

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



WG3

Cooperation for Implementing SCP

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WG3: Cooperation for Implementing SCP

Overview of issue discussed

- How to improve cooperation on SCP with Development Agencies (DAs)?
- Who are the other stakeholders to cooperate?
- What are the incentives/motivations for these stakeholders to cooperate? How to provide incentives for these stakeholders?

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How to improve cooperation on SCP with (DAs)?

- Harmonization of priority setting
 - SCP issues can be strategically included at the planning phase.
- UNEP's plan to set a steering committee having members from the DAs
 - Development of an action plan
 - Seminars with Das
 - Translation of environmental and social gains into concrete terms
 - Can we integrate SCP into guidelines of development agencies/DFIs?
- Top-down and/or bottom-up?
- Linking the SCP agenda of DAs to the MDGs
 - e.g. Integration of SCP into Poverty Reduction Strategy Paper (PRSP)

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Cooperation with other stakeholders

- Chambers of Commerce and Industry
 - representing small and big businesses
- NGOs
 - environmental and social NGOs
 - business associations
- Development banks and other financial institutions
 - Market-driven activities
 - Supporting high risk start-ups/entrepreneurs
 - Integrating SCP into credit/investment guidelines (venture capital, SRI)
- SCP promotion institutions or intermediaries
 - NCPCs
 - Academia
 - Research institutions
 - Faith-based institutions
- Public
- Media/advertising agencies

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What are the incentives/motivations for these stakeholders to cooperate?

- To translate SCP into economic risks and returns
 - Guidelines to explain opportunities/returns (fire-extinguisher salesman approach)
 - Clear identification of cost of NO-action
- Awareness raising on the destruction of natural resources
 - Emotional change approach