

An Expert Conference on the Marrakech Process
Creating Solutions for Sustainable Consumption & Production



WG1

Sustainable Products and Services

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WG1: Sustainable Products and Services

Overview of major issues

- **ROLE OF RESEARCH**
 - Do we need more research? No...
 - But how to put existing knowledge into action?
(consolidation and dissemination)
 - EU, World Bank, Global Environment Facility, ODA (GTZ, SIDA, CIDA...)
 - Tools for stakeholder engagement, innovation platforms, “living labs”
- Production vs consumption
- Emotional vs rational marketing of sustainable solutions
- Closing the information loop (e.g. water meter by tap)

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WG1: Sustainable Products and Services
Issues to be considered by the Task Forces

- Requirement for definition of a sustainable product?
- Choice Editing?
- Market vs. government intervention
- Policy mix
 - Regulation
 - Incentives
- New angle to product - service mix
- Role and voice of developing countries. Do we really have it? How do we get it?