examples   |
|--|--|
| Television, radio and film   | Creation of striking slogans and ads to go on air (radio, TV, cinema).   |
| Internet and other media   | Creation of online platforms to spread a message or collect money; production of short informative videos to be shared on the web; production of detailed newsletters; organisation of public online campaigns; conducting web surveys to obtain data.   |
| Written material   | Publication of periodic materials to build a common knowledge around a particular topic; hand out leaflets in strategic, targeted places.  |
| Design (products, industrial and strategic design)                   | Creation of branded stickers to use at social occasions (media events, charity dinners) or to spread among students and other key stakeholders; creation of reusable branded gadgets (tissue bags, bookmarks, mouse pads) to help spread a message.  |
| Visual culture (art, environmental art, graphic design, photography) | Organisation of art or sculpture exhibitions to help communicate the idea of new sustainable products to possible stakeholders (education, industry, politics). Organisation of themed exhibitions to address a topic in a comprehensive way; organisation of rewarded competitions to increase attention to a particular issue. |
| Social events  | Organisation of social events (film festivals, theatre, concerts, cooking courses on sustainable food, competitions); participation in public events to promote an issue.  |
| Communication  | Promotion of communication activities (Eco-teams, online communities, facilitating community pilots, train-the-trainer programmes) to build a network of interested stakeholders that can better influence decision makers.  |

## Creating a collective movement

One particularly interesting creative instrument is known as a “collective movement” which has significant potential for changing consumption patterns. Collective movements can be local, national or global; they can be located in one geographical place or cover several areas via online movements. Usually, collective movements have a common goal, which can be anything from a single issue to the overarching goal of moving the world towards sustainability.

Boycotts and “buycotts”, in which consumers either refuse or prefer to buy particular products and services to support or protest something, are classic examples of collective movements. However, new forms of social movements and political actions are emerging. These forms are based on local networking, such as Community-Supported Agriculture groups (CSA), or on transnational networking, such as the fair trade movement. The internet provides a base for many movements, including Carbon Rationing Action Groups (CRAG) and German Utopia. Utopia is a platform that promotes sustainable initiatives and aims to increase the awareness surrounding sustainability. CRAG is working both online and in real life, aiming to reduce carbon footprints by forming local groups and providing knowledge and experience through the website.

### Less, slower, simpler

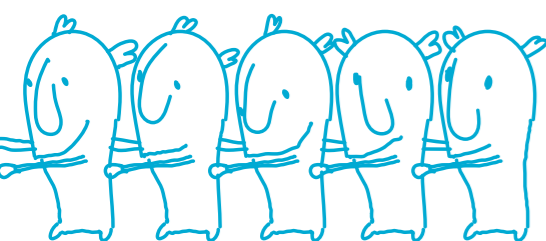
Many consumers around the world are confronted with the message that consumption is a duty required to keep the economy growing. Western societies are essentially defined by mass consumption: more is better than less, fast is better than slow and new is better than old. Counter movements such as Slow food, Simple living and Take Back your Time attempt to negate these ideas.

Slow food is a movement founded in opposition to “fast food”. Its main objectives are to preserve and promote local and traditional food products, to raise consumers’ awareness about the risks of fast food and biodiversity defence, to encourage ethical purchasing in local marketplaces and to boost organic farming. Simple living emphasises the opportunity to voluntarily choose a simple lifestyle, in contrast with the current mantra that “more is better”. This movement is consistent with preservation of the environment, social justice and sustainable development themes but it is still in its infancy and is relatively small.

Take Back your Time seeks to mobilise political resources in support of state and federal legislation that would allow, and potentially compel, citizens to work shorter hours. When working less, people can dedicate more time to non-materialistic activities such as spending time with your children, enjoying your hobbies, reading a book or simply taking some rest to improve your mental and physical health.

Learn more and get inspired:

- [www.timeday.org](http://www.timeday.org) • [www.utopia.de](http://www.utopia.de) (in German)
- [www.simpleliving.net](http://www.simpleliving.net) • [www.slowfood.com](http://www.slowfood.com)





### Strengths

#### High visibility

Collective movements are visible to the public and therefore highly recognisable to people.

#### Quickly organised

Because of their nature, collective movements can be quickly organised through networking activities and are therefore one of the best policy instruments to spread a new message.

### Weaknesses

#### Appearance – focused

Collective movements can, at times, focus too heavily on appearances at the expense of their main message and consequently might lack evidence and accuracy.

#### Refreshing needed

Collective movements may lose their efficacy after a short period if they are not updated and refreshed with new events.



## Cases on a collective movement and other creative instruments

### Civil society in Action, Carrotmob

Carrotmob is a method of activism used to leverage consumer power so that the most socially and environmentally responsible business practices become the most profitable. It believes that using incentives, or positive ‘carrots’, is much more effective than using traditional boycotts, or negative ‘sticks’. Businesses compete with one another to see who can do the most environmental good. A large ‘mob’ of consumers subsequently buys the winning products as a reward to the business that showed the strongest commitment. The strategy, which is the opposite of a boycott, began in the US and uses Facebook, MySpace

and blogs to build local and virtual communities. It has spread rapidly to other countries where the “mobbing” has mostly been targeted at restaurants, supermarkets, cinemas and bars.



### CSO Platform on Sustainable Consumption and Production brings CSOs together

In June 2008, CSCP launched a new project called Civil Society Organization Platform on Sustainable Consumption and Production ([www.scp-dialogue.net](http://www.scp-dialogue.net)) aimed at actively involving CSO representatives and researchers in this area and allowing them to share their views. As part of this project, a social network has been created so that different stakeholders can contact each other and exchange ideas and strategies related to alternatives patterns of consumption and production. At <http://csoplatfom.ning.com>, anyone is able to create an account, share pictures, upload videos, organise events and exchange ideas re-

lated to the three areas of highest importance: food, housing and mobility. It is also a place to gather new ideas and undertake campaigns addressing particular aspects of sustainable consumption and production, as part of the process of “acting by networking”. The 42 countries represented on the platform and the 160 registrations demonstrate how much this tool is needed to continually shape ideas and create future visions for sustainable consumption and production. Using this online platform as an open source of inspiration and contacts, we are all invited to give our ideas a chance in order to achieve real change for the better.

### How you can take action:

- **CONNECT** yourself and your organisation in social media to know about existing movements and gather together people who are interested in creating movements.
- Before implementing an action, envision how, given local conditions, it can best capture the public imagination. Is the public you are addressing mostly female or male? What are their ages? Are there social or historical factors that may affect the involvement process? If so, what are they? Do you want to publicise your action as broadly as possible or target it to those most affected by the issue?
- Consider new approaches to public demonstrations (free exhibitions, concerts, cultural events, actions dedicated only to students, medias, children etc).
- **PARTNER WITH** design schools to take advantage of creative minds and to support sustainability education at the schools.



### Learn more and get inspired:

- [www.carbonrationing.org](http://www.carbonrationing.org)
- Transition Town Wiki: [www.transitiontowns.org](http://www.transitiontowns.org)

### *Transition Towns change the whole neighbourhood*

Can a change from our current lifestyles to a truly sustainable lifestyle be a positive one, or would it require too many sacrifices? One solution is offered by a movement called Transition Towns, which aims to proactively and positively build local capacity to face the problems presented by climate change and peak oil. The movement believes that solving these problems is too great a task for individuals alone, and is also difficult for governments to address. As a solution, Transition Towns provides community level action. The guiding principle behind this movement is a focus on the benefits of a low-impact, sustainable lifestyle, and of finding practical solutions that value community and social interactions. The more technical goal for these “Transition communities” is to improve quality of life while eliminating dependence on oil and increasing local resilience.

The initial steps of the movement were taken in Kinsale, Ireland, where an Energy Descent Action Plan was completed in 2005. Transition communities can also be found in the UK, Spain, Italy, Germany, Austria, Netherlands, Finland and as far away as Japan, Chile and New Zealand with new communities joining the list every month. The concept is no longer limited to towns, with city neighbourhoods, islands and even forests working towards transition. The town that has come the furthest along the transition path is Totnes in southwest England.

One key element in the process of becoming a Transition Town is the formulation of an Energy Descent Action Plan. The projects that can be implemented in Transition Towns include:

- producing renewable energy locally
- growing food locally (e.g. individual and community gardens)
- organising ride-share schemes
- re-use, recycling and repair
- producing essential goods locally, and
- using a local currency in the community.

Transition Towns is a promising social experiment that can further the idea of systemic change. There are many reasons behind the success and potential of Transition Towns. The initiatives are fundamentally local and grounded in bottom-up processes. One of the characteristics of Transition Towns is the creation of ‘positive visions’, finding practical solutions instead of discouraging people with feelings of doom. Messages are given in a nondirective way, allowing people room for their own interpretation of what action they find appropriate. Relevant to their success, Transition Towns are not about sacrificing oneself for the environment, but rather about enhancing the quality of life while at the same time enhancing local resilience and decreasing climate impact. Even though the actions taken are on a relatively small scale and at the community level, they set examples for others and demonstrate that our lifestyles can be changed in a positive way.



*Learn more and get inspired:*

• Transition Town Totnes: [www.totnes.transitionnetwork.org](http://www.totnes.transitionnetwork.org) • Participatory Instruments as a Public Policy tool: <http://ivm5.ivm.vu.nl/sat/>

## Conclusions

*So you have come to the end of this document on policy instruments and have hopefully enjoyed it and are wondering where to next.*

*We hope you share our view and that the short journey we have now taken together was inspiring. Since it is undoubtedly impossible to change the world with such a document, our intention was less ambitious. The objective of this booklet was to put the spotlight on how the concept of sustainable consumption and production can be strengthened further by CSOs dealing with and influencing policy instruments in the field.*

*There is a need and a special role for CSOs to be active in promoting SCP. A wide range of policy instruments exists, but many of those tools are not used as efficiently as they could be. While implementation of a single policy instrument alone often has limitations, relying on policy mixes is likely to increase the effectiveness of individual policy measures implemented in the field of SCP. The different types of policy should not be seen in isolation, but rather as different elements supporting each other when used in combination in a policy package. We need these policy mixes if we want the world to become more sustainable. Here, CSOs can raise awareness and positively influence the agenda. The booklet has presented several different ACTIONS as strategies for civil society organisations. Imagine if your CSO implements just a handful of these suggested actions. While not being revolutionary in themselves, they have the potential to lead to change, step-by-step, in cooperation and unison with others.*

*Researchers need to offer support to, and partnerships with, CSOs. It is our view that the challenge is not so much what to do but how to do it and so the partnering of researchers and CSOs is crucial. Many of the examples presented in this booklet show that successful actions require strong cooperation: the correct data behind well-timed campaigns with motivated people can achieve successful results, even with limited resources. That is why we want to offer our support with this guideline series and further activities, but also to inspire other research organisations to team up with CSOs in order for the “what” to be well supported by the “how”.*

*In the future, the current tools and instruments will not be sufficient and we will need to develop even better ones. What we require are appropriate economic models that not only allow but support community building behaviour, that foster progressive decoupling (the pressure on the environment being significantly reduced), that help eradicate poverty in the world and provide meaningful employment.<sup>36/37</sup> The Action Town project continues to work on these topics.*

*Now.... let's begin our ACTION for more SCP!*

## 5. Who's who?

- UNEP/ Wuppertal Institute Collaborating CSCP *Centre on Sustainable Consumption and Production* – is an internationally active not-for-profit “think-tank” and “do-tank” for research, outreach and transfer activities on sustainable consumption and production (SCP). It was established in 2005 from the collaboration between two world-renowned institutions: United Nations Environment Programme (UNEP) and the Wuppertal Institute (WI). The CSCP supports the Marrakesh Process in the areas of both scientific research and project implementation with a special focus on capacity building in developing countries. One of the priority areas that shapes CSCP’s work, is the area of changing individual and institutional patterns of consumptions. Actions include support for consumer education, awareness raising campaigns, sharing best practices and the development of guidelines and manuals in the areas of sustainable consumption and resource efficiency.
- ANPED *Northern Alliance for Sustainability* – is a democratic network of local and national action NGOs, national NGO networks, environment groups, and development groups from the United Nations Economic Commission for Europe (UNECE) region. ANPED was established in 1991 and sustainable production and consumption has been a key aspect of its work since. In 2005 it was decided that SCP should become the main focus of ANPED’s work as an overarching and interlinking theme within sustainable development. Currently the network has 122 member organisations, consisting of individual NGOs as well as networks in North America, Western Europe, Central Europe, Eastern Europe, the Caucasus, and Central Asia. ANPED links organisations that are active locally and nationally. At the same time, the international activities of ANPED enable links to be made between international processes and the local/national work and for those working locally to be informed of those international processes, which may affect their work, and have their concerns voiced at international level.
- WWF-UK is the UK arm of the *World Wildlife Fund* Network, the world’s leading environmental organisation founded in 1961 and now active in over 100 countries. WWF-UK was the first national organisation in the WWF network. As part of the international WWF network, WWF-UK addresses global threats to people and nature such as climate change, the peril to endangered species and habitats, and the unsustainable consumption of the world’s natural resources. WWF-UK does this by influencing how governments, businesses and people think, learn and act in relation to the world around us, and by working with local communities to improve their livelihoods and the environment upon which we all depend. WWF-UK is at the heart of efforts to create the solutions we need – striving for a One Planet Future where people and nature thrive within their fair share of the planet’s natural resources. To make this vision a reality, they are addressing three key environmental challenges in partnership with governments, businesses and communities both in the UK and around the world: 1) safeguarding the natural world; 2) tackling climate change and 3) changing the way we live.

- SERI *Sustainable Europe Research Institute* – is a Pan-European think tank exploring sustainable development options for European societies set up in September 1999. Since sustainability strategies must be integrated, SERI takes a comprehensive view of sustainability both empirically and in its policy recommendations, integrating the ecological objective to reduce environmental space use with elaborated economic, social and institutional sustainability strategies. The research carried out by members of SERI supports the dialogue within European civil society and that is why SERI specifically aims to further develop the exchange of ideas between environmental citizen organisations, governments, trade unions and industry. To achieve this, the Sustainable Europe Research Institute 1) investigates environmental, economic, social and institutional conditions for sustainable development; 2) develops and disseminates information on through-put limits and makes possible steps towards sustainability apparent; 3) develops scientifically accurate and practical policy solutions, which allow sustainable development to become a reality in Europe (and beyond). SERI addresses all relevant agents: businesses, households, civil society agents, administrators and politicians.
- SEI *Stockholm Environment Institute* – is an independent international research institute formally established in 1989 by the Swedish Government. The goal of SEI is to bring about change for sustainable development by bridging science and policy. The way in which SEI works towards this goal is by providing integrated analysis that supports decision makers. SEI works from seven main locations (Sweden, United Kingdom, Estonia, Thailand, the US and Tanzania) with additional offices linked to these. Researchers are gathered into the following research programmes: Atmospheric Environment, Climate and Energy, Future Sustainability, Policy and Institutions, Risk, Livelihoods and Vulnerability, Water Resources and Sanitation and China cluster.

# 6. References

- 1 Collected from European Commission 2008, Global Footprint Network 2008, Wuppertal Institute 2008 and United Nations Millennium development goals 2015 campaign.
- 2 The Norwegian Ministry of the Environment, 1994.
- 3 In "Europe's Environment: the fourth assessment", page 254. Available at [http://www.eea.europa.eu/publications/state\\_of\\_environment\\_report\\_2007\\_1](http://www.eea.europa.eu/publications/state_of_environment_report_2007_1)
- 4 More information available at [http://www.eea.europa.eu/it/publications/state\\_of\\_environment\\_report\\_2007\\_1/at\\_download/file](http://www.eea.europa.eu/it/publications/state_of_environment_report_2007_1/at_download/file)
- 5 For more information about the three impact areas, see the baseline report of the CSO Platform on SCP project, pdf available at [www.scp-dialogue.net](http://www.scp-dialogue.net).
- 6 UN Economic Commission for Europe, 2006. Bulletin for Housing Statistics for Europe and North America 2006. URL: [http://www.unece.org/hlm/prgm/hsstat/Bulletin\\_06.htm](http://www.unece.org/hlm/prgm/hsstat/Bulletin_06.htm)
- 7 WWF-UK, 2008. How Low? - Achieving optimal carbon savings from the UK's existing housing stock. WWF-UK, Surrey.
- 8 WBCSD, 2007. Energy Efficiency in Buildings. Business realities and opportunities. URL: <http://www.wbcd.org/DocRoot/IKDpFci8xSi63cZ5AGxQ/EEB-Facts-and-trends.pdf>
- 9 European Environment Agency, 2001
- 10 Eurostat – Press release 125/2006, 19 September 2006 and Communication from the Commission to the Council and the European Parliament, 11 January 2006.
- 11 "Keep moving", press release, 15 October 2007.
- 12 More information available at: <http://www.enerdata.fr/enerdatauk/index.html>
- 13 EEA, 2005. Sustainable use and management of natural resources. EEA Report No 9/2005. EEA, Copenhagen.
- 14 World Watch Report 179, June 2009.
- 15 Love food hate waste – campaign, 2009. About food waste. URL: [http://www.lovefoodhatewaste.com/about\\_food\\_waste](http://www.lovefoodhatewaste.com/about_food_waste)
- 16 Smith et. al., 2005. The Validity of Food Miles as Indicator of Sustainable Development - Final Report produced for DEFRA.
- 17 Scott, G., Rosegrant M.W., Ringler C. (2000): Roots and tubers for the 21st century: Trends, projections, and policy options for developing countries. Food, Agriculture, and the Environment Discussion Paper 31. A co-publication of the International Food Policy Research Institute (IFPRI) and the International Potato Center (CIP). Washington DC.
- 18 Calculations: <http://www.vodo.be> (in Dutch). About the campaign: <http://www.veggiethursday.sg>.
- 19 See e.g. Beyond GDP conference <http://www.beyond-gdp.eu/>
- 20 Source: CSCP based on Lorek et al 2008 (note 21) and GTZ et al 2006, Policy Instruments for Resource Efficiency – Towards Sustainable Consumption and Production, page 5.
- 21 Lorek, S., Giljum, S., Bruckner, M. (2008). Sustainable Consumption Policies Effectiveness Evaluation (SCOPE2) - Inventory and assessment of policy instruments (final draft). FP7 Research Project. Overath, Vienna, Sustainable Europe Research Institute SERI.
- 22 See more from WWF's report "Simple and Painless". URL: [http://www.wwf.org.uk/research\\_centre/research\\_centre\\_results.cfm?uNewsID=2728](http://www.wwf.org.uk/research_centre/research_centre_results.cfm?uNewsID=2728)
- 23 United Nations, 2004. Agenda 21. URL: <http://www.un.org/esa/sustdev/documents/agenda21/index.htm>
- 24 ETC/RWM, 2007. National Sustainable Consumption and Production (SCP) Strategies in the EU. A comparative review of selected cases Background paper for the conference 'Time for Action – towards Sustainable Consumption and Production in Europe'. URL: [http://www.mop.gov.si/fileadmin/mop.gov.si/pageuploads/podrocja/okolje/pdf/time\\_for\\_action/background\\_paper\\_national\\_SCP\\_strategies\\_reviw.pdf](http://www.mop.gov.si/fileadmin/mop.gov.si/pageuploads/podrocja/okolje/pdf/time_for_action/background_paper_national_SCP_strategies_reviw.pdf)
- 25 UNEP, 2008. Planning for Change – Guidelines for National Programmes on Sustainable Consumption and Production. URL: <http://www.unep.fr/shared/publications/pdf/DTIx1028xPA-Planning4change.pdf>
- 26 For more information about the development of SCP in Europe, see [http://ec.europa.eu/environment/eussd/escp\\_en.htm](http://ec.europa.eu/environment/eussd/escp_en.htm)
- 27 For more information on the Marrakech process see <http://www.unep.fr/scp/marrakech/>.
- 28 Weizsäcker E.U., Lovins A.B.Lovins L.H., 1997. Factor Four–Doubling Wealth - Halving Resource Use, London: Earthscan,
- 29 Insua, David Rios, 2008. E-democracy. Issues paper "for the Council of Europe Forum for the Future of Democracy Madrid, Spain, 15-17 October 2008. URL: [http://www.coe.int/t/e/integrated\\_projects/democracy/Democracy\\_Forum\\_2008/pdf\\_FFD%2008%20Issues%20Paper%20WS2%20Rios%20Insua\\_EN.pdf](http://www.coe.int/t/e/integrated_projects/democracy/Democracy_Forum_2008/pdf_FFD%2008%20Issues%20Paper%20WS2%20Rios%20Insua_EN.pdf)
- 30 Premat, Christophe, 2009. The implementation of participatory democracy in French communes. French Politics 7 (1), 1–18.
- 31 Karamanos, Panagiotis (2001) 'Voluntary Environmental Agreements: Evolution and Definition of a New Environmental Policy Approach', Journal of Environmental Planning and Management, 44: 1, 67 – 84
- 32 This division was proposed by Börkey and Lévèque (1998).
- 33 The Eco-label scheme by ISO is available at: <http://www.iso.org/iso/home.htm>
- 34 Quoted from: <http://www.rainforest-alliance.org/about.cfm?id=mission>
- 35 For more information on EU's "More Research and Innovation – A Common Approach", see [http://ec.europa.eu/invest-in-research/action/2005\\_communication\\_en.htm](http://ec.europa.eu/invest-in-research/action/2005_communication_en.htm)
- 36 Dahl, Arthur Lyon. 2009. The Financial Crisis and Consumer Citizenship. Paper presented at the Sixth International Conference of the Consumer Citizenship Network, Berlin, 23-24 March 2009. URL: <http://www.bcca.org/ief/doc/ddahl09b.htm>
- 37 Watson, David, Rikke Carlsen, Jozsef Szlezak, 2008, An SCP Indicator Set for EEA reporting, Draft Working Paper, European Topic Centre on Resource and Waste Management Copenhagen

# 7 • Glossary

**Assessment Tools:** A device or activity, such as a chart, report, or brainstorming session, that helps determine the state of the process either before or after a particular event.

**Boycotts and Buycotts:** : demonstrative actions usually undertaken by organized groups (lobbies, pressure groups) to raise the attention given to a particular topic, generally related to civil rights or economic performances. While boycotts affect producers by persuading people not to buy their products, buycotts reward those producers that use fair methods of production by convincing people to exclusively buy their products.

**Carbon Footprint:** : A carbon footprint is a measure of the impact our activities have on the environment, and in particular on climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through burning fossil fuels for electricity, heating and transportation etc. A carbon footprint is made up of the sum of two parts, the primary footprint and the secondary footprint. The primary footprint is a measure of our direct emissions of CO<sub>2</sub> through the burning of fossil fuels, including domestic energy consumption and transportation (e.g. car and plane). We have direct control over these. The secondary footprint is a measure of the indirect CO<sub>2</sub> emissions produced over the entire lifecycle of products we use, those associated with their manufacture and eventual breakdown (source: <http://www.carbonfootprint.com/carbonfootprint.html>).

**Civil Society Organisations:** voluntary civic and social organizations and institutions that form the basis of a functioning society. CSOs represent the structure through which every public policy gets input from the public and are often considered fundamental in the process of raising consciousness around a particular problem or issue.

**Creative Instruments:** Public policy instruments involving arts and media to promote a particular goal. They belong to the category of informative instruments but are more action oriented than others (e.g. eco-labels) and use creative ways to address the topic.

**CSO's Strategy:** Group of activities that CSOs are doing to achieve changes in society. In this booklet series they are also called "CSOs actions".

**Dematerialization:** : In economics, dematerialization refers to the absolute or relative reduction in the quantity of materials required to serve economic functions in society. In common terms, dematerialization means doing more with less and it could be considered the counterargument of the idea that "more is better".

**Eco efficiency:** the term was used for the first time by the World Business Council for Sustainable Development (WBCSD) in 1992 referring to a way of producing materials with lower levels of pollution, waste and natural resource use. It represents a production method less dangerous to the planet (according to sustainable patterns of production) without necessarily requiring a reduction in total production.

**Eco-label, Eco-labelling:** The object and the activity related to the certification process needed to identify a product as "ecologically or sustainably sound" according to standards and parameters officially defined.

**Eco-Management and Audit Scheme (EMAS):** The EU Eco-Management and Audit Scheme (EMAS) is a management tool for companies and other organisations to evaluate, report and improve their environmental performance. The scheme has been available for participation by companies since 1995 and was originally restricted to companies in industrial sectors. Since 2001 EMAS has been open to all economic sectors including public and private services. (source: [http://ec.europa.eu/environment/emas/index\\_en.htm](http://ec.europa.eu/environment/emas/index_en.htm)).

**Ecological Backpack:** A method that can be used to measure the total amount of natural resources required to produce a certain product or service. Ecological backpack is an important tool because it provides evidence related to the hidden passages within the supply chain. It con-

siders materials used at the production level but not visible in the final product and therefore not measured in terms of their impacts on the environment. The ecological backpack can be arranged in five categories: Abiotic (non-renewable) and biotic (renewable) resources, erosion, water and air. The method can be applied from a single product to a lifestyle. The weight of the backpack is directly proportional to how much the environment is endangered.

**Ecological Tax Reform:** A global reform of the taxation system that introduces environmental impacts into taxation levels (internalize externalities). Without following a classical "command and control" principle (adding new taxes to those that already exist, depending on environmental performances), the ecological tax reform raises taxes on environmentally inefficient products and services and reduces taxes in sectors like health or education. In the effort to reshape an entire nation's tax system, the ecological tax reform can be seen as a way to consider the environment in public regulatory instruments but also take into account of the fact that lower taxes foster the growth of a country's economic performance.

**Environmental Fiscal Reform:** According to the European Environmental Bureau who began a campaign on this topic in September 2002, it is a tax shift away from labour towards environmental use, together with the reform or removal of environmentally adverse subsidies. It is considered as one of the main tools for moving towards sustainable development.

**Environmental Impact Assessment (EIA):** A procedure to verify the impact (negative or positive) that a particular project could have on the environment. The main goal of EIA is to integrate environmental consideration into discussions on the feasibility of a project. For more information on EIA refer to the Assessment Tools for SCP booklet.

**Environmental Taxes:** : (also called "eco-taxes") are one of several economic instruments that has a positive environmental impact. They usually have both an environmental effect (from internalising environmental costs) and a revenue-raising effect, derived from the additional taxation income. From a consumer perspective, environmental taxes use prices to indicate which products are more ecological making them useful tools for encouraging responsible choices.

**EU Sustainable Development Strategy (EU SDS):** This is a framework that provides a long-term vision of sustainability developed by the European Union where sustainable development is embedded within a broad range of policies. Among many challenges Europe faces in terms of future development (climate change and clean energy, public health, conservation and management of natural resources), Sustainable Consumption and Production is identified among them as one of the seven key points around which actions need to be coordinated and implemented.

**Indicators:** A set of parameters shaped to give evidence on a situation that needs to be highlighted. They can be quantitative or qualitative, depending on the type of information required.

**Integrated Product Policy:** European Union policy developed by DG Environment and used to promote Sustainable Production and Consumption by anticipate and responding to environmental threats when they emerge. It aims to reduce the environmental impacts of products and services along their life cycles by using policy instruments to improve the environmental performance of both the demand side (consumption) and the supply side (product development).

**Marrakech Process:** Launched in 2003, this is a global multi-stakeholder process at the international level that aims to promote sustainable consumption and production and to work towards a Global Framework for Action on SCP, the so-called 10-Year Framework of Programmes on SCP (10YFP). The United Nations Environmental Programme (UNEP) and the United Nations Department for Economic and Social Affairs (UN-DESA) are leaders of the process and together with national governments, local authorities, development agencies, private sector, civil society and the research community in both developed and developing countries they combine their various perspective to work together to forward SCP.

**Marrakech Task Force (MTF):** Groups of different stakeholders that support the Marrakech Process, each addressing one of seven specific topics (Cooperation with Africa, Education for Sustain-

able Consumption, Sustainable buildings and constructions, Sustainable lifestyles, S. Products, S. Public Procurement, S. Tourism). They are led by different countries and aim to strengthen North-South cooperation in the implementation of the projects.

**NAMEA indicators:** The NAMEA indicator shows the link between a number of important economic indicators (gross domestic product, balance of payments etc.) and the environment. It can compare, for example, the size of a country's economy with the environmental pressure various sectors exert. NAMEA, the National Accounting Matrix including Environmental Accounts, started in 1989 when Statistics Netherlands began to develop a system for considering environmental aspects in conjunction with the National Accounts.

**National SCP Action Plans:** National political strategies relating to Sustainable Consumption and Production where priorities and objectives are defined in order to achieve a comprehensive view of how to manage SCP at the national level. They can either be specific (with suggested measures and concrete actions) or a more general framework.

**Norms and Standards:** These are regulatory instruments set by public authorities which use some kind of punishment to encourage compliance.

**Participatory Instruments:** Tools which either individual citizens or collective organizations can use to take action on a particular issue through a process of participation (i.e meetings, workshops, decision conferences). They are aimed at influencing the political agenda on an issue of particular public interest.

**Peak oil:** Peak oil refers to the point at which the maximum rate of global oil extraction is reached, after which the rate of production enters terminal decline. The first study giving evidence to support the theory of this irreversible point was published in 1956 by the American geophysicist M. Hubbert. His name was given to the peak, which creates a method of modelling the production curve based on an assumed ultimate recovery volume.

**Policy mix:** : A mix of different policies used to raise the attention on a particular issue. What is normally mixed is the style of actions by which policies are developed.

**Public Policy Instruments:** Tools that governments and other organizations use to influence the operations or behaviours of different actors towards a particular goal.

**Rebound Effect:** The unexpected effect that outweighs previous environmental gains.

**Spatial Planning:** In urban areas, this is the instrument that establishes the framework for the sustainability of mobility and housing. It usually entails some form of citizen participation, such as an open discussion on a particular issue, campaigning or networking.

**Sufficiency:** A status of adequacy according to sustainable standards that define the essence of a comfortable lifestyle.

**Sustainable Consumption and Production:** Sustainable consumption and production is a concept that looks at systems of production and consumption as a whole and at ways that these systems can change to ultimately reduce the effect on the environment. This includes critically reviewing current lifestyles and exploring alternative ways of consumption.

**Sustainable Industrial Policy (SCP/SIP):** An Action Plan presented by the European Commission in July 2008 that aims to improve the overall environmental performance of products while helping consumers to buy more eco-friendly products. The intention of the Commission is to promote the manufacturing of eco-friendly products at a larger scale as well as encouraging ecoinnovation in future patterns of production.

**Sustainable Lifestyle:** A way in which daily activities are conducted respecting the consequences that they could have on the environment. Generally a sustainable lifestyle is motivated by a deep concern for the planet's resources but may also be driven by spiritual motivations which relate to the feeling of living on Earth in balance with other living creatures.

**Sustainable Public Procurement:** : the way by which public authorities use public money to purchase goods or services according not only to environmental criteria (Green Public Procurement)

but also considering social aspects. Sustainable public procurement can include purchasing energy saving technology and recycled paper for offices, offering sustainable food (organic, fair trade, vegetarian) in schools, office canteens and hospitals, making sustainable transport available for citizens and using eco-electricity in public buildings.

**Transition Town:** : A civil society movement which takes actions to increase awareness of and preparedness for climate change and peak oil. It involves community level actions that are aimed at open an independent way of reacting to such environmental problems (this needs rewording). The Transition Town movement facilitates the spread of sustainable living patterns at the community level, such as producing energy locally; re-using, recycling, repairing and growing food locally.

## 8 • List of abbreviations

10YP: 10-Year Framework of Programmes on SCP

CSO: Civil Society Organisation

EEB: European Environmental Bureau

EIA: Environmental Impact Assessment

EMAS: Eco-Management and Audit Scheme

EU SDS: European Union Sustainable Development Strategy

EU: European Union

GHG: Greenhouse Gas

SPP: Sustainable Public Procurement

IPP: Integrated Product Policy

NAP: National Action Plan

NGO: Non-Governmental Organisation

R&D: Research and Development

SCP: Sustainable Consumption and Production

SIP: Sustainable Industrial Policy

SME: Small and Medium Size Enterprise

UN-DESA: United Nations Department for Economic and Social Affairs

UNECE: United Nations Economic Commission for Europe

UNEP: United Nations Environment Programme

WEEE: Waste from Electronic and Electrical Equipment

WHO: World Health Organisation

WSSD: World Summit of Sustainable Development

## Acknowledgements:

Many people have supported the preparation of this booklet. The authors would like to thank especially following people for their valuable comments and ideas on how to improve the content of this booklet: Michael Kuhndt, Elli Kotakorpi, Pamela Ragazzi, Lucia dal Negro, Helene Gallis and Martina Müller from CSCP; Sylvia Lorek, Jan Rademaker and Chris Church from ANPED, Annika Varnäs from SEI, Johannes Frühmann and Stephan Lutter from SERI, Michael Narberhaus from WWF-UK, Anna Golubovska-Onisimova from Mama-86, Janis Brizga from Green Liberty and Annukka Berg from the University of Helsinki.