

**North American Multi-Stakeholder Workshop  
On Sustainable Consumption and Production  
(SCP)**

**Co-Chairs Summary and Workshop Report**

**Organized by  
The Government of Canada  
The Government of the United States  
The United Nations Environment Programme**

**In collaboration with  
The United Nations Department of Economic  
and Social Affairs**

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# **North American Stakeholder Workshop on Sustainable Consumption and Production (SCP)**

## **Co-Chairs Summary and Workshop Report**

### **I. Co-Chairs Summary of Findings, Recommendations and Follow-up Actions**

1. The North American Workshop on Sustainable Consumption and Production was convened on November 6-7, 2008 to promote a regional approach to advance sustainable consumption and production (SCP) in North America and also contribute to the global Marrakech Process. This short summary, prepared by the workshop co-chairs, contains key workshop findings, recommendations and follow-up actions to guide our future efforts. The full workshop report provides a more comprehensive record of the dialogue, as well as background papers and other pertinent resources.
2. Although the current global economic crisis poses daunting challenges for government and civil-society leadership, it also creates dramatic opportunities for rethinking fundamental development patterns including sustainable approaches to manufacturing, construction and buildings, transportation, agriculture, energy, and other economic sectors. By promoting resource efficiency, green infrastructure and jobs, energy efficiency and renewable energy, SCP provides a direct connection between actions to promote environmental sustainability and those required to address the current financial and energy crises.
3. The SCP approach focuses on the underlying drivers and overall (or life-cycle) impacts of development, both positive and negative. Linking sustainable production and sustainable consumption helps frame overall development choices in ways that can lead to long-term sustainable strategies that strengthen economic competitiveness while increasing the quality of life for North American society and improving the global environment.
4. The North American workshop benefited from the extensive breadth of experience and diversity of the invited participants, short background papers designed to stimulate and frame discussion questions, and an agenda that encouraged interactive dialogue. Participants shared a wide variety of perspectives on: what SCP means for North America; how to characterize SCP in the region, and possible priorities; and strategies to advance regional SCP priorities.
5. The vibrant and dynamic dialogue at the workshop represented a sampling of the wealth of SCP activities underway at the national, regional and local level across North America. As a result, the one and one-half day workshop does not lend itself to a concise summary or clear conclusions and recommendations. Nonetheless, as the discussion progressed through the agenda sessions, a number of recurring themes emerged that can help guide follow-up activities.

6. The challenge in defining valuable follow-up actions from the workshop is the enormity of the SCP topic and obvious barriers in changing economic and social systems. The workshop encouraged “appreciative inquiry” (i.e., finding achievements, assets, unexplored potentials, innovations, strengths, opportunities, stories, and visions of possible futures) rather than focusing on the obstacles and constraints. This affirmative approach to change should continue to guide future efforts. It will be vital to engage in SCP partnerships across government at all levels and with civil society (including NGOs, business, academia and others); to find opportunities within existing programs and resources; and, to find ways to enable “early SCP adopters” who can provide leadership and vision.

7. The workshop discussions sparked many creative ideas that merit attention. Provided below are co-chair findings and recommendations, followed by an outline of proposed next steps. This preliminary plan provides a starting point for defining concrete follow up actions, and will be further developed and refined over the next few months.

### **1. A wide spectrum of stakeholder groups has deep interest in SCP.**

8. *Finding:* Although there were many different SCP perspectives and experiences across (and within) different stakeholder groups, there appears to be considerable interest in a more unified SCP approach for North America. Stakeholder groups—including business, government, NGOs, labor, academia--expressed different motivations (e.g., from increasing economic competitiveness to addressing environmental and social concerns). Participants supported an inclusive multi-stakeholder process as the best way forward. There was a general consensus that existing development pathways are not sustainable and that society as a whole must work together to effect changes in our collective societal behavior and governance structures.

9. *Recommendation:* Continue and expand on this initial workshop discussion to more fully develop ideas and proposals that advance regional SCP progress. Be inclusive in future discussions to ensure that all points of view are heard and considered, including the private sector and consumers. Utilize a variety of processes to efficiently engage stakeholders, including small groups to discuss specific issues and develop proposals, larger workshops to review specific SCP proposals and ideas (e.g., review of a proposed North American vision and framework for SCP in the Fall/Winter 2009), and piggybacking SCP discussions with other North American sustainability meetings.

10. *Action:* Plan follow-up workshop(s) to engage stakeholders in more focused discussions on specific SCP actions in North America. Use a larger meeting in late 2009 to review a draft North American SCP vision and framework and specific actions by government and civil society.

**2. Lack of common understanding about SCP (and how best to apply SCP concepts in the North American context) constrains progress on sustainable development.**

11. *Finding:* SCP offers a constructive way to frame and analyze environmental, social, and economic issues and provides new tools, strategies and solutions to address environmental, social and economic concerns. Using an SCP “lens” to define problems and explore solutions can lead to more sustainable practices and policies. The underlying concepts of SCP are not well articulated and many people are not yet comfortable with how to apply the broad concepts and ideas in the real world (i.e., in a household, company, community or government agency). There appears to be emerging agreement on underlying SCP principles – such as use of a life-cycle approach, and the importance of innovation and entrepreneurship that values and promotes sustainability. Adoption of SCP in North America will be enhanced when people and organizations better understand what SCP is and how to apply the powerful concepts to different kinds of issues and at different scales.

12. *Recommendation:* Create an easy-to-understand vision and framework for SCP in North America that helps unify ongoing efforts, clarifies where additional efforts are needed and is sufficiently flexible to encourage a diversity of innovative SCP approaches. Use this framework to help shift SCP discussions from theory to practice, with a focus on encouraging productive actions in all parts of society.

13. *Action:* Task a small group to propose a simple and practical SCP framework for North America, organized around a life-cycle approach. The framework would help establish SCP as a priority for all segments of society, increase awareness of SCP concepts, provide a starting point for stakeholder consultations, and identify overall North American priorities and approaches, including interactions with the UN Marrakech Process. Engage stakeholders in creating and finalizing the SCP framework.

**3. North America has a diverse mix of SCP activities underway, but these efforts tend to operate in isolation and suffer from lack of connection, joint learning and overall priorities.**

14. *Finding:* Canada and the US have a wealth of successful SCP activities. Some communities, companies and NGOs are leading the way, and provide excellent models. While there is increasing commitment to sustainable development in public or private sector in North American, SCP is not currently the defining paradigm. In fact, most of these activities do not use the SCP language. This decentralized approach has allowed innovation and creativity, but doesn’t optimize overall activities, may result in gaps and missed opportunities, and limits assessment of progress (through metrics and indicators) toward common goals.

15. *Recommendation:* Inventory and characterize current programs and activities, find ways to link people together via “communities of practice,” and identify a limited number of the most promising areas for additional SCP activity. SCP should be built into existing programs and activities rather than be seen as a separate set of

activities. Leverage existing groups, organizations and programs that contribute to SCP rather than create new, competing efforts. These efforts should serve as a guiding and promotion campaign to help galvanize support for, and more focused activity around, SCP.

*Actions:*

16. a) Craft a regional SCP plan to address a limited number of regional priorities that helps guide activities of government at all levels and all stakeholders. This North American Action Plan, based on SCP framework, should: set out clear priorities for actions by government and civil society; help unify existing communities of practice; and, identify practical metrics to measure SCP progress.
17. b) Initiate pilot projects to test and verify the framework, and find opportunities to communicate success, lessons learned, best practices for SCP in North America.

**4. The current world-wide economic situation creates opportunities to a shift to more sustainable patterns of consumption and production.**

18. *Finding:* Today's global economic crisis focuses attention on ways to achieve sustainable economic growth. At its most fundamental level, making progress towards more sustainable communities, countries, regions and the world requires a transformation of the overall patterns of societal consumption and production. Finding leverage points for change and amassing public and political support is a substantial challenge. The urgent economic calamity presents an opportunity to engage North American society about consumption and debt issues, and consideration of alternative consumption patterns that can increase societal well being.

19. *Recommendation:* Use sustainable development and SCP concepts to guide new and emerging strategies for large government programs -- infrastructure, transportation, health care, housing, energy security, and environmental services such as water and waste management.

20. *Action:* Find opportunities to include SCP concepts, such as green infrastructure, smart growth and green jobs, into government responses to the economic crisis.

**5. Some government programs at the Federal, state/province and local levels have adopted SCP-oriented policies, but a more coordinated approach between the US and Canada could accelerate progress.**

21. *Finding:* Although there are many examples of progressive SCP activity in North America (e.g., labeling programs; government procurement), these activities have been initiated without the benefit of an overall strategy. There is an opportunity to consider additional or expanded cross-border SCP activities in the US and Canada (e.g., supply chains), followed by an inclusive process to target the best specific opportunities for near term attention. Leadership by Federal agencies can help jump start activities. This can build on, and should be done in cooperation with, the

ongoing and emerging interest in business and communities. Local governments also have a keen interest and substantial role in SCP.

22. *Recommendation:* Encourage deeper and more widespread adoption of the SCP approach throughout relevant government programs. Government leadership in US and Canada should assess existing SCP activities, identify gaps and select a small number of areas for near term focus. Encourage collaborative SCP efforts of US and Canadian civil society, including business, NGOs, academia, communities and others. These priorities should be reflected in a regional strategy.

23. *Action:* Define specific SCP activities from Canadian and American federal departments and agencies, consistent with the overall North American priorities.

## **6. Limited public understanding of SCP constrains mainstreaming of SCP thinking throughout society.**

24. *Finding:* Civil society support for SCP was identified as a crucial element that needs attention. Improved public understanding about SCP will help shape effective solutions to today's production and consumption challenges. Although there has been increased awareness about environmental issues, sustainable development is not yet a mainstream concept. Given the increasing public attention on sustainability (i.e., from high energy prices to advertising for green products and buildings), the time is ripe for a more concerted, coordinated effort to communicate the basics of sustainability and SCP. This effort should include clearer language and terminology to make SCP accessible and meaningful; highlight engagement on the social and cultural dimensions (e.g., related to consumption); and build capacity to design and implement SCP practices at a local level and within sectors.

25. *Recommendation:* Raise awareness about the environmental footprint of consumer choices, and the connections between consumption and production. Increase public communication and education about SCP, beginning with government leadership, to inspire and engage all parts of society in SCP.

26. *Action:* Develop an effective communications strategy--by engaging experts in social marketing in Canada and the US--that educates and promotes SCP concepts to consumers and producers.

## **7. North American experience and expertise can provide valuable contributions to the UN Marrakech Process.**

27. *Finding:* In today's globalized economy national and regional SCP efforts alone – no matter how innovative – stand little chance of bringing about wholesale changes in consumption and production patterns. Consequently, it is important to link North America's regional SCP work, as appropriate, to the initiatives within the international community. As part of the Marrakech process, regional meetings and discussions have lead to clear SCP priorities for different parts of the world. Additionally, some countries have agreed to lead SCP Task Forces on topics of global interest and importance (e.g., sustainable tourism, sustainable construction). A

number of issues and themes for North American leadership have been suggested -- sustainable agriculture, and supply chains and SMEs are two examples with North American experiences could make a valuable contribution to global SCP efforts.

28. *Recommendation:* Examine potential ways that North America can support global SCP efforts via the Marrakech process, on SCP issues where the US and Canada have expertise and experience. Showcase successful SCP approaches from North America in the UN Commission on Sustainable Development's deliberation on a 10 year framework of programs for SCP.

29. *Action:* The US and Canada should explore increased involvement in the Marrakech Process, including fuller engagement in existing SCP Task Forces and North American leadership on additional sustainability topics that address priority needs of developing countries.

## **II. Executive Summary of the Workshop**

30. The North American Workshop on Sustainable Consumption and Production (SCP) convened in Washington, D.C. on 6-7 November 2008. Regional meetings on SCP have taken place in the other five UNEP regions as part of the call of the World Summit on Sustainable Development Johannesburg Plan of Implementation for the development of a 10-Year Framework of Programmes (10-YFP) on Sustainable Consumption and Production (SCP) under the United Nations' (U.N.) "Marrakech Process." The workshop agenda was prepared by the Canadian and U.S. Governments and the United Nations Environment Programme (UNEP) in cooperation with the U.N. Department of Economic and Social Affairs (UN DESA) with the aim of defining a regional approach to advancing sustainable production and consumption in North America, which could contribute to the international Marrakech Process. The workshop was the first regional consultation in North America and a valuable opportunity to shape North American needs and priorities for achieving SCP as well as to identify success stories, best practices, lessons learned and gaps in awareness-raising, policies and capacities to implement SCP. Some 60 key stakeholders from the governments, private sector and civil society participated.

31. Workshop participants shared views on the meaning of and a vision, concepts and principles for SCP in North America. There was general agreement on the need to develop a clearer understanding of SCP, its objectives and values and benefits, and the means for achieving it in the North American region. There was general agreement as well that collective action within the region is needed to promote SCP and that participating in the U.N.'s Marrakech Process could be helpful in that regard.

32. Participants discussed the many environmental, economic and cultural similarities between the two countries and acknowledged that the magnitude of consumption and production in the region called for additional action on promoting SCP. They outlined the wide range of actors required to address SCP, including business and industry, consumers, NGOs, the immigrant community and faith-based groups among



others. Governments would have to provide leadership, and in North America, it was noted, that in addition to national governments the federal systems in both countries relegated many resource decisions to provincial, state and local governments with the result that jurisdiction for SCP matters was widely dispersed. Many participants emphasized the need for partnerships between and among the various stakeholders.

33. Participants talked about the wide-range of industrial sectors where SCP actions were required, such as energy, transportation and mobility, housing and construction, food and agriculture, among others. A number of tools for promoting SCP were noted, including regulations, guidelines, codes of conduct, labels and voluntary industry programs applying to specific management practices. Others touched on different techniques for promoting SCP, such as business-NGO partnerships, mentoring business, sustainable design, corporate reporting and supply chain management. But it was agreed that additional tools, technological innovation and proper market signals, particularly accurate pricing, were needed to spur the required shift in consumer and producer behavior to achieve SCP. One speaker elucidated the importance of understanding local cultures and working with local groups in achieving SCP.

34. A wide range of SCP activities in North America were reviewed; they were many, but dispersed and scattered. Governments, business and the consumers generally were undertaking many constructive actions. But they were not coordinated and were conducted in piecemeal fashion. There is a need to better identify these actions, increase their number and seek ways to pull them together in a more coordinated manner. Participants urged that market forces (e.g. taxes, price signals, incentives for business, etc.) be employed to more effectively focus SCP efforts.

35. The workshop discussed strategies for advancing SCP work in North America, including the development of a regional strategy. A presentation set out a way to develop a framework by shaping a vision, setting out specific objectives focusing on key economic sectors and providing appropriate incentives, prices, partnerships and government involvement. Applying incentives and policies that stimulate public awareness and business innovation for more sustainable and resource efficient production were also cited as key elements of an SCP framework in North America.

36. Participants concluded the workshop elaborating a number of priorities for SCP action in the region. They included the need for governments to take the lead and help to develop awareness of the need to shift to more efficient and less consumptive lifestyles and products as well as to propose appropriate enabling policies and regulations, conduct implementing programs and promote green procurement. The importance of combining incentives that promote re-investment in manufacturing capacity with tools and information that raise consumer awareness of ways to choose more sustainable products and lifestyles were highlighted among the suggestions for action.

37. Attention was directed as well to the ways SCP and the workshop might contribute to the U.N.'s Marrakech Process, to the U.N. Millennium Development Goals, poverty reduction and the needs of developing countries. Suggestions were made for

continuing the regional process consultations, ways to continue and broaden the exchange on SCP activities in North America and on how the region could contribute knowledge, experience, and expertise to the design and implementation of the UN's 10-YFP.

### **III. Background and Purpose of the Workshop**

38. The North American Stakeholder Workshop on Sustainable Consumption and Production (SCP) was held at the George Washington University Law School in Washington, DC, USA on 6-7 November 2008. The expert meeting was organized by the Governments of Canada and the United States and the United Nations Environment Programme's (UNEP) Regional Office for North America (RONA) in collaboration with UNEP's Division of Technology, Industry and Economics (UNEP DTIE) and in consultation with the United Nations Department of Economic and Social Affairs (UN DESA). The Government of Canada provided major financial support for the workshop with significant in-kind contributions from the Government of the United States and administrative assistance by UNEP.

39. The workshop was organized as part of the global efforts taking place in response to the World Summit on Sustainable Development (WSSD) Johannesburg Plan of Implementation for the development of a 10-Year Framework of Programmes (10-YFP) on Sustainable Consumption and Production (SCP) in support of national and regional initiatives. The plan called for countries to take action with developed countries taking the lead. The multi-stakeholder "Marrakech Process" was launched the following year to construct the Framework. Progress made in developing and implementing the Framework will be reviewed in the 2010-2011 sessions of the U.N. Commission on Sustainable Development (CSD).

40. The agenda of the workshop was prepared by representatives of the Canadian and United States Governments and UNEP to enable participants to (1) define a regional approach to advance sustainable consumption and production in North America and (2) contribute to the global Marrakech Process. A copy of the agenda is available at **Appendix I**. The key objectives of the North American SCP workshop were to:

- a. Improve understanding of current SCP activities and approaches in North America;
- b. Define an approach to the development of a regional SCP framework;
- c. Identify implementation steps for North American efforts to promote SCP and provide ongoing input to the design of the Marrakech Process on the 10-Year Framework of Programmes; and
- d. Engage key stakeholder from the public and private sectors (including relevant government agencies, large and small companies, trade unions, environmental and consumer organizations and academic communities) in the promotion of SCP and in the development of a regional SCP framework.

41. Over 60 experts representing national, state and local governments, international organizations, business (including small- and medium-sized enterprises),

investment funds, trade unions, consumer organizations, environmental organizations, local authorities, academia and research institutes from the two countries participated in the workshop. Biographic information on participants is at **Appendix II**.

42. Jay Benforado, Senior Advisor for Sustainable Development Partnerships at the U.S. Department of State, served as workshop moderator. It was agreed that the meeting would use the Chatham House Rule: paper presenters were referenced as they appear on the agenda and the report's appendices.

#### **IV. Report of the Workshop**

##### **A. Opening of the Workshop**

43. Lee Paddock, Associate Dean of Environmental Law Studies at George Washington University Law School, and Amy Fraenkel, Director of UNEP's Regional Office for North America, welcomed the participants to the first formal SCP Workshop in North America. Mr. Paddock discussed the strong interest in sustainability issues in the university and described some of the progress being made in SCP related activities in North America. Ms. Fraenkel noted that this was the first SCP meeting between governments in North America and said its results would feed into the Marrakech Process and the elaboration of the 10-YFP.

44. The Co-chairs of the meeting, Rachel McCormick, Deputy Director of the Sustainable Development Division, Department of Foreign Affairs and International Trade, Canada, and John Matuszak, Division Chief for Sustainable Development and Multilateral Affairs in the U.S. Department of State's Office of Environmental Policy, welcomed the meeting participants. Ms. McCormick stressed the need for an interactive dialogue among SCP stakeholders and outlined a number of governmental and non-governmental initiatives in Canada in support of eco-efficiency, including a commitment of CAN\$550 million to establish Sustainable Development Technology Canada to support the development of eco-efficient technologies. Mr. Matuszak said the workshop should identify practical ways for moving SCP ahead in North America, provide input to CSD-18 and CSD-19 and offer an opportunity to share best practices and lessons learned from successes and failures.

##### **B. The United Nations Marrakech and Commission on Sustainable Development Processes**

45. Charles Arden-Clarke, Head of the Goods and Services Unit in the SCP Branch of UNEP's Division of Technology, Industry and Economics outlined the steps being taken in the UN's Marrakech Process on Sustainable Consumption and Production. He said it is a global effort to develop a 10-year Framework of Programmes (10-YFP) to support regional and national initiatives on SCP. The process is already piloting some SCP policies, tools and associated capacity building activities at those levels. He said that regional consultations were essential to building the programs through sharing of

information and identifying policy gaps and capacity building needs. Some regions, notably Africa and Latin America, have already developed regional frameworks of programs on SCP or strategies on SCP. Some implementation mechanisms for the delivery of support at national and regional levels, such as the Marrakech Task Forces, have already been developed and some pilot projects are underway. Reporting, evaluation and information exchange procedures will be developed subsequently. He said that the 10-YFP would provide information exchange, transfer of know-how and best practices, and international cooperation to support the shift to SCP in all countries. He emphasized that this workshop was the opportunity for North American countries to make their contribution to the design of the international Framework.

46. Chantal Line Carpentier, Sustainable Development Officer, UN DESA, described how the Marrakech Process moved forward the Rio Summit Agenda 21 of 1992 and the Johannesburg Plan of Implementation (JPOI) of 2002 for consideration at the Commission of Sustainable Development's (CSD) 18-19 cycle. She presented an outline of other regions' priorities and needs resulting from their earlier regional consultations structured according to institutional and policy support, cross-sectoral activities, sectoral approaches and natural resource management actions. She said that previous CSD policy sessions produced a negotiated text as well as a non-negotiated document. In the case of CSD-19, she noted, this could involve a negotiated section establishing common principles and key priority areas for the international community to focus cooperation and support regional and national strategies as well as a non-negotiated outcome describing regional priorities. Based on previous consultations in other regions, it may well be that the non-negotiated regional framework could be structured using a life-cycle approach to SCP, which would be common across the regions while keeping the specific programs tailored to specific regions. She said it was important to recognize the needs of developed and developing countries. As the process moves forward, she said it would be important to involve "major groups" as well as governments in the effort, especially to define the regional framework of action in SCP.

### **C. Session One: Shared Views on What SCP Means and Shared Ideas on Unifying Vision, Concepts and Principles for North America**

47. Session 1 of the Workshop was directed to the search for a shared view of SCP's meaning for North America through defining a unifying vision, and spelling out concepts and common principles. Discussion focused on what SCP concepts are relevant to North America, the unique characteristics of the region, the effect of the recent economic downturn on North American views of SCP and ways to explain SCP's value to people in the region.

48. James Riordan, Executive Director, Regulatory Innovation and Management Systems, Environment Canada, introduced the topic. (The Session One introductory paper is at **Appendix III.**) He provided background on the history of the Marrakech Process from a North American perspective, spoke about the World Wildlife Fund's "Living Planet Report," which illustrates the ecological footprint of nations (Canada and the U.S. being in the top 10) and the Conference Board of Canada's Report Card on

Environmental Performance, which recommends that Canada “encourage more sustainable consumption.” He highlighted the existing mindset of “he who dies with the most toys, wins!” and stressed the need to change this to “those who live the most sustainable lifestyle wins!” Riordan asked the group what needs to be done as countries and as a region to develop an SCP strategy like other countries or regions have done, noting SCP work already underway in the UK, Denmark, the European Union, Latin America and Africa. Governments tend to regulate production to effect change, but other approaches dealing with the consumptive demand side can be effective, and both need to be pursued. The SCP challenge in North America is consumption and, because of past and existing consumption and production practices, governments and people have trouble addressing the problem. He said the current financial crisis shows how interrelated our environmental and economic conditions have become.

49. In the discussion that followed, participants noted that Canada and the U.S. have many environmental, economic and cultural similarities that would make SCP cooperation between them valuable. They are the most productive and consumptive regions of the world. Both countries have relatively independent and *laissez faire* approaches to the market and preserve a high degree of consumer freedom, have globally competitive economies and intertwined supply chains and similar infrastructures. They have a high percentage of immigrants and have had success in social marketing, such as anti-smoking campaigns, etc. Because both countries have strong federal structures, responsibility for many SCP-related activities is decentralized leaving much of the governmental responsibility for them in the hands of provincial, state and local jurisdictions. For the most part, participants said SCP activities in the region have focused on improving the way products and services are produced, delivered and used by reducing environmental impact and improving production efficiency. Changing consumption patterns has received less attention than adjusting production. Addressing SCP comprehensively and integrating more fully the life-cycle approach could have a positive impact on both production and consumption.

50. There was general agreement among participants that action on SCP is urgently needed in the region, and that collective action is key to meeting that need. SCP, like sustainable development to which it is linked, must be understood clearly by stakeholders before they can appreciate the actions that are needed. Consumption has been a driving economic force and understanding the changes in consumption and production needed to achieve a different path to growth will require information, education, new tools and incentives. Several participants stated that the use of appropriate and positive language was key to fostering understanding and action on SCP. A number of participants asserted that most people want to do the right thing, but need to be informed what that meant within the SPC context. A new vocabulary with an emphasis on individual responsibility, opportunities, efficiency, smart growth, services, green products and faith-related associations could help. Several participants urged that the current economic downturn be seen as an opportunity to promote green products and services, address market failures, create positive market signals and improve pricing strategies and policies. Others said it would be valuable to promote the concept of

sustainable lifestyles; another emphasized that studies have shown that beyond a certain point, happiness does not derive from consuming and acquiring things.

51. Participants pointed to the dispersion of authority for activities affecting SCP in North American and the need to promote partnerships among them. In Canada and the U.S.A., regional and municipal governments are the levels of government within the public sector, which most directly influence SCP. National and local governments have a leading role to play in increasing awareness, promoting policy shifts, reforming laws, regulations, subsidies and procurement as well as promoting green products and product labeling. Several participants noted that as Canadian provinces and U.S. states and local jurisdictions have considerable responsibility and authority to promote SCP activities, they must be involved in such work. Many participants focused on the need to engage various stakeholders in a variety of constructive actions and to promote innovation and SCP-related partnerships among them. Above all leadership in all stakeholders groups was essential.

52. Participants emphasized that as the business and industry communities—both large and small—are largely responsible for production and marketing of products they must be deeply involved in addressing SCP issues and their solutions. The private sector is a major player and must be even more actively engaged in promoting corporate responsibility, sustainable business practices, voluntary agreements, supply-chain management and sustainable market strategies. Several participants called for the need to promote closed-loop manufacturing and product take-back strategies. Business groups could also play a valuable role in product editing and simplifying product labeling, adopting green supply chains, minimizing wastes, recycling and leveraging the service economy through dematerialization. Several participants pointed out that the business community is largely responsible as well for the economic pillar of the sustainable development triad, which must also be part of SCP actions.

53. Consumer groups too must also be fully engaged, participants stated. Most North Americans do not fully appreciate the environmental impact of their consumer choices several participants said. A blend of communication and internet strategies and community-based education on SCP issues and activities would be useful for them. But several participants advised that consumers should be “informed and not told” as to what they can or should do. Others insisted that trade unions, NGOs, youth groups, academia, the scientific community, the immigrant community through, for example, faith-based groups should also be incorporated as partners in the SCP effort.

54. In addition, the discussion illuminated a number of other specific economic sectors where SCP actions offered constructive opportunities. Participants referred to the need to reduce energy demand, promote energy efficiency and conservation, and produce renewable energy. In the transportation field several noted the need for North America to reduce motor vehicle and increase public transport use. One participant observed that North America has high-input agriculture and food production as well as expansive urban development. Others noted the need to reduce the consumption of forest products.

#### **D. Luncheon Work Session**

55. During a working luncheon Marian Chertow, Associate Professor of Industrial Environmental Management at the Yale University School of Forestry and Environmental Studies, shared a number of stories about SCP issues and challenges based upon her personal experiences in China, India and the United States. She brought out different cultural, social, economic and personality characteristics in the countries that influenced their approaches to SCP matters. Emphasizing the importance of culture in motivating human behavior, she illustrated how understanding and using local customs, knowledge and attitudes is important in motivating positive behavior. She highlighted different market techniques and various kinds of brand identification for age-groups, addressed efficiency gains from self-organizing systems and the important role played by the business community. She voiced her concern that the emerging countries are adopting the highly-consumptive lifestyles and production patterns of Western nations, which would further aggravate SCP problems. She said she thought that it was important to promote SCP approaches in the developing world, especially in newly-emerging economies and said that donor countries should support successful examples of indigenous self-organizing cooperation.

#### **E. Session 2: Current Status of SCP in North America**

56. This session of the workshop sought to identify and highlight the diverse SCP initiatives already underway in North America, including the existing programs, activities and networks that might help frame a regional approach to SCP work. The discussion was designed to focus on the best ways to characterize current North American SCP activities, those that are most successful and why, and what is currently driving adoption of SCP in the region.

57. The topic was introduced by Jeffrey Barber of the NGO Integrative Strategies Forum, Tania del Matto of My Sustainable Canada and Jack Lusk of the University of Massachusetts. They presented a regional overview of initiatives and strategies currently underway to promote sustainable consumption and production in North America. (The study results are at **Appendix IV**) They said they found that much useful work is going on among “different communities of practice” representing a social movement in North America, although it is decentralized and fragmented. These communities of practice could be more effective through more information exchange and creative partnerships. They said that the governments and others are doing considerable valuable work, but these efforts are not always perceived as “sustainable production and consumption.” They said these initiatives often tend to be more “bottom-up” than “top-down” and do not follow any master SCP plan. They felt that the recent concern about the global financial crisis, climbing energy and food prices and global warming are generating among citizens, communities and institutions greater interest in sustainability solutions and approaches. This work could be significantly enhanced by a regional framework supporting cooperation and collaboration. They called attention to a North American Sustainable Consumption Alliance (NASCA) database conducted under the auspices of the Commission for Environmental Cooperation and other organizations, profiling 200

sustainability initiatives changing production and /or consumption patterns in North America (<http://NASCA.ICSPAC.net/db>). The database, which has recently been updated, might serve to inform interested parties of a variety of SCP activities in the region and could provide a North American contribution to the Marrakech Process. Their study highlighted a schema both identifying different types of practices and initiatives, but also important leverage points in which these different practices aim to address consumption, production, investment, distribution and values. They also provided a table of trends and activities specific to sustainable consumption and production initiatives in North America.

58. Participants were invited to address some of the more effective SCP actions of which they were aware in North America. In the discussion that followed one participant referred to the list of SCP activities detailed in the presenter's study and suggested that the meeting should focus specifically upon the kinds of activities that stakeholders could undertake to support SCP work in North America so that they could be shared with others. Participants outlined a number of actions, including EPA's Energy Star Program, Home Depot's promotion of Forest Stewardship Council (FSC) certified products, organic produce, product take-back/re-manufacturing, the U.S. Commerce Department's Sustainable Production Awareness tools, Adbusters' "Buy Nothing Day", and the U.S. Green Building Council's LEED's building certification. Others mentioned local farmers' markets, organic agriculture, livable communities, car sharing and Zipcar, the sustainable manufacturing initiative against E-waste, university business school efforts to incorporate sustainability into curricula, university greening programs, green leasing, green job creation, sustainable agriculture programs, socially responsible investment funds, full cost pricing for water, tools and calculators based on life-cycle analysis, and the fair trade movement.

59. The group turned to a number of specific actions and tools needed to address SCP in the region. One participant observed that practices can be divided into two basic categories, those addressing the more politically and commercially acceptable "low hanging fruit" and those aimed at the higher branches, focusing on the more difficult aim of changing society and its norms. The participant urged there be more focus on sufficiency-related measures that can make a change in the economic culture and structure. Several participants said it is essential to find ways to measure and quantify the success of SCP initiatives as exists, for example, in measuring fossil fuel CO2 emissions. The lack of "metrics for success," they said makes it difficult to assess how SCP initiatives contribute to changing consumption and production patterns. Several cited the ISO international standards as a possible starting point, and another participant stated that most measures to influence people would need to have a financial base. Other participants questioned whether there is a framework with areas of focus, processes and tools that might be employed, citing that there apparently is no "unifying field theory" for undertaking and evaluating SCP activities. Several participants talked about the need to change cultural norms and emphasized that it was necessary to make the business case for consumer and industry-related behavioral change, pointing out that many businesses were already deeply engaged in such efforts.



60. Asked to consider a possible list of SCP needs and priorities for North America in the context of the Marrakech Process, several participants said that, in addition to individual efforts, regional efforts are needed. Participants said priority needs are in developing institutional and policy support measures and in developing SCP policies, tools and instruments. They outlined some cross-sectoral issues, including sustainable manufacturing, value chains and sustainable procurement. They highlighted the need for sectoral work in transportation, building and construction, and food and agriculture. Still others referred to conservation and natural resource management, including water and energy use and materials management.

61. Responding to a question on the importance of a negotiated CSD text on SCP, several participants said they did not see this as a key priority. One participant noted, however, the value of internationally agreed outcomes. He pointed, as an example, to the on-going UN sponsored climate change negotiations that are planned to culminate with an agreement in Copenhagen in December 2009, and which, he said, would have major implications for SCP work.

### **F. Session 3: Looking Forward: Strategies to Advance a Regional SCP Framework in North America**

62. The third session of the Workshop turned to identifying strategies to advance SCP in the region for the next 10 years. Discussants were asked to focus on how best to encourage SCP thinking and action in North America, what the regional market might look like in 2022 if significant progress were made on SCP implementation and the most important SCP concepts that should guide action over the next two decades.

63. Kevin Brady, Director of the firm Five Winds International presented the findings from a survey of various informed stakeholders in North America to help identify priorities for a possible regional SCP framework and opportunities for advancing SCP in North America. (The survey report is at **Appendix V**.) If significant progress is made on SCP up to 2020, he said the survey suggested that North Americans could expect to see sustainability integrated into government, industry and consumer decision-making, real progress in energy use, increased waste disposal, recycling and reuse, companies taking a real leadership role in corporate social responsibility, a carbon tax or cap-and-trade system in place, and consumers living less materialistic lifestyles. Additionally, he said there would be no need for labeling, wealth would be more equally distributed, cities would be denser and homes and cars would be energy efficient.

64. To achieve this vision he proposed directing attention to three high level priorities that would best advance SCP in North America: (1) developing a vision and policy framework to establish SCP as a priority for government, industry and civil society (bureaucracies and individuals would need training in how to think differently about consumption and resource use); (2) achieving a level of awareness of the importance of SCP that would cause behavioral change; and (3) identifying and making progress on critical issues that must be addressed to move toward SCP. In the latter category he cited identifying the primary energy supply footprint, the sustainability of the resource base,

the emissions of greenhouse gases and other pollutants from key sectors, improvements in material efficiency, and reductions in resource consumption, wastes and supply chain management.

65. To achieve the vision would require a plan, he said, that sets out directions, priorities and spurs government, industry and individuals. He identified some lessons that can be drawn. Among them are the need for a strong policy and regulatory framework setting direction and goals; standards for quality and performance; credible, verified information on sustainability attribute of materials, products and services; rewards for leaders; the pricing of externalities; and a recognition that leadership, price size and position in the supply chain all matter. In addition to vision and an action plan, he said change requires skills development, incentives, and resources. He said consciousness of SCP is mounting, but a deeper understanding of what it takes to get there is required.

66. In the ensuing discussion, a number of participants emphasized the need for a clearer and comprehensive vision of SCP that could be adopted by society in North America. Some asked if we understand the enormity of the challenge ahead and if the goal should be what we can realistically do or what we need to do. Others questioned how transformational and/or incremental change would or should be and how best to define SCP within the context of sustainable growth. One participant noted that efficiency is not a panacea because scale of resource use and waste are also key ingredients to SCP problems—increasing efficiency does not deal with the “rebound effect” through which money saved by efficiency is spent on consumption of other products and resources. Other subjects touched upon were whether climate change has become a central theme for rethinking development, the role of services in SCP, how best to use the pricing mechanism to spur SCP, and the difference between assessing and communicating risks and benefits.

#### **G. Session 4: North American Priorities for SCP Action**

67. The fourth session of the Workshop sought to characterize further how to advance SCP in the region focusing on specific issues meriting attention and how a shift to SCP could be accomplished. Discussants were invited to focus on the conceptual framework that would best unify and inspire SCP activities in the region, areas of best opportunities for emphasis and action, North America’s global contribution to SCP and areas for potential collaboration between Canada and the USA.

68. The session opened with the results of a straw poll that had been conducted during the workshop on programs for inclusion in a possible North American framework for action on SCP. This highlighted the key role of government in establishing “enabling policies” for SCP; regulations, incentives and policies for more sustainable and low carbon energy use; measures for water efficiency; and the potential to develop multi-stakeholder partnerships and new instruments to re-shape supply chains. The more general need for governmental leadership came up during subsequent discussions, including the specific role of sustainable or “green” procurement policies. The

importance of combining incentives which promote re-investment in manufacturing capacity with tools and information that raise consumer awareness and ability to choose more sustainable products and lifestyles was mentioned.

69. Following the discussion of the straw poll, a panel of four individuals was invited to characterize how to advance SCP in North America, including which specific issues need attention and ways to shift to SCP practices. Claude-André Lachance, Director of Public Policy for Dow Canada, introduced the business perspective on SCP. Sustainability, he said is a “high bar,” and to survive the private sector must make a profit. But he said there is no inherent contradiction between sustainability and SCP. Market-based approaches, keeping the prices right, providing the right incentives, incorporating externalities and innovation can enable the private sector to work effectively for the environment and economic growth. Many companies, he said, are now promoting such work. He added that innovation is key, and he believes that corporations will evolve and succeed in response to social change.

70. Tima Bansal, Associate Professor at the Richard Ivey School of Business, said it was essential that the business community be prominent at the SCP table. Taking a more skeptical tack than the previous speaker, she said businesses must grow and that the current consumption and production patterns are unsustainable. Moreover, she said that today’s business schools are teaching future corporate leaders the current model followed by many successful companies, and those models are not sustainable. Consequently, she said more business representatives and SCP skeptics must be engaged in SCP discussions and urged to involve themselves and collaborate in the SCP process.

71. Edwin Piñero, Director of the Rochester Institute of Technology’s New York State Pollution Prevention Institute and a former official in the U.S. Council on Environmental Quality, said that during his governmental tenure officials considered SCP as a somewhat impractical approach. They felt that concrete plans and better tools and metrics were required to make SCP useful and measurable. He said he believed that trying to set international targets and holding regional meetings were really not productive. Any regional SCP arrangements should not be binding, and setting goals and targets for SCP action should be left to state, provincial and local governments.

72. Dianne Dillon-Ridgely, an environmentalist, human rights activist and a member of the Board of Directors of Interface, Inc., stressed the need for changes in mindset and the use of clear language in promoting SCP. She said that attitudes are becoming more positive and changing for the better. Young people, society generally and even many companies are coming to accept elements of SCP. She called attention to the non-environmental elements of SCP, for example, the need to consider poverty reduction and fit it into business plan development.

73. In the discussion that followed, several participants commented that the North American region needs to shape its SCP vision and develop implementation plans that identify the roles of the various active players and communities, the barriers they face in moving toward SCP and the strategies, tools and activities they must employ to achieve it.

There was discussion of governments' roles in providing leadership, in establishing enabling policies, regulations and incentives and the part they could play in encouraging reduction in carbon emissions, cleaner production, measures for water use efficiency and green procurement. Others pointed out that industry needs to see benefits and profits to act on SCP and will respond to incentives, such as tax breaks that will help firms develop and market green products. Consumers, too, require information to encourage and help them select more sustainable products and carry out different lifestyles. There is a need to reach out, as well, to those who are not currently engaged in the SCP issue.

74. Other participants looked to the encouraging signs that SCP is gradually being seen as a potentially more practical, constructive and desirable goal than it was in even the recent past. There is a growing recognition that useful management tools are being developed and that incentives and more common interpretive language is being employed, setting a more enabling environment for SCP. In that connection, the group turned to a possible conceptual framework for SCP activities in North America and considered the opportunities for emphasis and action and the potential for a North American contribution to international action on SCP.

75. Most participants acknowledged the view that the regional SCP work should be framed using the life-cycle approach, which had been adopted in the Marrakech Process by other geographical regions. Some participants suggested that the North American framework should identify specific roles for each category of actors, such as government, business and consumer, as well as sector activity, including energy, agriculture and food, transportation and mobility, forests, manufacturing, sustainable life styles and the like. Additionally, the framework should address the actions needed by the actors or stakeholders in the various sectors, such as developing awareness, formulating policies, developing or encouraging new technologies, promoting corporate social responsibility, addressing greener production and sustainable tourism, among others.

76. Several participants called for further clarification of the international SCP process. Attention was drawn to the Marrakech Process template (on the bottom of page 5 of "The North American Workshop on SCP" document distributed by UNEP, (Document at **Appendix VI**) as a possible way to structure a framework document. A UNEP representative stated that as a possible contribution to the development of a North American framework as well as to the Marrakech Process, UNEP and UN DESA will solicit input from the workshop's participants on the current draft of the proposed international framework for the global 10-YFP. While time did not permit detailed discussion of the template, one participant urged that elements of the template might be enhanced and made more relevant to the immediate concerns of the region by adding a sector on human health.

77. To continue developing a North American SCP framework, several participants suggested there should be a second meeting in North America in the coming year to prepare a regional framework and strengthen the template for the global 10-YFP being developed under the Marrakech Process. Such a meeting could be combined with more outreach and communication of the objectives and potential benefits of the process

and the framework. It was further suggested that a future meeting might benefit from greater participation from business, academic and civil society, especially national consumer groups, and labor, as well as, government, including state, provincial and local representatives.

78. Other speakers pointed out that a regional framework should be related closely to national SCP planning and activities so that focus on the international work was linked to domestic activities. A number of participants stated they felt the collaborative SCP work was first and foremost a regional dialogue that would feed into the international process.

#### **H. Session 5: The Way Forward**

79. The final session of the workshop aimed to plot a way forward by proposing some key activities over the coming years that would galvanize broader understanding and support for SCP work in the region, ensure follow through on regional priorities and suggest possible North American contributions to a regional SCP approach and the 10-Year Framework of Programmes for SCP. In that regard, participants were urged to address actions that would capture opportunities as well as further the evolving SCP process. A wide number of suggestions were offered, including the following:

##### Framing SCP Issues:

- Further develop the conceptual framework of SCP, its meaning, benefits and actions required of stakeholders in order to help gain broader understanding and support for it.
- Prepare scenario analysis on what a sustainable world and sustainable lifestyle would look like and how SCP would help achieve it.
- Consider formulating an SCP element focusing on demand side programs for both governments and business, e.g., criteria for governments to apply when purchasing goods and services and businesses to use when re-investing in its manufacturing base.
- Conduct an analysis of how SCP links and can contribute to greening approaches to help overcome the current economic downturn and the climate change problem.
- Make a concerted effort to develop metrics to measure the progress towards SCP, both for the design of the framework of policies and incentives and to monitor their subsequent effectiveness in achieving SCP.
- Collect the work and visions of different stakeholder groups on SCP.
- Provide greater information to the public on sustainability choices.
- Compile and publish SCP success stories, lessons learned, best practices and their potential replicability.
- Make a greater effort to explain work on the demand versus supply side.

##### Work in Various Economic Sectors:

- Establish an independent or authoritative groups or organizations to assess the life-cycle impacts of products.
- Explore the possibility of developing commitments to SCP targets within sectors, such as the aluminum production, electricity generation, mining and other resource sectors.
- Examine and make use of the sectoral analyses contained in the United Nations Framework Convention on Climate Change (UNFCCC) Poznan meeting documents addressing the greenhouse gas emissions from electricity grids, steel, cement and chemicals industries.

Other Specific Action Items:

- Establish a group or task force to look into specific issues, such as ways to reduce the proliferation of product labels.
- Develop a website analogue to the election-related factcheck.org, like a lifecyclecheck.org that could help inform citizens about issues, such as organic vs. local, organic cotton vs. bamboo.
- Promote relevant analytical work on consumption and production together
- Seek to identify how the SPC work can be related to the other discussion topics—transport, chemicals, waste management and mining—at the upcoming CSD 18-19 cycle sessions.

80. The concluding session of the workshop devoted special attention to the next steps in moving the SCP process forward. On the broad international front, several participants reminded of the need to link SCP efforts to the UN Millennium Development Goals, to poverty reduction and the needs of developing countries. There was general support for holding another meeting to bring together the larger communities of practice, other stakeholders and governments to develop a regional SCP framework and to link it to the UN's international effort in the Marrakech Process and 10-Year Framework of Programmes. Some participants suggested that there would likely be a need for financial support for some NGOs, civil society and grassroots organizations, and that a special effort should be made to enlist the active involvement of a wide range of private sector participants.

81. Participants also voiced interest in continuing to work on the draft template of SCP programs and ensuring more involvement of stakeholders in that effort. One participant urged the creation of a multi-stakeholder expert advisory group in advance of a next workshop tasked with identifying potential participants and working on developing a draft SCP vision for North America. Several participants also suggested creating an interactive online forum for exchange of information and collaboration, which would allow discussions of regional SCP issues to continue in the interim.

82. In their concluding remarks, the workshop organizers thanked presenters, participants and the facilitator for their involvement and respective and constructive contributions to the discussion of SCP issues, the regional framework and the international process. They stated there would be a workshop report and a “Co-Chairs’s Summary” of the meeting, which would be circulated to all participants. The Summary

Report of the workshop published by the International Institute for Sustainable Development (IISD) Reporting Services is located at **Appendix VII**.

**Appendix I:**  
**Agenda for North American Workshop on Sustainable  
Development**



**North American Workshop  
On Sustainable Consumption and Production (SCP)**

November 6 - 7, 2008

George Washington University Law School, 2000 H Street, NW Washington DC

**Agenda**

**Our Goal: Define a regional approach to advance sustainable consumption and production (SCP) in North America that also contributes to the global Marrakech Process**

**November 6, 2008**

Venue: Faculty Conference Center, Room B 505 (Burns Building, 5<sup>th</sup> floor, room 505)

8:30 Coffee and Light Refreshments

9:00 **Welcome and Context Setting for the Workshop**

Welcome – Lee Paddock, George Washington University Law School and Amy Fraenkel, UNEP Regional Office for North America

Goals of Meeting – Rachel McCormick, Foreign Affairs and International Trade Canada and John Matuszak, U.S. Department of State

Overview of the UN Marrakech Process on SCP and its outputs for the UN Commission on Sustainable Development - Charles Arden-Clarke, UNEP Division of Technology, Industry and Economics and Chantal Line Carpentier, UN Department of Economic and Social Affairs

9:45 **SESSION 1**

**Goal: Share views on what SCP means and share ideas on unifying vision, concepts and principles for North America**

**Discussion Questions:**

1. What SCP concepts are relevant to the way in which North America approaches sustainability?
2. What unique characteristics of North America influence how we address SCP?
3. What effect might recent economic events have on how North Americans view SCP?
4. How do we explain SCP to people – what is it, why is it important and how will it change society?

James Riordan, Environment Canada - overview of SCP drawing on Discussion Paper #1: *Background of SCP in the Context of North America*.  
Facilitated discussion, including group identification of key opportunities

and priorities

10:30 Break

11:00 Facilitated Discussion continues

12:00 *Working Luncheon:*

*Speaker: Marian Chertow, Yale University*

1:30 **SESSION 2 – Current Status of SCP in North America**

**Goal: Highlight the diverse SCP initiatives already underway in North America, noting existing programs, activities and networks that might help frame a regional approach to SCP**

**Discussion Questions:**

1. How can we best characterize the current SCP activities in North America?
2. What specific existing SCP programs or activities in North America do you think are most successful and why?
3. What is currently driving adoption of SCP in all parts of North American society (business, government, communities and individuals)? What drivers will be most important in the future?

Jeffrey Barber, Integrative Strategies Forum; Tania Del Matto, My Sustainable Canada; and Jack Luskin, University of Massachusetts Lowell to provide an overview of existing activities and programs, policies, private sector management practices, and consumer information tools (Paper #2) Facilitated discussion, including group identification of key opportunities

and priorities

3:00 Break

3:30 **SESSION 3 – Looking Forward: Strategies to advance a Regional SCP Framework in North America**

**Goal: Identify strategies to advance SCP in Canada and the USA over the next 10 years**

**Discussion Questions:**

1. How could we best encourage an innovative, entrepreneurial, cooperative spirit that would foster SCP thinking and action in North America?
2. Can you describe what the North American market would look like in 2022 if we made significant progress on SCP?
3. What are the most important SCP concepts that should guide our actions over the next two decades?

Kevin Brady, Five Winds International, will provide an overview of *Visions and Opportunities for the Future* (Paper #3). This paper elaborates on a regional SCP framework and priority opportunities for advancing SCP in North America.

Facilitated discussion, including group identification of key opportunities

and priorities

5:00 Adjourn for the Day

5:30 *Reception Hosted by the United Nations Foundation*

Venue: 1800 Massachusetts Ave., NW, Second Floor

**November 7, 2008**

Venue: Student Conference Center, Room LIS 201 (Lisner Building, 2nd floor, room 201)

9:00 **SESSION 4 – North American Priorities for SCP Action**

**Goal: Characterize further how we can advance SCP in North America – including which specific issues merit attention and how a shift to SCP can be accomplished**

**Panel – Highlights from first day and examples of priority actions**

Claude-Andre Lachance, Dow Chemical

Edwin Piñero, Rochester Institute of Technology

Tima Bansal, University of Western Ontario

Dianne Dillon-Ridgley, Environmentalist and Human Rights Activist

**Discussion Questions:**

1. What kind of conceptual framework would best unify and inspire SCP activities in North America?
2. What specific SCP areas are the best opportunities for additional emphasis and action?
3. What can North America contribute to global SCP?
4. Where do you see the greatest opportunity for collaboration between Canada and the USA?

10:30 *Break*

11:00 **FINAL SESSION –The Way Forward**

**Goal: Inform preparation of a Co-Chair's summary of the workshop**

*The summary will propose some key activities over the next few years to galvanize broader understanding and support for SCP, ensure follow through on Canada-US regional priorities, and suggest possible North American contributions to a regional SCP approach and to the elaboration of the UN 10 year framework of programs for SCP.*

**Discussion Questions:**

1. What do you think are the most important points from the workshop discussion that can accelerate SCP in North America?
2. How should we engage with the Marrakech Process and its Task Forces to explore a potential North American contribution to the 10 YFP?
3. Which unresolved issues or challenges identified at the meeting merit future attention?
4. How can we engage other groups in North America?
5. What should happen over the next year to prepare for a second discussion to take place in Canada?

Facilitated discussion with the Panel and workshop participants

12:45 Closing Remarks by governments of Canada (Rachel McCormick) and the USA (John Matuszak)

1:00 Meeting Adjourns

## **Appendix II: Workshop Participant List**

## **Workshop Participants List**

*North American Workshop  
On Sustainable Consumption and Production (SCP)  
November 6-7, 2008  
George Washington University Law School*

**Frederick W. (Derry) Allen** is Counselor, National Center for Environmental Innovation, at the U.S. Environmental Protection Agency. In this job he is involved in a number of issues concerning environmental innovation, sustainability, environmental stewardship, planning and information, working on both national and international projects. Mr. Allen has served at EPA since 1978, where he has held a variety of positions, principally in the Policy Office. He earned his B.A. with Honors at Yale University and his M.B.A. at the Harvard Business School. He has also participated in the Program for Senior Managers in Government at the Harvard University Kennedy School of Government. ([allen.derry@epa.gov](mailto:allen.derry@epa.gov))

**Joseph W. (Joe) Allen** is currently the Director of Sustainable Development and Lifecycle Products for Caterpillar's global Remanufacturing business and is a member of Caterpillar's corporate Sustainable Development Team. As Director of Sustainable Development for the Remanufacturing Division, Joe has been actively engaged to remove tariff and non-tariff barriers to trade in remanufactured goods, particularly through the World Trade Organization, APEC, and bilateral trade agreements between the United States and its trading partners. His primary focus has been to accelerate advancement of Cat's lifecycle product strategy while increasing awareness of the positive impact remanufacturing has on reuse, recycling, and sustainable development. ([Allen\\_Joseph\\_W@cat.com](mailto:Allen_Joseph_W@cat.com))

**Charles Arden-Clarke** trained as a zoologist and ecologist in the UK and South Africa. From 1984 to 1990 he was a co-director of the Political Ecology Research Group, a non-profit making environmental consultancy in the UK, where he worked on a range of issues including the impacts of civil nuclear power, conventional and organic farming systems and acid rain. In 1990 he joined WWF International in Switzerland as a policy analyst, focusing mainly on trade and environment, but also covering foreign direct investment and environment, ISO standards, eco-labelling and agriculture. The majority of his work focused on assessing the effects of WTO rules and negotiations on the environment, and proposing and advocating reforms to reduce those impacts. In January 2000 he joined UNEP's Economics and Trade Branch in Geneva, with responsibilities for trade and environment matters, focusing on the effects of trade liberalisation on the environment, and the relationship between WTO rules and multilateral environmental agreements (MEAs). He also engaged in capacity building activities to assist countries in the integration of trade, environmental and development objectives. In April 2004 he moved to UNEP's Division on Technology, Industry and Economics (DTIE) in Paris, to work on trade, economics, poverty alleviation, global public goods and agriculture, and liaison with governments and other key partners. Since January 2007 he has been Head of the Goods and Services Unit in the Sustainable Consumption and Production (SCP) Branch of DTIE. This unit is developing a 10 year framework of programmes on SCP, promoting SCP in the tourism and food & agriculture sectors, working on communications and advertising for SCP and on demonstrating the

contribution that SCP policies and actions can make to poverty alleviation. (**Charles.Arden-clarke@unep.fr**)

**Dana Arnold** is Chief of Staff in the U.S. Office of the Federal Environmental Executive. The Federal Environmental Executive is responsible for promoting sustainable environmental stewardship throughout the federal government. (**arnold.dana@ofee.gov** )

**Pratima (Tima) Bansal** is an associate professor at the Richard Ivey School of Business. Tima is also the Director of the Cross-Enterprise Leadership Centre on **Building Sustainable Value**, and the Executive Director for the **Research Network for Business Sustainability**. Both of these Centers aim to strengthen the ties between research and practice. The Research Network for Business Sustainability now involves over 250 academics in the field of sustainability and reaches over 1000 practitioners. In 2008, she was awarded the Aspen's Institute title of Faculty Pioneer for Academic Leadership and the University Western Ontario's title of Faculty Scholar. Tima has contributed substantially to sustainability research. Her interest in the impact of the sustainability paradigm on business strategy has yielded 25 peer reviewed academic publications, and a book titled *Business and the Natural Environment*. Her research has also been cited in the popular press including *The Wall Street Journal*, *The National Post*, *Globe and Mail* and *The Independent*. She has also been awarded 13 research grants, which has yielded over \$5M in government grant funding over this period. Tima has been researching social and environmental issues since she completed her doctorate in 1996 at the University of Oxford. Prior to her academic career, she worked as an economist for the Government of Canada and Province of Alberta and as a management consultant for Nicholls Applied Management. (**tbansal@ivey.uwo.ca**)

**Jeffrey Barber** became Executive Director and President of Integrative Strategies Forum in 1992, where he works to promote sustainability principles, policies and practices, especially through collaborative strategies among environmentalists, consumer and health advocates, community development and social justice activists, trade unions, and other members of civil society. Since 1997 he has coordinated the NGO Caucus on Sustainable Production and Consumption at the UN Commission on Sustainable Development, and in 2001 was one of the founders of the International Coalition for Sustainable Production and Consumption (ICSPAC), which produced the report "Waiting for Delivery: A Civil Society Assessment of Progress Toward Sustainable Production and Consumption" (2002). He is the author of the chapter on production and consumption in L. Hens and B. Nath (Eds.) *The World Summit on Sustainable Development: The Johannesburg Conference*, (Springer, 2005); "Mapping the Movement to Achieve Sustainable Production and Consumption in North America," in the *Journal of Cleaner Production* (15:6, 2007); and "Sustainable Consumption and Green Consumerism in North America," in S. Reddy (Ed.) *Green Consumerism: Approaches and Country Experiences* (2008). Previous to ISF, he spent 12 years doing consumer, media and market research for Peter D. Hart Research Associates, the Corporation for Public Broadcasting, Arbitron Ratings Company, and at the Technology and Innovation Management Program at Stanford Research Institute. (**jeffreyhbarber@gmail.com**)

**Jay Benforado** joined the U.S. Department of State, Bureau of Oceans, Environment and Science, in 2008 on a one-year secondment from the U.S. Environmental Protection Agency (EPA). Jay has been involved in conservation and environmental issues throughout his career, most recently as Director of EPA's National Center for Environmental Innovation. Before joining the EPA in 1985, he worked at The Conservation Foundation and the U.S. Fish and Wildlife Service. Jay's initial work at EPA was in wetland protection and the National Environmental Policy Act, followed by 10 years in EPA's Office of Research and Development. Within his current position, he is a passionate advocate for sustainability

partnerships that creatively engage all parts of society. Born in Boston, Massachusetts, Jay graduated from the University of Wisconsin - Madison with a B.S. in zoology and physical geography and received a master's degree from Indiana University's School of Public and Environmental Affairs, with a concentration in ecology. (**BenforadoJL@state.gov**)

**Olivier Bourgeois** is currently the energy policy analyst at the research and representation service of Option consommateurs, a Canadian NGO promoting consumers rights in a wide variety of fields. His bachelor degree in Science, Technology and Society, and masters studies in Environmental Education (EE) brought him to address sustainable consumption and especially how scientific knowledge is transferred into social behaviour. As a related activity, Option consommateurs, in partnership with other NGOs, is now in the process of building and operating the first LEED Platinum certified office building in Canada. (**bourgeois@option-consommateurs.org** )

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**Gerry Ertel** assumed the role of Regulatory Affairs Manager for Oil Sands on Sept 2007. In this position Gerry has responsibility for the management of the climate change issues as it relates to Shell facilities operated in Canada including oil sand facilities, refineries, gas plants, and chemical plants. Gerry also manages the broad range of emerging regulatory policy issues for oil sands including cumulative effects, air quality, water use and quality, reclamation, land use, infrastructure, etc. Gerry graduated from the University of Waterloo in 1976 with a degree in Chemical Engineering. In 1980 he joined Shell Canada Limited and was assigned to the Scotford Project in Fort Saskatchewan, Alberta. Gerry was part of the team responsible for the engineering and operational design of the plant's safety and environmental systems. In 1988 he was appointed Manager, Health, Hygiene and Safety for Scotford. Gerry was assigned to the Products Safety and Environment Department as Manager of Industry and Government Affairs in 1991. His prime responsibilities focused on management of environmental issues with a particular focus on fuel formulations. He was involved with a number of industrial associations and stakeholder groups that focus on safety and environment issues. Prior to his current assignment Gerry was the Manager, Industry and Government Affairs - Shell Corporate and was in this role since 1991. Gerry led a team that managed regulatory and emerging HS&E issues for Oil Products and Exploration and Production. His primary focus was the biofuels policy and biofuels development and use in Canada. ([Gerry.Ertel@shell.com](mailto:Gerry.Ertel@shell.com) )

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**Appendix III:**  
**SCP Workshop Paper #1: Background on Sustainable  
Consumption and Production in the Context of North America**

## **Background on Sustainable Consumption and Production in the Context of North America**

### **Introduction**

Recognizing that supporting an ever growing population and fulfilling high consumption demands within the current framework of production is degrading the environment and significantly impairing its ability to provide essential ecosystem services such as assimilating wastes, storing carbon, filtering and distributing fresh water, and sustaining biological diversity, the international community is working to address the negative impacts of unsustainable patterns of consumption and production. This paper provides a brief background on the development of international policy on sustainable consumption and production (SCP), describes the international framework to stimulate and organize efforts, and discusses the distinguishing characteristics of North America that influence our regional approach to SCP.

### **Development of International Policy on SCP**

In 1987, the United Nations report, *Our Common Future*, formally introduced the concept of sustainable development to the international community, defining it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”<sup>1</sup> To support sustainable development, it called for a fundamental change to the systems of production and consumption. The report helped to organize international thinking and served as a foundation for the activities at the 1992 United Nations Conference on Environment and Development, also known as the Rio Earth Summit. The conference resulted in several progressive and meaningful outcomes, three of which have particular importance on the issue of SCP:

#### **1.) *The Rio Declaration on Environment and Development***

With the goal of improving cooperation and establishing global partnership to work towards international agreements that protect the integrity of the environment and the interests of society, the Rio Declaration established a foundation of 27 principles.<sup>2</sup> Of particular relevance is Principle 8 which states, “To achieve sustainable development and higher quality of life for all people, States should reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.”<sup>3</sup> This Principle infused social aspects into SCP.

#### **2.) *Agenda 21***

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<sup>1</sup> United Nations World Commission on Environment and Development. *Our Common Future*. 1987.

<sup>2</sup> UN Document A/CONF.151/26;31/L.M.874 (1992) *Rio Declaration on the Environment and Development*. Signed June 13, 1992.

<sup>3</sup> ‘Patterns of production and consumption’ refers to both the consumption of goods and services, in terms of volume and use, and the environmental and social impacts that result from their production.

Agenda 21 created a 'blueprint' for international activities that would foster sustainable development.<sup>4</sup> Within the pages of what is essentially an implementation strategy for sustainable development, there is a specific focus on consumption and the role of developed countries. Chapter 4 of Agenda 21, "Changing Consumption Patterns," places responsibility on industrialized countries and calls for actions to improve global understanding of the role of consumption and how to shift to more sustainable patterns of consumption that have minimal environmental impacts while meeting the needs of society.

3.) *The establishment of the United Nations Commission on Sustainable Development*

The UN Commission on Sustainable Development (CSD) was charged with ensuring effective follow-up on the conference outcomes, and monitoring and reporting on the implementation of Agenda 21. In 1995, CSD elaborated upon the definition of sustainable consumption, acknowledging its many aspects and incorporating a stronger emphasis on social equity. CSD defines sustainable consumption as "the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle so as not to jeopardize the needs of future generations."

Since the Rio Earth Summit, the international community has continually reaffirmed sustainable consumption and production as essential to meeting the objectives of sustainable development. Both the United Nations Human Development report in 1998 and the establishment of UN Millennium Development Goals in 2000 integrate the need to shift to sustainable patterns of consumption and production to enable sustainable development and achieve the goals for global social provision.

Building on the concept of shifting patterns of consumption and production, in 2002, the United Nations Environment Program clarified the meaning of patterns of consumption and presented an alternative conceptual approach for describing SCP. 'Patterns of consumption and production' refers to both the consumption of goods and services, in terms of volume and use, and the environmental and social impacts that result from their production. It is influenced by three inter-related systems<sup>5</sup>:

1. Provision - the way products and services are sourced, produced, delivered and utilized;
2. Motivation – market incentives and consumer tastes shape the provision and demand for environmentally preferable products and services; and
3. Access – factors that enable or discourage consumer participation in the market and affect access to particular products and services.

This systems perspective provides a useful insight into the different aspects of consumption and production and serves as a conceptual framework for organizing analysis and activities.

With a strong focus on implementation, international action on SCP progressed further at the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002. The

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<sup>4</sup> UN Conference on Environment and Development (Earth Summit) *Agenda 21*. Rio de Janeiro. 3-14 June 1992.

<sup>5</sup> UNEP. *Sustainable Consumption and Cleaner Production: Global Status*. September 2002.

WSSD identified changing patterns of consumption as one of the three key elements for sustainable development, the other two being poverty eradication and protecting and managing the natural resource base. An outcome of the conference was development of the Johannesburg Plan of Implementation (JPOI).<sup>6</sup> Chapter 3, titled “Changing Unsustainable Patterns of Consumption and Production,” of the JPOI begins by articulating the need to change consumption patterns and directs developed countries to take the lead based on the principle of common but differentiated responsibilities (See appendix for the full text, which describes in detail the specific action areas). From this basis, all parties and stakeholders have a role to play in supporting SCP with primary responsibility resting with developed countries.

To kick start and organize countries’ efforts, the JPOI called for the development of “a 10-year framework of programs in support of regional and national initiatives to accelerate the shift towards SCP to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, de-linking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste.” The 10 year framework of programs (10YFP) is to include actions that:

- (a) Identify activities, tools, policies, indicators, and monitoring for measuring and assessing progress;
- (b) Adopt and implement policies based on the polluter pays principle;
- (c) Using scientific approaches, develop policies to reduce the environmental and health impacts of products and services;
- (d) Develop awareness-raising programs, especially in developed countries, on the importance of sustainable production and consumption;
- (e) Develop and adopt, on a voluntary basis, effective, transparent, verifiable, non-misleading and non-discriminatory consumer information tools; and
- (f) Increase eco-efficiency, with capacity building, technology transfer with developing countries.

The initial process of discussing and developing the 10YFP is referred to as the “Marrakech Process.” The Marrakech Process works to develop strategies and coordinate voluntary action through meetings of international experts, regional roundtables, and task forces. Under the umbrella of the Marrakech Process there have been working groups on: production processes and industrial development; urban planning; waste management; sustainable products; public procurement; buildings and construction; tourism; agriculture; and energy, climate and air pollution. Some of the efforts within these workgroups, including energy, climate and air pollution, have been incorporated into other international initiatives or informed through existing national programs. The intended purpose of the Marrakech Process is to have a body of work and experiences from which to provide input and recommended actions to CSD for consideration and inclusion in sustainable development policy and initiatives. At CSD 18 countries will highlight and discuss their efforts, initiatives, and lessons learned that will

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<sup>6</sup> World Summit on Sustainable Development *Johannesburg Plan of Implementation*. Johannesburg. 26 August – 4 September 2002.

help advance the understanding of how to shift patterns of consumption and production. At CSD 19 the discussion will look to focus primarily on negotiations to the actual 10YFP which will include key elements of a framework that will support SCP. The 10YFP would then be launched in 2011 and in effect through 2021.

## International Activities Supporting SCP

At its most expansive, SCP encompasses a broad spectrum of activities such as efforts to: increase the consumption rates of those struggling to fulfill their life-essential needs; improve social equality; develop economic measures that capture societal well-being in addition to gross domestic product; modify consumer behavior and material aspirations; reduce the environmental footprint of products and services; improve urban planning; and rethink the design, production, distribution, and utilization of entire systems. Through the Regional Marrakech Process Consultations, different regions have identified energy, agriculture, the built environment, transportation, tourism, waste, and water as priority sectors. Countries and regions have chosen to focus on specific aspects of SCP based on their priorities, capabilities, and potential to affect positive change. For example, France and Italy are leading initiatives addressing sustainable public procurement and education on sustainable consumption, respectively.<sup>7</sup> The United Kingdom's activities have primarily centered on sustainable products and market transformation. Africa tailored their 10YFP to their priorities of energy, water and sanitation, habitat and sustainable urban development, and industrial development.<sup>8</sup> Although countries and regions have emphasized various components of SCP, the ultimate intent of these activities is to change systems of consumption and production.

## Distinguishing characteristics of North America that influence our approach to SCP

North America's character and priorities are distinguishable from other regions and consequently influence the North American approach on SCP. Canada and the United States have many unique economic, environmental and cultural similarities. For example, they have democratic governments with delegated responsibilities to the provinces and states, and similar policy perspectives on the use of economic and environmental regulations. Both countries maintain a relatively laissez faire approach to the market, and preserve a high degree of consumer sovereignty. They have globally competitive economies with robust international trade. There are intertwined manufacturing systems, with both components and products crossing the border.

The two countries have similar infrastructure in terms of waste management, transportation networks, population distribution, housing and the built environment, and energy use patterns. Shared environmental characteristics include strong natural resource bases, massive amounts of land, and open space. Additionally, Canada and the US have cultural likenesses in their levels of personal wealth, social aspirations, consumer behavior, and high consumption of goods.

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<sup>7</sup> UNDESA and UNEP. *Background paper 1: Key Elements of Proposed 10 Year Framework of Programmes on Sustainable Consumption and Production*. Third International Expert Meeting on 10 Year Framework of Programs on SCP (Marrakech Process). Stockholm, Sweden: 26-29 June 2007.

<sup>8</sup> Second expert group meeting on the African 10 YFP, 19-20 February 2005, Nairobi.

These characteristics influence the North American approach to SCP and the relevant activities undertaken. For the most part, SCP activities in North America have focused on improving aspects of the system of provision, changing the way products and services are produced, delivered and utilized by reducing environmental impacts and improving production efficiencies. Products and services are directly connected to issues of consumption and production given that the types and volume of products consumed, and the manner in which they are sourced, produced, delivered, used, and managed at their end of life determine their impacts. Therefore, working to improve aspects of a product's life cycle can have positive repercussions throughout. There have been a variety of efforts to green supply chains, minimize waste, improve the energy efficiency of products, and move towards a service oriented model of provision. Broadly focusing on products can also serve as a tangible entrée for beginning to discuss issues of consumption, work to educate consumers about the impacts of their purchasing decisions, and harness the market to support a shift towards products that are more in line with the goals of sustainability.

## Summary

The United Nations Environment Program has described SCP, as a term that “brings together a number of key issues, such as meeting needs, enhancing quality of life, improving resource efficiency, minimizing waste, taking a lifecycle perspective, and taking into account the equity dimension.”<sup>9</sup> The complexity of these key issues necessitates significant, coordinated effort amongst all stakeholders. Canada and the United States are working together as a region and with the international community to support SCP. With concerted, cooperative effort North America can change unsustainable patterns of consumption and production, and thereby improve environmental quality, maintain economic competitiveness, and foster sustainable development.

### Discussion Questions

- What concepts of SCP are relevant to the way in which North America approaches sustainability?
- Are there unique characteristics that distinguish North America from other regions and which influence how we address SCP?
- What effect might recent economic events have on how North Americans view SCP?
- How do we explain SCP to people – what is it, why is it important and how will it change society?

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<sup>9</sup> UNEP. *Sustainable Consumption and Cleaner Production: Global Status*. September 2002.

## Appendix

### Johannesburg Plan of Implementation

26 August – 4 September 2002

#### III. Changing unsustainable patterns of consumption and production

14. Fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. All countries should promote sustainable consumption and production patterns, with the developed countries taking the lead and with all countries benefiting from the process, taking into account the Rio principles, including, inter alia, the principle of common but differentiated responsibilities as set out in principle 7 of the Rio Declaration on Environment and Development. Governments, relevant international organizations, the private sector and all major groups should play an active role in changing unsustainable consumption and production patterns. This would include the actions at all levels set out below.

15. Encourage and promote the development of a 10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, delinking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste. All countries should take action, with developed countries taking the lead, taking into account the development needs and capabilities of developing countries, through mobilization, from all sources, of financial and technical assistance and capacity-building for developing countries. This would require actions at all levels to:

- (a) Identify specific activities, tools, policies, measures and monitoring and assessment mechanisms, including, where appropriate, life-cycle analysis and national indicators for measuring progress, bearing in mind that standards applied by some countries may be inappropriate and of unwarranted economic and social cost to other countries, in particular developing countries;
- (b) Adopt and implement policies and measures aimed at promoting sustainable patterns of production and consumption, applying, inter alia, the polluter-pays principle described in principle 16 of the Rio Declaration on Environment and Development;
- (c) Develop production and consumption policies to improve the products and services provided, while reducing environmental and health impacts, using, where appropriate, science-based approaches, such as life-cycle analysis;
- (d) Develop awareness-raising programmes on the importance of sustainable production and consumption patterns, particularly among youth and the relevant segments in all countries, especially in developed countries, through, inter alia, education, public and consumer information, advertising and other media, taking into account local, national and regional cultural values;
- (e) Develop and adopt, where appropriate, on a voluntary basis, effective, transparent, verifiable, non-misleading and non-discriminatory consumer information tools to provide information relating to sustainable consumption and production, including human health and safety aspects. These tools should not be used as disguised trade barriers;

(f) Increase eco-efficiency, with financial support from all sources, where mutually agreed, for capacity-building, technology transfer and exchange of technology with developing countries and countries with economies in transition, in cooperation with relevant international organizations.

16. Increase investment in cleaner production and eco-efficiency in all countries through, inter alia, incentives and support schemes and policies directed at establishing appropriate regulatory, financial and legal frameworks. This would include actions at all levels to:

(a) Establish and support cleaner production programmes and centres and more efficient production methods by providing, inter alia, incentives and capacity-building to assist enterprises, especially small and medium-sized enterprises, particularly in developing countries, in improving productivity and sustainable development;

(b) Provide incentives for investment in cleaner production and eco-efficiency in all countries, such as state-financed loans, venture capital, technical assistance and training programmes for small and medium-sized companies while avoiding trade-distorting measures inconsistent with the rules of the World Trade Organization;

(c) Collect and disseminate information on cost-effective examples in cleaner production, eco-efficiency and environmental management and promote the exchange of best practices and know-how on environmentally sound technologies between public and private institutions;

(d) Provide training programmes to small and medium-sized enterprises on the use of information and communication technologies.

17. Integrate the issue of production and consumption patterns into sustainable development policies, programmes and strategies, including, where applicable, into poverty reduction strategies.

18. Enhance corporate environmental and social responsibility and accountability. This would include actions at all levels to:

(a) Encourage industry to improve social and environmental performance through voluntary initiatives, including environmental management systems, codes of conduct, certification and public reporting on environmental and social issues, taking into account such initiatives as the International Organization for Standardization standards and Global Reporting Initiative guidelines on sustainability reporting, bearing in mind principle 11 of the Rio Declaration on Environment and Development;

(b) Encourage dialogue between enterprises and the communities in which they operate and other stakeholders;

(c) Encourage financial institutions to incorporate sustainable development considerations into their decision-making processes;

(d) Develop workplace-based partnerships and programmes, including training and education programmes.

19. Encourage relevant authorities at all levels to take sustainable development considerations into account in decision-making, including on national and local development planning, investment in infrastructure, business development and public procurement. This would include actions at all levels to:



- (a) Provide support for the development of sustainable development strategies and programmes, including in decision-making on investment in infrastructure and business development;
- (b) Continue to promote the internalization of environmental costs and the use of economic instruments, taking into account the approach that the polluter should, in principle, bear the costs of pollution, with due regard to the public interest and without distorting international trade and investment;
- (c) Promote public procurement policies that encourage development and diffusion of environmentally sound goods and services;
- (d) Provide capacity-building and training to assist relevant authorities with regard to the implementation of the initiatives listed in the present paragraph;
- (e) Use environmental impact assessment procedures.

20. Call upon Governments as well as relevant regional and international organizations and other relevant stakeholders to implement, taking into account national and regional specificities and circumstances, the recommendations and conclusions adopted by the Commission on Sustainable Development concerning energy for sustainable development at its ninth session, including the issues and options set out below, bearing in mind that in view of the different contributions to global environmental degradation, States have common but differentiated responsibilities. This would include actions at all levels to

- (a) Take further action to mobilize the provision of financial resources, technology transfer, capacity-building and the diffusion of environmentally sound technologies according to the recommendations and conclusions of the Commission on Sustainable Development, as contained in section A, paragraph 3, and section D, paragraph 30, of its decision 9/1<sup>9</sup> on energy for sustainable development;
- (b) Integrate energy considerations, including energy efficiency, affordability and accessibility, into socio-economic programmes, especially into policies of major energy-consuming sectors, and into the planning, operation and maintenance of long-lived energy consuming infrastructures, such as the public sector, transport, industry, agriculture, urban land use, tourism and construction sectors;
- (c) Develop and disseminate alternative energy technologies with the aim of giving a greater share of the energy mix to renewable energies, improving energy efficiency and greater reliance on advanced energy technologies, including cleaner fossil fuel technologies;
- (d) Combine, as appropriate, the increased use of renewable energy resources, more efficient use of energy, greater reliance on advanced energy technologies, including advanced and cleaner fossil fuel technologies, and the sustainable use of traditional energy resources, which could meet the growing need for energy services in the longer term to achieve sustainable development;
- (e) Diversify energy supply by developing advanced, cleaner, more efficient, affordable and cost-effective energy technologies, including fossil fuel technologies and renewable energy technologies, hydro included, and their transfer to developing countries on concessional terms as mutually agreed. With a sense of urgency, substantially increase the global share of renewable energy sources with the objective of increasing its contribution to total energy supply, recognizing the role of national and voluntary regional

targets as well as initiatives, where they exist, and ensuring that energy policies are supportive to developing countries' efforts to eradicate poverty, and regularly evaluate available data to review progress to this end;

(f) Support efforts, including through provision of financial and technical assistance to developing countries, with the involvement of the private sector, to reduce flaring and venting of gas associated with crude oil production;

(g) Develop and utilize indigenous energy sources and infrastructures for various local uses and promote rural community participation, including local Agenda 21 groups, with the support of the international community, in developing and utilizing renewable energy technologies to meet their daily energy needs to find simple and local solutions;

(h) Establish domestic programmes for energy efficiency, including, as appropriate, by accelerating the deployment of energy efficiency technologies, with the necessary support of the international community;

(i) Accelerate the development, dissemination and deployment of affordable and cleaner energy efficiency and energy conservation technologies, as well as the transfer of such technologies, in particular to developing countries, on favourable terms, including on concessional and preferential terms, as mutually agreed;

(j) Recommend that international financial institutions and other agencies' policies support developing countries, as well as countries with economies in transition, in their own efforts to establish policy and regulatory frameworks which create a level playing field between the following: renewable energy, energy efficiency, advanced energy technologies, including advanced and cleaner fossil fuel technologies, and centralized, distributed and decentralized energy systems;

(k) Promote increased research and development in the field of various energy technologies, including renewable energy, energy efficiency and advanced energy technologies, including advanced and cleaner fossil fuel technologies, both nationally and through international collaboration; strengthen national and regional research and development institutions/centres on reliable, affordable, economically viable, socially acceptable and environmentally sound energy for sustainable development;

(l) Promote networking between centres of excellence on energy for sustainable development, including regional networks, by linking competent centres on energy technologies for sustainable development that could support and promote efforts at capacity-building and technology transfer activities, particularly of developing countries, as well as serve as information clearing houses;

(m) Promote education to provide information for both men and women about available energy sources and technologies;

(n) Utilize financial instruments and mechanisms, in particular the Global Environment Facility, within its mandate, to provide financial resources to developing countries, in particular least developed countries and small island developing States, to meet their capacity needs for training, technical know-how and strengthening national institutions in reliable, affordable, economically viable, socially acceptable and environmentally sound energy, including promoting energy efficiency and conservation, renewable energy and advanced energy technologies, including advanced and cleaner fossil fuel technologies;

(o) Support efforts to improve the functioning, transparency and information about energy markets with respect to both supply and demand, with the aim of achieving

greater stability and predictability, and to ensure consumer access to reliable, affordable, economically viable, socially acceptable and environmentally sound energy services;

(p) Policies to reduce market distortions would promote energy systems compatible with sustainable development through the use of improved market signals and by removing market distortions, including restructuring taxation and phasing out harmful subsidies, where they exist, to reflect their environmental impacts, with such policies taking fully into account the specific needs and conditions of developing countries, with the aim of minimizing the possible adverse impacts on their development;

(q) Take action, where appropriate, to phase out subsidies in this area that inhibit sustainable development, taking fully into account the specific conditions and different levels of development of individual countries and considering their adverse effect, particularly on developing countries;

(r) Governments are encouraged to improve the functioning of national energy markets in such a way that they support sustainable development, overcome market barriers and improve accessibility, taking fully into account that such policies should be decided by each country, and that its own characteristics and capabilities and level of development should be considered, especially as reflected in national sustainable development strategies, where they exist;

(s) Strengthen national and regional energy institutions or arrangements for enhancing regional and international cooperation on energy for sustainable development, in particular to assist developing countries in their domestic efforts to provide reliable, affordable, economically viable, socially acceptable and environmentally sound energy services to all sections of their populations;

(t) Countries are urged to develop and implement actions within the framework of the ninth session of the Commission on Sustainable Development, including through public-private partnerships, taking into account the different circumstances of countries, based on lessons learned by Governments, international institutions and stakeholders, including business and industry, in the field of access to energy, including renewable energy and energy-efficiency and advanced energy technologies, including advanced and cleaner fossil fuel technologies;

(u) Promote cooperation between international and regional institutions and bodies dealing with different aspects of energy for sustainable development within their existing mandate, bearing in mind paragraph 46 (h) of the Programme of Action for the Further Implementation of Agenda 21, strengthening, as appropriate, regional and national activities for the promotion of education and capacity-building regarding energy for sustainable development;

(v) Strengthen and facilitate, as appropriate, regional cooperation arrangements for promoting cross-border energy trade, including the interconnection of electricity grids and oil and natural gas pipelines;

(w) Strengthen and, where appropriate, facilitate dialogue forums among regional, national and international producers and consumers of energy.

21. Promote an integrated approach to policy-making at the national, regional and local levels for transport services and systems to promote sustainable development, including policies and planning for land use, infrastructure, public transport systems and goods delivery networks, with a view to providing safe, affordable and efficient transportation,

increasing energy efficiency, reducing pollution, congestion and adverse health effects and limiting urban sprawl, taking into account national priorities and circumstances. This would include actions at all levels to:

- (a) Implement transport strategies for sustainable development, reflecting specific regional, national and local conditions, to improve the affordability, efficiency and convenience of transportation as well as urban air quality and health and reduce greenhouse gas emissions, including through the development of better vehicle technologies that are more environmentally sound, affordable and socially acceptable;
- (b) Promote investment and partnerships for the development of sustainable, energy efficient multi-modal transportation systems, including public mass transportation systems and better transportation systems in rural areas, with technical and financial assistance for developing countries and countries with economies in transition.

22. Prevent and minimize waste and maximize reuse, recycling and use of environmentally friendly alternative materials, with the participation of government authorities and all stakeholders, in order to minimize adverse effects on the environment and improve resource efficiency, with financial, technical and other assistance for developing countries. This would include actions at all levels to:

- (a) Develop waste management systems, with the highest priority placed on waste prevention and minimization, reuse and recycling, and environmentally sound disposal facilities, including technology to recapture the energy contained in waste, and encourage small-scale waste-recycling initiatives that support urban and rural waste management and provide income-generating opportunities, with international support for developing countries;
- (b) Promote waste prevention and minimization by encouraging production of reusable consumer goods and biodegradable products and developing the infrastructure required.

23. Renew the commitment, as advanced in Agenda 21, to sound management of chemicals throughout their life cycle and of hazardous wastes for sustainable development as well as for the protection of human health and the environment, inter alia, aiming to achieve, by 2020, that chemicals are used and produced in ways that lead to the minimization of significant adverse effects on human health and the environment, using transparent science-based risk assessment procedures and science-based risk management procedures, taking into account the precautionary approach, as set out in principle 15 of the Rio Declaration on Environment and Development, and support developing countries in strengthening their capacity for the sound management of chemicals and hazardous wastes by providing technical and financial assistance. This would include actions at all levels to:

- (a) Promote the ratification and implementation of relevant international instruments on chemicals and hazardous waste, including the Rotterdam Convention on Prior Informed Consent Procedures for Certain Hazardous Chemicals and Pesticides in International Trade<sup>10</sup> so that it can enter into force by 2003 and the Stockholm Convention on Persistent Organic Pollutants<sup>11</sup> so that it can enter into force by 2004, and encourage and improve coordination as well as supporting developing countries in their implementation;
- (b) Further develop a strategic approach to international chemicals management based on the Bahia Declaration and Priorities for Action beyond 2000 of the Intergovernmental

Forum on Chemical Safety<sup>12</sup> by 2005, and urge that the United Nations Environment Programme, the Intergovernmental Forum, other international organizations dealing with chemical management and other relevant international organizations and actors closely cooperate in this regard, as appropriate;

(c) Encourage countries to implement the new globally harmonized system for the classification and labelling of chemicals as soon as possible with a view to having the system fully operational by 2008;

(d) Encourage partnerships to promote activities aimed at enhancing environmentally sound management of chemicals and hazardous wastes, implementing multilateral environmental agreements, raising awareness of issues relating to chemicals and hazardous waste and encouraging the collection and use of additional scientific data;

(e) Promote efforts to prevent international illegal trafficking of hazardous chemicals and hazardous wastes and to prevent damage resulting from the transboundary movement and disposal of hazardous wastes in a manner consistent with obligations under relevant international instruments, such as the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal;<sup>13</sup>

(f) Encourage development of coherent and integrated information on chemicals, such as through national pollutant release and transfer registers;

(g) Promote reduction of the risks posed by heavy metals that are harmful to human health and the environment, including through a review of relevant studies, such as the United Nations Environment Programme global assessment of mercury and its compounds.

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<sup>9</sup> Official Records of the Economic and Social Council, 2001, Supplement No. 9 (E/2001/29), chap. I.B.

<sup>10</sup> UNEP/FAO/PIC/CONF.5, annex III.

<sup>11</sup> [www.chem.unep.ch/sc](http://www.chem.unep.ch/sc).

<sup>12</sup> Intergovernmental Forum on Chemical Safety, third session, Forum III final report (IFCS/Forum III/23w), annex 6.

<sup>13</sup> Intergovernmental Forum on Chemical Safety, third session, Forum III final report (IFCS/Forum III/23w), annex 6.

**Appendix IV:**  
**SCP Workshop Paper #2: Producing and Consuming**  
**Sustainably in North America: A Regional Overview of**  
**Initiatives and Strategies Promoting Sustainable Consumption**  
**and Production**

# **Producing and Consuming Sustainably in North America**

## **A Regional Overview of Initiatives and Strategies Promoting Sustainable Consumption and Production**

Prepared by NASCA<sup>1</sup> members

Jeffrey Barber and Karen Onthank (Integrative Strategies Forum) Tania Del Matto and Linda Varangu (My Sustainable Canada) Jack Luskin (University of Massachusetts Lowell)

This paper aims to provide background for the Session 2 discussion on “the current status of sustainable consumption and production in North America,” highlighting some of the initiatives underway and what “might help frame a regional approach.” The three questions posed for the session are:

1. How can we best characterize the current SCP activities in North America?
2. What specific existing SCP programs or activities in North America do you think are most successful and why?
3. What is currently driving adoption of SCP in all parts of North American society (business, government, communities and individuals)? What drivers will be most important in the future?

### **Key points**

**1. A decentralized, regional movement continues to evolve.** A widespread and diverse range of individuals, organizations and initiatives continues to evolve throughout North America, forming a growing sustainability movement addressing the equally diverse production and consumption patterns underlying major environmental, social and economic concerns.

**2. This movement consists of many different communities of practice.** This movement does not follow a master plan or guidelines but rather takes shape as a decentralized, bottom-up evolution of diverse *communities of practice*, each focusing on a particular production/consumption pattern or leverage point and involving a particular configuration of stakeholder groups and individuals.

**3. Evaluating “success” is difficult as this concept and its measures are also changing.** No single standard of “success” exists to assess these different initiatives. Each must be evaluated within its own context and stated aims in terms of the particular production/patterns the initiative aspires to change. Many of these initiatives challenge traditional definitions of “success,” seeking to change the economic rules and current measures of wealth and progress. Globally, progress towards the “overarching objective” of changing unsustainable production and consumption patterns ultimately depends on success in reversing the “worsening social and environmental trends” resulting from those patterns.<sup>2</sup> New measures and methods of monitoring and assessing progress and success are needed at all levels.

**4. The political context is changing: Until recently, “sustainable consumption” has been viewed as politically and economically risky, in contrast to “sustainable production.”** Since the end of World War II, when frugality was a patriotic virtue, the post-war notion of sustainable consumption has been negatively associated with a reduction in consumer buying (i.e., reduced economic growth) and living standards. The investment costs of “sustainable production,” have been more positively linked with higher returns from eco-efficiency innovations and “green” markets. However, current economic and environmental concerns are driving the shift towards a more positive view of sustainable consumption.

**5. These current practices are each part of an evolving vision of a sustainable economy, yet the movement towards this is fragmented.** Today’s economic, environmental and social crises cry out for new thinking and practical solutions leading to a sustainable economy (i.e., sustainable production and consumption). Each of these communities of practice offer part of an evolving vision and movement towards this overarching objective. A major challenge lies in bringing these parts together. Yet some of these communities display a kind of “practitioner provincialism,” speaking in specialized jargon within close familiar circles, resulting in knowledge gaps with other practitioners as well as the wider public and decision-makers.

**6. Regional support efforts could encourage and improve cooperation, exchange of knowledge and tools, and visibility of practices.** There is an increasing need to overcome the fragmentation within this movement, to bridge the gaps in knowledge, cooperation and vision. There is also a need to bridge the gaps outside the movement, to build greater understanding and support among the wider public, media, and decision-makers. A concerted regional multi-stakeholder effort could provide support in partnership with sustainability practitioners, helping to overcome these gaps. A regional effort could engage and encourage communities of practice to share their stories and priorities with each other and the public, improving overall understanding of how their efforts interlink within the broader sustainability movement. A regional multi-stakeholder effort could work to build political and financial support from institutional decision-makers as well as the wider public.

### **Producing and consuming in North America**

Responding to the challenge raised at the 1992 Earth Summit to “reduce and eliminate unsustainable patterns of production and consumption,” North America has demonstrated widespread and growing leadership adopting and applying sustainability values and principles to the way we produce and consume goods and services (see Appendix, Tables 1-2). On the production side, Canada and the United States have and continue to make significant innovations and improvement through energy-efficient and reduced-emission technologies, buildings, products and services, as well as greener supply chains. On the consumption side, many households and consumers have become more environmentally aware and responsible in their lifestyles (see Figure 1), recycling and reusing, buying and investing more responsibly according to local, ethical and environmental values.

However, as pointed out in the 2002 UN Secretary General’s 10-year review of progress since the Earth Summit,<sup>3</sup> despite the impressive improvements in technological efficiency and growing public awareness and responsibility, the global social and environmental



trends continue to worsen due to increasing consumption and production. Yet without any official national or regional governmental action plans on sustainable production and consumption, such as might be packaged for the Marrakech Process, a “bottom-up” movement promoting these ideas, practices and policies throughout the region continues to evolve and grow. In turn, governments from the municipal to the federal have introduced many important innovations -- without guidelines from a master policy plan on sustainable consumption and production or significant attention from the ma

Clearly many challenges and obstacles remain in the path towards a sustainable regional economy. Too many still equate “sustainable consumption” with a reduction in living standards and “sustainable production” with an increase in costs. However, with the recent financial crisis, climbing energy and food prices, and global warming becoming household conversation, citizens, communities and institutions are showing a growing interest and need to identify new approaches to meet daily needs and lifetime goals. It is time for these sustainability practices and strategies to come out of the shadows and receive the public attention and support they need and deserve.

### **A regional movement towards sustainable economies**

There are hundreds of sustainability initiatives active throughout the region dedicated to changing unsustainable production and consumption patterns. We find these practices at all levels – from the household to local community, from the state/provincial to national and global. They involve a range of different players or stakeholders: businesses, governments, labour, public interest organizations, academic researchers and individual citizens and neighborhood groups. Some operate alone, some in partnerships and others function as part of formal or informal networks.

These initiatives may target a particular sector of the economy, such as food and agriculture, transportation, housing or tourism, or a cross-section of these. They speak to a range of different audiences, from the public to professional groups to government policymakers. They also target a range of different environmental, social and/or economic concerns to their constituents, such as climate change, children's health, urban sprawl or economic insecurity. Their approach and strategies range from designing and marketing energy-efficient, carbon-neutral products and services to re-defining the personal and institutional meaning and measures of wealth and progress.

The complexity of considering all these factors can be daunting when trying to assess the nature and extent of this regional movement of people, organizations, and initiatives towards sustainable production and consumption. Yet they have one thing in common: They all address, to varying degrees, the underlying, root causes of major environmental and social concerns. In this effort they each target particular leverage points within the current system and cycles of production and consumption. They each strive to bring sustainable solutions to those concerns and ultimately improve the quality of life for everyone.

### **Identifying sustainability initiatives**

Given the many factors determining and defining this spectrum of sustainability initiatives, how best to assess and provide an overview of this movement?

In 2003, members of the North American Sustainable Consumption Alliance (NASCA)<sup>4</sup> faced this question in a study conducted of sustainable production and consumption initiatives in North America.<sup>5</sup> NASCA is a regional network launched in 2001 to bring together organizations from Canada, the United States and Mexico exploring and promoting sustainable consumption and production practices and policies.

The study highlights the huge diversity of initiatives focusing on different aspects of the production/consumption system (see Figure 3; also Tables 1-2). Some initiatives and strategies focus primarily on *consumption*, in turn more specifically on particular aspects of consumption, such as lifestyle changes (see Figure 1) shopping choices such as ethical shopping, green consumerism, boycotts on sweatshop labor, consumer protection rights, product use, recycling, re-use, and product knowledge. Other initiatives focus primarily on changing *production* patterns. Some cover a wide range of processes such as lifecycle analysis, industrial ecology and clean production (see Figure 2) while others target more specific parts of a product's lifecycle such as product design and extended producer responsibility. One set of strategies may be viewed as more of a management approach (e.g., corporate social responsibility), including company codes or principles, and company sustainability indicators and reporting.

Other strategies aim to influence not consumption or production patterns directly but instead focus on leverage points within the consumption and production system, such as *distribution* or marketing of products and services. These initiatives aim more at influencing the processes in between product and consumers such as sales, advertising, labeling, packaging, and transport. This is also the area of trade such as fair trade, environmental technology export, international marketing of green products.

Another extremely important group of sustainability initiatives and strategies are those targeting the *investment* decisions which ultimately shape production. The current financial crisis now focuses public attention and scrutiny to this realm of decision-making, thus giving more weight to initiatives addressing those decisions. These include procurement initiatives, socially responsible investment, subsidy reform, and financial institutional reform.

Finally, there is a cluster of initiatives focusing not on any single production/consumption area, but rather on the underlying *values* shaping consumption, production, investment and distribution decisions. These initiatives aim at redefining conventional concepts of wealth and progress, at researching "happiness" and sufficiency, as well as initiatives defining and promoting sustainability and sustainable production and consumption (such as the current discussion of a regional North American framework supporting sustainable production and consumption efforts).

### **Engaging communities of practice**

The engagement of practitioners takes place within a social context. Most initiatives do not operate in isolation but within "communities of practice," groups of people "who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis."<sup>7</sup> The different practices and strategies addressing the various aspects of production and/or consumption are at the center of a range of different communities of practice, each with its own unique culture. The members often have their own language (i.e.,

jargon and acronyms), conferences or study groups, friendships and publications. They work at different scales from the local level to the national to the international.

It is useful to then consider the various communities of practice evolving around the key leverage points within consumption, production, investment, and distribution. There are also organizations or movements that unite many communities of practice such as NASCA (an affiliation of NGOs, academia, and government organizations promoting sustainable consumption and production) and BALLE (an affiliation of mostly small and entrepreneurial business networks in the US and Canada).

### **Towards a regional cooperative framework**

In 2005 NASCA organized a workshop with representatives from several of the important communities of practice entitled “Towards a North American Framework for Achieving Sustainable Production and Consumption.”<sup>8</sup> Participants agreed that a regional framework of cooperation is indeed needed and could provide a valuable function by promoting the exchange of information and experience, dialogue and collaboration among different organizations and networks.

Clearly these communities of practice each have an important story to tell about their contributions to achieving sustainability by addressing those aspects of current production and consumption patterns responsible for many of today’s environmental, social and economic problems. Many of these stories are known and appreciated by relatively small audiences, yet collectively they represent a practical and powerful response to rising public concerns.

A regional cooperative framework or approach could encourage and help those communities of practice tell their stories to the public, and at the same time draw public awareness and support to this important work taking place on their behalf. This calls for outreach and building bridges of understanding among groups that do not necessarily always communicate with each other or the broader public.

<sup>1</sup> North American Sustainable Consumption Alliance (NASCA).

<sup>2</sup> United Nations, *World Summit on Sustainable Development Plan of Implementation*, 2002; United Nations, *Implementing Agenda 21: Report of the Secretary-General*, 2002; United Nations, *Programme for the Further Implementation of Agenda 21*, 1997.

<sup>3</sup> United Nations, *Implementing Agenda 21: Report of the Secretary-General*, 2002. Paragraph 83: “...although progress has been made in improving eco-efficiency in the countries of the ECE region and in de-coupling environmental and economic developments, these gains have been offset by overall increases in consumption. More natural resources are being consumed and more pollution is being generated.”

<sup>4</sup> In partnership with the Commission for Environmental Cooperation, Environment Canada, UNEP and others.

<sup>5</sup> See [www.nasca.icspac.net/](http://www.nasca.icspac.net/)

<sup>6</sup> The main objective of the study, involving telephone interviews with representatives of 200 such initiatives, with the results available on a public online database, was to provide “best practice” examples of initiatives which might be replicated by others.

<sup>7</sup> Etienne Wenger, Richard McDermott, William M. Snyder, *Cultivating Communities of Practice*, Harvard Business School Press, 2002: 4.

<sup>8</sup> For more on the results of the 2003 survey of initiatives and the 2005 roundtable, see Jeffrey Barber, “Mapping the Movement Towards Sustainable Production and Consumption in North America,” *Journal of Cleaner Production*, Vol. 15, Issue 6, 2007.

Areas of Focus	Table 1: Trends and Observations Specific to Sustainable Consumption Initiatives
<p><b>Consumer Citizenship</b></p> <p>(+) green purchasing: organic; buy local; health &amp; environment; green cleaning products; recycled products</p> <p>(+) expectations: Citizens want companies to take more environmental responsibility</p>	<ul style="list-style-type: none"> <li>• Citizens are increasingly purchasing more sustainably on their own, outside of organized initiatives. (<b>Sales of green cleaners and recycled products</b> continue to rise even though they cost 10 - 30% more)<sup>i</sup></li> <li>• Increasing purchase of locally grown products. (US chefs rank <b>locally-grown and organic produce</b> as the 2<sup>nd</sup> and 3<sup>rd</sup> hottest trends in restaurants in 2007)<sup>ii</sup></li> <li>• Citizens are increasing purchase of <b>organic products</b>. (US organic foods sales experience double digit growth every year since 1998 with US\$13.8 billion sales in 2005)<sup>iii</sup> (CAN certified organic food sales worth CAN\$412 million in 2006 with 28% growth from 2005 to 2006)<sup>iv</sup></li> <li>• <b>Potential health effects of products</b> containing toxics are increasingly an issue especially for parents of young children and alternatives are increasingly sought. Survey results show that the most heavily populated environmentally conscious consumer group consists of people gravely concerned about their own health and that of their family and they are <b>more likely to choose toxic-free products</b><sup>v</sup>.</li> <li>• Survey results show over <b>75-90% of citizens take environmental impacts into consideration</b> when making purchases.<sup>vi vii</sup></li> <li>• Survey results show <b>90% of citizens overwhelmingly want companies to take more environmental responsibility</b> by providing greener products and more than 50% will target their purchases from those companies who provide social and environmental commitment.<sup>viii</sup></li> </ul>
<p><b>Product Bans</b></p> <p>(+) Municipal leadership</p>	<ul style="list-style-type: none"> <li>• Municipalities are increasingly addressing consumption issues through product bans and bylaws which limit the types of products offered and used in the community i.e. <b>disposable packaging</b> (e.g. City of Toronto, ON) <b>pesticide use</b> (e.g. Provinces of Ontario and Quebec), <b>bottled water</b> (e.g. Seattle, Los Angeles (US) London, (ON))</li> </ul>
<p><b>Labelling</b></p> <p>(+) recognition of gov't sanctioned labelling</p> <p>(+) confusion on labelling that is not gov't sanctioned</p>	<ul style="list-style-type: none"> <li>• There is an <b>increased unaided recognition</b> of government sanctioned product labelling programs such as <b>ENERGY STAR</b> which identify more sustainable products and services (US: 58% in 2007 vs 25% in 2001)<sup>ix</sup> (CAN: 48% recognition in 2005 vs 36% in 2003)<sup>x</sup></li> <li>• Survey results show <b>high distrust of environmental claims</b> (70% of Canadians)<sup>xi</sup></li> <li>• There is <b>more consumer confusion</b> with respect to <b>product labelling which is not government sanctioned</b>.<sup>xii</sup></li> </ul>
<p><b>Information tools</b></p> <p>(+) websites on reducing purchases, and what and where to buy sustainable products</p>	<ul style="list-style-type: none"> <li>• <b>Increased information</b> on sustainable consumption - what and where to buy sustainable products, or guidance on reducing consumption - available on the web sites<sup>xiii</sup></li> </ul>
<p><b>Incentives</b></p>	<ul style="list-style-type: none"> <li>• <b>Economic factors</b> play a significant role in consumer choices which</li> </ul>

Areas of Focus	Table 1: Trends and Observations Specific to Sustainable Consumption Initiatives
(+) financial cost a factor (+) incentives on energy and water efficient products	<p>support sustainability. Cost is the principal barrier to adopting more environmentally friendly behaviour and purchasing more environmentally friendly products<sup>xiv</sup>.</p> <ul style="list-style-type: none"> <li>• <b>Many incentives</b> are available for consumers to <b>purchase energy or water efficient products</b> which are offered at the local level. These incentives vary across communities, and therefore mass communications on such initiatives is not possible.</li> </ul>
<b>Research on consumer behaviour</b>  Need for more research in order to support actions towards SC	<ul style="list-style-type: none"> <li>• <b>Some studies</b> on purchasing behaviour have been <b>initiated</b> in NA, but <b>more needs to be done</b> to establish how best to translate this information into tangible actions to support SC<sup>xv</sup>.</li> </ul>
<b>Support Network for SC Practitioners and Researchers</b>  Need for more coordinated communication, knowledge exchange and collaboration.	<ul style="list-style-type: none"> <li>• When compared to the SP community, there is <b>less coordination</b> of activities and knowledge <b>amongst SC practitioners and researchers</b>. Some organizations have emerged to fill this void i.e. North American Sustainable Consumption Alliance (NA)<sup>xvi</sup> and My Sustainable Canada (CAN)<sup>xvii</sup></li> <li>• There remains the <b>challenge of fostering communication and collaboration between</b> the often-distinct communities of people promoting <b>sustainable production and sustainable consumption</b><sup>xviii</sup>.</li> </ul>
<b>Quantifying Consumption patterns</b>  (+) in consumption of energy, water and materials  (+) in generation of waste and recycling  (+) diversification of waste stream	<ul style="list-style-type: none"> <li>• OECD report on household consumption trends reveals: a growing demand for energy and water services tied to larger homes, and more energy and water appliances; growing share of electricity in household energy consumption; growing waste generation and recycling and diversification of waste stream<sup>xix</sup>.</li> </ul>
<b>Media</b>  (+) attention in media	<ul style="list-style-type: none"> <li>• There have been more media reports on issues related to sustainability than at any other time in history</li> </ul>

i Consumers Report

ii National Restaurant Association. What's Hot What's not Chef Survey 2007

iii Organic Trade Association 2006 Manufacturer Survey

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iv Organic Agriculture Centre of Canada. Retail Sales of Certified Organic Food Products in Canada, in 2006. Anne Macy. May, 2007

v Earth Advertising. Conscious Consumers in a Nutshell. February 2008.

vi HANSA|GCR Green TECHpulse™ '08. Consumer Topline. August 2008

vii Bensimon Byrne Consumerology Report. The Impact of Environmental Issues. July 2008

viii AMP Agency. GreenAmplified. August 2008

ix Consortium for Energy Efficiency. 2007 ENERGY STAR Awareness Survey Report

x Natural Resources Canada Tracking Study: Awareness of ENERGY STAR/ EnerGuide Symbols 2006 IPSOS REID. September 2006

xi Bensimon Byrne Consumerology Report. The Impact of Environmental Issues. July 2008

xii eco labels org

xiii Examples include: New American Dream (US) ; NRDC Simple Steps (US); Environmental Defence Fund (US); Environmental Defence (CAN); World Wildlife Fund: The Good Life (CAN); David Suzuki Foundation (CAN)

xiv Bensimon Byrne Consumerology Report. The Impact of Environmental Issues. July 2008

xv American Psychological Association

xvi North American Sustainable Consumption Alliance (NA)

xvii My Sustainable Canada

xviii Luskin, J., Del Matto, T. Introduction to the special issue on, sustainable production and consumption: making the connection (2007). Journal of Cleaner Production, 15(6), pp. 489-491.

xix OECD. Towards Sustainable Household Consumption? Trends and Policies in OECD Countries. OECD Policy Brief. Paris: 2002.

Areas of Focus	Table 2: Trends and Observations Specific to Sustainable Production Initiatives
<b>Green Product Development and Design</b> (+) attention to greener product design (+) growing market pressure for green products (+) government initiatives to reduce toxic substances in products	<ul style="list-style-type: none"> <li>• <b>Majority</b> of US businesses surveyed (56%) had <b>deployed</b> some form of a <b>design for greener products strategy</b>, while another 26% of manufacturers plan to adopt a similar strategy within the next two years.<sup>xx</sup></li> <li>• Key market pressures driving green product development include:               <ul style="list-style-type: none"> <li>○ Green products offer <b>greater competitive advantage</b> (35%)</li> <li>○ <b>Conscientious customers</b> demand more eco-friendly products (27%)</li> <li>○ Customers <b>demand</b> for products that use natural resources more efficiently (23%)</li> <li>○ Customers are <b>willing to pay a premium</b> for Green products (9%)<sup>xxi</sup></li> </ul> </li> <li>• <b>Increased initiatives to reduce toxic substances in products</b> include <b>government programs</b>: Toxics Use Reduction in Massachusetts<sup>xxii</sup>, Green Chemistry initiative in California<sup>xxiii</sup>, U.S. EPA's Design for the Environment Program<sup>xxiv</sup>, Chemicals Management Plan in Canada<sup>xxv</sup> <b>NGO initiatives</b>: Life-cycle Assessment<sup>xxvi</sup> <b>and corporate initiatives</b>: (such as Walmart's Sustainable Value Networks and GE's Ecomagination<sup>xxvii</sup>)</li> </ul>
<b>Dematerialization</b> (+) sector examples	<ul style="list-style-type: none"> <li>• North American <b>examples of dematerialization continue to grow</b> in the manufacturing sector (e.g. Interface Flooring), the information technology sector (e.g. RIM's Blackberry) and the service sector (e.g. grocery box deliveries through Community Shared Agriculture programs)</li> </ul>
<b>Investments</b> (+) in socially responsible investment and clean technology	<ul style="list-style-type: none"> <li>• <b>Socially Responsible Investments (SRI) volume is growing</b> in US (US\$2.29 trillion in 2005 with three-fold increase since 1995)<sup>xxviii</sup> and CAN (CAN\$500 billion in 2006 vs CAN\$65.5 billion in 2004)<sup>xxix</sup></li> <li>• <b>Cleantech global venture capital investment</b> as a portion of total investment is <b>growing rapidly</b> - 11% in 2008 vs 1.6% in 2003, with US providing the majority of global investments in 2007 (\$2.5 billion) and 1<sup>st</sup> half of 2008 (\$1.6 billion).<sup>xxx</sup></li> </ul>
<b>Green Jobs</b> Correlation between energy efficiency and green job creation	<ul style="list-style-type: none"> <li>• <b>Investments in energy efficiency</b> over past 30 years pays off in California with savings of US\$56 billion on energy costs, lower per capita energy needs (40% lower than US national average) and in <b>green job creation</b> (50 new jobs created elsewhere in economy for every single lost job in the energy sector).<sup>xxxi</sup></li> <li>• A recent UN report found that changing patterns of employment and investment resulting from efforts to reduce climate change and its effects are <b>already generating new jobs</b> in many sectors and economies, and could create millions more in both developed and developing countries. One of the concerns is to ensure "just transitions" for those affected by transformation to a green economy and for those who must also adapt to climate change.<sup>xxxii</sup></li> </ul>
<b>Purchasing programs</b> (+) expansion of environmentally preferable purchasing	<ul style="list-style-type: none"> <li>• <b>Environmentally Preferable Purchasing programs</b> have <b>evolved to include many sectors</b> including governments and institutions<sup>xxxiii</sup> and businesses.<sup>xxxiv</sup></li> <li>• Some governments have initiated programs to promote local economic development by <b>supporting local green businesses through their procurement practices</b> (i.e. Province of Nova Scotia, City of Vancouver BC, and</li> </ul>

Areas of Focus	Table 2: Trends and Observations Specific to Sustainable Production Initiatives
<p>programs (+) examples of municipalities supporting local green businesses through procurement practices as an economic development strategy</p>	<p>Kingston, ON)</p>
<p><b>Greening the Supply Chain</b> (+) accountability across the supply chain</p>	<ul style="list-style-type: none"> <li>Many businesses are becoming <b>accountable</b> for their supply chain (i.e. the automotive industry through ISO 14001).</li> </ul>
<p><b>Clean Production</b> Small and medium sized enterprises are most numerous and most in need of technical assistance; yet there are challenges in reaching them Businesses are widely receptive to making improvements in efficiency</p>	<ul style="list-style-type: none"> <li><b>Small business assistance programs</b> are somewhat popular where they are provided, but with limited number of programs they are <b>not easily accessible to most SMEs</b>, and most SMEs do not have time to access them (examples of SME programs include: Toronto Region Sustainability Program<sup>xxxv</sup>, Sustainable Manufacturing Initiative US<sup>xxxvi</sup>)</li> <li>Improving efficiencies is tied into general business best practices and most businesses in CAN and US have undertaken some improvements in efficiencies.<sup>xxxvii</sup></li> <li>Pollution prevention encouraged by governments in CAN<sup>xxxviii</sup> and US<sup>xxxix</sup></li> </ul>
<p><b>Labeling and Green Certification</b> (+) in sustainability labels (+) in green buildings Green perception of brand is beneficial</p>	<ul style="list-style-type: none"> <li>The number and types of '<b>sustainability labels</b>' have been <b>increasing</b> e.g. Fair Trade, Forest Stewardship Council, as well as self certification by retailers.<sup>xl</sup></li> <li><b>Green building practices and LEED certification is increasing</b> rapidly within many companies and governments. Canada Green Building Council reports 88 LEED-certified buildings in Canada with 600 candidates vying for certification, with numbers doubling yearly.<sup>xli</sup></li> <li>Survey results show that 64% of business decision makers agree that <b>being perceived as green helps their brand</b>.<sup>xlii</sup></li> </ul>
<p><b>Distribution</b></p>	<ul style="list-style-type: none"> <li>Fleet Greening is increasing both in the private and public sectors</li> <li>Retailers are increasing green strategies such as building retrofits, which are paying off. The three primary drivers:</li> </ul>



Areas of Focus	Table 2: Trends and Observations Specific to Sustainable Production Initiatives
<p><b>Corporate Citizenship</b>            (+) in CSR reporting amongst large businesses            Need for more reporting from small and medium-sized businesses            Triple bottom line reporting remains a challenge            Ethical and economic considerations are key drivers to reporting            (+) Community-based businesses</p>	<p>consumer demand, government/legislation, and potential cost savings<sup>xliii</sup></p> <ul style="list-style-type: none"> <li>Businesses are <b>increasingly providing corporate social responsibility (CSR) reports</b><sup>xliv</sup> <ul style="list-style-type: none"> <li>In US: % of top 100 companies with CSR: 74% in 2008 vs 37% in 2005<sup>xlv</sup></li> <li>In CAN: % of large businesses with CSR: 60% in 2008 vs 41% in 2005<sup>xlvi</sup></li> </ul> </li> <li>In the CERES sustainability reporting awards report for 2007 the judges noted a <b>need for more reporting from small and medium-sized companies</b>, citing a lack of models for low cost, high-quality sustainability reports from smaller firms.<sup>xlvii</sup></li> <li>US companies report <b>top three drivers for reporting: ethical, economic considerations, and innovation and learning</b>, where ethical considerations (70%) replaced economic considerations (50%) as primary driver since 2005.<sup>xlviii</sup></li> <li>In CAN, low levels of reporting within the <b>forest and chemical industries</b> likely reflect <b>reliance on voluntary standards to demonstrate performance</b> (e.g. Sustainable Forestry Initiative, Responsible Care).<sup>xlix</sup></li> <li>In CAN <b>only 2% of companies</b> surveyed have fully <b>integrated corporate responsibility information</b> into their annual reports, indicating the continuing challenge of reporting on a true 'triple bottom line'.<sup>i</sup></li> <li>Of over 4,500 US businesses surveyed, 47% have green initiatives in place, with 74% citing <b>CSR as the main driver</b>, and 53% identifying <b>competitive advantage as the second</b> top pressure for green initiatives. The increasing complexity of global business environment, rising energy and transport costs and mounting compliance challenges are primary drivers.<sup>ii</sup></li> <li>In the CERES sustainability reporting awards report for 2007 the judges noted that <b>some reports were still more of a PR exercise than a management tool</b> and the need for candid discussion of how sustainability integrates with business strategy and planning.<sup>iii</sup></li> <li><b>Increase in number</b> of small businesses who <b>belong to Business Alliance for Local Living Economies</b>.<sup>liii</sup></li> </ul>
<p><b>Product Stewardship</b>            (+) Measures taken by municipalities            (+) Shared responsibility on some specific products</p>	<ul style="list-style-type: none"> <li><b>Government and business have initiated some product stewardship programs</b> (i.e. electronics<sup>liv</sup>, paints/household hazardous wastes, and packaging<sup>lv</sup>) and some <b>local governments, states and provinces are taking additional steps</b>.<sup>lvi lvii</sup></li> </ul>
<p><b>Academics-Practitioners Partnerships on SP</b>            (+) need for academic-practitioner partnerships</p>	<ul style="list-style-type: none"> <li><b>Academics are increasingly engaged in assisting practitioners</b> with SP (i.e. Business Network for Research Sustainability in Canada)<sup>lviii</sup></li> </ul>

xx Aberdeen Group. Greening Today's Products: Sustainable Design meets Engineering Innovation, 2008.

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xxi Aberdeen Group. Going Green: When "Making a Difference Aligns with Market Demand. October 2008.

xxii Toxics Use Reduction in Massachusetts US

xxiii Green Chemistry Initiative in California US

xxiv Design for the Environment (DfE) US

xxv Canada's Chemical Management Plan CAN

xxvi Life-Cycle Assessment (LCA)

xxvii The Investor Environmental Health Network and Rose Foundation for Communities and the Environment Fiduciary Guide to Toxic Chemical Risk. March 2007

xxviii Worldwatch Institute. Socially Responsible Investment Grows Rapidly.

xxix The Social Investment Organization. Canadian Socially Responsible Investment Review 2006. A comprehensive survey of socially responsible investment in Canada. March 2007.

**xxx Ernst and Young Study**

xxxi David Roland-Holst. University of California at Berkeley for Next 10. Energy Efficiency, Innovation and Job Creation in California. October 2008.

xxxii UNEP/ILO/IOE/ITUC Green Jobs: Towards Decent Work in a Sustainable, Low-Carbon World, September 2008.

xxxiii Examples of purchasing programs: Governments Incorporating Procurement Policies that are Environmentally Responsible (GIPPER) CAN and Electronic Product Environmental Assessment Tool

xxxiv Examples of other purchasing programs include Sustainability Purchasing Network CAN

xxxv Toronto Region Sustainability Program CAN

xxxvi Sustainable Manufacturing Initiative (SMI) US

xxxvii Statistics Canada. 2002. Environment Industry Survey: Business Sector.

xxxviii Canadian Pollution Prevention Information Clearinghouse

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xxxix US EPA P2 Programs

xl eco labeling organization

xli Innovation Canada

xlvi HANSA|GCR Green TECHpulse™ '08. Business Topline. August 2008.

xlvi Ottawa Citizen. Green strategies are paying off for retailers in unexpected ways. Friday, September 12, 2008.

xlv Examples of CSR reporting include: Intel, Staples, and Caterpillar

xlv KPMG International Survey of Corporate Responsibility Reporting 2008

xlvi KPMG International Survey of Corporate Responsibility Reporting 2008

xlvii CERES-ACCA North American Awards for Sustainability Reporting 2007. Report of the Judges. pp 15.

xlviii KPMG International Survey of Corporate Responsibility Reporting 2008

xlix KPMG International Survey of Corporate Responsibility Reporting 2008

l KPMG International Survey of Corporate Responsibility Reporting 2008

li Aberdeen Group. Green is the New Gold. 2008.

lii CERES-ACCA North American Awards for Sustainability Reporting 2007. Report of the Judges. pp 15.

liii Business Alliance for Local Living Economies

liv Electronic Product Stewardship Canada

lv Stewardship Ontario (CAN)

lvi Toward a Zero Waste Future: Review of Ontario's Waste Diversion Act, 2002.

Discussion Paper for Public Consultation October 2008 Ontario Ministry of the Environment.

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Ivii Northwest Product Stewardship Council (US)

Iviii Business Network for Research Sustainability (CAN)



**Appendix V:**  
**SCP Workshop Paper #3: Sustainable Consumption and  
Production Perspectives on a North American Vision**

November 5, 2008

**Sustainable Consumption and Production  
Perspectives on a North American Vision**

Prepared for:

**US-Canada Regional Meeting on Sustainable  
Production and Consumption  
Background Paper #3**

Prepared by:

**Five Winds International**

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## Discussion Questions:

1. How could we best encourage an innovative, entrepreneurial, cooperative spirit that would foster SCP thinking and action in North America?
2. Can you describe what the North American market would look like in 2022 if we made significant progress on SCP?
3. What are the most important SCP concepts that should guide our actions over the next two decades?



## CONTEXT

This paper is one of three commissioned for the Joint Canada- US Regional Meeting on Sustainable Consumption and Production taking place November 6<sup>th</sup> and 7<sup>th</sup> 2008, in Washington DC. This North American discussion on sustainable consumption and production is being undertaken in support of the Marrakesh Process (see Appendix C) and it comes at an interesting and challenging time. Never before has the “social consciousness” and market interest in environment and sustainability issues been higher. At the same time we have witnessed over the past few weeks a drastic collapse in financial markets and a large erosion of trust in the financial system. This situation may represent an opportunity to address some of the fundamental improvements needed to accelerate the shift to more sustainable forms of consumption and production.

The objective of this paper was to take stock of stakeholder priorities and interests, and to better understand where North America should be focusing with respect to policies, programs and activities that will support a shift to more sustainable forms of production and consumption. To achieve this, a series of interviews were undertaken with a selection of stakeholders from a wide range of sectors (e.g. governmental, non-governmental, industrial), and interest groups (e.g. producers, consumers, environmental and social advocates).

This paper documents the perspectives heard in the interviews and it also draws on the experience of the authors from working with industry, government and civil society organizations to advance sustainable consumption and production over the last twenty years.

This paper is not a comprehensive review of sustainable consumption trends and production innovations. Rather it draws upon the informed opinions of a select group of individuals to explore; the importance of SCP for industrial strategy, competitiveness and innovation, priority issues and leading examples, the role of government and the market, as well as ways to effectively address barriers to shifting to SCP. The sample size was small and does not represent a full stakeholder consultation SCP, but rather the select view of knowledgeable individuals from different stakeholder groups.

Many ideas are proposed and the merits of each will certainly need further vetting and evaluation. There are also areas that have not been adequately profiled (e.g. social priorities within SCP) that will need to be added to the discussion of SCP in North America. Having noted these limitations, the reader is encouraged to use the paper as an informed starting point for discussion on the future of SCP in the North American context.

## A VISION FOR NA

If real progress were to be made on sustainable consumption and production by 2020 what would that look like? Some perspectives from the interviews:

- Sustainability will be integrated into government, industry and consumer decision-making. SCP would then be obsolete as a topic –it would be obvious.
- Major targets will have been reached (e.g. GHG reductions).
- Wealth will be more equitably distributed.
- There will be real progress on measureable things – energy, waste, recycling, reuse – all moving in the right direction.
- There will be more local energy production and fewer exports and imports. Energy supply would be decentralised.
- There will be a bigger underground economy/ barter system.
- Companies will take a real leadership role in CSR.
- Sustainable consumption and production considerations will be woven into donor strategies – transfer of technology and expertise to developing world.
- Individuals will have greater courage to pursue, and tolerance for, different lifestyles (i.e. less consumption, less desire for the latest and the greatest).
- There will be no need for labels – all products will be produced sustainably.
- We will have lower unemployment.
- A carbon tax or cap and trade system would be in place.
- Cities will be denser and no energy inefficient homes would be built and no one will drive inefficient cars.
- The economy will be more service oriented and bartering and free cycling will be widespread
- There will be less landfill use, less toxins released to the environment, and increased quality of life.
- Industry will collaborate more on solutions.
- Public/consumers will be more in tune with choices they are making and live less materialistic lifestyles
- Energy independence will be a reality.
- Innovations in energy, green technology, and closed loop system will be widely adopted.

- Our thinking will shift from me to us.
- People will value time and relationships over material goods.
- Civil society will play a more important role in daily life. People will be engaged in community life.

It is important to note that these responses demonstrate the optimism of those interviewed although most acknowledged that they were being overly ambitious in describing their vision as being in place by 2020.

## THE IMPORTANCE OF SCP AND PRIORITIES

Advancing SCP is vital for modernizing NA industrial strategy, achieving competitiveness and spurring innovation. In many areas (e.g. green buildings, organic foods, energy supply) markets are starting to reward leading companies that produce more sustainable products and services. Government has a role to play in accelerating this type of activity across more sectors and beyond the leading companies within those sectors. Without a more focused and concerted effort from business, government and civil society NA is at risk of falling behind (or further behind than it already is) other regions, particularly Europe.

For NA an industrial model that includes such strategies as product policies, producer responsibility, emissions trading, high standards, sustainable resource management, offers more promise models that rely on cheap inputs to production, low cost and quality, and weak standards. Aggressively progressing toward SCP represents an opportunity for NA to become a leader in knowledge, expertise, and technology areas that will be critical for all countries to adopt in the 21<sup>st</sup> century.

There are three high level priorities that need to be addressed with respect to meaningfully advancing SCP in the NA market:

“We want to be technology makers not technology takers”  
 “We will lose competitiveness if we do not make SCP a primary driver of industry strategy”  
 “We need to have industrial strategy which works towards the future and not the past”  
 “As we use markets to make things better we can tunnel through the damage created in NA and develop better technologies, expertise and knowledge for export”  
 “There is a critical mass of companies that get it, but they are still playing at the edges – there is not the step changes happening that we need”

- **Developing a vision and policy framework**  
to establish SCP as a priority for government, industry and civil society. This vision and framework needs to be compelling enough to ensure SCP becomes firmly integrated into decision-making processes in areas such as industrial strategy, economic policy and government purchasing. The framework should be clear, and spur industry to integrate environmental, social and broader based cost considerations into its strategy, business planning and core business processes (procurement and supply chain management, capital expenditures, operations, product and technology development, sales and marketing).
- **Achieving a level of awareness of the importance of SCP** that will cause behavioral change – this will deepen the understanding and raise the importance of SCP and support more informed choices. Currently SCP is not a priority issue for

many decision-makers. Without a deeper understanding of why SCP is linked to key policy objectives (e.g. climate change, economic development, productivity) and business priorities (e.g. efficiency, market access, innovation) discussion of opportunities to advance SCP will stall.

- **Making step change progress (e.g. factor 4 and factor 10 improvements)** on critical issues that must be addressed to move toward SCP (e.g. the footprint of the primary energy supply, the sustainability of the resource base, emissions of greenhouse gases and other pollutants from key sectors, improvements in material efficiency and associated reductions in resource consumption, radical reductions in wastes and supply chain improvements). Achieving the level of improvement required will require many changes including widespread adoption of solutions, aggressive pricing of externalities, removal of institutional barriers to change, improvements in standards, and investments in research.

## EXAMPLES AND LESSONS

While there are some promising examples of more sustainable approaches to production, the majority of current activity is “playing on the edges” and does not represent the leaps in efficiency that are required.

Promising examples that were noted in the interviews include; corporate leadership on strategy and the setting of bold goals (e.g. Interface, DuPont) hybrid engine technology (e.g. Toyota), green building standards/rating schemes (e.g. USGBC and CaGBC), supply chain initiatives (e.g. Mountain Equipment Co-op, Patagonia and Wal\*Mart), sustainable forest management (e.g. FSC Certification), improved products (e.g. Seventh Generation), product labeling and corporate reporting, emergent product take back schemes (e.g. HP and Xstrata) and financial sector support for innovative social enterprise business models (e.g. VanCity).

There were no top of mind examples related to consumption although the emerging work on the carbon footprint of products may help raise the attention of consumers.

From what has been done, or discussed, to date there are a number of lessons that can be drawn.

- A strong policy and regulatory framework that sets the direction and goals, but not the detailed steps, to more sustainable forms of production and consumption is essential.
- Standards for quality and performance (e.g. durability, efficiency), need to be more aggressive.
- Credible, verified information on the sustainability attributes of materials, products and services will help government, industry and consumers make informed choices.
- Leaders need to be rewarded and government must not shy away from this. Conversely laggards need to be penalized.
- Externalities must be priced.
- Industry needs to set bold goals and take responsibility for putting good products in the marketplace.

“Wal\*Mart can get credit for NA action, but globally it drives lowest cost production not sustainable production”  
“Best examples haven’t emerged yet”

- Leadership matters, price matters, and size and position in the supply chain matters (the Wal\*Mart and GE effect) when it comes to affecting meaningful change.

One key challenge that needs to be overcome is that while technology and markets have made some significant improvements in per unit efficiency, ultimately they rely on rising consumption (to sell more units). The implications in a global market are significant since improvements in efficiency can be undermined (in terms of absolute impacts) by increased worldwide sales.

## ACTIONS

Perspectives on the role of government have not changed significantly since the discussions at the UNCED conference in Rio de Janeiro. Governments still need to show leadership – by making SCP a policy priority and developing the framework (e.g. strategy, goals and associated policies and legislation) to guide others. They also need to integrate sustainability into purchasing, research and industry support programs (particularly for SMEs). A primary role for government is convening stakeholders to address critical issues (e.g. carbon capture and storage). In the view of some it may be time for government to consider restrictions on “unsustainable” products.

There are a number market levers that can be utilized to initiate, or accelerate, SCP. In general these actions will require industry to do its part to support the internalizing of externalities.

Lending, insurance and investment practices should incorporate sustainability criteria (in some cases this is already being done). Industry generally needs to commit to the continuous improvement of performance in key areas (e.g. energy, materials, water, emissions and waste) and investments in research on step change or breakthrough technologies and products. The advertising industry and their clients have a role to play in communicating the value of more sustainable products and services. This is obviously a challenge to the current business model for this industry and a solution is not obvious at this time. Businesses can also combine their purchasing power to stimulate innovation and reward companies that produce more sustainable solutions. Consumers need to make their preference known for more sustainable products.

Other specific actions necessary to ensure progress toward SCP include.

- Getting the price right on greenhouse gas emissions and a range of other negative impacts of production.

“The sustainable products are overpriced where as the cheap products are more easily accessible and affordable because externalities are not costed. This is an example of market failure.”

“Need better credible shorthand

*Government can exercise five main powers*

1. regulatory power – continue to raise the bar for industry
2. taxation power – shift taxes from good things (like incomes) to bad things (like pollution, carbon etc.)
3. purchasing power – institute green procurement policies to help create markets and to act as role models
4. convening power – bringing people together to discuss issues and solutions
5. recognition power – to applaud noble efforts

Ray Anderson, Interface  
Source: Interview from  
Environmental Sustainability  
Framework Project  
Pollution Probe/Five Winds  
2006

- Ensuring the business, environmental and social value of producing more sustainable products is widely understood.
- Leveraging the purchasing power of governments to spur innovation toward more sustainable products.
- Integrating aggressive sustainability requirements into performance standards on a wide range of products.
- Supporting and rewarding first and early adopters of more sustainable technologies and practices. This support needs to come from governments, customers and consumers (e.g. through research incentives, recognition, regulatory relief and preferential purchasing/contracts).
- Support and help for SMEs who lack financial and technical resources needs to be made available. This support can come through government financing and incentive programs, tool development, research support as well as business to business partnerships.

Relationships and partnerships within supply chains also need to be enhanced to identify improvement opportunities. These types of partnerships need to be built in a way that ensures the sharing the benefits and value of the identified improvements, rather than one big player dictating the approach and capturing all the benefit.

## SUPPORTING THE MARKET

To accelerate the market penetration of products with positive sustainability attributes it will be necessary to educate consumers, government and industry purchasing managers on the value of these products. As noted above the price will also need to be “right” and this can be supported by 1) pricing externalities 2) removing subsidies for “unsustainable” products and 3) utilization of life cycle costing tools. In addition, strong performance standards will support market penetration as will building sustainability into a product’s brand (i.e. sustainable products have higher value and function well). Implementation of such standards will need to keep in mind the effect on small and medium size companies as well as larger firms. Credible labeling schemes will be needed and in some circumstances government support may be needed to overcome market barriers (e.g. longer ROI periods for housing retrofits). One observation was that poverty alleviation will help improve some consumer’s ability to purchase more sustainable products and services.

Consumption and its impacts, driven by population growth and desire for material wealth, is the sleeping giant that represents the greatest barrier to achieving sustainable development. To address consumption governments need to tread carefully. A number of interests (e.g. developing and emerging economies, many companies and governments at all levels) are not comfortable talking about limiting consumption. Rather than talking about reducing consumption it is better to focus on over consumption and wasteful consumption. Consumption can be addressed through a number of mechanisms such as:

- Standards that eliminate waste (of energy, material, water etc...);
- Taxes that penalizes wasteful consumption;
- Incentives for high natural resource efficiency and huge disincentives for low efficiency;

- Regulation of waste per capita; and
- Quicker write downs for responsible activities.

A more challenging aspect of consumption is the prevailing NA mindset that shopping and material wealth lead to happiness. For many people today “big” (cars, houses, toys) is still better, but there is a segment of the NA population that understands that material wealth is not necessarily the key to happiness. To address this efforts are required to shift our view of people as rapacious consumers to seeing ourselves as contributing citizens. The advertising and marketing industry and their clients have a large role to play here, but so does education. Individuals need a better understanding of the product systems that are behind their purchases.

Another challenge raised was the notion of “shadow effects” which refers to unintended negative results/impacts that can arise from an activity; for example, the effects on food production from shifting to certain biofuels. This speaks to the need to be very comprehensive when evaluating solutions and the need to avoid addressing a narrow set of priorities but rather to consider a broad set of technical, environmental and social aspects of solutions(e.g. when evaluating relative sustainability performance of technologies, projects and products). Evaluations schemes and labelling programs that focus on a narrow range of environmental criteria may not produce the optimal results.

“The market is a poor place to protect whales”

“It’s inherently difficult to sell a sustainability message if there isn’t a market need/request for that message”

“Financing is a huge impediment in some sectors, particularly green building. We need to change the thinking away from the payback time to recover the cost of the retrofit or additional expense to a longer timeframe”



## SUPPLY CHAIN COOPERATION

Shifting to more sustainable forms of consumption and production will require greater cooperation within value chains and among competitors. Fostering this type of cooperation can be supported by:

- Promoting and supporting industrial ecology partnerships where outputs of one system become inputs to another.
- Increasing transparency of the emissions profiles and life cycle impacts of product systems and supply chains so that areas requiring attention and collaboration can be identified and prioritised.
- Establishing centres of excellence to foster cooperation on solutions (e.g. carbon capture and storage in the energy sector) and to develop a strong business case and motivation for supply chain partnerships to support SCP.
- Establishing more sustainable purchasing networks.
- Document best practices, case studies and conduct pilot projects and share the results widely.
- Encouraging industry associations to bring companies together to address common issues and solutions related to SCP (keeping in mind the need to be careful of competitive and proprietary issues).
- Developing codes of practice and where appropriate third party audit and certification systems to monitor performance.
- Building on the experience of end-of-life requirements which have resulted in supply chain collaboration.

The “ground is shifting; increased accountability for the value chain will be a catalyst for change”

Supply chain initiatives were seen by many as offering one of greatest opportunities for improvement.

## SUMMARY

Among those interviewed there was strong agreement around three main points: Pricing externalities, building understanding and creating a vision, and dramatic improvements in efficiency. Taking the ideas elaborated here and developing them into a vision and framework for action would be the next logical step. Doing this in a way that builds widespread buy-in and commitment from senior decision-makers in industry, government and civil society is critical.

There was surprisingly little mention in the interviews of the need for a business case and associated decision-making tools. This is perhaps due to a strong belief among thought leaders that the business case is obvious and that the mechanics of how to move forward have already been sufficiently elaborated (e.g. by Hawken, Hart, Lovins, Friedman, Willard, Senge etc...) to make significant progress. These approaches and tools include life cycle analysis, corporate sustainability frameworks, business case methodologies, management systems, product design tools, industrial ecology models and many others. We do not lack an understanding among thought leaders on how to move forward on SCP, what is lacking, is widespread understanding of the urgency of the situation, a plan of action on the specific steps to move forward, and the political will to act on the plan.

Political will is critical. The type of progress required cannot be made by grassroots action alone. Nor is the inspired leadership by a handful of industrial leaders sufficient. Certainly industry has



the responsibility to make meaningful progress on SCP, and consumers need to do their part but Governments have the responsibility to make SCP a priority. This means leading the development of the framework and taking a leadership role where it has the greatest influence.

## APPENDIX A: INTERVIEW QUESTIONS

The experts interviewed were asked to respond to a series of questions related to sustainable consumption and production. In some cases written responses were provided and in others telephone interviews were conducted.

Question 1. In your view what are the priority issues with respect to improving NA progress toward more sustainable consumption and production?

Question 2. What is your perspective on the importance sustainable consumption and production for industrial strategy, competitiveness, and innovation?

Question 3. What are the best examples in North America of industry improving the sustainability performance of products or service it provides? Processes and technologies?

Question 4. What can be learned from these examples?

Question 5. What is the best way to make these types of activities common business practice?

Question 6. What is the role of government in translating the lessons learned into public policy?

Question 7. How can the marketplace be used to change business behaviour and consumer behaviour?

Question 8. Many 'sustainable products' are not widely available, are sometimes perceived as inferior quality, or are unaffordable for average consumers. How can access to 'sustainable products' be improved?

Question 9: How can governments intervene most effectively to reduce consumption or its impacts?

Question 10: Shifting to more sustainable forms of consumption and production may require greater cooperation within value chains and among competitors, what are the best means to foster this type of cooperation?

Question 11: Can you describe what the NA market would look like in 2020 if we made significant progress on sustainable consumption and production?

## APPENDIX B: STAKEHOLDERS INTERVIEWED

The following individuals were either interviewed or provided written responses to the questions. It is important to note that listing these individuals here in no way implies their endorsement of this paper or the ideas it puts forward. The paper represents the author's interpretation of the results of the interviews.

Bryan Smith - Sustainability Author, Educator and consultant

Peter Dauvergne - University of British Columbia Senior Advisor to the President, Professor and Canada Research Chair, Office of the President, University of British Columbia

Paul Tebo - Retired DuPont Executive, Educator and Consultant

Lorraine Smith - Canadian Business for Social Responsibility

James Riordan - Executive Director, Environment Canada, Regulatory Innovation and Management Systems

Coro Strandberg - former Board member Vancity, Sustainability Advisor to the Vancouver Olympic committee and consultant

Marlo Raynolds - Executive Director, Pembina Institute

Nonita Yap - School of Environmental Design and Rural Development, University of Guelph

Mike Hales - Corporate Environmental Compatibility Program Dow Corning

Al Ianuzzi - Director, World Wide Environment, Health & Safety Johnson & Johnson

Jennifer Gaalswyck - Corporate Manager, Product Stewardship, Armstrong Flooring

Sara Kerr - United Technologies Corporation

Emmanuel Prinet - Executive Director, One Earth Initiative.

Derek Nighbor - Senior Vice President, National Affairs - Retail Council of Canada

John Smiciklas - Research In Motion (RIM)

Ron Shimizu - Executive Director, Canadian Centre for Pollution Prevention

Annika Tamlyn - Policy Advisor, National Round Table on Environment and Economy

Claude Andre Lachance - Government and Public Affairs Director, Dow Canada

Bob Willard - Sustainability Author and Advisor

## APPENDIX C: THE MARRAKESH PROCESS

The Marrakech Process is a global process to support the elaboration of a 10-Year Framework of Programs (10YFP) on sustainable consumption and production, as called for by the WSSD Johannesburg Plan of Action<sup>[1]</sup>. The goals of the process are to:

- to assist **countries** in their efforts to green their economies
- to help **corporations** develop greener business models
- to encourage **consumers** to adopt more sustainable lifestyles.

In support of the Marrakech Process, in November 2008 a joint Canada-US regional meeting on Sustainable Consumption and Production will be held in Washington DC. The meeting will focus on some key questions, namely:

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<sup>[1]</sup> <http://esa.un.org/marrakechprocess/>

- What are the basic principles, concepts and vision for sustainable consumption and development in the U.S. and Canada?
- Of the large number of SCP activities already underway throughout Canada and the U.S., which can contribute significantly to the Marrakesh process?
- What specific regional SCP priorities and issues should be addressed in more detail in subsequent meetings?
- What additional actions over the next year can help increase understanding of SCP and encourage constructive engagement in all parts of society, and promote follow through on ideas from this meeting?

To prepare for this meeting, stakeholders come from a wide range of sectors (e.g. governmental, non-governmental, industrial), and interest groups (e.g. producers, consumers, environmental and social advocates) were interviewed about their priorities and views on sustainable production and consumption in the North American context. A particular focus was on gaining a Canadian perspective on the questions outlined above.

**Appendix VI:**  
**North American Workshop on SCP: The Marrakech Process**  
**and the 10 Year Framework of Programs on SCP**



## Marrakech Process on Sustainable Consumption and Production

United Nations



Division of Technology, Industry and Economics • Sustainable Consumption and Production Branch • [www.unep.fr/pc](http://www.unep.fr/pc)  
United Nations Department of Economic and Social Affairs • Division for Sustainable Development

### What is the Marrakech Process?

The Marrakech Process is a global multi-stakeholder process to support the implementation of Sustainable Consumption and Production (SCP) and the elaboration of a 10-Year Framework of Programmes on SCP (10YFP). The proposal of the 10YFP will be reviewed by the Commission on Sustainable Development (CSD) during the 2010/11 two-year cycle. The Process responds to the call of the WSSD Johannesburg Plan of Implementation to support the regional and national initiatives to accelerate the shift towards SCP patterns, thus de-linking economic growth from environmental degradation.

UNEP and UN DESA are the leading agencies of this global process, with an active participation of national governments, development agencies, business and industry, civil society and other stakeholders. The first meeting devoted to developing the 10 YFP took place in Marrakech, Morocco in June 2003, hence the name.

### Phases of the Marrakech Process

The development of the 10YFP consists of the following phases:

- Organising regional consultations to promote awareness and identify priorities and needs for SCP;
- Building regional programmes and implementation mechanisms with regional and national ownership, to be endorsed by the relevant regional institutions;
- Implementing concrete projects and programmes on the regional, national and local levels to develop and/or improve SCP tools and methodologies, with the Task Forces as the main implementation mechanisms;
- Evaluating progress, exchanging information and encouraging international cooperation and coordination, through the international review meetings.
- Securing and incorporating multistakeholder inputs on the elaboration of the 10YFP which will be reviewed at the CSD18 and CSD19.

>><http://esa.un.org/marrakechprocess/index.shtml>

### Regional Consultations and Strategies

Various regional consultations have been held in Africa, Asia-Pacific, Europe, Latin America and the Caribbean, North America and the Arab States, during which each region identified its needs and priorities for achieving SCP. These consultations are contributing to the development of regional

programmes on SCP. Africa has launched its 10-Year Framework of Programmes on SCP with the institutional support of AMCEN, NEPAD, the African Union, UN ECA and UNEP. Latin America has also developed its regional Strategy on SCP and set up a Regional Council of Government Experts on SCP supported by the regional Forum of Ministers of Environment. The European Commission has launched its Action Plan on SCP. Asia Pacific has set up a Regional SCP Help Desk and is implementing a regional Green Growth Initiative. The Arab region is developing its SCP strategy.

>><http://www.unep.fr/scp/marrakech>

### National Programmes and Indicators on SCP

A Manual has been published providing practical steps for the development, implementation and monitoring of national SCP programmes. The manual also explores possibilities of including SCP in existing national policies and strategies such as those on Sustainable Development and Poverty Reduction Strategies.

The manual includes SCP indicators and best practices. It is complemented by an online clearinghouse. Training workshops and demonstration projects have been implemented in over 15 countries.

The Marrakech Process is also supporting emerging economies in promoting SCP. National SCP roundtables have been held in China, India, Brazil and South Africa.

>><http://www.unep.fr/scp/marrakech/>

[consultations/national/](#)

### International Review Meetings

International review meetings are organised every two years in order to report on progress, share experiences and coordinate international cooperation to develop the 10YFP. The first Meeting was held in Marrakech (2003) where the process was launched. The Second International Meeting in Costa Rica (2005) shifted the emphasis from consultation and priority setting to implementation, launching new implementation mechanisms: the Marrakech Task Forces and the Cooperation Dialogue with Development Agencies.

The Third International Meeting was held in Stockholm (2007). The meeting reviewed key elements of the 10YFP and launched two new mechanisms of the Marrakech Process: the Business and Industry Forum and the NGO Forum, and proposed to set up a Marrakech Process Advisory Committee.

>><http://esa.un.org/marrakechprocess/index.shtml>



## Marrakech Process on Sustainable Consumption and Production - Project Brief



### Advisory Committee

The Advisory Committee to the Marrakech Process was launched in May 2008. It consists of representatives of governments, business and NGOs. Its main responsibilities are to: i) assist in the development of the 10YFP providing feedback and inputs on draft proposals; ii) provide expert advice on other activities under the Marrakech Process; iii) support the dissemination and communication strategy of the Marrakech Process being developed by UNEP and UNDESA and iv) assist in securing financial support for the Marrakech Process.

### Marrakech Task Forces

In order to support the implementation of concrete projects, and to focus on specific themes of SCP, the Marrakech Task Forces have been created with the participation of experts from developing and developed countries. The Marrakech Task Forces are voluntary initiatives led by governments which – in co-operation with other partners – commit themselves to carrying out a set of concrete activities at national or regional level that promote a shift to SCP patterns. So far, seven Task Forces have been created:

- Cooperation with Africa (led by Germany),
- Sustainable Products (led by United Kingdom),
- Sustainable Lifestyles (led by Sweden),
- Sustainable Public Procurement (led by Switzerland),
- Sustainable Tourism (led by France),
- Sustainable Buildings and Construction (led by Finland),
- Education for Sustainable Consumption (led by Italy).

The Marrakech Task Forces are building North-South cooperation and implementation mechanisms, as well as developing and piloting SCP tools to support the shift towards SCP and the elaboration of the 10YFP.

The Task Forces are carrying out a range of activities such as: an eco-label project in Africa; national action plans on SCP; capacity building to promote sustainable public procurement; projects and networks to encourage more sustainable products; tools and strategies for sustainable tourism, policy recommendations on sustainable buildings focusing on energy efficiency; promotion of sustainable lifestyles, development of guidelines on education for sustainable consumption, etc.

>><http://www.unep.fr/scp/marrakech/taskforces/>

### UN Inter-agency Network on SCP

This network purpose is to: i) increase awareness on the Marrakech Process among the UN Agencies; highlighting their potential role and the benefits of engaging in promoting and implementing SCP; ii) involve the UN Agencies in the formulation of the 10YFP; iii) build cooperation and partnerships on SCP among the UN Agencies and a broad range of stakeholders; and iv) increase the coordination and coherence

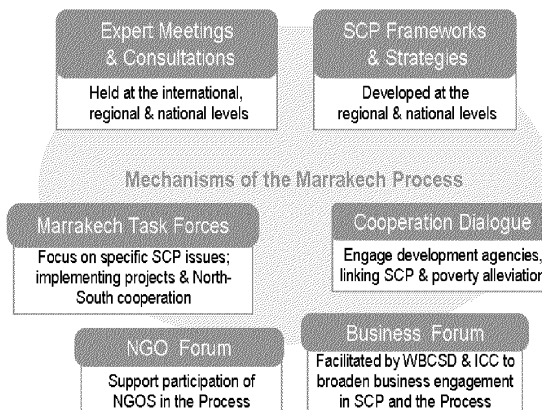


Figure 1: Mechanisms of the Marrakech Process

of SCP activities within the work programmes of UN agencies.

>><http://esa.un.org/marrakechprocess/index.shtml>

### Cooperation Dialogue with Development Agencies: Common agenda on SCP and poverty reduction

Another important mechanism for implementing SCP is to work together with development cooperation agencies and development banks. The Cooperation Dialogue aims at highlighting the contribution of SCP policies and tools to poverty reduction and sustainable development, and better integrating SCP objectives in development plans. SCP can contribute to the achievement of the UN Millennium Development Goals. For developing countries, SCP offers new opportunities such as creation of new markets and job generation, improved management of natural resources, and delinking economic growth from environmental degradation. It is also an opportunity to leapfrog to more resource efficient, environmentally-sound and competitive technologies.

The Cooperation Dialogue which comprises representatives from development agencies and SCP experts met for the second time at the Stockholm meeting (June 2007), making recommendations for more effective integration of SCP and poverty alleviation policies.

>><http://www.unep.fr/scp/marrakech/dialogue/>

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**Appendix VII:**  
**North American SCP Workshop Bulletin: A Summary**  
**Report of the North American Workshop on**  
**Sustainable Consumption and Production, Published**  
**by the International Institute for Sustainable**  
**Development**





# *North America SCP Workshop Bulletin*

Volume 156 Number 1 - Sunday, 9 November 2008

## NORTH AMERICAN WORKSHOP ON SUSTAINABLE CONSUMPTION AND PRODUCTION

6-7  
NOVEMBER  
2008

The **North American Workshop on Sustainable Consumption and Production (SCP)** took place from 6-7 November at the George Washington University Law School in Washington, DC, US. The aim of the meeting was to define a regional approach to advance sustainable consumption and production (SCP) in North America that also contributes to the global Marrakech Process. The meeting was attended by 60 experts from government, the United Nations (UN), academia, non-governmental organizations, business and industry. Five sessions were held, addressing: **what SCP means and ideas for a unifying vision, concepts and principles for North America; the current status of SCP in the region; strategies to advance a regional SCP Framework; North American priorities for SCP action; and the way forward both regionally and in terms of the global Marrakech Process.**

The workshop's discussions and outcomes will feed into the Marrakech Process, which is designed to support the development of a ten-year framework of programmes (10YFP) on SCP. The 10YFP will be considered by the UN Commission on Sustainable Development (CSD) and its eighteen and nineteenth sessions, in 2010-2011.

### **BRIEF HISTORY OF SUSTAINABLE CONSUMPTION AND PRODUCTION (SCP) AND THE MARRAKECH PROCESS**

Sustainable consumption and production (SCP) was addressed in Agenda 21, a key outcome of the UN Conference on Environment and Development held in Rio de Janeiro, Brazil, in June 1992. In particular, chapter four of Agenda 21 focuses on unsustainable patterns of production and consumption, and on national policies

and strategies to encourage changes in unsustainable consumption patterns.

The topic was subsequently taken up at the multilateral level by the UN Commission on Sustainable Development (CSD), which in 1995 adopted an International Work Programme on Changing Consumption and Production Patterns.

In 2002, the development of a 10-Year Framework of Programmes (10YFP) on SCP was included in the Johannesburg Plan of Implementation (JPOI) adopted at the World Summit on Sustainable Development. Under the JPOI, governments agreed to “encourage and promote the development of a 10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems.” The JPOI establishes that a 10YFP should address, where appropriate, the delinking of economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste.

In 2003, CSD adopted a multi-year programme work for the period 2004-2017, to be organized as a series of two-year, action-oriented “implementation cycles.” Each two-year cycle is expected to consider a thematic cluster of issues, and a suite of cross-cutting issues. One of the cross-cutting issues for every cycle is “changing unsustainable patterns of consumption and production.” For the 2010-2011 cycle, the 10YFP was identified as a major theme.

The Marrakech Process was also launched in 2003. This global, multi-stakeholder process was designed as a follow-up to the JPOI, and aims to support the elaboration of a 10YFP. As part of the Marrakech Process, a series of regional and national consultations have been held. In addition, seven “Marrakech Task Forces” were established. The Task Forces focus on sustainable products and public procurement, sustainable buildings and construction, sustainable tourism, sustainable lifestyles, education for sustainable consumption, and cooperation with Africa. At the regional level, African and Latin American governments have developed regional programmes on SCP, Asia-Pacific governments have set up a regional information center, and the European Union has announced an Action Plan on SCP.

In May 2008, an Advisory Committee of the Marrakech Process was established. The Committee, which includes representatives from all regions and the Marrakech Task Forces, provides advice on elaborating a 10YFP and aims to generate more political commitment and support. The UN Environment Programme (UNEP) and UN Department of Economic and Social Affairs (DESA) are acting as the Committee’s Secretariat.

The 10YFP will be the subject of discussions at the CSD at its eighteen and nineteenth sessions in 2010-2011. In 2010, CSD will review progress on SCP, as well as best practices, lessons learned and case studies. In 2011, the CSD is expected to consider the 10YFP.

## **REPORT OF THE WORKSHOP**

### ***OPENING OF THE WORKSHOP***

On Thursday morning, 6 November 2008, Jay Benforado, Senior Advisor for Sustainable Development Partnerships at the US Department of State, opened

and moderated the meeting. He introduced the opening speakers, who provided an overview of the workshop, the goals of the meeting, and the wider context in terms of the Marrakech Process.

Lee Paddock, Associate Dean for Environmental Law Studies at George Washington University Law School, noted some progress to date, including the growth in organic and locally-grown agriculture and the US Environmental Protection Agency's Energy Star programme. He also noted action in some states on electronic waste, and the future risks and opportunities of nanotechnology. He noted the prominence given to energy efficiency by US President-elect Barack Obama, and argued that the current economic crisis makes discussions on SCP particularly timely.

Amy Fraenkel, Director of UNEP's Regional Office for North America, welcomed participants to the first formal North American regional meeting on SCP, stressing that for this process North America is composed of the US and Canada, while Mexico belongs to a different group. She reported that other regions have held SCP meetings and that all of these events are contributing to the Marrakech Process. She highlighted this event as an opportunity to share lessons learned and best practices and to consider gaps, and encouraged concrete and substantive dialogue on how to move forward. She thanked the Governments of the US and Canada and colleagues in the UN system for their role in preparing for this meeting.

**GOALS OF THE MEETING:** Rachel McCormick, Deputy Director of the Sustainable Development Division, Department of Foreign Affairs and International Affairs, Canada, stressed the need for interactive dialogue among all key stakeholders. She reported on various initiatives in Canada, including a commitment of CAN\$550 million to establish Sustainable Development Technology Canada to support eco-efficient technologies. She said this workshop is an opportunity to understand activities in North America and contribute to the Marrakech Process, and noted that this event would feed into discussions on SCP at the CSD. She said CSD's focus on partnerships aimed at implementing sustainable development, and on identifying what approaches do and do not work.

John Matuszak, Division Chief for Sustainable Development and Multilateral Affairs in the US Department of State's Office of Environmental Policy, said this meeting would identify practical ideas for moving forward on SCP and for providing input to CSD-18 and CSD-19. He suggested that the focus of Agenda 21 on SCP had been reinforced at WSSD with the call for a 10YFP. He also highlighted action at the US national, state and local levels, and said this meeting was an opportunity to share best practices and lessons learned from both successes and failures.

**MARRAKECH PROCESS:** Charles Arden-Clarke, Head of the Goods and Services Unit in the SCP Branch of UNEP's Division of Technology, Industry and Economics, spoke about the Marrakech Process. He suggested that regional consultations are essential to building the 10YFP, and highlighted the need to share information and identify gaps that will feed into CSD-18 and CSD-19. He drew attention to a first draft document that outlines what a 10YFP might look like, and said written input has been requested by 12 December 2008. He also outlined various phases in the Marrakech Process, including: regional consultations; building regional strategies/action plans; developing implementation mechanisms and demonstration projects; and reporting and evaluating progress and exchanging information experience at the international level. He stressed that the 10YFP should deliver support down to the regional and national level, and that many

developing countries need technology, support and know-how.

Chantal Line Carpentier, Sustainable Development Officer, DESA, highlighted the work that will be undertaken at CSD-18 and CSD-19. She underlined the importance of involving key stakeholders beyond just governments (known in the CSD process as the “major groups”). She noted that previous CSD policy sessions usually resulted in a negotiated text and a non-negotiated outcome. In the case of CSD-19, she said this might involve a negotiated section establishing a common understanding or overview, and a non-negotiated outcome setting out regional priorities. In terms of a common understanding, she noted the need to recognize concerns of both developed and developing countries, and consensus around the value of a life-cycle approach.

### ***SESSION ONE: WHAT SCP MEANS AND IDEAS ON A UNIFYING VISION, CONCEPTS AND PRINCIPLES***

On Thursday morning, participants shared their perspectives on what SCP means and shared ideas on a unifying vision, concepts and principles for North America.

James Riordan, Executive Director, Regulatory Innovation and Management Systems, Environment Canada, introduced this topic. He highlighted the existing mindset of “he who dies with the most toys, wins!” He stressed the need to change this to “he who lives the most sustainable lifestyle, wins!” Riordan pointed out that regulation is not always effective, consumption and production must be dealt with simultaneously, and governments tend to focus on supply rather than consumption.

In the ensuing discussion, many participants underscored the important role of information, education, and language in communicating the SCP agenda to consumers and producers, with some speakers outlining the importance of finding appropriate language both for decision makers and users. Participants also talked about workplace partnerships and the important linkage to jobs, input from consumer groups, and products. One participant noted that North America has high-input agriculture and urban development, as well as transportation systems dependent on motor vehicles, and a perceived tie between energy security and national security.

The role of the youth in SCP was stressed, with several speakers identifying the need to make SCP “cool.” Speakers also addressed the need for more action and less incremental change, as well as taking quantum leaps that focus on, and harness, opportunities for technology development and innovation.

Some participants urged using the current economic crisis as an opportunity to address market failures, create positive market signals, and improve pricing strategies and policies. The group highlighted the need to engage the corporate sector and defined the need to map-out what a sustainable future holds.

Participants also addressed the need for government leadership, particularly in bringing stakeholders together, seeking harmonization among labeling and standard-setting initiatives, and resolving definitions of SCP-related actions. Several spoke about governments’ important role in social marketing for SCP, as well as the need to recognize the different levels of government such as state, provincial and local authorities.

**LUNCHTIME SPEAKER:** Marian Chertow, Associate Professor of Industrial Environmental Management at the Yale School of Forestry and Environmental

Studies, shared a series of stories and personal experiences from China, the US and elsewhere that illustrated SCP issues and challenges. She recognized different social, cultural and economic conditions in different countries, increasingly sophisticated marketing to different generations and groups, and brand identification among consumers. She also spoke about efficiency gains from “self-organizing systems” and the important role of business and industry. She expressed concern that India, China and other countries are adopting lifestyles and consumption and production patterns of the West. She highlighted the importance of coordination and facilitation, and said donors should support good examples of self-organized cooperation.

One participant commended some innovative work by the UK’s Department for Environment, Food and Rural Affairs. Another participant highlighted the need to bring key stakeholders together to talk about supply chains, suggesting that, as a first step, these groups exchange information, which puts them in a position to take positive actions.

## ***SESSION TWO: CURRENT STATUS OF SCP IN NORTH AMERICA***

This session focused on diverse SCP initiatives already underway in North America, including existing programmes, activities and networks that might help frame a regional approach. The topic was introduced by Jeffrey Barber of the Integrative Strategies Forum, Tania del Matto of My Sustainable Canada, and Jack Luskin of the University of Massachusetts, Lowell. They introduced a survey of North American SCP activities which identified diverse “communities of practices” that rarely communicate or collaborate. Del Matto said the need is to connect the pieces and create partnerships.

In the subsequent discussion, one participant said the workshop should focus on what more to do on the ground, and on lessons North America can share with the world. Others pointed out that North America also needs to consider lessons already learned in other regions.

One participant suggested Home Depot’s promotion of Forest Stewardship Council (FSC) certified products as an example of SCP in action. Another pointed out that many wood producers still do not see the economic benefit of participating in FSC certification.

Workshop moderator Jay Benforado then asked for further examples of working SCP initiatives. Responses included the development of: sustainable tourism; the Energy Star programme; organic produce; product take-back/re-manufacturing; car pooling; the US Commerce Department’s Sustainable Production Awareness tools; supply chain initiatives; Adbusters’ “Buy Nothing” Day; tools and calculators based on life cycle analysis; the fair trade movement; and socially-responsible investments.

Following up on this, Jeffrey Barber noted that many existing initiatives were targeting essentially “low hanging fruit” focused on efficiency that make good business sense and are politically palatable. He urged a focus on sufficiency-related measures that can change the economic culture and structure.

The group also discussed how to measure and quantify the success of SCP initiatives. Several participants noted the lack of a metric for success, which made it difficult to assess how SCP initiatives have contributed to “bending the arc” of unsustainable consumption.

One participant proposed focusing on “consumer domains” such as food and agriculture, shelter and domestic energy, and transportation and sustainable mobility. He further proposed that public health be seen as an overarching meta-category. Participants also addressed the need to change cultural norms, and stressed the importance of making the business case for consumer and industry-related behavioral changes.

At the end of the session, workshop moderator Jay Benforado asked the group to consider a possible list of needs and priorities for North America in the context of the Marrakech Process. He indicated that other regions had already considered a list and indicated their particular concerns. Participants highlighted as priorities a range of issues. In terms of institutional and policy support priorities, they highlighted enabling SCP policies and instruments. With regards to cross-sectoral issues, they emphasized sustainable manufacturing and value chains and sustainable procurement. In terms of sectoral approaches, they stressed mobility, buildings and construction, and food and agriculture. Finally, with regards to natural resources management, they highlighted water and energy use, as well as materials management.

Responding to a question on the importance of a negotiated CSD text on SCP, some participants said this did not rate as being a key priority. However, one participant stressed the impact of multilateral outcomes, particularly the climate change negotiations that are expected to conclude with an agreement in Copenhagen, Denmark, in December 2009. He suggested that a climate change agreement would have huge implications for SCP.

### ***SESSION THREE: LOOKING FORWARD: STRATEGIES TO ADVANCE A REGIONAL SCP FRAMEWORK IN NORTH AMERICA***

Kevin Brady, Director of Five Winds International, presented findings from a stock-taking exercise of various stakeholders in North America to help identify priorities for a possible regional SCP framework and opportunities for advancing SCP in North America. He noted agreement among stakeholders on the critical importance of pricing externalities, building understanding and creating a shared vision, and dramatic improvements in efficiency. He also highlighted observations on the need for more collaboration, integrating sustainability in production systems, more energy efficiency, and a carbon tax and/or cap-and-trade system, standards, social marketing, investments in research and development, education of bureaucrats, and leadership. Arguing that change requires vision, skills, incentives, resources and an action plan, he suggested that a clear vision is still lacking in terms of SCP.

Workshop moderator Jay Benforado asked for reaction to the paper’s proposals for a North American SCP strategy focused on awareness-raising amongst decision-makers to build understanding of what is needed; setting a vision and policy framework; and significant change on critical issues. On awareness raising, some participants felt the public also needed to have their awareness enhanced to create support for change. There was some discussion about how best to frame the issue. Regarding the vision and change, discussion focused on whether incremental or transformational change should be sought, how aspirational the vision should be, and how best to define SCP and sustainable growth. Some participants also urged including a monitoring/evaluation component in the strategy.

Participants also discussed: whether climate change has become the wedge for

rethinking development; what metrics might be useful to measure SCP progress; the role of services in SCP; how best to utilize the pricing mechanism to prompt SCP; the difference between assessing and communicating risks and benefits; and whether increased efficiency should be a central goal.

#### ***SESSION FOUR: NORTH AMERICAN PRIORITIES FOR SCP ACTION***

On the morning of Friday, 7 November, participants considered how to advance SCP in North America, including which specific issues merit attention and how a shift to SCP can be accomplished.

Claude-André Lachance, Director of Public Policy for Dow Canada, said “business is in the business of making money” but there is no inherent contradiction between sustainability and a market-based approach. Stating that the challenge is to incentivize innovation, research and societal change that support SCP, he said the market can contribute to SCP with the right incentives and motivations.

Tima Bansal, Associate Professor at the Richard Ivey School of Business, said business schools teach corporate leaders the model of success achieved by companies such as Walmart, which has global reach and large sales, kills competition, takes control of supply chains, and prefers self-insurance of employees. Such business school models focus on growth, marketing, and increasing sales, rather than SCP. She concluded that SCP meetings should include more business representatives and SCP skeptics, and urged more collaboration and cooperation.

Edwin Piñero, Director of Rochester Institute of Technology’s New York State Pollution Prevention Institute, noted his previous roles on the US Federal Environmental Executive and the President’s Council on Environmental Quality. Reflecting on discussions on SCP under the current US administration, he said there had originally been concerns about how to make SCP practical, as well as a desire for tools, metrics, and concrete plans. He urged a focus on sustainable production practices, which would then facilitate sustainable consumption. He warned against focusing on trying to negotiate an internationally-binding commitment, and said the goals and targets and specific details should be left to individual countries and stakeholders to develop.

Dianne Dillon-Ridgley, environmentalist, human rights activist and a director at Interface, Inc., stressed mindset changes and clear language as critical to SCP. She challenged society’s current assumption that “if something isn’t growing then it’s dying.” Responding to Tima Bansal’s comments on Walmart, she observed that China does not have the type of corporate dominance in the retail sector that Walmart has achieved in the US, since the top 100 retailers in China have less than 10 percent of the market share. She also stressed poverty reduction as a critical consideration, noting that it is an externality that has not yet been fitted into business structures.

In the ensuing discussion, one participant said industry needed more incentives to act, such as a higher tax on landfill. Another said big companies such as Walmart will act on SCP if their reputation or brand is put at risk. Participants also spoke about the need to reach out to stakeholders to define a common vision on SCP and identify obstacles, tools, strategies, and roles. The respective roles of individuals, the corporate sector and society were all discussed.

Responding to a question about the role of government, Edwin Piñero said it had multiple roles that could potentially support SCP, including as a policy maker and

regulator, a partner with business and other groups, a designer of incentives, and a key consumer of goods and services.

On the role of business, Claude-André Lachance said companies were more interested in profit margins than in product volume. As an example, he cited the invention of a termite trap that attracts the termite, describing how it uses a much smaller volume of chemicals than previous termite-control techniques, while profit margins have increased.

Workshop moderator Jay Benforado then asked participants to focus on the conceptual framework for SCP activities in North America, opportunities for additional emphasis and action, and North America's contribution to global SCP.

Most participants agreed that North American SCP work should be "framed" utilizing the life cycle approach adopted by other regions, although it was pointed out that some issues such as sustainable transport do not easily fit into that approach and may need to be treated separately. Some participants suggested that the North American framework should set out specific roles for each category of actors, such as governments, business, and consumers. There were also suggestions to establish timelines identifying steps that can be taken now, and longer-term actions. One participant suggested breaking down roles, tasks and timelines by sectors.

Several participants warned against over-emphasizing sustainable consumption, since North America has many lessons and technologies to share regarding sustainable production. The group also discussed how best to engage different stakeholders and give them a sense of ownership in the process.

Several participants stressed the importance of developing good metrics so that those engaged in SCP implementation can know that they are moving in the right direction and making meaningful progress.

Participants also debated whether to focus primarily on the North American SCP dialogue or to take into account the wider Marrakech Process and provide substantive input to the CSD discussions. Most agreed that this is first and foremost a regional dialogue, but some said it should also consider whether or not North America will be actively engaged in the CSD and Marrakech processes.

### ***FINAL SESSION: THE WAY FORWARD***

The final session took place late Friday morning, with workshop moderator Jay Benforado asking the group to consider next steps and how to move forward.

Participants started by identifying a range of areas for further discussion. These included:

- addressing resource issues;
- including SCP or greening approaches in processes emanating from the current economic crisis;
- collecting the work and visions of different groups;
- applying SCP issues to the current CSD cycle themes;
- developing a roadmap and a collective understanding of what SCP really means;
- utilizing the international, multi-stakeholder processes already underway and ensuring greater government engagement in this work;
- providing information to the public regarding sustainability choices;



- supporting greater engagement and ownership;
- evaluating what aspects of the SCP approach are working and what can be replicated;
- identifying other meetings that could be used to raise the SCP agenda;
- identifying sectoral themes and best practices;
- ensuring greater North American engagement in the Marrakech Process Task Forces; and
- proposing additional Task Forces, such as one on sustainable agriculture.

Participants also suggested linking SCP into the Millennium Development Goals and the needs of developing countries, and potentially streamlining certification processes and labels.

Regarding next steps, the group expressed support for a second meeting to bring together a larger community of practice and other stakeholders. Some participants stressed the need for financial support for NGOs, civil society and grassroots organizations.

Participants also spoke in favor of continuing to work on the draft template of SCP programmes and ensuring more involvement of stakeholders in its further development. One participant said an advisory group should be convened in advance of the next workshop, which could be tasked with identifying participants and working on developing a vision for North America. Several participants also supported an interactive online forum for collaboration that will allow SCP conversations to continue.

In their closing remarks, the workshop organizers thanked participants and workshop moderator Jay Benforado. They noted that a workshop report and “Co-Chairs’ summary” would be circulated to all participants. The meeting closed at 12:48 pm.