

**Press Release, 22 November 2006**



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

## **Governments and Business Urged to Launch Strategies for Sustainable Consumption & Production beyond Kyoto**

**An Expert Conference is being held in Wuppertal, Germany on 22-23 November**

Wuppertal, Germany, 22 November 2006 - Governments are being urged to launch strategies to tackle the constant rise in the level of unsustainable consumption and production and to reach an international agreement on action plans by 2011.

This call is being made before policy makers and experts from around the world attending the Expert Conference on the Marrakech Process which opened here today in Wuppertal, Germany. "We see a sense of urgency to tackle climate change among governments as they need to achieve the targets defined under the Kyoto Protocol by 2008-2012," said Michael Kuhndt, Head of the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP), which is organising the expert conference. "But environmental pressures from household consumption continue to grow relentlessly despite some limited improvements in resource efficiency," Kuhndt continued. "The number of people per household is becoming smaller; electrical appliances are growing in number and variety; people are travelling more frequently and over greater distances. We therefore need further urgent action to tackle this global environmental crisis not only through continuous improvement in production methods but also by finding effective ways to enable consumers to shift their lifestyles and consumption habits."

The number of people around the world who are members of the so-called "global consumer class", those with incomes above \$7,000 in purchasing power parity is rapidly increasing. If China and India continue to grow at their current pace, one third of the world's population will enter the global consumer class by 2015. According to a recent European Commission study, food and drink, private transport and housing consist of between 70 and 80% of environmental impacts from private consumption. Supporting levels of resource consumption for even the world's current population at American levels would already require five planets,



making the challenge of poverty alleviation for the one billion people living in serious poverty with less than \$1 a day particularly challenging.

Recognising these challenges, the 2002 UN Johannesburg Summit on Sustainable Development called upon all governments to “change unsustainable patterns of consumption and production”. The UN is currently leading a process, referred to as the “Marrakech Process”, to develop a “10-year Framework of Programmes on Sustainable Consumption and Production” (10YFP) by 2011. Seven different countries are leading this effort by hosting “Marrakech Task Forces” which are working groups of governments and experts working to develop concrete steps in different fields of consumption and production. Members of the seven Task Forces are gathering at the Expert Conference to discuss how governments from developed and developing countries can collaborate to develop specific action plans for the 10YFP.

Mr Arab Hoballah, Head of the UNEP Sustainable Consumption and Production Branch, called upon governments to establish regional and national strategies and action plans for sustainable consumption and production at the Expert Conference. Mr Hoballah said, “Governments have an important role to play in providing a policy framework that both enables business to invest in more sustainable products and services and supports consumers to lead more sustainable lifestyles. The 10YFP should define an international agreement on the actions of all parties towards sustainable consumption and production in the next decade at a concrete level. Governments need to accelerate their efforts to mobilise public awareness in order to achieve a momentum by 2011.”

Pioneering entrepreneurs have already been embracing sustainable consumption and production as an opportunity for innovation by providing consumers with environmentally and socially sound choices, such as organic food and Fair Trade products. Global sales of Fair Trade products under the Fairtrade Labelling Organisation scheme increased in 2005 by more than a third (37%) to reach 1.1 billion Euros. Mr Thomas Speck, Director of Gepa Fair Handelshaus (Fair Trade Company), the Europe’s largest Fair Trade company with an annual turnover of over 33 million Euros, explains, “Our products are now widely available in supermarkets, company canteens and universities as well as specialised outlets. Fair Trade provides win-win solutions for both living and working conditions of producers and the conscience and health of consumers”.

## Notes

- *Creating Solutions for Sustainable Consumption and Production – An Expert Conference on the Marrakech Process* is being held from 09.00 on 22 November till 16.30 on 23 November at the Historische Stadthalle, Johannisberg 40, Wuppertal, Germany. The conference is being organised by the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP), in partnership with the United Nations Environment Programme (UNEP) and in cooperation with the Club of Rome and the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP). Approximately 150 guests from UN agencies, governments, businesses, NGOs and academia will participate. The attached agenda and the CSCP website [www.scp-centre.org](http://www.scp-centre.org) provide additional details.
- The “Marrakech Process” is an international collective effort to develop a 10-year Framework of Programmes for Sustainable Consumption and Production (10YFP). This process was named after the location of the First International Expert Meeting on the 10YFP, which took place in Morocco in



2003. The 10YFP will be presented and reviewed at the 2010-2011 cycle of the Commission on Sustainable Development (CSD).

- The international opening ceremony of the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) will be held at 19.30 on 22 November 2006 at the Huppertsberg Schnürriemen-Fabrik, Hagenauer Straße 30, Wuppertal, Germany. The CSCP was established in November 2005 jointly by the UNEP ([www.unep.fr/sustain](http://www.unep.fr/sustain)) and the Wuppertal Institute for Climate, Environment and Energy to exclusively tackle the challenges of sustainable consumption and production through providing scientific support to the Marrakech Process.

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