



# North American Actor and Activity Map On Sustainable Consumption and Production (SCP)



Produced with the support of  
Industry Canada



Industry  
Canada Industrie  
Canada

**Author: Emmanuel Prinot**

With: Danette Moulé, Vanessa Timmer and Dagmar Timmer

March 2011

**ONE EARTH INITIATIVE SOCIETY**

#1205 – 1255 Main Street

Vancouver, BC

Canada V6A 4G5

Phone: +1 604.669.5143

E-mail: [info@OneEarthWeb.org](mailto:info@OneEarthWeb.org)

Web: <http://www.OneEarthWeb.org>

The **One Earth Initiative Society** (incorporated in Sept. 2007) is a not-for-profit research and advocacy group based in Vancouver, BC, dedicated to transforming unsustainable consumption and production patterns locally, nationally and internationally.

## Acknowledgements

The One Earth Initiative Society would like to thank the following individuals for their contributions, guidance and insights:

Jeffrey Barber, Annukka Berg, Josh Brandon, Janis Brizga, Daniel Cheng, Maurie Cohen, Tania del Matto, Doreen Fedrigo, Lisa Hemingway, Sylvia Lorek, Jack Luskin, Emilie Ouellet, William Rees, Robert Rattle, Ryan Rutley, Ron Shimizu, Sheila Smith, Linda Varangu, Georgina Wainwright-Kemdirim, Ken Whitehurst, Nonita Yap.

One Earth gratefully acknowledges the financial support from Industry Canada.



**Cover design:** Nichole Borgal

# Table of contents

<b>Acknowledgements</b> .....	<b>3</b>
<b>Executive Summary</b> .....	<b>7</b>
<b>List of acronyms</b> .....	<b>10</b>
<b>List of figures</b> .....	<b>10</b>
<b>1. Introduction</b> .....	<b>11</b>
1.1 A growing network of actors in North America.....	11
1.2 Communities of practice.....	12
1.3 Defining and interpreting sustainable consumption and production .....	13
1.4 Building on what already exists: Developing a blueprint for SCP.....	14
<b>2. Objectives and scope of this paper</b> .....	<b>18</b>
2.1 Why is this necessary? .....	18
2.2 Methodology.....	20
<b>3. Creating the map</b> .....	<b>20</b>
3.1 Goals of mapping .....	20
3.2 Using the map and developing it further .....	21
<b>4. Entry points: Mapping the network of actors</b> .....	<b>21</b>
<b>4.1 WHO</b> .....	<b>23</b>
4.1.1 Communities of practice.....	23
4.1.2 Actors .....	23
4.1.3 Geography .....	24
4.1.4 Target audiences / engaging stakeholders.....	24
<b>4.2 WHAT</b> .....	<b>25</b>
4.2.1 Concepts and frameworks .....	25
4.2.2 Themes .....	26
4.2.3 Critical issues .....	26
<b>4.3 HOW</b> .....	<b>27</b>
4.3.1 Tools, approaches and instruments.....	27
4.3.2 Power and influence.....	28
4.3.3 Scale of change .....	28
<b>5. Existing organizations and networks: Some examples</b> .....	<b>29</b>
5.1 The tip of the iceberg .....	29
5.2 Measuring the effectiveness of these communities and their campaigns .....	29
<b>6. The business case for sustainable consumption and production</b> .....	<b>29</b>
6.1 What SCP means for business and industry .....	29
6.2 Key opportunities for business / industry .....	30
<b>7. Policy recommendations for consideration</b> .....	<b>31</b>
7.1 Shifting the sustainable consumption and production governance context.....	32
7.2 Strengthening research.....	34
<b>Bibliography</b> .....	<b>35</b>
<b>Appendix A: Examples of groups, networks, associations and individual organizations in Canada and USA</b> .....	<b>41</b>
Investment.....	41
Socially / environmentally responsible investment .....	41

Government / green public procurement / purchasing .....	43
Ethical investment guidelines .....	45
Financial institutional reform .....	45
Environmental Pricing .....	45
Subsidy reform and eco-taxes / tax shifting .....	45
Production .....	46
Industrial ecology / eco-industrial networking .....	46
Life cycle analysis / material flow analysis .....	46
Pollution prevention, clean production and sustainable manufacturing .....	47
Closed loop systems .....	48
Extended producer responsibility .....	48
Hazardous / toxic use reduction, waste, products and technologies .....	49
Full cost accounting .....	49
Eco-efficiency .....	50
Workplace standards .....	50
Environmental management systems and accounting .....	50
Environmental certification systems .....	51
Environmental impact assessments .....	51
Corporate social responsibility .....	51
Corporate sustainability reporting .....	55
Eco product design / design for environment .....	56
Biomimicry .....	56
Cradle-to-cradle .....	56
Product stewardship .....	57
Design for sustainability .....	57
Dematerialization .....	57
Green / sustainable chemistry .....	58
Service economy .....	58
Social ventures / entrepreneurship .....	58
Distribution and marketing .....	61
Eco labelling / certification .....	61
Packaging .....	64
Transport .....	64
Fair / sustainable trade .....	65
Lifestyles of health and sustainability (LOHAS) .....	66
Local exchange trading systems (LETS) / time banks .....	66
Needs / Values .....	67
Redefining progress / wellbeing .....	67
Happiness research .....	69
Indicators for sustainability .....	70
Impact analysis .....	70
Defining and measuring sustainability .....	70
National policy frameworks .....	71
Sustainable production and consumption as a practice .....	72
Social justice / human rights-based approach .....	73
Good governance and democracy .....	73
Poverty reduction / extreme poverty eradication .....	74
Ensuring human livelihoods and capabilities .....	74
Community and regional planning and development / local sustainability .....	74
Local self-reliance .....	76
Bioregionalism .....	77
Green communities, eco-villages and transition towns .....	77
Community economic development .....	78
Health and wellbeing .....	79
Consumption .....	79
Conscious / sustainable consumption education and information .....	79
Lifestyles .....	80

Voluntary simplicity / sufficiency .....	80
Downshifting .....	81
Green living .....	81
Local food movement .....	82
Sustainable consumption research and information.....	82
Consumer rights and protection.....	83
Right to know.....	86
Advertising reform.....	86
Consumer action.....	86
Ethical consumerism.....	87
Extractive Industries Sector .....	88
Corporate Social Responsibility.....	88
Social licensing .....	88
Social and environmental impact assessment and mitigation.....	88
Community resource management.....	88
Emissions and waste .....	89
Hazards management .....	89
End-of-life management .....	89
Waste reduction and prevention .....	89
Zero waste .....	90
Integrated waste management .....	90
Material reuse and recycling .....	90
Composting .....	90
Bioconversion .....	91
Landfill sustainability.....	91
Incineration / waste-to-energy .....	91
<b>Appendix B: Sustainable consumption and production in the context of the United Nations .....</b>	<b>92</b>
<b>Appendix C: Timeline of the national, regional and international dialogue on sustainable consumption and production.....</b>	<b>94</b>

## Executive Summary

Sustainable consumption and production (SCP) is a powerful concept, because it provides a holistic framework through which to talk about how goods and services are conceived, produced, marketed, distributed and consumed, as well as the needs and values that underpin this production / consumption system. In North America, there is little knowledge of ‘who is doing what, where’ within the sustainable consumption and production network; in other words, who the actors are and what activities they are undertaking to shift production and consumption patterns. Identifying this growing network of actors will support more systemic action on sustainable consumption and production. Failing to understand the system as a whole (and who is operating within its component parts) is a key barrier to significant progress at the scale and pace required. By applying a systems approach, actors and networks can design high-impact innovations and solutions that trigger breakthrough action. Further, they can avoid small-scale, incremental or even dead-end solutions that distract and undermine large-scale shifts.

### Aim

This report – a North American Actor and Activity Map on Sustainable Consumption and Production – helps fill the systems gap by mapping out actors and activities in Canada and the USA. The overall aim of this report is to contribute to an actor and activity map on SCP in North America. Specific objectives include:

- Identifying some of the key groups, networks, industry associations and civil society organizations engaged in advancing sustainable consumption and production in North America;
- Developing a set of categories or entry points for a broader inventory of tools, practices and approaches that help capture the diversity and complexity of the sustainable consumption and production system and the actors working within it;
- Suggesting areas for additional and promising activity for cross-sectoral and bilateral collaborations; and
- Providing recommendations to government for consideration on the possible roles for government to support sustainable consumption and production.

### A growing social network in North America

- Within the broader social network for sustainable development, there is a movement to achieve sustainable consumption and production patterns.
- The SCP network of actors promotes concepts and initiatives including corporate social and environmental responsibility, industrial ecology, fair trade, eco-labelling, socially responsible investment, government procurement, education for sustainability, redefining progress, health and wellbeing, voluntary simplicity and sustainable lifestyles.
- One of the defining characteristics of the network of actors is its focus on the *root causes* of unsustainability (how and why we consume and produce things) rather than an emphasis on social and ecological *symptoms* including the emergent impacts on human society and the ecosphere.

- One useful way to talk about a network is through the *communities of practice* that constitute it. In essence, these are groups who form around a specific practice and target leverage points in the system — places where forces can be applied to bring about change.
- Using “communities of practice” to examine the SCP network of actors is an effective way to find commonality in a network that is otherwise very diverse in terms of the actors undertaking the activities. Differences include the following:
  - Scales at which initiatives and projects are taking place;
  - Variety of tools that organizations use to achieve their respective goals;
  - Underlying assumptions under which each group operates;
  - Jargon and vocabulary that is distinct to each community; and
  - Themes and particular focus areas that drive the members’ activities.

### **Sustainable consumption and production: Complex and difficult to define**

- There is no widely accepted or standard definition for SCP. Much like sustainability, it is a complex notion which is understood and explained in various ways by different groups.
- The complex nature of SCP often renders its component parts invisible. Some actors create bridges with similar groups or other communities of practice. Others do not necessarily connect or engage with others in or across communities.

### **Creating an Actor and Activity Map**

- Because the network is fragmented and largely invisible to itself and to others who are not familiar with SCP, this Actor and Activity Map project is a way to empower the growing network of actors.
- This report paints a clearer picture of the scope and scale of this network of actors by providing a map of the players and insights into their projects and initiatives through a combination of diagrams and schemas, definitions, lists of actors, and entry points used in discussing SCP patterns.
- Appendix A of the report features examples of groups, networks, associations and individual organizations in Canada and USA.

### **Policy recommendations for consideration**

The Government of Canada is encouraged to engage in the following activities to help North America adopt more sustainable consumption and production patterns, and to support the communities of practices working towards this goal.

#### **1. *Shifting the sustainable consumption and production governance context***

- Identify a **ministerial and departmental lead** on the sustainable consumption and production file, supported by a **cross-departmental coordinated federal effort**, by clear **budget lines** and by high-level **political commitment**.
- Create a **multi-stakeholder, national lead agency on SCP** to act as an independent advisor on SCP, and which would report to the Prime Minister.



- Engage different federal departments, levels of government, the private sector, civil society, media, retail, academia and other key players through a **National Roundtable on Sustainable Consumption and Production**.
- Create a **stand-alone, Government-of-Canada sustainable consumption and production website** that would act as a focal point and portal of information.
- Engage a diversity of actors from across Canada in consultations about the **Sustainable Consumption and Production Framework** currently being considered.
- Continue to **engage actively in international processes** linked to SCP.
- **Maintain an open dialogue with the United States** so that each country can keep the other up to date regarding their respective initiatives, and to coordinate initiatives that would be mutually beneficial.
- Develop clear **long-term sustainability visions and targets** that address the scale and the urgency of the issue.

## ***2. Strengthening research***

- The Government of Canada is encouraged to support continued research on SCP and related topic areas. This includes research into some of the most difficult, yet strategic, questions that lie at the heart of our currently unsustainable consumption and production patterns.
- There is a need for support in **developing a “concept” or language map** to build on this report’s Actor and Activity Map. A concept map would help identify the key concepts, ideas, jargon and assumptions used by different actors engaged in SCP, illustrate the definitions of and relationships amongst core concepts, terms, tools and approaches within the field of SCP.

## List of acronyms

CEC	Commission for Environmental Cooperation
CSCP	UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production
CSD	UN Commission on Sustainable Development
DFAIT	Canada's Department of Foreign Affairs and International Trade
EEB	European Environmental Bureau
EU	European Union
GDP	Gross Domestic Product
IIED	International Institute for Environment and Development
IISD	International Institute for Sustainable Development
MBIs	Market-based instruments
NGOs	Non-governmental organizations
NSDs	National Sustainable Development Strategies
NASCA	North American Sustainable Consumption Alliance
SCP	Sustainable Consumption and Production
SDC	Sustainable Development Commission (UK)
SERI	Sustainable Europe Research Institute
UK	United Kingdom
UN	United Nations
UNEP	United Nations Environment Programme
US(A)	United States (of America)
WBCSD	World Business Council for Sustainable Development
WWF	World Wildlife Fund
10YFP	10-Year Framework of Programmes for Sustainable Consumption and Production

## List of figures

Figure 1.4	Revealing the sustainable consumption and production system
Figure 1.5	Sustainable consumption and production communities of practice
Figure 4.1	Categorizing entry points using “Who”, “What” and “How”
Figure 4.1.2	Triangle of change
Figure 4.1.4	DEFRA's seven-population segments
Figure C	Dialogue on SCP timeline

# 1. Introduction

## 1.1 A growing network of actors in North America

“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.”

– Albert Einstein

Current global consumption patterns are unsustainable. Based on the facts and trends outlined in this [WBCSD] document, it is becoming apparent that efficiency gains and technological advances alone will not be sufficient to bring global consumption to a sustainable level; changes will also be required to consumer lifestyles, including the ways in which consumers choose and use products and services.

- 2008 World Business Council on Sustainable Development,  
*Sustainable Consumption: Facts and Trends from a Business Perspective*

At the 2002 United Nations World Summit on Sustainable Development, world leaders acknowledged that “fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development” (Department of Economic and Social Affairs, 2002, Ch. III). Worldwide efforts are falling significantly short of reversing the worsening ecological and social trends. This is recognized by major actors across sectors, including in the business community. As early as 1993, the World Business Council on Sustainable Development stated that “industrialised world reductions in material throughput, energy use, and environmental degradation of over 90% will be required by 2040 to meet the needs of a growing world population fairly within the planet’s ecological means” (BCSD, 1993, p. 10), and these ideas are developed further in their more recent (2008) report entitled *Sustainable Consumption: Facts and Trends from a Business Perspective*.

Sustainable consumption and production (SCP) is a powerful concept, because it provides a holistic framework through which to talk about how goods and services are conceived, produced, marketed, distributed and consumed, as well as the needs and values that underpin this production and consumption system. Indeed, the scale and scope of the ecological, economic and social challenges that emerge from our unsustainable consumption and production patterns requires a “systemic approach” in order for these patterns to be transformed effectively. This whole-systems perspective is essential, and “while whole-systems thinking does not automatically yield sustainable production and consumption systems, *sustainability cannot be achieved in the absence of whole-systems thinking*” (Anarow et al., 2003, p. 10).

The actors engaged in shifting these patterns can be clustered into *communities of individuals and networks*, whether they are part of government, business and industry, civil society, labour, or any other group or category, working within their sector or across sectors. They aim to promote concepts and initiatives such as corporate social and environmental responsibility, industrial ecology, fair trade, eco-labels, socially responsible investment, government procurement, education for sustainability, redefining progress, health and wellbeing, voluntary simplicity and

sustainable lifestyles, among many others. In North America, there is little knowledge of ‘who is doing what, where’ within the SCP community, and one of the goals of this report is to identify some of the key groups, networks, industry associations and civil society organizations engaged in advancing SCP in North America, and the activities they are undertaking to shift some part of the production / consumption system. The intention of this report is also to hold up a mirror to these various groups, as from inside this network, it is easy to underestimate the overall size of the SCP community by judging its expanse solely based on the actors and networks that each organization is directly connected to. The benefits of a systems view of the network of actors are detailed in Section 2.1 and include empowering the network, avoiding ineffective duplication, and finding areas for common action to move beyond incremental to system-wide change. Failing to understand both the system as a whole and who is operating within its component parts is a key barrier to significant progress at the scale and pace required. By applying a systems approach, actors and networks can design high-impact innovations and solutions that trigger breakthrough action. Further, they can avoid small-scale, incremental or even dead-end solutions that distract and undermine large-scale shifts.

## **1.2 Communities of practice**

One of the defining characteristics of the movement to advance SCP patterns (Barber, 2007; Barber *et al.*, 2008) is its focus on the *root causes of unsustainability* (how and why we consume and produce things) rather than on social and ecological *symptoms* and the emergent impacts on human society and the ecosphere<sup>1</sup>. In essence, the diverse and seemingly unrelated groups, networks, individuals, associations and organizations working at all scales on these issues are united by the fact that they target a particular component of the production / consumption system—even though they may not self-identify as being part of such a network of actors, as will be examined below and depicted in Figure 1.5.

One useful way to talk about the network of actors around SCP is through the *communities of practice* that constitute it. “Community of practice” is a term coined by cognitive anthropologists Jean Lave and Etienne Wenger, and “describes a group of people who share an interest, a craft, and / or a profession. The group can evolve naturally because of the member's common interest in a particular domain or area, or it can be created specifically with the goal of gaining knowledge related to their field” (Lave & Wenger, 1998). In essence, these groups of communities form around a specific practice which targets one of the leverage points of the SCP system.

The term *leverage points* refers to a place in a system where force can be applied. These are points of power and the term is often used to refer to interventions that provide high leverage – “places in the system where a small change could lead to a large shift in behaviour” (Meadows, 1999). In thinking about consumption and production patterns and the actors engaged in shifting these patterns as a *system*, this concept of ‘leverage points’ reveals its conceptual power because it highlights those ways of thinking and approaches that lead to system-wide and long-term change. Senge (1990) writes:

---

<sup>1</sup> Symptoms and negative impacts include poverty, declining health, lack of sanitation, deforestation, climate change, ecosystems degradation and the loss of biodiversity, growing disparities within and between generations, soil erosion, and toxicity in the environment

The bottom line of systems thinking is leverage—seeing where actions and changes in structures can lead to significant, enduring improvements. Often leverage follows the principle of economy of means: where the best results come not from large-scale efforts but from small well-focused actions. Our non-systematic ways of thinking are so damaging specifically because they consistently lead us to focus on low leverage changes: we focus on symptoms where the stress is greatest. We repair or ameliorate the symptoms. But such efforts only make matters better in the short run, at best, and worse in the long run.

Anarow and his colleagues make a similar point by stating that “interventions are often made without support from a comprehensive whole-systems model, and without sufficiently accurate systems metrics for feedback” (Anarow et al., 2003, p. 10). As mentioned above, the communities of practice engaged in SCP are focused on finding these root causes and high leverage changes rather than focusing only on symptoms, and they benefit from a whole-systems perspective and approach to their activities.

### **1.3 Defining and interpreting sustainable consumption and production**

The present research has revealed that there is indeed no widely accepted or standard definition for sustainable consumption and production. Groups working with or representing business and industry tend to look at SCP more from a life-cycle and value-chain perspective, and emphasize competitiveness, innovation and productivity as key drivers from the production-side of the equation. These process-oriented descriptions take into account the different stakeholders that should be involved in the process, and focus on the lifecycle of goods and services to make it more sustainable. However, they do not go as far as to question prevailing lifestyles and the cultural norms that underpin our consumerist society (Assadourian, 2010), an aspect that is key for some communities of practice working on SCP, and ultimately do not address the question of *which* products and services should actually be available on the market in a sustainable society (Maniates, 2010).

A working definition of SCP, which captures the holistic and systemic nature of the concept including means and ends, describes SCP as “a system providing for human needs, improving social and economic security and quality of life for all people, including future generations, while protecting the ecosystems upon which human life depends” (Barber & Hajdu, 2007) p. 4). This definition has also been recently included in the United Nations’ 3<sup>rd</sup> Draft of the 10 Year Framework of Programmes as an alternate to the 1994 Oslo definition. The holistic nature of SCP, and the necessary systemic approach, is acknowledged in the Background Paper #1 that was prepared for the first North American Workshop on SCP held in Washington DC in November 2008. The paper presents SCP in the following way:

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 (p. 4).

This particular description of SCP illustrates the various dimensions of the SCP system and highlights some of the key objectives that the communities of practice are trying to achieve in order to transform unsustainable consumption and production patterns.

The lack of a satisfactory definition for sustainable consumption and production, and the various interpretations and understandings of what the SCP system encompasses, underscores the need for much more research and dialogue around this concept, the communities of practice that underpin it, the points of intervention those communities of practice are acting upon, as well as the effectiveness of SCP campaigns. This gap can be filled over time as the process of mapping the actors and activities that make up the SCP network in North America unfolds, and as dialogue within and between the communities of practice continues to develop.

#### **1.4 Building on what already exists: Developing a blueprint for SCP**

Important work to identify the component parts and actors of the consumption / production system has been undertaken, amongst others, by the Organization for Economic Cooperation and Development (OECD)<sup>2</sup>, Sustainable Consumption Research Exchange (SCORE)<sup>3</sup>, Sustainable Consumption Research and Action Alliance (SCORAI)<sup>4</sup>, The Center for a New American Dream<sup>5</sup>, The Story of Stuff<sup>6</sup>, the Wuppertal Institute for Climate, Environment and Energy<sup>7</sup>, the Copenhagen Resource Institute (CRI)<sup>8</sup> and the World Business Council on Sustainable Development (WBCSD)<sup>9</sup>. In North America, a long-term systemic initiative to map the SCP network and communities of practice has been undertaken by Jeffrey Barber, Executive Director of Integrative Strategies Forum—a Washington DC-based not-for-profit organization—and Jack Luskin, Adjunct Professor at the University of Massachusetts Lowell and Senior Associate Director at the University's Toxics Use Reduction Institute. In the late 1990s, they, along with several like-minded colleagues and organizations, recognized the potential of creating a network or forum made up of a broad spectrum of organizations from the public and non-profit sectors at every level as a mechanism to foster progress towards SCP (Blackman & Luskin, 2001).

The Lowell meeting led to the creation of the North American Sustainable Consumption Alliance (NASCA<sup>10</sup>), a partnership of people and organizations—communities of practice—working to promote more sustainable consumption and production<sup>11</sup> patterns in Mexico, Canada and the United States. One of NASCA's core programmes was to develop a North American Sustainable Consumption and Production (NASCP<sup>12</sup>) database in an effort to facilitate cooperation among organizations in these three countries, and to be used as a resource by citizens to learn about projects and initiatives they can join, support or replicate in their community. The development of this database was supported by government, institutional, academic and not-for-profit

---

<sup>2</sup> [http://www.oecd.org/topic/0,3373,en\\_2649\\_34289\\_1\\_1\\_1\\_1\\_37425,00.html](http://www.oecd.org/topic/0,3373,en_2649_34289_1_1_1_1_37425,00.html)

<sup>3</sup> <http://www.score-network.org/>

<sup>4</sup> <http://www.scorai.org/>

<sup>5</sup> <http://www.newdream.org/about/campaigns.php>

<sup>6</sup> <http://www.storyofstuff.com/ngos.php>

<sup>7</sup> <http://www.wupperinst.org/en/home/>

<sup>8</sup> <http://www.cri.dk/>

<sup>9</sup> <http://www.wbcd.org/Plugins/DocSearch/details.asp?DocTypeId=251&ObjectId=MzI5MDI>

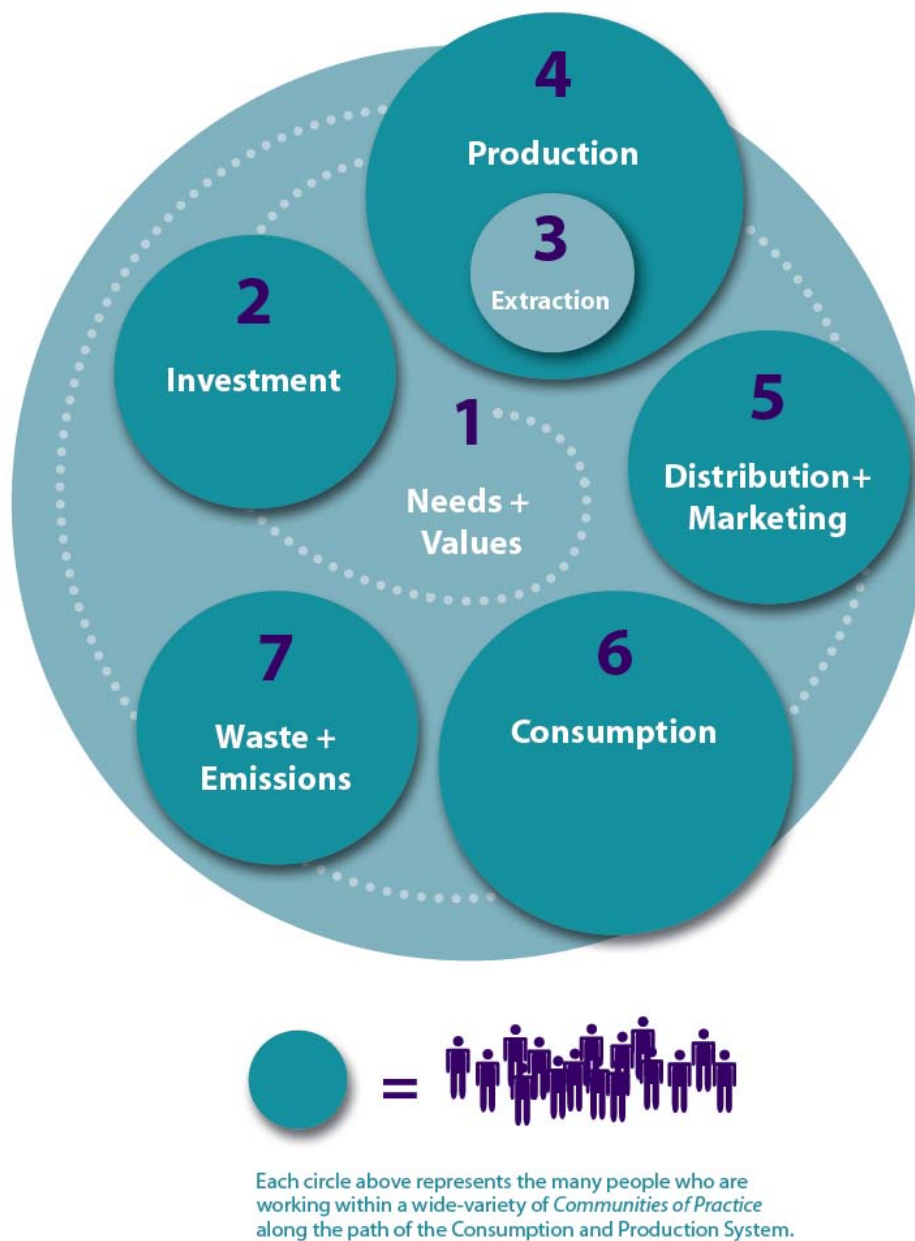
<sup>10</sup> NASCA: <http://nasca.icspac.net>

<sup>11</sup> Although only sustainable *consumption* is mentioned in its name, NASCA's mission statement indicates that “the Alliance recognizes that sustainable consumption and sustainable production are inextricably linked”, and Barber confirms that NASCA gives equal weight to production and consumption.

<sup>12</sup> NASCP database: <http://nasca.icspac.net/db/>

organizations: the Commission for Environmental Cooperation; the Canadian Centre for Pollution Prevention; Environment Canada's National Office of Pollution Prevention; Integrative Strategies Forum; the United Nations Environment Programme; the University of Massachusetts Lowell; and Universidad de Sonora.

Over the years, one of Barber's projects was to explore SCP as a social network of actors. This led him to develop a basic schema for classifying sustainability practices which target particular leverage points within the system and cycles of production and consumption (Barber & Luskin, 2009, p. 6). His communities-of-practice diagram, along with the NASCP database, constitutes a first attempt at mapping the SCP network in North America. Figures 1.4 and 1.5, below, are illustrations that One Earth has developed based on Barber's original model and concept.



**Figure 1.4** Revealing the sustainable consumption & production system

This type of schema is helpful insofar as it reveals the “system” of production and consumption—including intermediary categories such as extraction (of natural resources), investment, distribution and marketing, and waste and emissions—and the interrelationships between its different parts. As illustrated, the cycle moves through various stages, beginning with **human needs** (from basic needs to socially constructed ones) and the **values** through which meeting those needs are expressed (i.e. fighting poverty; protecting natural resources and ecosystems; etc.); these needs and values underpin the whole consumption and production system. Our needs and values dictate the type of **investments** (money; labour; time; natural capital) that society makes to meet those needs. Investment decisions are also made in the fields of education, social programmes, technological development, infrastructure, food production, etc. Investments drive the **production** of the goods and services that are desired, with **extraction** of renewable or non-renewable resources a subsystem of the production process. Goods and services need to be **marketed** and **distributed** to be **consumed** or used, and then disposed of. In our current economic system, a discarded item: can be reused or recycled, composted, incinerated, or sent to a landfill. In any event, **waste and emissions** need to be managed appropriately if they are to contribute to SCP. Ideally, outputs feed back into the production system, closing the so-called “ecological loop”. Although represented in Figure 1.4 as the outcome of consumption, waste and emissions are also the product of extraction, production, and marketing and distribution. Of course, Figure 1.4 is only an abstraction of a much larger and immensely complex system with a variety of thresholds, feedback loops, etc., and the relationships between the component parts are themselves more complex than depicted here. However, having a model of the system is a good starting point to discuss these interrelationships and particularly the drivers that cause unsustainable production and consumption patterns.



## SUSTAINABLE CONSUMPTION AND PRODUCTION ACTORS AND NETWORKS (COMMUNITIES OF PRACTICE\*)



\* *Communities of practice* are the groups, networks, individuals, associations and organizations working at all scales that form around a specific practice which targets one of the leverage points of the production/consumption system.

Figure 1.5 Sustainable consumption and production communities of practice

Building on Figure 1.4 and keeping the sustainable consumption and production system in mind, Figure 1.5 creates a visual map of the specific points of intervention that communities of practices are engaged in, thus bringing to light the diversity of the network of actors that is united in changing parts (or all) of the consumption and production cycle. The list of communities of practice can be used as a catalyst for dialogue, for example, around the accuracy and completeness of the practices represented, and as a tool to convert a complex and abstract concept into something more tangible and understandable.

## **2. Objectives and scope of this paper**

The overall aim of this paper is to contribute to the development of a North American Actor and Activity Map on sustainable consumption and production (SCP). Specific objectives include:

- Identifying some of the key groups, networks, industry associations and civil society organizations engaged in advancing SCP in North America;
- Developing a set of categories or entry points for a broader inventory of tools, practices and approaches that will help to capture the diversity and complexity of the SCP system and the actors working within it;
- Suggesting areas for additional and promising activity for cross-sectoral and bilateral collaborations;
- Suggesting opportunities for business and industry within the sustainable consumption and production network; and
- Providing recommendations to government for consideration on the possible roles for government in SCP.

This paper is focused on North America, but a similar approach could likely be extended to the global SCP network of actors.

### **2.1 Why is this necessary?**

There are a number of reasons why developing an Actor and Activity Map for North America is an important endeavour. It is a key piece of the puzzle to help overcome some of the following challenges facing the SCP network.

- A ‘systemic approach’ is needed to address the scale and scope of the ecological, economic, and social challenges resulting from consumption and production patterns;
- High impact innovations are needed because they trigger changes large enough to matter and avoid the distractions of small-scale, incremental, or even dead-end shifts;
- A ‘systemic approach’ provides individual actors with a sense of their place within a larger system and possibly hope and inspiration that large-scale change is possible; highlights distinct approaches, perspectives and strategies; and allows for collaboration and innovative new thinking across the network;
- A ‘systemic approach’ requires a shared and common understanding of the system. The phrase “sustainable consumption and production” is not clear (nor is the acronym “SCP” generally recognized outside a small field of experts) and is often interpreted differently by various groups and organizations;

- There is no universally accepted definition of sustainable consumption and production, nor is there consensus on the scope of the system that it represents, and in the same vein, illustrations of SCP tend to focus on only part of the production / consumption cycle which can lead to missed opportunities as well as unintended negative impacts on other parts of the system;
- The communities of practice working on particular parts of the SCP system have their own language and jargon, approaches, philosophies and tools, and as a result, may not see themselves as part of a broader network of actors. This can lead to a sense of isolation and frustration that strategies and activities are not matching the scale and scope of change required to shift consumption and production patterns. It can also blind the actors to innovative thinking and approaches being developed in other parts of the network, and to possible ineffective duplication of effort. Translating across these different groups can lead to the identification of common areas for high-impact joint action;
- The NASCP Database provides examples of initiatives, projects and programmes, and thus highlights the willingness in North America to move towards sustainable consumption and production patterns, but the “current dataset is only a small example of the kinds of initiatives taking place” (Barber, 2008, p. 16), and “to maximize the database’s usefulness, potential users need to know of its existence” (p. 16) and expand its content;
- While some communities try to create bridges within their own groups or with other communities of practice, others do not necessarily connect or engage in any particular way with others (for reasons such as not knowing about the existence of other groups), thus limiting the coordination of efforts and the potential for synergies for more effective action and system-wide activities; and,
- Because of the SCP system’s complex nature which often renders its component parts invisible, some communities of practice may feel their particular focus or thematic area is the more important one. Unintended consequences of this mindset can include alienating potential allies stemming from a lack of interest in engaging with them, or even perceiving them as competitors rather than as allies for a common cause.

This paper builds on the NASCP Database and on related research. Because the network of actors is fragmented (Barber *et al.*, 2008) and largely invisible to itself and to others who are not familiar with SCP, this exercise of creating a map of ‘who is doing what, where’ is a way of empowering the growing network of actors. Indeed, revealing that a growing network exists in the first place is an important and powerful way to build a sense of community and shared purpose. Being able to see the network of actors reinforces the notion that one is part of a larger system working for social change, and Parker (2009) concedes that “when people ‘see’ a networked community they tend to believe more in it”. It establishes a basis upon which to discuss the growing network and where it is heading, particularly by supporting the identification of its strengths and weaknesses as well as of opportunities for more effective action. As has been noted, a whole systems perspective reveals key leverage points and places of intervention. It allows those looking at the network to find overlaps in particular approaches and initiatives, and creates an enabling environment for joint action through which groups can support each other and work together around common goals.

This research attempts to paint a clearer picture of the scope and scale of this social network by providing a map of the players and insights into their projects and initiatives through a combination of diagrams and schemas, definitions, historical timelines, lists of actors, and entry points used in discussing SCP patterns. Admittedly, this report is only scratching the surface and is meant to act as a catalyst for much more in-depth and long-term discussion and investigation, and a continued iterative effort to depict a map of SCP actors and activities.

## **2.2 Methodology**

The authors of this report combined desk research, semi-structured interviews of key informants and informal discussions. The report benefited from the support of experts from Canada and the USA—including the key individuals responsible for creating and maintaining the North American Sustainable Consumption and Production (NASCP) database—as well as from abroad.

The desk research consisted of a review of academic, governmental, popular / non-governmental, and international literature related to SCP. The review was used in part to identify the various interpretations and definitions of SCP, and to build an inventory and categorization of the diversity of sectors, focus areas, concepts, tools and approaches in this field. Finally, it contributed significantly to the development of recommendations for action by the government.

The consultations took the form of conversations and semi-structured interviews, and were conducted by phone, e-mail and in person with individual experts, government departments, networks and organizations, to gather insights on how to categorize SCP, and to assemble the list of examples of communities of practice working on some part of the SCP system in North America, and to discuss how SCP is being interpreted by different stakeholders as well as gather their ideas on effective leverage points for social change.

One of the research techniques employed was snowball sampling<sup>13</sup>, which was particularly useful for identifying many of the actors and communities of practice working on changing unsustainable consumption and production patterns in North America. This method, which consists of asking similar questions to many different groups in order to see which commonalities emerge, allowed experts and practitioners to point us towards colleagues, networks, organizations and associations they are aware of or work with for inclusion in the study.

## **3. Creating the map**

### **3.1 Goals of mapping**

The goal of a map is to develop a visual representation of a *space* and the *elements* which exist within that space. In geographical maps, these elements are objects, regions and themes<sup>14</sup>, but elements can also depict relationships and flows amongst individuals, businesses, groups and organizations<sup>15</sup> in the context of social network analysis. The development of a North American Actor and Activity Map is a step towards social network analysis, since it aims to identify the diversity, the nature and the strength of the relationships among communities that are working on some part of the consumption / production system in Canada and the USA.

---

<sup>13</sup> [http://changingminds.org/explanations/research/sampling/snowball\\_sampling.htm](http://changingminds.org/explanations/research/sampling/snowball_sampling.htm)

<sup>14</sup> <http://en.wikipedia.org/wiki/Map>

<sup>15</sup> <http://www.orgnet.com/sna.html>

This report provides partial answers to a number of questions which have been posed by social network-mapping experts Krebs & Holley (2002). Many of the same questions were raised by the participants at the first North American Workshop on Sustainable Consumption and Production held in Washington in November 2008 (*Co-Chairs' Summary and Workshop Report*):

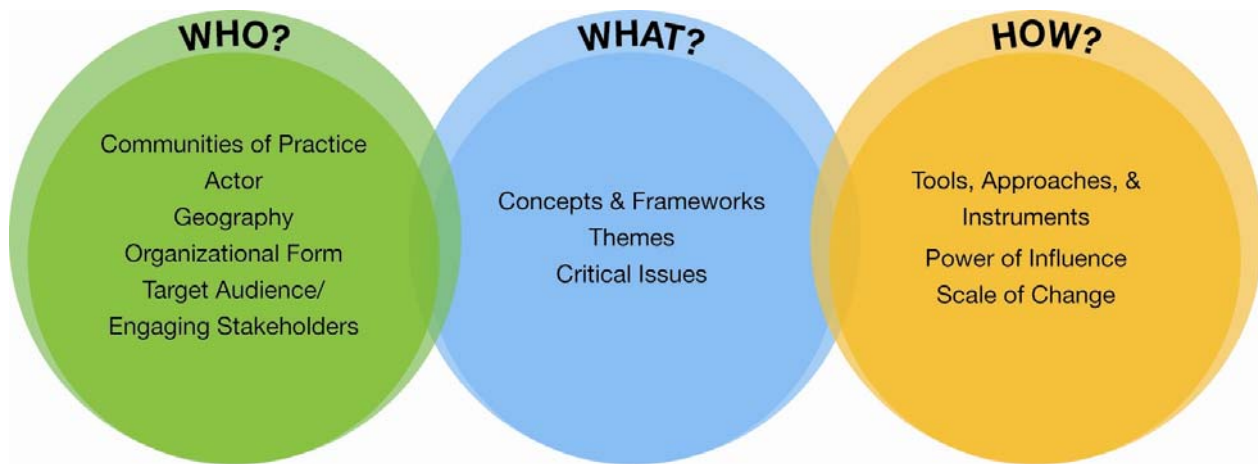
- Who is playing a leadership role in the community? Who is not, but should be?
- What issues are the communities of practice focusing on, and how are they undertaking their projects and initiatives?
- Who are the experts in the area?
- Who are the mentors whom others seek out for advice?
- Who are the innovators? Are ideas shared and acted upon?
- Are the right connections in place? Are any key connections missing?

### **3.2 Using the map and developing it further**

At this still early stage, the Actor and Activity Map project sets out to establish a foundation for further dialogue and analysis amongst stakeholders, experts and the communities of practice involved in SCP. The goal for these exchanges is not only to reveal and make explicit the existing network of actors around SCP in North America, but also to support and strengthen the network in its quest for broad social change, as well as to contribute to the understanding of SCP issues in general. The hope is that different expressions and outputs will emerge over time, including other reports, workshops, diagrams, animations, wiki-websites and illustrations that help to understand the production-consumption system and the interactions between its parts, policy recommendations and more collaborating communities of practice promoting social change. There is also no “single right answer” regarding the depiction of this network, but a myriad of interpretations and understandings are welcome. This document offers one perspective in approaching SCP through the lens of a network of actors within it working on changing a particular unsustainable pattern.

## **4. Entry points: Mapping the network of actors**

Figure 4.1 illustrates the Who, What and How approach of sustainable consumption and production with some of their respective components:



**Figure 4.1** Categorizing entry points using “Who”, “What” and “How”

The first question to ask, before getting to Who, What and How, is **WHY** action is necessary in the first place. The answer lies in why communities of practices have formed around particular issues, events and impacts to promote social change: humanity faces some fundamental issues and challenges as a result of worsening ecological and social trends, and these trends need to be reversed to achieve a state of sustainability and improve the prospects of current and future generations to meet their needs, to achieve quality of life and sustain life-support systems. Getting at the root causes of these trends is the very starting point of communities of practices’ work around sustainable production and consumption.

The next question to pose has to do with the players: **WHO** are the relevant and diverse voices behind the campaigns, actions, strategies and tools chosen to address sustainability’s critical issues? The answer is the individuals, businesses, industries, organizations, networks and institutions concerned with different economic, social and ecological impacts, and adopting different practices, actions, strategies and policies to address them. Those organizations, individuals, programmes, etc. clustered around a particular practice tend to form networks and eventually a subculture of relationships, which can be referred to as communities of practices on sustainable consumption and production.

The next question that needs to be posed is **WHAT** are these communities of practice focusing on? What are some of the frameworks that are being applied by these groups? What are the themes being explored, and what are some of the critical issues being addressed? In other words, the SCP community does not address all of the roots and problems of unsustainable development, but focuses on specific roots (i.e. extended producer responsibility; clean production; etc.) to overcome specific problems (i.e. waste and pollution; inefficient use of resources; ecological degradation; the externalization of costs; etc.).

Finally, the question of **HOW** completes the picture by examining the practices or actions, strategies, policies and tools chosen to address those critical issues by the communities of practice. The ‘how’ can include approaches and instruments, power and influence (i.e. legal vs. illegal; conventional vs. unconventional; different political approaches) as well as the scale of change (i.e. reform vs. radical).



## 4.1 WHO

### 4.1.1 Communities of practice

The “communities of practice” approach is at the centre of this paper’s actor and activity mapping exercise. It is a type of categorization that builds on the decade-long classification work already undertaken by Barber and Luskin, and is particularly useful in talking about the social network that is building around sustainable consumption and production.

The strength of this approach is that it speaks directly to the groups involved by using their language. A map helps individuals, groups and organizations to see where they fit relative to the whole system, and to each other. It serves as a good starting point to talk about sustainable consumption and production, and about what matters to the respective communities of practice. It also renders evident the fact that all the groups are, *in fine*, not in competition with each other, but are complementary forces each acting in their own capacity and focusing on their particular interests.

### 4.1.2 Actors



**Figure 4.1.2 Triangle of change**

Actors, or agents leading a particular activity, can be categorized according to the level at which they work, or their sector: international organizations (supranational), government (local / municipal, regional, county, provincial / state, nation, regional bodies [like the European Union]), nongovernmental, civil society, consumers and consumer groups, media, academic, labour, business and industry, and others. The “triangle of change” model has been used by certain groups such as the UK’s Sustainable Development Commission (SDC) as well as others such as Germany’s CSCP Centre to talk about the main stakeholders who play a key part in changing unsustainable consumption and production patterns: people, government,

business and industry. In the SDC’s report, *I Will if You Will* (2006), the triangle of change (Figure 4.1.2) depicts people, government and business each occupying a corner of the triangle, with the dynamics of these three core groups expressed through the products and services that people use, and the infrastructure that is available to all three groups. Although *I Will if You Will* is written primarily from a sustainable consumption perspective, this model is nevertheless useful and relevant for SCP generally as a way of classifying the different actors engaged in SCP.

It is possible to categorize business and industry further according to industry sectors: agriculture, forestry, fishing, mining, utilities, construction, manufacturing, wholesale and retail trade, transportation and warehousing, health care, public administration, etc.

People and civil society tend to be represented through nongovernmental, or not-for-profit, organizations (NGOs). There are also many casual, un-organized groups (communities) of people linked by a common belief, lifestyle, or practice. These casual alliances are significant and make up a good deal of the population.

### **4.1.3 Geography**

This entry point is important to establish the location of a particular group, organization, initiative or community of practice. The geographic entry can refer to “where” an organization, group or community is based; this is useful to know when looking for possible collaborations in one’s vicinity, or to know who is active in a particular location in North America that is of interest. It can also refer to “where” in Canada and the US activities and initiatives are taking place and partnerships are being created. .

### **4.1.4 Target audiences / engaging stakeholders**

Efforts at changing consumption and production patterns can be aimed at particular target audiences. Rather than examining “who is carrying out the work”, the target audience poses the question of “who is this activity for”. Target audiences can be as broad and general as the actors in the “triangle of change” (government, business and industry, civil society), or much more narrowly defined, using such categories as:

- Geography – location
- Scale – individual, household, neighbourhood, community, state
- Type – business & industry, government, individual, consumer
- Sector – schools, government, business, industry, labour
- Gender – male or female
- Demography – education, nationality, religion, ethnicity
- Behaviour – [see one example of behaviour classification in Figure 4.1.4]
- Culture – community type, etc.
- Age – infant, young, teenager, etc.; voting age, drinking age, age of majority; etc.
- Other

The “behaviour” entry point is quite useful when talking specifically about sustainable consumption, although arguably this lens can be applied to any part of the production / consumption system at the scale of the individual / household. It is true that whether we are talking about making personal investments, deciding what kind of career we want to have (i.e. produce), or what kind of purchasing decisions we make, our particular personality and behaviour will influence all of these choices. In its *A Framework for Pro-Environmental Behaviours* report, which aims at promoting more sustainable consumption patterns across different groups, the UK’s Department for Environment, Food and Rural Affairs (DEFRA) categorized the public into seven distinct clusters (2007, p. 8):

- Positive greens
- Waste watchers
- Concerned consumers
- Sideline supporters
- Cautious participants
- Stalled starters
- Honestly disengaged



These have then been measured and plotted against “ability to act” and “willingness to act”, and rated from “high” to “low” (see Figure 4.1.4). The strength of using such segmentation is the ability to develop tailored approaches, campaigns, tools, etc., for each particular group.



Figure 4.1.4 DEFRA’s seven-population segments

## 4.2 WHAT

### 4.2.1 Concepts and frameworks

Concepts and frameworks are key to promoting and adopting sustainable patterns of consumption and production, and can serve as an entry point for creating the SCP Actor and Activity Map. Concepts are mental representations that are associated with meaning; they are mental representations of an object or of abstract ideas, and can be symbolic in nature. Both concepts and frameworks are essential ways of thinking and talking about sustainable development, and guide communities of practices’ work, projects and initiatives.

Concepts can take the form of metaphors or “game-changing” ideas. They are powerful enough to introduce a new perspective and way of seeing or understanding the world. Some examples of these include:

- Natural capitalism
- Ecological footprint

- Cradle-to-cradle
- Fair trade
- Choice editing
- Prosperity without growth / managing without growth
- Sufficiency
- Leapfrogging
- Triple-bottom line
- Contract and converge
- One planet living
- Closing the ecological loop / circular economy
- 100 mile diet
- Degrowth
- Bioregionalism
- Beyond GDP
- Decoupling
- Extended producer responsibility
- Factor 4 / Factor 10
- Green economy
- Industrial ecology
- Resilience
- Slow food
- Service economy
- Transition towns
- Zero waste

### **4.2.2 Themes**

Themes can be subdivided into the four generally accepted dimensions of sustainable development: economy, environment, society, and culture. The intention of sustainable development is to find integrated solutions across these different dimensions; however, actors and activities may enter the issue from a historical emphasis on one or another dimension. For example, an activity can initially be aimed at addressing the economic dimension – stimulating economic development, increasing employment or building a green economy. If this is an entry point into advancing sustainable consumption and production patterns, then the activity will lead to a holistic approach which incorporates environmental considerations (energy, water, climate, air), social imperatives (health, social justice, community development, standards of living), and cultural dimensions (beliefs, habits, norms, values, institutions). Just as in the discussion of philosophical and ideological approaches in Section 4.2.1 above, there are certain new “bridging concepts” including the notions of competitiveness, innovation and productivity which can span across economic, environmental, social and cultural dimensions within the realm of SCP and yield multiple dividends if designed and implemented carefully.

### **4.2.3 Critical issues**

The SCP network can be classified in a number of ways in terms of which critical issues they address. Critical issues can be broadly defined as the cause or effects of unsustainable patterns of consumption and production. Causes can include poverty, excessive consumption with no end-of-life management practices, high resources / material flow intensity of production, urbanization and sprawl, energy use, irrational economic growth, lack of regulation and enforcement, and social injustice and exclusion. Symptoms can include deforestation, poverty, war, human migrations, climate change, air pollution, social injustice, lack of sanitation, child mortality, human health concerns, the inequitable distribution of resources, and toxicity in the environment.

Critical issues can be organized further along these criteria:

- Key clusters by scale of impact: Which consumption categories, for example, have the highest ecological impacts? (i.e. housing, transport, food)
- Direct or indirect effects on the Earth system: What are the issues’ impacts on the earth itself? (e.g. global warming, climate change)

- Hazard management: Is the particular critical issue toxic? Do emissions increase the vulnerability of the environment or of peoples' health?
- Level: What is the level of the critical issue being examined? (i.e. local, bioregional, ecosystem, neighbourhood, country, international, global)
- Time horizon and dynamics: What is the time horizon of the critical issue in terms of causes and symptoms? (i.e. how quickly or slowly is the critical issue appearing? How quickly can it be reversed? Is it short-term problem or issue, or long-term?) What is the time lag between cause and effect? (i.e. are there time delays?) What is the nature of the relationship between the cause and the symptoms? Is there a "rebound effect" in which an increase in efficiency results in an increase in overall consumption of the product or service? Are there tipping points?

## 4.3 HOW

### 4.3.1 Tools, approaches and instruments

There are numerous tools, approaches and instruments in the SCP "tool box" that can be deployed and can be used as entry points in examining the network. These can include certain frameworks and concepts which are mentioned in section 4.2.1.

The North American Sustainable Consumption and Production Database lists the following (Barber, 2008, p. 9):

- Behavior change
- Corporate accountability and responsibility
- Ecolabelling / product certification
- Extended producer responsibility
- Full cost accounting
- Integrated product policy
- Life cycle approach
- Precautionary principle
- Product / service design
- Production process changes
- Regulatory / legal reform
- Reporting
- Right-to-know
- Socially responsible investment
- Subsidy reform
- Tax reform

One useful tool the DPSIR (Driving forces; Pressures; States; Impacts; and Responses) model, developed by the European Environment Agency. It is a causal framework that helps to break down and describe the interactions between society and natural systems into its component parts while maintaining an integrated perspective.

Another approach is the Push, Weight and Pull lens developed by Professor and macrohistorian Sohail Inayatullah.<sup>16</sup> Actors can be differentiated by the degree to which they focus their activities on highlighting the *push* of current trends (e.g., technologies, globalization, demographic shifts), the *weight* of existing structures (e.g., assumptions, rules, institutions, infrastructure), and / or the *pull* of future visions and opportunities (e.g., alternative images of the future). For example, actors engaged in envisioning sustainable futures employ tools such as future forecasting, whereas actors engaged in identifying the push of existing patterns can employ tools including trend analysis.

### **4.3.2 Power and influence**

Making change happen in the consumption and production patterns often requires confronting actors vested in maintaining existing structures and processes. How SCP actors organize to deal with power can serve as an entry point for classification. All actors in the SCP network, from government, business and industry, non-profit, civil society, and media, are seeking to influence the power structures of society to make the shift towards sustainable patterns of consumption and production. Their activities can be categorized by their different activities – or “action repertoires” – which they adopt to exert influence. *Action repertoires* are routine forms of activities and clusters of tactics that an actor uses in a given historical period (Tilly, 1978). For example, activities can be classified as “conventional” or “unconventional” (Van der Heijden, 1997). Van der Heijden defines five categories of action. Two of these categories fall under the definition of “conventional actions:” “*conventional events* (lobbying, press declarations etc.)” and “*direct-democratic events* (referenda)”, and three of these categories fall under the definition of “unconventional actions:” “*demonstrative events* (demonstrations, offering petitions etc.); *confrontational events* (occupations, blockades etc.); and *violent events* (arson, violence against persons, etc.).

### **4.3.3 Scale of change**

Actors can be categorized as to the type of change they seek, particularly by the scale of change: reform / incremental change as opposed to revolutionary / transformational / radical change. With radical change, the changes being sought are fundamental in nature and require transformations in societal structures and basic assumptions. For example, a distinction can be made between *weak sustainability*, in which manufactured capital (equipment, machines, technology) is perceived as being of equal value to natural capital and can replace natural capital’s functions, and *strong sustainability*, in which existing stocks of natural capital are defined as being critical and needing to be maintained and enhanced, and in which natural capital is not able to be replaced or duplicated by manufactured capital because of the functions it performs (Rees 1999).

Another approach to developing entry points based on the scale of change is to analyze actors and their activities as to whether they are focused on mitigating the impacts of unsustainable patterns of consumption and production or addressing the drivers of that unsustainability. *Downstream* activities are aimed at increasing the adaptive capacity or coping mechanisms of affected ecosystems and communities, whereas *upstream* activities are aimed at shifting the drivers that cause these impacts including demographic shifts, technology, policies, economic models, assumptions and worldviews.

---

<sup>16</sup> <http://www.metafuture.org/Articles/teachingfuturestudies.htm>

## 5. Existing organizations and networks: Some examples

### 5.1 *The tip of the iceberg*

Appendix A provides a list of examples of groups, networks, associations (industry and civil society) and organizations working on some part of the consumption-production system and classified by community of practice. This is by no means an exhaustive list, and represents groups that have been identified—or have self-identified—in the past through NASCA’s North American Sustainable Consumption and Production database, or have been identified by the authors of this report and through a number of colleagues and experts with whom they have connected.

### 5.2 *Measuring the effectiveness of these communities and their campaigns*

It is difficult to evaluate the effectiveness and the successes of individual groups identified in this paper. The question of the kind of success groups have had in achieving their goals had already been raised at the 1<sup>st</sup> North American Roundtable on Sustainable Consumption and Production (November 2008) in *Background Paper #2: Producing and Consuming Sustainably in North America* (Barber *et al.*, 2008) and during subsequent discussions. The point that “no single standard of ‘success’ exists to assess these different initiatives” (p. 1) had been raised as an obstacle, and it was suggested that “each must be evaluated within its own context and stated aims in terms of the particular production and consumption pattern the initiative aspires to change” (p. 1). The broader guiding question concerning success and effectiveness that needs to be posed is whether or not the SCP network of actors is achieving tangible results at the macro level such as reducing and reversing the negative social and ecological trends.

## 6. The business case for sustainable consumption and production

### 6.1 *What SCP means for business and industry*

From a business and industry perspective, sustainable consumption is a meaningful concept only in the broader context of a sustainable marketplace, and relies on three things:

- The development of sustainable products, processes and business models;
- The use of marketing communications and other means to enable and encourage consumers to choose and use products more efficiently; and
- The removal of unsustainable products and services from the marketplace (such as joint initiatives with retailers and authorities).<sup>17</sup>

The responsibility for sustainable consumption is shared<sup>18</sup> among business, industry, and consumers, so partnerships are vital. Consumers are often unwilling to sacrifice price or performance for sustainability, so it is the responsibility of businesses and industry to provide sustainable goods and services that are also good quality and cost-effective. Industrial customers

---

<sup>17</sup> [http://www.wbcscd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcscd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf)

<sup>18</sup> It must be noted that responsibility is not shared equally. Governments, in their role as policy and decision makers, the setter of rules and regulation as well as tax collectors and investors, are the main players in the effort to move towards sustainable production and consumption patterns, and as such have the prime responsibility to create an enabling environment for SCP.

and suppliers must work together to develop common knowledge, expertise and policies on sustainable consumption.

Roles of businesses / industry:

- Economic development
- Legal compliance
- Ethical practices
- Sustainable sourcing, production, and distribution
- Eco-efficiency & waste reduction
- Consumer choice editing
- Consumer choice influencing
- Recycling
- Innovation
- Example-setting

Innovation is an essential driver of sustainable consumption. The goal of sustainable innovation is to deliver high levels of functional value, while minimizing resource use and environmental impacts. Business innovation responds to the challenge of sustainable consumption through:

- Eco-efficiency measures, which is defined by the World Business Council for Sustainable Development in the following way: “Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life cycle to a level at least in line with the Earth’s estimated carrying capacity.” In other words, eco-efficiency provides more value with less impact<sup>19</sup>.
- Production & supply chain management;
- Business model innovation; and
- Product innovation and design (the research and development of new products, product features, technologies and services driven by the quest for the best performance at the best price that also improve eco-efficiency and societal value).<sup>20</sup>

## **6.2 Key opportunities for business / industry**

There are significant opportunities that exist for business and industry in both promoting sustainable consumption and practicing sustainable production. These opportunities not only allow businesses to exemplify responsible production practices, but they also give businesses competitive advantage and offer the opportunity to increase profit by revealing new markets and product opportunities.

Specific opportunities for business / industry include:

---

<sup>19</sup> Examples of eco-efficiency include: the minimization and optimization of packaging; minimizing the amount of materials going to waste (through re-use and recycling); reducing the amount of fuel required to move raw materials, products and people (e.g., by “greening” vehicle fleets and using videoconferencing in place of air travel); reducing the amount of water used in manufacturing; curbing the release of toxic waste; making the most efficient use of fuel and materials in production and distribution.

<sup>20</sup> [http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf)

- Enhanced corporate image and reputation, political capital, and brand value from genuine proactive management of environmental issues related to consumption and production;
- Consumers in rapidly developing and developed markets report a propensity to buy from companies with a reputation for environmental and social responsibility; and, in a study by the European Union, 75% of respondents agreed that they would pay more for environmentally friendly products;<sup>21</sup>
- In addition to attracting customers, the right reputation can attract the best employees and partners and thereby provide access to the most creative ideas;
- Cost and operational advantages derived from early recognition of environmental challenges related to production and consumption, and actions taken to address those challenges;
- Improved communication between businesses, consumers, and government with respect to the sustainable management of production and consumption;
- Opportunities for collaboration with other businesses, industry, governmental institutions, and non-governmental organizations;
- Establishing management policies that take into account the growing importance and value that consumers and society are placing on responsible and ethical production, consumption, and environmental preservation;
- Investing in green technologies; and
- Gaining competitive advantage through pioneering new technologies (e.g. eco-efficiency) or integrative business strategies in anticipation of changing governmental policies (proactive companies can, in fact, help shape government policy in ways that address environmental challenges while also creating advantages by “raising the bar” for competition).<sup>22</sup>

## 7. Policy recommendations for consideration

Advancing sustainable patterns of consumption and production requires fundamental structural changes throughout the entire economy, including across the life cycle of products and services. This requires re-examining how we, as a society, invest our money and resources, extract natural resources, produce and distribute goods and services, as well as consume and ultimately dispose of our wastes; it also requires questioning our needs, values and assumptions about how the world works, since these ultimately underpin the choices we make across the entire production / consumption system.

National government is the overseer of the public good and a key investor in nationally significant projects and infrastructure that have profound effects on the production / consumption system. Government plays a leadership role in setting an example and in leading the way to sustainability by providing various kinds of support throughout the economy. Leadership includes the deployment of a mix of policy tools and instruments that, when combined properly, lead to far-reaching action that addresses the scale and urgency of the challenge.

---

<sup>21</sup> [http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf)

<sup>22</sup> <http://www.maweb.org/en/Synthesis.aspx>

Role of governments:

- International agreements
- National policies, laws, and regulations
- Fiscal structures and incentives
- Infrastructure and services (transport, recycling, etc.)
- Guidance for business / industry and consumers
- Monitoring
- Enforcement<sup>23</sup>

Government, however, is not the only agent of change, and cannot transform the system on its own. It can, for example, play a constructive role by acting as a broker and facilitator of partnerships within and amongst sectors in the SCP network. Through various means, it can create an enabling environment for communities of practice to flourish and contribute further to changing parts of the consumption / production system, and can further support business and industry to change its unsustainable production / manufacturing, marketing and distribution processes.

Key issues for business / industry:

- Making it easy and affordable for the consumer to make sustainable purchasing decisions, as they increasingly report a willingness to do so;
- Making sustainable products available and comparable – without compromising on performance and at no extra costs;
- Leveraging the unprecedented power of consumers to share information about companies, products and services via social networks, to promote sustainable products, usage, consumption and lifestyles.<sup>24</sup>

The Government of Canada is encouraged to engage in the following activities to help North America adopt more sustainable consumption and production patterns, and to support the businesses and industries working towards this goal. The following two recommendations are noted for their particular relevance and impact:

- Identify a ministerial and departmental lead on the topic of SCP; and
- Support the development of a “concept” or language map of the key ideas, terms, jargon and assumptions used by different actors engaged in SCP as a complement to this actor map and to facilitate cross-sectoral collaboration.

### **7.1 Shifting the sustainable consumption and production governance context**

The Government of Canada can advance sustainable consumption and production by clarifying its leadership structure around the set of issues as well as making specific policy choices. These are seen within the context of adaptive governance.

---

<sup>23</sup> [http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf)

<sup>24</sup> [http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcsd.org/DocRoot/I9Xwhv7X5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf)



In order to shift the positioning of SCP on the national policy agenda and clarify the work being done in this domain, the following recommendations for consideration are put forward:

1. Identify a **ministerial and departmental lead** on the sustainable consumption and production file supported by a **cross-departmental coordinated federal effort**, by clear **budget lines** and by high level **political commitment**. Ideally, SCP should be championed at the highest political level (Prime Minister) to give a strong political signal and to ensure maximum coherence between initiatives undertaken by the Government.
2. Create a **multi-stakeholder, national lead agency on SCP** to act as an independent advisor on SCP, which would report to the Prime Minister and which would serve to guide national policy in a way that is similar to the UK's Sustainable Development Commission: <http://www.sd-commission.org.uk>
3. Engage different federal departments, levels of government, the private sector, civil society, media, retail, academia and other key players in the effort to advance SCP through a collaborative process such as a **National Roundtable on Sustainable Consumption and Production**.
4. Create a **stand-alone, Government-of-Canada SCP website** that would act as a focal point and portal of information for communities of practice and anyone interested in learning about SCP in Canada (with a possible link on the PMO's website). It would keep the public informed of initiatives such as the development of a National Framework for SCP, meetings such as the North American Workshops on SCP, and would feature resources, links, papers, etc.
5. Engage a diversity of actors from across Canada in consultations about the **Sustainable Consumption and Production Framework** currently being considered.
6. Continue to **engage actively in international processes** linked to SCP, including the UN Commission on Sustainable Development and the development of a 10-Year Framework of Programmes in support of regional and national initiatives on SCP.
7. **Maintain an open dialogue with the United States** so that each country can keep the other up to date regarding their respective initiatives, and to coordinate initiatives that would be mutually beneficial. This might include discussions around how competitiveness can help or hinder the movement towards SCP; what trade rules facilitate the movement towards SCP.

There is a need for support in developing a “concept” or language map to build on this report's Actor and Activity Map. A concept map would help identify the key concepts, ideas, jargon and assumptions used by different actors engaged in SCP, illustrate the definitions of and relationships amongst core concepts, terms, tools and approaches within the field of SCP. This includes the dominant metaphors, narratives, stories and frames that shape our understanding of SCP and have potential for stimulating breakthrough ideas and actions. It can lead to recommendations for further concept development and for establishing dedicated learning communities in order to support shared knowledge, a common language, and enhanced communication and cooperation to advance sustainable production and consumption.

## **7.2 Strengthening research**

1. The Government of Canada is encouraged to support continued research on SCP and related topic areas. This includes research into some of the most difficult, yet strategic, questions that lie at the heart of our currently unsustainable consumption and production patterns.
2. There is a need for support in **developing a “concept” or language map** to build on this report’s Actor and Activity Map. A concept map would help identify the key concepts, ideas, jargon and assumptions used by different actors engaged in SCP, illustrate the definitions of and relationships amongst core concepts, terms, tools and approaches within the field of SCP.

## Bibliography

- Anarow, B. *et al.* (2003). *Whole-Systems Framework for Sustainable Consumption and Production*. Environmental Project No. 807. Danish Ministry of the Environment, Denmark.
- Assadourian, E. (Ed.). (2010). *2010 State of the World: Transforming Cultures from Consumerism to Sustainability*. New York: Norton / Worldwatch.
- Barber, J. (2007). Mapping the movement towards sustainable production and consumption in North America. *Journal of Cleaner Production* 15(6). Maryland Heights: Elsevier.
- Barber, J., & Hajdu, K. (2007). *Conserving Biodiversity through Sustainable Production and Consumption*. Background document for the pre-conference organized by Eco-Forum, 9 October 2007, Belgrade.
- Barber, J. (2008). *Updating the North American Sustainable Consumption and Production Database*. Unpublished paper. Washington, DC: Integrative Strategies Forum.
- Barber, J., Onthank, K., del Matto, T., & Luskin, J. (2008). *Producing and Consuming Sustainably in North America: A Regional Overview of Initiatives and Strategies Promoting Sustainable Consumption and Production*. Unpublished paper presented at the 1<sup>st</sup> North American Roundtable on Sustainable Consumption and Production, Washington DC.
- Barber, J., & Luskin, J. (2009). *Connecting Communities of Practice on Sustainable Consumption and Production: Prospects for Regional Cooperation*. Washington, DC.
- Bentley, Matthew. (2008). *Planning for Change: Guidelines for National Programmes on Sustainable Production and Consumption*. Paris: UNEP-DTIE.
- Berg, A. (2010). Not Roadmaps but Toolboxes: Analysing Pioneering Programmes for Sustainable Consumption and Production. [draft] Department of Social Policy, University of Helsinki.
- Berg, A. (2006) Innovative Governance or Outsourcing Politics? Discussing European forerunner cases of sustainable consumption and production. *The Ninth Biennial Conference on Ecological Sustainability and Human Well-Being*. New Delhi.
- Blackman, A. B. & Luskin, J. (2001?). Building synergy for sustainable consumption: The development of a North American sustainable consumption alliance. Retrieved from <http://nasca.icspac.net/about/documents/nasca-synergy.rtf>
- Boyd, D. R. (2001). *Canada vs. the OECD: An Environmental Comparison*. Victoria: University of Victoria.
- Brulle, R. J. (2000). *Agency, Democracy and Nature: The U.S. Environmental Movement from a Critical Theory Perspective*. Cambridge, MA, MIT Press.
- Business Council on Sustainable Development. (1993). *Getting Eco-Efficient*. Report of the BCSD First Antwerp Eco-Efficiency Workshop, November 1993. Geneva: Business Council for Sustainable Development.
- Carmin, J. and Balser, D. B. (2002). "Selecting Repertoires of Action in Environmental Movement Organizations." *Organization and Environment* 15(4): 365-388.

- Co-Chairs' Summary and Workshop Report: North American Multi-Stakeholder Workshop on Sustainable Consumption and Production (SCP)*. (Nov. 6 – 7, 2008). Organized by the Government of Canada, the Government of the United States and the United Nations Environment Programme. Washington, D.C.
- Community of practice. (2010). *Wikipedia*. Retrieved from [http://en.wikipedia.org/wiki/Community\\_of\\_practice](http://en.wikipedia.org/wiki/Community_of_practice)
- Dalton, R. J. (1994). *The Green Rainbow: Environmental Groups in Western Europe*. New Haven, CT; London, UK, Yale University Press.
- Daly, H. E. (1993). Sustainable Growth: An Impossibility Theorem. *Valuing the Earth: Economics, Ecology, Ethics*. Eds. Herman E. Daly and Kenneth N. Townsend. Cambridge: MIT.
- Darnton, A. *et al.* (2006) *Promoting Pro-Environmental Behaviour: Existing Evidence to Inform Better Policy Making*. London: DEFRA.
- Dauvergne, P. (2008). *The Shadows of Consumption: Consequences for the Global Environment*. Cambridge: MIT.
- Department for Environment, Food and Rural Affairs. (2007). *A Framework for Pro-Environmental Behaviours*. London, UK: DEFRA.
- Department of Economic and Social Affairs. (1992). Chapter 4: Changing Consumption Patterns. *Agenda 21*. New York, NY: United Nations.
- Department of Economic and Social Affairs. (1999). *Comprehensive Review of Changing Consumption and Production Patterns: Report of the Secretary General E/CN.17/1999/2*. New York, NY: United Nations.
- Department of Economic and Social Affairs. (2001). *Implementing Agenda 21: Report of the Secretary-General*. E/CN.17/2002/PC.2/7. New York, NY: United Nations.
- Department of Economic and Social Affairs. (2002). *Johannesburg Plan of Implementation*. New York, NY: United Nations.
- Department of Economic and Social Affairs. *The Marrakech Process*. Retrieved from <http://esa.un.org/marrakechprocess/>
- Dryzek, J.S. (1997). *The Politics of the Earth: Environmental Discourses*. Oxford, UK, Oxford University Press.
- Dinato, M. R. & Nascimiento, L. F. (2006). Sustainable Consumption and Product-Service System: Reflections for Another Development. Brazil.
- Fedrigo, D. & Tukker, A. (2009). *Blueprint for European Sustainable Consumption and Production: Find the Path of Transition to a Sustainable Society*. Brussels: European Environmental Bureau.
- Fuchs, D. and S. Lorek. Sustainable Consumption Governance - A History of Promises and Failures. *Journal of Consumer Policy* 28 (2005): 261-288.
- Geels, F.W., Monaghan, A., Eames, M. and Steward, F. (2008). *The Feasibility of Systems Thinking in Sustainable Consumption and Production Policy: A Report to the Department for Environment, Food and Rural Affairs*. Brunel University. Defra, London.

- Gunton, T., et al. (2005). *The Maple Leaf in the OECD: Comparing Progress towards Sustainability*. Vancouver: David Suzuki Foundation.
- Harris, J. M. (2000). *Basic Principles of Sustainable Development*. Tufts University Working Paper.
- Hawken, P. (2007). *Blessed Unrest: How the Largest Movement in the World Came Into Being and Why No One Saw It Coming*. Retrieved from <http://www.blessedunrest.com/#presskit>
- Hertwich, E. The Seeds of Sustainable Consumption Patterns. Proceedings. 1<sup>st</sup> International Workshop on Sustainable Consumption in Japan, Society for Non-Traditional Technology, Tokyo 19-20 May 2003.
- Jackson, T. (2009). *Prosperity without growth: The transition to a sustainable economy*. London, UK: Sustainable Development Commission.
- Jackson, T. (2008). The Challenge of Sustainable Lifestyles. *2008 State of the World: Innovations for a Sustainable Economy*. New York: Norton.
- Jernolov, A. & S. Jernolov. Sustainable Development and Sustainable Consumption. International Institute for Sustainable Development (IISD). Retrieved from <http://www.iisd.ca/consume/inst-sd.html>
- Jordan, A., Rudiger, K. W. W. & A. Zito. (2005). The Rise of 'New' Policy Instruments in Comparative Perspective: Has Governance Eclipsed Government? *Political Studies*, 53, 477-496.
- Keck, M. E. & Sikkink, K. (1998), *Activists Beyond Borders: Advocacy Networks in International Politics*. USA: Cornell University Press.
- Krantz, R. (2010). A new vision of sustainable consumption: A business perspective. *Journal of Industrial Ecology* 14(1). 7-9.
- Krebs, V., & Holley, J. (2002). *Building Sustainable Communities through Network Building*. Retrieved from <http://www.orgnet.com/BuildingNetworks.pdf>
- Lave, J., & E. Wenger. (1998). *Communities of Practice: Learning, Meaning, and Identity*. Cambridge University Press, Cambridge, UK.
- Lorek, S. & J. Spangenberg. (2001). Indicators for Environmentally Sustainable Household Consumption. *International Journal of Sustainable Development* 4(1). 101-120.
- Lorek, S. (2009). *Debunking Weak Sustainable Consumption: Towards Strong Sustainable Consumption Governance*. Academic Dissertation, University of Helsinki.
- Luskin, J. & Barber, J. (2009). *Connecting Communities of Practice on Sustainable Production and Consumption: Prospects for Regional Cooperation*. Paper submitted to the SCORAI conference, Worcester, MA.
- Maniates, M. (2010). Editing out unsustainable behavior. In E. Assadourian (Ed.), *2010 State of the World: Transforming Cultures from Consumerism to Sustainability* (119-126). NY: Norton/Worldwatch.
- Mansfield College. (2004). *Oxford Commission on Sustainable Consumption Report*. Oxford.

- McCarthy, J.D. & Zald, M. N. (2001). "Resource Mobilization Theory: Vigorous or Outmoded?" *Handbook of Sociological Theory*. J.H. Turner. New York, NY, Kluwer Academic / Plenum Publishers.
- Meadows, D. (1999) *Leverage Points: Places to Intervene in a System*. Sustainability Institute, Hartland, VT - [http://www.sustainabilityinstitute.org/pubs/Leverage\\_Points.pdf](http://www.sustainabilityinstitute.org/pubs/Leverage_Points.pdf)
- Meadowcroft, J. (2000). "Sustainable Development: a New(ish) Idea for a New Century?" *Political Studies* 48(2): 370-387.
- Mercier, J. (1997). *Downstream and Upstream Ecologists: The People, Organization and Ideas Behind the Movement*. Westport, CT, Praeger Publishers.
- Millennium Ecosystem Assessment. (2005). *Ecosystems and Human Well-being: Opportunities and Challenges for Business and Industry*. Washington, DC: Island Press.
- Millennium Ecosystem Assessment. (2005). *Ecosystems and Human Well-being: Synthesis*. Washington, DC: Island Press.
- Mont, O. (2007). Consumption and Ecological Economics: Towards Sustainable Development. In C. Pertsova (Ed.), *Ecological Economics Research Trends* (pp. 13-44). New York: Nova Science.
- Morris, J. (2009). Generation solution: Media relations for the UN DESA'S work on sustainable consumption and production. New York: UN DESA.
- OECD. (2002). *Towards Sustainable Household Consumption? Trends and Policies in OECD Countries*. Paris: OECD.
- OECD. (2008). *Promoting Sustainable Consumption: Good Practices in OECD Countries*. Paris.
- Parker, A. (2009, 28 May). Network mapping. <http://blog.wiserearth.org/resources/web-20-tools/network-mapping/>
- Potts, J. (2006). *Sustainable Consumption Policy in Canada and Select OECD Countries: Towards An Action Plan for the Office of Consumer Affairs*. Winnipeg: IISD.
- Prugh, T., & Assadourian, E. (2003). "What is Sustainability, Anyway?" *World Watch Magazine* October/November. Washington, DC. 9-21.
- Rees, W.E. (1999). "Achieving sustainability: reform or transformation", in Sutterwaite, D. (Eds.), *The Earthscan Reader in Sustainable Cities*, Earthscan, London, reprinted from *Journal of Planning Literature*, Vol. 9, No. 4, May 1995 pp. 343-61, pp. 22-52.
- Robèrt, K.-H., Schmidt-Bleek, B., Aloisi de Larderel, J., Basile, G., Jansen, L., Kuehr, R., Price Thomas, P., Suzuki, M., Hawken, P., & Wackernagel, M. (2002). Strategic sustainable development: selection, design and synergies of applied tools. *Journal of Cleaner Production* 10(3), 197-214.
- Robins, N. & Roberts, S. (Eds.). (1997). *Changing Consumption and Production Patterns: Unlocking Trade Opportunities*. London, UK: IIED.
- Robinson, John. (2004). Squaring the Circle? Some Thoughts on the Idea of Sustainable Development. *Ecological Economics* 48, 369 – 384.

- Rothman, D. S. (2007). *Discussion Paper on an Environmental Outlook for Canada*. Prepared for Environment Canada by the International Institute for Sustainable Development (IISD).
- Scott, K. (2009). *A Literature Review on Sustainable Lifestyles and Recommendations for Further Research*. Stockholm: Stockholm Environmental Institute.
- SCP Workshop Paper #1: Background on Sustainable Consumption and Production in the Context of North America*. (2008). Washington, DC.
- Senge, P. (1990) *The Fifth Discipline: The Art and Practice of The Learning Organization*. Doubleday, New York, London.
- Simms, A., J., V. & Chowla, P. (2010). *Growth Isn't Possible: Why We Need a New Economic Direction*. London: New Economics Foundation.
- Smith, J. (2005). "Globalization and Transnational Social Movement Organizations." *Social Movements and Organization Theory*. G. F. Davis, D. McAdam, R. W. Scott and M. N. Zald. Cambridge, UK, Cambridge University Press.
- Solgaard, A., & Rilink, E. (Eds.). (2009). *Environment Times No. 6*. Norway: UNEP/GRID-Arendal.
- Statistics Canada. (2005). *Cornerstones of Community: Highlights of the National Survey of Nonprofit and Voluntary Organizations*. Catalogue no. 61-533-XPE. Ottawa, ON: Statistics Canada.
- Sustainable Consumption Roundtable. (2006). *I Will if You Will*. Cowley: Seacourt.
- Tilly, C. (1978). *From Mobilization to Revolution*. MA: Addison-Wesley.
- Timmer, V. (2007). *Agility and Resilience: The Adaptive Capacity of Friends of the Earth International and Greenpeace*. Doctoral dissertation, University of British Columbia.
- Timmer, V., Prinnet, E. & Timmer, D. (2009) *Sustainable Household Consumption: Key Considerations and Elements for a Canadian Strategy*. Toronto, ON: Consumers Council of Canada.
- Trott, M. (1997) *Sustainable Consumption: Issues and Challenges*. Paper prepared for Environment Canada's workshop on sustainable consumption and production, Ottawa. Ottawa: Indeco.
- Tukker, A., Diaz-Lopez, F., van de Lindt, M., Mont, O., Lorek, S., Spangenberg, J., Giljum, S., *et al.* (2008). *Sustainable Consumption Policies Effectiveness Evaluation (SCOPE<sup>2</sup>)*. Final Report. Netherlands.
- United Nations Environment Programme. (2002). *Sustainable Consumption and Cleaner Production: Global Status 2002*. Paris, France: UNEP-DTIE.
- United Nations Environment Programme and United Nations Department of Economic and Social Affairs. (2009). Proposed input to CSD 18 and 19 on a 10 Year Framework of Programmes on Sustainable Consumption and Production: 3<sup>rd</sup> public draft. Paris, France: UNEP-DTIE.
- Van der Heijden, H.A. (1997). "Political Opportunity Structures and the Institutionalization of the Environmental Movement." *Environmental Politics*, 6(4): 25-50.

- Van Vuuren, D. P. & Faber, A. (2009). *Growing Within Limits: A Report to the Global Assembly 2009 of the Club of Rome*. Bilthoven: Netherlands Environmental Assessment Agency.
- Wenger, E. (June 2006). *Communities of practice: A brief introduction*. Retrieved from <http://www.ewenger.com/theory/>
- Wikipedia. Definition of “Communities of practice”. Retrieved from [http://en.wikipedia.org/wiki/Community\\_of\\_practice](http://en.wikipedia.org/wiki/Community_of_practice)
- Wikipedia. Definition of “Social network”. Retrieved from [http://en.wikipedia.org/wiki/Social\\_network#Social\\_network\\_analysis](http://en.wikipedia.org/wiki/Social_network#Social_network_analysis)
- World Business Council for Sustainable Development. (2008). *Sustainable Consumption: Facts and Trends from a Business Perspective*. Switzerland: WBCSD.
- World Economic Forum. (2010). *Redesigning Business Value: A Roadmap for Sustainable Consumption*. Geneva, Switzerland: WEF.
- WWF-Canada. (2007). *Canadian Living Planet Report 2007*. Eds. Audrey Peller, et al. Toronto: WWF.
- WWF-UK. (2007). *One Planet Business: Creating Value Within Planetary Limits*. Godalming: Panda House.
- WWF-World Wide Fund for Nature. (2008). *Living Planet Report 2008*. Gland: WWF.
- Yap, N. (1990). Sustainable Development. Exploring the contradictions, in *Current* 10(1): 4-5.



## Appendix A: Examples of groups, networks, associations and individual organizations in Canada and USA

There are literally hundreds of groups and initiatives that exist throughout North America that are working on some part of the production / consumption system. The list, below, organized by community of practice, provides some examples of the organizations, networks and associations as well as various projects and initiatives that are flourishing all across North America, whether they are informal internet campaigns with no particular governance structure or more formal and institutionalized in nature. In a few rare cases, some organizations or initiatives that are listed have headquarters that are based outside of North America, but they are nevertheless mentioned because of their North American presence and / or influence. This list is by no means exhaustive, and most likely only scratches the surface of what the movement in all its diversity looks like. However, it is a testimony to the fact that people in North America do care about sustainability, and serves to show that a growing movement around influencing production and consumption patterns does exist in our region.

The various categories (“consumption”, “investment”, etc.) and sub-categories (“lifestyles”, “socially responsible investment”, etc.) have been developed based on Barber and Luskin’s work, and have been expanded to reflect as much of the movement as possible. Admittedly, categories may be missing or might need to be combined with others, and some of the groups that are currently included in the list may wish to be categorized under another section. In any event, they most likely fit in many categories because there is plenty of overlap, and groups take on much more than what they are simply listed under. This list is part of a living document, and one of its intents is to stimulate discussion and debate among the sustainable production and consumption communities of practice.

### *Investment*

#### **Socially / environmentally responsible investment**

- **Social Investment Forum** (Washington, DC, USA) “The U.S. national non-profit membership association for professionals, firms and organizations dedicated to advancing the practice and growth of socially responsible investing (SRI).” 400 members.  
<http://www.socialinvest.org/>
- **Social Investment Organization** (Toronto, ON, Canada) “Established in 1989, the Social Investment Organization (SIO) is the national non-profit association for the socially responsible investment industry in Canada. SIO's mandate: To take a leadership role in furthering the use of social and environmental criteria within the investment community in Canada; to raise public awareness of socially responsible investment; to establish the case for environmental / social analysis with other investment organizations; and to provide a forum and information source on socially responsible investment for our members and the public. SIO members believe that socially responsible investment represents a useful investment tool to enhance returns and reduce risk. It is also a catalyst for positive social change.”  
<http://www.socialinvestment.ca/>

- **Sustainable Investment Research Analyst Network (SIRAN—USA)** “We are a network supporting more than 220 analysts who specialize in integrating environmental, social, and governance research with investing.”  
<http://www.siran.org/>
- **Socially Responsible Investment Network (San Antonio, Texas, USA)** “A non-profit religiously sponsored organization. Institutions and individuals belonging to SRIC work to balance their economic policies and practices with their fair and social concerns. As investors and shareholders, members act to influence corporations toward social responsibility.”  
<http://www.sric-south.org/>
- **Open MIC Investor Coalition (New York, USA)** “A coalition representing socially responsible investors in media and telecommunications firms. It seeks to use private sector and capital market mechanisms to influence corporate media management policies. By empowering shareholder activists, and providing media management with positive and negative feedback on both short-term and long-term business practices, Open MIC seeks to help shape the emerging “eco-system” of global media.”  
<http://www.openmic.org>
- **PRI Initiative (Principles for Responsible Investment—New York, USA)** “An investor initiative in partnership with UNEP Finance Initiative and the UN Global Compact. The PRI aim to help investors integrate consideration of environmental, social and governance (ESG) issues into investment decision-making and ownership practices, and thereby improve long-term returns to beneficiaries.”  
<http://www.unpri.org>
- **SRI in the Rockies (USA)** “The SRI in the Rockies Conference is an annual gathering of the sustainable and responsible investment industry. SRI in the Rockies provides an opportunity for industry professionals to collaborate on efforts to redirect the flow of investment capital toward promoting a more sustainable economy. Conference participants include investment professionals, financial planners, research analysts, representatives of mutual fund companies and community development finance institutions, and other investment product and service providers.”  
[www.sriintherockies.org](http://www.sriintherockies.org)
- **Jewish Shareholder Engagement Network (USA)** “The Jewish Shareholder Engagement Network is based on the notion that Jewish tradition supports such shareowner action as active proxy voting and dialogue with companies. The JSEN seeks to enact Jewish tradition by practicing active ownership, for example by engaging in dialogue with companies over responsible corporate behavior or actively voting proxies.”  
<http://www.institutionalshareowner.com/article.mpl?sfArticleId=1409>
- **Investor Network on Climate Risk (Boston, USA)** “A \$9.8 trillion network of investors that promotes better understanding of the financial risks and opportunities posed by climate change.” The Investor Network is a project of Ceres, “the largest coalition of investors, environmental and public interest organizations in North America.”

<http://www.incr.com> and <http://www.ceres.org>

- **Investor Environmental Health Network** (Falls Church, Virginia, USA) “A collaborative partnership of investment managers, advised by nongovernmental organizations, concerned about the financial and public health risks associated with corporate toxic chemicals policies.”  
<http://www.iehn.org/>
- **Global Impact Investing Network** (New York, USA) “A not-for-profit organization dedicated to increasing the effectiveness of impact investing. Impact investments aim to solve social or environmental challenges while generating financial profit.”  
<http://www.globalimpactinvestingnetwork.org/cgi-bin/iowa/home/index.html>
- **Ethical Funds** (Vancouver, BC, Canada) “Ethical Funds has been at the forefront of the socially responsible investing (SRI) industry for over 20 years. We are catalysts and facilitators of a major shift in society. Where our investors' money goes toward accomplishing goals that are in line with their own, larger purpose. Like protecting the environment. Treating people fairly and with dignity. And ensuring companies understand that good performance is not simply about making profits for their shareholders.”  
<https://www.ethicalfunds.com>
- **Jantzi-Sustainalytics** (Canada; USA) “Sustainalytics is a global leader in sustainability research and analysis, serving investors and financial institutions around the world. Our international perspective is strengthened by nearly 20 years of local experience and expertise in the Responsible Investment (RI) and Socially Responsible Investment (SRI) markets. Sustainalytics strives to provide consistently high-quality solutions and to remain responsive to the current and future needs of our clients. Headquartered in Amsterdam, the firm operates as Jantzi-Sustainalytics in North America with local offices in Boston, Frankfurt, Madrid and Toronto.”  
<http://www.jantziresearch.com>
- **Dow Jones Sustainability Indexes** (Zurich, Switzerland) “Launched in 1999, the Dow Jones Sustainability Indexes are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. Based on the cooperation of Dow Jones Indexes, STOXX Limited and SAM they provide asset managers with reliable and objective benchmarks to manage sustainability portfolios. Currently more than 70 DJSI licenses are held by asset managers in 16 countries to manage a variety of financial products including active and passive funds, certificates and segregated accounts. In total, these licensees presently manage over 8 billion USD based on the DJSI.”  
<http://www.sustainability-index.com/>

## **Government / green public procurement / purchasing**

- **International Green Purchasing Network** (Tokyo, Japan) “Mission: Globally promote the spread of environmentally friendly product and service development and Green Purchasing activities; internationally share information and know-how on Green Purchasing and environmentally friendly products and services; harmonise the efforts of

Green Purchasing and the development of environmentally friendly products and services from a global viewpoint.”

<http://www.igpn.org/>

- **Responsible Purchasing Network** (Tacoma Park, Maryland, USA) “The Responsible Purchasing Network (RPN) is an international network of buyers dedicated to socially responsible and environmentally sustainable purchasing. Officially founded in 2005, RPN is a program staffed and managed by the Center for a New American Dream.”  
<http://www.responsiblepurchasing.org/>
- **The BuySmart Network** (Vancouver, BC, Canada) “The BuySmart Network (formerly the Sustainability Purchasing Network) is the primary source of information and education on sustainability purchasing in Canada. We support organizations in their efforts to buy smarter, greener, and with more social consciousness. BuySmart is a program of the Fraser Basin Council (FBC). Formed in 1997, the FBC is a charitable, not-for-profit organization that plays a unique role in advancing long-term social, economic, and environmental well-being in British Columbia, with a geographic focus on the Fraser Basin.”  
<http://www.buysmartbc.com/>
- **Commission for Environment Cooperation’s North American Green Purchasing Initiative** (Canada, Mexico, USA) “The North American Green Purchasing Initiative (NAGPI) is housed at the CEC and plays a coordinating role to: Compile and maintain a list of ongoing green purchasing activities to avoid unintended duplication of effort; create a unified voice to engage manufacturers, purchasers, politicians, the media and the general public; develop and maintain a database of supporting tools and procurement policies used across North America; identify research needs (such as the need to better quantify environmental benefits of green purchasing); seek funding to address those needs; facilitate development of common marketing language beneficial to all; and launch coordinated campaigns to improve the performance of specific commodity areas.”  
<http://www.cec.org/Page.asp?PageID=1225&SiteNodeID=605>
- **U.S. Communities Government Purchasing Alliance - Go Green Program** (Walnut Creek, California, USA) “A nationwide purchasing cooperative designed to be a procurement resource for local and state government agencies, school districts (K-12), higher education and nonprofits.”  
<http://www.gogreencommunities.org/>
- **State and Local Government Purchasing Initiative** (CEE—USA) “CEE’s State and Local Government Purchasing Initiative was launched in 1999 to assist government purchasing officials in procuring energy-efficient products. After conducting extensive research (including 14 pilot programs), CEE developed a number of tools and resources that can be used in designing programs for energy-efficient government purchasing. Government facilities addressed by this initiative include administration buildings, police and fire departments, public universities, public housing, hospitals, public schools and libraries.”  
<http://www.cee1.org/gov/purch/purch-main.php3>

- **Consortium for Energy Efficiency** (CEE—Boston, USA) “A consortium of efficiency program administrators from across the U.S. and Canada who work together on common approaches to advancing efficiency. Through joining forces, the individual efficiency programs of CEE are able to partner not only with each other, but with other industries, trade associations, and government agencies. By working together at CEE, administrators leverage the effect of their funding dollars, exchange information on effective practices and, by doing so, achieve greater energy efficiency for the public good.”  
<http://www.cee1.org/>
  
- **Green Government Initiative** of the National Association of Counties (NACO—USA) “Provides comprehensive resources for local governments on all things green, including energy, air quality, transportation, water quality, land use, purchasing and recycling. NACO serves as a catalyst between local governments and the private sector to facilitate green government best practices, products and policies that result in financial and environmental savings.” This includes a section on Purchasing and Procurement.  
<http://www.naco.org/>
  
- **West Michigan Sustainable Purchasing Consortium** (USA) “A diverse network of community organizations in West Michigan who embrace and support sustainability guiding principles in their planning and operations and are striving to make a positive impact in our community. The goal of the WMSPC is to improve conditions for achieving a healthy community by identifying and purchasing products and services that have a reduced environmental impact as compared to similar, conventional products and services.”  
<http://www.wmspc.org/>

## Ethical investment guidelines

## Financial institutional reform

## Environmental Pricing

### Subsidy reform and eco-taxes / tax shifting

- **Earth Track** (USA) “Based in Cambridge, MA, Earth Track works to develop comprehensive and accurate information on government interventions that harm environmental quality, with a primary focus on energy markets. These interventions include a range of complex programs including tax breaks, below-market loans or insurance, loan guarantees, direct grants, regulatory exemptions, or subsidies associated with direct government provision of energy goods or services. The interventions can act either as subsidies (artificially reducing the cost of certain commodities) or as taxes (artificially increasing the cost of certain commodities).”  
<http://www.earthtrack.net/>

- **Green Scissors (USA)** “Since 1994, the Green Scissors Campaign, led by Friends of the Earth, Taxpayers for Common Sense and U.S. Public Interest Research Group, has been working with Congress and the Administration to end environmentally harmful and wasteful spending. Working to breach party lines, the Green Scissors Campaign has helped cut more the \$26 billion in environmental wasteful programs from the federal budget.”  
<http://www.greenscissors.com/>
- **Green Tax Shift (Washington, DC, USA)** “Shifting taxes away from human initiative and onto monopolization of natural resources, pollution and government-granted privileges instead.”  
<http://www.progress.org/banneker/shift.html>
- **Environmental Tax Shifting in Canada: Theory and Application -- The Pembina Institute (Canada)** “The Pembina Institute envisions a world in which our immediate and future needs are met in a manner that protects the earth's living systems; ensures clean air, land and water; prevents dangerous climate change, and provides for a safe and just global community. Our Mission is to advance sustainable energy solutions through innovative research, education, consulting and advocacy.”  
<http://www.pembina.org/pub/155>

### ***Production***

#### **Industrial ecology / eco-industrial networking**

- **The Canadian Eco-Industrial Network (Toronto, Canada)** “The Canadian Eco-Industrial Network is a membership association of public and private organizations designed to serve as an information clearinghouse for eco-industrial network developers and practitioners in Canada. The goals of the CEIN are: To increase awareness of the benefits of eco-industrial networking and related approaches; and to generate new opportunities for eco-industrial network project partnerships and business development.”  
<http://www.cein.ca/cein/>
- **Eco-Industrial Solutions (Vancouver, Toronto and Montreal, Canada)** “Eco-Industrial Solutions Ltd. is a planning and engineering consulting group that specializes in green industrial development and eco-industrial parks.”  
<http://www.ecoindustrial.ca/>

#### **Life cycle analysis / material flow analysis**

- **Interuniversity Research Centre for the Life Cycle of Products, Processes and Services (Montreal, QC, Canada)** “As an interuniversity research centre, the CIRAIG’s mission is to generate, integrate, and interpret relevant knowledge in the fields of life cycle assessment and products, processes, and services management in order to support industries and governments in their transition towards sustainable development.”  
<http://www.ciraig.org/>
- **Athena Institute (Canada and USA)** “A non-profit organization, ATHENA seeks to improve the sustainability of the built environment by meeting the building community’s



need for better information and tools. Through offices in Canada and the United States, the Institute furthers the use and science of LCA through groundbreaking software, world class databases and customized consulting services, and by working collaboratively with the international research community. For more than a decade, the ATHENA Institute has been helping architects, engineers and others to evaluate the environmental impacts of new and existing buildings through life cycle assessment (LCA).”

### **Pollution prevention, clean production and sustainable manufacturing**

- **Canadian Centre for Pollution Prevention (C2P2—Ontario, Canada)** “Leaders shaping the future of sustainable production and consumption.” Organizers of the annual Canadian Pollution Prevention Roundtable, which hosts the Canadian Council of Ministers of the Environment (CCME) and its annual Pollution Prevention (P2) Award.”  
<http://www.c2p2online.com/>
  
- **Ontario Centre for Environmental Technology Advancement – OCETA** (Mississauga, ON, Canada) “OCETA was incorporated in 1993 as one of three Canadian Environmental Technology Advancement Centres to strengthen and grow the environmental industry in Canada. OCETA is a private company that operates at arm's length from government. The core mandate of OCETA is to provide technical support and business services to entrepreneurs, start-up companies and small to medium-sized enterprises to support the commercialization of new environmental technologies, and to accelerate market adoption of clean technology and environmentally sustainable solutions. OCETA has the sole license to manage the Canadian Environmental Technology Verification Program. In executing this role, OCETA has developed a practical management framework to baseline, measure and verify the environmental performance of technologies, products and projects.”  
<http://www.oceta.on.ca>
  
- **Sustainable Manufacturing Initiative and Public-Private Dialogue (USA)** “The US Department of Commerce is pleased to announce the launch of the Sustainable Business Clearinghouse. The Sustainable Business Clearinghouse is a central portal for information on Federal-level government programs and resources that support sustainable business. This is a searchable database that allows you to structure your query by sustainability issue, industry sector, and type of information.”  
<http://www.trade.gov/competitiveness/sustainablemanufacturing/index.asp>
  
- **Sustainability Consortium (USA)** “The Sustainability Consortium is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability through all stages of a products life cycle. The Sustainability Consortium develops transparent methodologies, tools and strategies to drive a new generation of products and supply networks that address environmental, social and economic imperatives. The Sustainability Consortium advocates for a scientifically grounded process and transparent system, not for individuals or organizations.”  
<http://www.sustainabilityconsortium.org/>

**Sustainable Manufacturing Initiative and Public-Private Dialogue (USA)** The US Department of Commerce has a Sustainable Manufacturing Initiative and a Public-Private Dialogue. A couple of its flagship programmes are the Sustainable Business Clearinghouse, created to provide U.S. companies with a central portal for information on programs and resources that can assist them in enhancing their competitiveness and profitability in environmentally sustainable ways, and Sustainable Manufacturing American Regional Tours (SMART), which are “Assistant Secretary-led, regional manufacturing facility tours across the United States, aimed at enhancing awareness of the benefits of sustainable manufacturing practices.”

<http://www.trade.gov/competitiveness/sustainablemanufacturing/index.asp>

## **Closed loop systems**

### **Extended producer responsibility**

- **Northwest Product Stewardship Council** (Washington and Oregon, USA) “The mission of the NWPSC is to work together and with other governments, businesses and non-profit groups to integrate product stewardship (producer responsibility) principles into the policy and economic structures of the Pacific Northwest. The Council is working to shift Washington and Oregon’s product waste management system from one focused on government funded and ratepayer financed waste disposal and waste diversion to one that relies on producer responsibility in order to reduce public costs, increase accessibility to services, attain higher environmental benefits and drive improvements in product design that promote.”  
<http://www.productstewardship.net/>
- **Environment Canada** (Canada) Environment Canada’s information and resource portal on extended producer responsibility.  
<http://www.ec.gc.ca/epr/default.asp?lang=En&n=052F5879-1>
- **California Product Stewardship Council** (CA, USA) “The California Product Stewardship Council is a non-profit corporation supported by many local governments and government entities, business partners, and others who have pledged to support the CPSC Mission. Its mission is to shift California’s product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.”  
<http://www.calpsc.org/>
- **British Columbia Product Stewardship Council** (BC, Canada) “The British Columbia Product Stewardship Council (BCPSC) was originally established in 2001 (as the Local Government Stewardship Council) under the auspices of the Union of BC Municipalities (UBCM) to offer advice to the provincial government on the effectiveness of existing Extended Producer Responsibility (EPR) programs and to suggest what products should be the focus of future programs. At the time it was made up of representatives from nine of BC’s 27 regional governments, UBCM staff and, staff from the BC Ministry of the



Environment in a resource role. After only a few meetings the Council became inactive, largely due to lack of leadership.”

<http://www.bcproductstewardship.org>

- **Canadian Council of Ministers of the Environment – CCME (Canada)** “On October 29, 2009, the Council of Ministers approved in principle a Canada-wide Action Plan for Extended Producer Responsibility and a Canada-wide Strategy for Sustainable Packaging. CCME's Extended Producer Responsibility Task Group was established to provide guidance on the development and implementation of EPR and product stewardship programs, and to consider packaging as a first priority. The EPR Task Group's mandate is to: Identify opportunities to harmonize, make consistent where appropriate, expand, and improve EPR programs; develop general guidance on EPR issues; identify and explore opportunities to forge strategies for new EPR initiatives; and facilitate EPR communications and information exchange among jurisdictions.”

[http://www.ccme.ca/ourwork/waste.html?category\\_id=128](http://www.ccme.ca/ourwork/waste.html?category_id=128)

### **Hazardous / toxic use reduction, waste, products and technologies**

- **Toxics Use Reduction Institute – University of Massachusetts Lowell (Lowell, MA, USA)** “TURI provides services and grant programs to reduce toxic chemical use and advance energy and water efficiency while enhancing the economic competitiveness of local businesses. The Institute is located at the University of Massachusetts Lowell, and provides services to all Massachusetts companies, communities and agencies. Our Mission is to research, test and promote alternatives to toxic chemicals used; improve efficiency in energy and water use; provide training, resources and tools; and promote economic competitiveness through improved efficiency, compliance stability, reduced risk and new markets.”

<http://www.turi.org/>

- **Environmental Defense Fund's Protect Human Health initiative (USA)** “Founded in 1967 as the Environmental Defense Fund, we tackle the most serious environmental problems with: Sound science; economic incentives; corporate partnerships; and getting the law right. Environmental Defense Fund is a leading national nonprofit organization representing more than 700,000 members. Since 1967, we have linked science, economics and law to create innovative, equitable and cost-effective solutions to society's most urgent environmental problems. Environmental Defense Fund is dedicated to protecting the environmental rights of all people, including future generations. Among these rights are access to clean air and water, healthy and nourishing food, and flourishing ecosystems.”

<http://www.edf.org/page.cfm?tagID=67>

### **Full cost accounting**

- **International Institute for Sustainable Development's Full-Cost Accounting for the Environmental Impacts of Agriculture (Winnipeg, Manitoba, Canada) Five-Year project (2003 – 2008) by IISD.** “In 2003 IISD embarked on a five-year research project with Agriculture and Agri-food Canada to study the issue of full-cost accounting and its application to policy development in agriculture.”

<http://www.iisd.org/measure/knowledge/sectors/fullcost.asp>

## Eco-efficiency

- **Eco-Efficiency Centre** (Halifax, NS, Canada) “Dalhousie University's Eco-Efficiency Centre is a non-profit, non-government environmental management support centre for small- and medium-sized enterprises. The Centre was founded upon the principles of eco-efficiency, a management philosophy that seeks to achieve strengthened financial performance by minimizing the resources necessary to produce, consume and dispose of a particular product or service. The Centre was established in 1998 as a partnership between Dalhousie University and Nova Scotia Power Inc., and is supported by private corporations, governments and foundations. Each year the Centre is happy to provide students from Dalhousie University with the opportunity to gain hands-on work experience.”  
<http://eco-efficiency.management.dal.ca>

## Workplace standards

- **Canadian Centre for Occupational Health and Safety** (Hamilton, ON, Canada) “Established in 1978, CCOHS promotes the total well-being – physical, psychosocial and mental health – of working Canadians by providing information, training, education, management systems and solutions that support health, safety and wellness programs. A not-for-profit federal department corporation, CCOHS is governed by a tripartite Council – representing government, employers and labour – to ensure a balanced, approach to workplace health and safety issues. We offer a range of workplace health and safety services to help your organization raise awareness, assess risks, implement prevention programs, and improve health, safety and well-being.”  
<http://www.ccohs.ca/>
- **The Canadian Institute of Mining, Metallurgy and Petroleum** (Montreal, QC, Canada) “The Institute was incorporated by an Act of the Parliament of Canada in 1898 as the Canadian Mining Institute. In 1920, it became the Canadian Institute of Mining and Metallurgy, and in 1990, the Canadian Institute of Mining, Metallurgy and Petroleum. The Mining Society of Nova Scotia, incorporated in 1887, is affiliated with the Institute. The Canadian Institute of Mining, Metallurgy and Petroleum (CIM), the leading technical society of professionals associated with the Canadian minerals and materials industry, has 11,000 members from industry, government and academia who are dedicated to the discovery, production, utilization and economics of minerals, metals and petroleum. Thousands more are also involved as CIM Branch members all across Canada. CIM periodicals also reach 2,000 other subscribers across the world in various universities and libraries. Most CIM members live in Canada although around 1,000 live abroad.”  
<http://www.cim.org>

## Environmental management systems and accounting

- **Standards Council of Canada** (Ottawa, ON, Canada) “The Standards Council of Canada (SCC) is a federal Crown corporation. It has its mandate to promote efficient and effective standardization in Canada. Located in Ottawa, the Standards Council has a 15-member governing Council and a staff of approximately 90. The organization reports to Parliament through the Minister of Industry and oversees Canada's National Standards System. The Standards Council of Canada accredits certification bodies that assess and

certify environmental management systems to the international standard ISO 14001. Environmental management systems verify the impact of an organization's activities on the environment. They help organizations to establish environmental goals and targets and evaluate how well they are being achieved.”

<http://www.scc.ca/en/programs-services/ms/environmental>

### **Environmental certification systems**

- **Canadian Environmental Certification Approvals Board – CECAB** (Calgary, AB, Canada) “The Canadian Environmental Certification Approvals Board (CECAB) is responsible for the certification of environmental practitioners in Canada. The 9-member CECAB Board oversees final approval of all candidates. CECAB offers three levels of environmental certification: CCEP (Certified Canadian Environmental Practitioner) for practitioners with more than five years of environmental experience; CEPIT (Canadian Environmental Practitioner-in-Training) for practitioners with fewer than five years of experience, and newcomers to Canada; and, auditing for practitioners who conduct environmental audits and environmental assessments.”

<http://www.cecab.org>

### **Environmental impact assessments**

- **International Association for Impact Assessment – Western and Northern Canada Affiliate** (Calgary, AB, Canada) “The International Association for Impact Assessment (IAIA) is the world's leading professional association in the field of impact assessment. IAIA's Western and Northern Canada (WNC) Affiliate includes members from the federal and territorial government, consultancies, co-management boards, industry and NGOs. Its goal is to promote and develop best practice in environmental impact assessment.”

<http://www.iaiawnc.org/>

### **Corporate social responsibility**

- **Canadian National Contact Point** (Ottawa, ON, Canada) “As a signatory to the OECD CSR Guidelines for Multinational Enterprises, Canada is obligated to establish a National Contact Point (NCP). The NCP is responsible for promoting the Guidelines nationally to ensure that they are well known and understood by the business community and other interested parties. It is also responsible for handling inquiries and assisting in resolving issues that arise concerning specific instances of business conduct. The Canadian NCP is a federal government entity involving the participation of the following departments: Canadian International Development Agency, Environment Canada, Foreign Affairs and International Trade Canada, Department of Finance, Human Resources and Skills Development Canada, Indian and Northern Affairs Canada, Industry Canada and Natural Resources Canada. The OECD guidelines are a government-endorsed framework of voluntary standards and principles for responsible business conduct. The Guidelines are a part of the OECD Declaration on International Investment and Multinational Enterprises which provides a balanced framework to improve the international investment climate and encourages the positive contribution enterprises can make to sustainable development. The Guidelines also aim to prevent misunderstandings and build an atmosphere of mutual confidence and predictability between enterprises, labour, governments and society as a whole.”

<http://www.ncp.gc.ca>

- **United States National Contact Point** (Washington, DC, USA) “The Organization for Economic Cooperation and Development (OECD) Guidelines for Multinational Enterprises (“the Guidelines”) constitute a set of voluntary recommendations to multinational enterprises on areas of responsible business conduct, including employment and industrial relations, environment, information disclosure, combating bribery, consumer interests, science and technology, competition, and taxation. OECD members and other governments which have adhered to the OECD Declaration on International Investment and Multinational Enterprises, which includes the Guidelines, are obligated to establish a national contact point for the purpose of promoting the Guidelines among multinational enterprises operating in and from its territories, serving as a clearing house for inquiries and comments about implementation of the Guidelines, and discussing with concerned parties matters covered by the Guidelines. For the United States, the National Contact Point (NCP) sits in the Bureau of Economic, Energy, and Business Affairs for the U.S. Department of State. In serving this function, the NCP is assisted by the State Department’s Bureau of Democracy, Human Rights, and Labour, as well as with other agencies, including the Departments of Labour, Commerce, Justice, Treasury, the Environmental Protection Agency, and the U.S. Trade Representative.”

<http://www.state.gov/usncp>
- **Social Venture Network** (San Francisco, CA, USA) “Social Venture Network inspires a community of business and social leaders to build a just economy and sustainable planet. We work to achieve this mission by:

  - Providing forums, information, and initiatives that enable leaders to work together to transform the way the world does business
  - Sharing best practices and resources that help companies generate healthy profits and serve the common good
  - Supporting a diverse community of leaders who can effect positive social change through business
  - Creating a vibrant community that nourishes deep and lasting friendships
  - Producing unique conferences that promote the exchange of ideas and encourage the development of relationships and partnerships
  - Offering programs that support the spiritual, professional, and personal development of our members.”

<http://www.svn.org/>
- **Business for Social Responsibility** (San Francisco, CA, USA) “At BSR, our mission is clear: We work with business to create a just and sustainable world. A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world.”

<http://www.bsr.org/>

- **Canadian Business for Social Responsibility** (Vancouver, BC, Canada) “Founded in 1995, Canadian Business for Social Responsibility (CBSR) is a non-profit, member-led organization that mobilizes Canadian companies to make powerful business decisions that improve performance and contribute to a better world. The globally recognized source for corporate social responsibility in Canada, CBSR is the Canadian representative in a world-wide network committed to corporate social responsibility (CSR). We strongly believe that corporate responsibility and business success go hand-in-hand. We support our member companies on their CSR agendas, and lead the national debate on CSR. Our work is to change the way business does business.”  
<http://www.cbsr.ca/>
- **American Sustainable Business Council** (Washington, DC, USA) “The American Sustainable Business Council is a growing coalition of business networks committed to public policies that support a vibrant, just, and sustainable economy. The Council is dedicated to moving beyond the politics and practices of the past to identify the innovative solutions that will transform our economy and society. We are committed to ensuring that America's businesses and social enterprises will be a major driving force behind this transformation. ASBC promotes policy change by educating and informing the business community, policy makers, and the media about the business case for change, and by engaging the leaders of businesses and enterprises in building broad support for the policies America needs. We work on a range of policy areas, including: financial reform, health care, chemicals policy, climate change, and business taxes.”  
<http://www.asbcouncil.org/>
- **Net Impact** (San Francisco, CA, USA) “Net Impact is an international nonprofit organization with a mission to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world. Spanning six continents, our membership makes up one of the most influential networks of professionals and students in existence today. Net Impact members are current and emerging leaders in CSR, social entrepreneurship, nonprofit management, international development, and environmental sustainability who are actively improving the world.”  
<http://www.netimpact.org/>
- **Halifax Initiative** (Ottawa, Canada) “Halifax Initiative is a coalition of development, environment, labour, human rights and faith groups deeply concerned about the international financial system and its institutions. The Halifax Initiative was formed in the context of an international movement of non-governmental organizations focused on evaluating the role and record of the Bretton Woods Institutions at the time of their 50th Anniversary. Canadian NGOs formed the Halifax Initiative in December 1994 to ensure that demands for fundamental reform of the international financial institutions were high on the agenda of the G7's 1995 Halifax Summit.”  
<http://www.halifaxinitiative.org>
- **Canadian Network for Corporate Accountability** (CNCA—Ottawa, Canada) Hosted by the Halifax Initiative “The Halifax Initiative Coalition (HI), and many of its members,

are part of the Canadian Network on Corporate Accountability (CNCA). However, CNCA and HI are not synonymous. We have different memberships and mandates. The Canadian Network on Corporate Accountability (CNCA) is calling for the Canadian Government to move beyond corporate social responsibility measures that are strictly voluntary. The Government must regulate practices of Canadian extractive companies operating overseas. Non-governmental organizations, churches, trade unions and other civil society organizations concerned with the detrimental human rights and environmental impacts of Canadian extractive industries have joined this network.”  
<http://halifaxinitiative.org/content/canadian-network-corporate-accountability-about>

- **CSRWire.ca – Canadian Corporate Social Responsibility Wire** (Canada)  
“CSRWire.ca is a national distribution service for environmental and corporate social responsibility (CSR) news that is relevant for Canadians. Our focus is on organizations and companies that have a meaningful commitment to CSR principles. Our members share a vision of a more responsible future where profit and the environment are synergistic rather than antagonistic.”  
<http://csrwire.ca/>
- **Corporate Social Responsibility – Foreign Affairs and International Trade** (Canada)  
Resource portal on corporate social responsibility in Canada and abroad.  
[http://www.international.gc.ca/trade-agreements-accords-commerciaux/ds/activity-csr.aspx?menu\\_id=4&menu=R](http://www.international.gc.ca/trade-agreements-accords-commerciaux/ds/activity-csr.aspx?menu_id=4&menu=R)
- **Network for Business Sustainability** (London, ON, Canada) “The Network for Business Sustainability conducts free, credible research on the issues that matter to sustainability managers. Each year, our Leadership Council of leading Canadian businesses identifies their top sustainability priorities. To date, these priorities include: Adaptation to Climate Change; engaging the Community; socially Conscious Consumerism; and valuing Business Sustainability.”  
<http://www.nbs.net/>
- **EthicsCentre CA** (Toronto, ON, Canada) “EthicsCentre CA is a registered charity governed by volunteers and supported by organizations and individuals who share a commitment to ethical values. Founded in 1988, we are a uniquely Canadian, independent ethics centre. We are dedicated to promoting and maintaining an ethical orientation and culture in Canadian organizations. Our mission is to champion the application of ethical values in the decision-making process of business and other organizations. We operate in a non-judgmental and inclusive way to explore and promote the positive role of ethical decision making. We serve as a forum and catalyst for constructive discussion and debate.”  
<http://www.ethicscentre.ca>
- **Canadian Business Ethics Research Network** (Toronto, ON, Canada) “The Canadian Business Ethics Research Network (CBERN) was developed through a SSHRC project funded in 2004. The project has evolved through many stages, including a series of cross-Canada, cross-sectoral workshops and a series of newsletters tracking the development of the Network. The workshops indicated the need for coordinating efforts in business



ethics research in the country, which lent itself well to a web-based forum. CBERN aims to promote knowledge-sharing and partnerships within the field and across private, governmental, voluntary and academic sectors. CBERN also aims to support work from inception to dissemination, from graduate student research and fellowship opportunities to promoting the projects of established professionals.”

<http://www.businessethicscanada.ca>

### **Corporate sustainability reporting**

- **Global Reporting Initiative (GRI) Focal Point USA** (New York, NY, USA) “The Global Reporting Initiative (GRI) is a network-based organization that pioneered the world’s most widely used sustainability reporting framework. GRI is committed to the Framework’s continuous improvement and application worldwide. GRI’s Reporting Framework is developed through a consensus-seeking, multi-stakeholder process. Participants are drawn from global business, civil society, labour, academic and professional institutions. As a part of GRI’s regional expansion strategy, GRI has entered into an agreement in October 2010 to establish a GRI Focal Point in the United States. GRI’s ‘Focal Point USA’ aims to boost the number of US companies reporting on sustainability in a consistent manner, to improve the quality of those reports, and to increase US organizations’ input into developing new guidelines for sustainability reporting. The collaborative initiative serves to strengthen the collective goals of both organizations – increasing the uptake of responsible business practice and making reporting on economic, environmental and social performance by all organizations as routine and comparable as financial reporting.”  
<http://www.globalreporting.org>
- **Summit on Corporate Environmental and Sustainability Reporting** (Toronto, ON, Canada) Summit held on May 18, 2001, in Toronto, Ontario, Canada. “Canadian companies are producing some good environmental and sustainability reports, but have yet to become world leaders in this field. But, coming from a country with a good track record on environmental and social justice, the companies have an opportunity to improve their reporting, and that will help their triple bottom line. This was one of the key messages from a historic summit on Corporate Environmental and Sustainability Reporting held May 18, 2001 in Toronto. The meeting, organized by the Sustainability Reporting Program and the Schulich School of Business at York University, drew 76 people from Canada and abroad, including those responsible for reporting in some of the biggest corporations.”  
<http://www.sustreport.org/news/results.html> and  
<http://www.sustreport.org/business/report/intro.html>
- **SustainAbility** (UK, with offices in the USA) “Founded in 1987, SustainAbility is a hybrid strategy consultancy and independent think-tank. Our diverse team works globally from offices in London, New York, San Francisco, Washington and Zurich. We work with senior corporate decision makers to achieve transformative leadership on the sustainability agenda. We offer a range of services designed to create financial value at the same time as addressing environmental, social and governance issues in an integrated manner. SustainAbility also undertakes advocacy to contribute to a policy environment and broader public understanding aligned with our ESG goals.”

<http://sustainability.co.uk>

## Eco product design / design for environment

### Biomimicry

- **AskNature** (USA) “AskNature is a free, open source project, built by the community and for the community. Our goal is to connect innovative minds with life's best ideas, and in the process, inspire technologies that create conditions conducive to life. To accomplish this, we're doing something that has never been done—organizing the world's biological literature by function. What you'll see on the site today is a starter culture of ideas—biological blueprints and strategies, bio-inspired products and design sketches, and biomimics you can talk to and collaborate with. Over the next few months, this genetic pool of ideas will grow as we receive natural history information from our partner, Encyclopedia of Life. Our social web will also grow, beginning with tapping into thousands of solution seekers who are part of the Wisser Earth global network.”  
<http://www.asknature.org>
- **Biomimicry Institute** (Montana, USA) “The Biomimicry Institute is a not-for-profit organization that promotes the study and imitation of nature’s remarkably efficient designs, bringing together scientists, engineers, architects and innovators who can use those models to create sustainable technologies. The Biomimicry Institute offers short-term workshops and two-year certificate courses in biomimicry for professionals, and helps to develop and share biomimicry-related curricula used in a range of educational venues, from K-12 classrooms to universities, as well as in non-formal settings such as zoos and museums. The Biomimicry Institute does not conduct its own research; rather, it serves as a clearinghouse and resource for those who do.”  
<http://www.biomimicryinstitute.org>
- **EcoDesign Resource Society** (Vancouver, BC, Canada) “The EcoDesign Resource Society (EDRS) is a not-for-profit organization which promotes environmentally responsible ('green') design, planning and development practices through research, education and communication. In the main, EDRS acts as a resource and forum for discussion on green design. As a non-profit, non-political, professionally-oriented group, it has been instrumental in promoting more environmentally-responsible development practices in B.C. EDRS is solely supported by membership fees and grants from foundations for specific projects.”  
<http://www.vcn.bc.ca/edrs/aboutus.html>

### Cradle-to-cradle

- **MBDC** (Charlottesville, VA, USA) “MBDC is a product and process design firm dedicated to revolutionizing the design of products and services worldwide. William McDonough and Dr. Michael Braungart founded MBDC in 1995 to promote and shape what they call the “Next Industrial Revolution” through the introduction of a new design paradigm called Cradle to CradleSM Design, and the implementation of eco-effective design principles.”  
<http://www.mbdc.com>



## Product stewardship

- **Electronics Product Stewardship Canada** (Canada) “Electronics Product Stewardship Canada (EPS Canada) is developing a national electronics end-of-life program in Canada. As a not-for-profit organization, EPS Canada will work with an array of partners and stakeholders to design, promote and implement sustainable solutions for Canada's electronic waste problem. The founding members of EPS Canada are 16 leading electronics manufacturers: Apple Canada Inc.; Brother International Corporation (Canada) Ltd.; Canon Canada Inc.; Dell Canada; Epson Canada Ltd.; Hewlett-Packard (Canada) Co.; Hitachi Canada Ltd.; IBM Canada Ltd.; Lexmark Canada Inc.; LG Electronics Canada; Panasonic Canada Inc.; Sanyo Canada Inc.; Sharp Electronics of Canada Ltd.; Sony of Canada Ltd.; Thomson Multimedia Ltd.; and Toshiba of Canada Ltd. The organization was created through the joint efforts of the Information Technology Association of Canada (ITAC) and Electro-Federation Canada (EFC).”  
<http://www.epsc.ca/>
- **Steward Edge** (Toronto, ON, Canada) “Our mission is to contribute to economic and environmental sustainability. This will be achieved through the design, implementation and management of effective and efficient product stewardship programs.”  
<http://www.stewardedge.ca/>

## Design for sustainability

- **Design Exchange** (Toronto, ON, Canada) “Design Exchange's mission is to promote the value of Canadian design, through engaging and enriching programs. DX's goals are to: to be recognized internationally as a center of design excellence for Canada; to build a Canadian brand identity, nationally and internationally; to offer DX programs and services locally, provincially and nationally; and to operate efficiently and effectively with a stable financial platform.”  
<http://www.rmi.org/>
- **The Society of Graphic Designers of Canada** (Ottawa, ON, Canada) “The Society of Graphic Designers of Canada (GDC) is a member-based organization of design professionals, educators, administrators, students and associates in communications, marketing, media and design related fields. Since 1956, the GDC has been an advocate, voice and resource for Canada's graphic design profession. We are a national certified body of graphic designers promoting high standards of visual design and ethical business practices for the benefit of Canadian industry, commerce, public service and education. Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.”  
<http://www.gdc.net/>

## Dematerialization

- **Journal of Industrial Ecology – Volume 2, Issue 3** (Boston, MA, USA) “We review the major empirical analyses of the related concepts of dematerialization and intensity of use. Dematerialization refers to the absolute or relative reduction in the quantity of materials used and/or the quantity of waste generated in the production of a unit of economic output

A common indicator is the intensity of material use, which is the quantity of material used per unit of economic output. Our discussion focuses on seven topics: the environmental Kuznets curve for materials, material use and long wave theory material decomposition analysis, statistical, input-output and dynamic models of material use, and analyses of national material use. We examine the measurement of aggregate material use and waste emissions, hypothesis testing, the importance of imports, and forces that countervail dematerialization such as rising affluence and the 'rebound effect.'”

<http://www3.interscience.wiley.com/journal/120143733/abstract?CRETRY=1&SRETRY=0>

### **Green / sustainable chemistry**

- **American Chemical Society Green Chemistry Institute** (Washington, DC, USA) “The mission of the ACS Green Chemistry Institute (ACS GCI) is to enable and catalyze the implementation of green chemistry and green engineering into all aspects of the global chemical enterprise. The Green Chemistry Institute was incorporated in 1997 as a not-for-profit 501(c)3 corporation devoted to promoting and advancing green chemistry. On January 1, 2001, the ACS Green Chemistry Institute® became part of ACS operations in Washington, DC. The two organizations joined to pursue their joint interests in the discovery and design of chemical products and processes that eliminate generation and use of hazardous substances.”  
<http://portal.acs.org/>
- **Dow Sustainable Chemistry** (USA; Canada) “Sustainable chemistry is our “cradle-to-cradle” concept that drives us to use resources more efficiently, to minimize our footprint, provide value to our customers and stakeholders, deliver solutions for customer needs and enhance the quality of life of current and future generations. We are on the threshold of a step-change movement in the way chemistry transforms future economic, environmental and social sustainability. At Dow, we believe that Sustainable Chemistry goes well beyond mitigating the unintended consequences of chemistry. We see it as a breakthrough approach to innovative problem-solving and providing sustainable solutions to critical global challenges.”  
<http://www.dow.com/commitments/goals/chemistry.htm>
- **California Green Chemistry Initiative** (Sacramento, California, USA) Several resources available in California on Green Chemistry.  
<http://cagreenchem.wikidot.com/> and <http://cagreenchem.wikidot.com/>

### **Service economy**

### **Social ventures / entrepreneurship**

- **Rocky Mountain Institute** (Colorado, USA) “Our mission is to drive the efficient and restorative use of resources. RMI's style is non-adversarial and trans-ideological, emphasizing integrative design, advanced technologies, and mindful markets. Our strategic focus, executed through specific initiatives designed to take our work rapidly to scale, is to map and drive the transition from coal and oil to efficiency and renewables.

We work extensively with the private sector, as well as with civil society and government, to create abundance by design and to apply the framework of natural capitalism.”

<http://www.rmi.org/>

- **Venture4Change** (Ontario, Canada) “A Summit for People with Powerful Ideas. Learn, be inspired, meet like-minded change-making peers, and join in on a conversation about the power of people with solutions to some of our most challenging social and environmental problems.”  
<http://www.venture4change.com/>
- **One Percent for the Planet** (Waitsfield, VT, USA) “Launched in 2002, 1% for the Planet is a growing global movement of 1257 companies that donate 1% of their sales to a network of 2,035 environmental organizations worldwide. 1% for the Planet exists to build and support an alliance of businesses financially committed to creating a healthy planet.”  
<http://www.onepercentfortheplanet.org>
- **InterfaceFLOR** (USA and Canada) “To InterfaceFLOR, Mission Zero means taking the time to understand the natural world and all of its species and to understand how everything we do, take, make and waste affects nature's balance and, ultimately, our children and the children of all species. From this knowledge, we can build processes throughout our business that mimic nature and support the environment. Processes that: sustain the environment by taking nothing from the earth that we cannot easily and rapidly replace; sustain society by educating our employees and associates on our impact on the environment and helping them create solutions that reduce our footprint; and sustain our economic health by creating products and solutions that are not only environmentally-friendly, but profitable as well. We strive to achieve success in all of these areas, while consistently providing beautiful, high performing products delivered with integrity and responsibility.”  
<http://www.interfaceflor.com>
- **Mountain Equipment Coop** (Canada) “We aim to foster change in environmental, social, and economic sustainability in the marketplace. Our efforts are focused where we can best effect this change. MEC is the largest retail co-operative in Canada and demonstrates what can be done through collective democratic ownership. Our commitment to green building, community grants, ethical purchasing, product sustainability, and promotion of Canada-wide parks and protected areas demonstrates the best of what business can be in our society.” Is part of 1% for the Planet.  
<http://www.mec.ca>
- **Patagonia** (USA) “Our mission is to build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis. For us at Patagonia, a love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet. We donate our time, services and at least 1% of our sales to hundreds of grassroots environmental groups all over the world who work to help reverse the tide. We know that our business activity – from lighting stores to dyeing shirts – creates pollution as a by-

product. So we work steadily to reduce those harms. Staying true to our core values during thirty-plus years in business has helped us create a company we're proud to run and work for. And our focus on making the best products possible has brought us success in the marketplace.” Is part of 1% for the Planet.

<http://www.patagonia.com/>

- **ClearlySo.ca** (Toronto, ON, Canada) “We are the first online marketplace for social business & enterprise, commerce and investment.”  
<http://www.clearlyso.ca>
- **MaRS** (Toronto, ON, Canada) “MaRS is where science, technology and social entrepreneurs get the help they need. Where all kinds of people meet to spark new ideas. And where a global reputation for innovation is being earned, one success story at a time.”  
<http://marsdd.com>
- **Social Venture Network** (SVN—San Francisco, CA, USA) “Social Venture Network inspires a community of business and social leaders to build a just economy and sustainable planet. We work to achieve this mission by: Providing forums, information, and initiatives that enable leaders to work together to transform the way the world does business; sharing best practices and resources that help companies generate healthy profits and serve the common good; supporting a diverse community of leaders who can effect positive social change through business; creating a vibrant community that nourishes deep and lasting friendships; producing unique conferences that promote the exchange of ideas and encourage the development of relationships and partnerships; and offering programs that support the spiritual, professional, and personal development of our members.”  
<http://www.svn.org>
- **BALLE – Business Alliance for Local Living Economies** (Bellingham, WA, USA) “BALLE's mission is to catalyze, strengthen and connect networks of locally owned independent businesses dedicated to building strong Local Living Economies. BALLE is the world's fastest growing network of sustainable businesses. Since 2001, BALLE has helped spawn nearly 80 BALLE networks representing more than 22,000 entrepreneurs across the US and Canada.”  
<http://www.livingeconomies.org>
- **Skoll Foundation** (Palo Alto, CA, USA) “The Skoll Foundation drives large-scale change by investing in, connecting, and celebrating social entrepreneurs and other innovators dedicated to solving the world's most pressing problems. Social entrepreneurs are proven leaders whose approaches and solutions to social problems are helping to better the lives and circumstances of countless underserved or disadvantaged individuals.”  
<http://www.skollfoundation.org>
- **Social Venture Institute** (Vancouver, BC, Canada) “SVI offers the mission-based entrepreneur an opportunity to share challenges, successes, and experiences with peers in an atmosphere of trust and goodwill. Each attendee brings a commitment of social change to their enterprise, whether a for-profit business or a non-profit organization. Over

the years, SVI has provided over 2,000 entrepreneurs the opportunity to strengthen their business skills, network with other social change leaders, and rejuvenate their passion and vision. SVI Hollyhock is presented by Renewal and Social Venture Network (SVN).  
<http://www.renewalpartners.com/svi-hollyhock>

- **Green Enterprise Ontario** (Toronto, ON, Canada) “GEO envisions a sustainable society which balances the three pillars of people (social equity), planet (healthy environment) and the economy (long-term prosperity) and commits to meeting the needs of the present without compromising the ability of future generations to meet their own needs. GEO is an inclusive organization that works with businesses of all types, sizes and current levels of sustainability. We believe all businesses can and should develop increasing levels of sustainable business practices and if properly engaged they will continue to work with us in achieving this objective.”  
[www.greenenterprise.net](http://www.greenenterprise.net)

### ***Distribution and marketing***

#### **Eco labelling / certification**

- **Global Ecolabelling Network (GEN)** (Ottawa, Ontario, Canada) “A non-profit association of third-party, environmental performance recognition, certification and labelling organizations founded in 1994 to improve, promote, and develop the “ecolabelling” of products and services.”  
<http://www.globalecolabelling.net/>
- **Ecolabelling.org** (Vancouver, BC, Canada) “Ecolabelling.org is brought to you by Big Room Inc., a Vancouver, Canada based for-benefit company with a presence in New Haven, Connecticut. This site helps companies use ecolabels and educates consumers about their value. We define an ecolabel as any consumer facing logo that claims an added environmental or social benefit. The goals of the site are: To gather all ecolabels in the world onto one common platform; to provide standard data and analysis on those ecolabels; and to help companies buy and sell ecolabelled products and services. We started ecolabelling.org because the increasing number and differing quality of ecolabels around the world was creating confusion amongst business and consumers. At the same time, demand for ecolabels was increasing along with their use in government, university and business purchasing strategies. We believe that markets need trustworthy and transparent information in order to grow. Ecolabelling.org is the global provider of that information for the ecolabel market.”  
<http://www.ecolabelling.org>
- **Green Seal** (Washington, DC, USA) “Founded in 1989, Green Seal provides science-based environmental certification standards that are credible, transparent, and essential in an increasingly educated and competitive marketplace. Our industry knowledge and standards help manufacturers, purchasers, and end users alike make responsible choices that positively impact business behavior and improve quality of life.”  
<http://www.greenseal.org/>

- **Eco Logo** (Canada) “North America’s largest, most respected environmental standard and certification mark. EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet stringent standards of environmental leadership.” Founded in 1988 by the Canadian government.  
<http://www.terrachoice-certified.com/en/>
- **USDA National Organic Program** (USA) “The US Departments of Agriculture’s Agricultural Marketing Service’s National Organic Program (NOP) develops, implements, and administers national production, handling, and labeling standards for organic agricultural products. The National Organic Program also accredits the certifying agents (foreign and domestic) who inspect organic production and handling operations to certify that they meet USDA standards.”  
<http://www.ams.usda.gov/AMSv1.0/NOP>
- **TerraChoice** (Ottawa, ON, Canada) “TerraChoice, North America’s premiere environmental marketing agency, helps grow the world’s most sustainable companies. A science-based marketing firm, we help clients convert genuine environmental leadership into winning strategy, communications and positioning. Our products and services include: Validation products such as EcoLogo™, a global leader in third-party environmental certification; consulting in environmental marketing strategy and communication as well as in policy, purchasing and program delivery; and market research, focused on “green” purchasers in B2B, B2G and B2C commerce.”  
<http://www.terrachoice.com>
- **EPEAT** (USA) “Electronic Product Environmental Assessment Tool.” A procurement tool that “helps purchasers evaluate, compare and select electronic products based on their environmental attributes. The system currently covers desktop and laptop computers, thin clients, workstations and computer monitors.”  
<http://www.epeat.net/>
- **Leadership in Energy and Environmental Design – LEED** (Canada; USA) “The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria. LEED is a third-party certification program and an internationally accepted benchmark for the design, construction and operation of high performance green buildings. It provides building owners and operators the tools they need to have an immediate and measurable impact on their buildings’ performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health.”  
<http://www.cagbc.org/leed/what/index.php> (LEED Canada) and  
<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19> (LEED USA)
- **Energy Star** (USA; Canada) USA: “ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices.”  
 Canada: “ENERGY STAR in Canada is a voluntary arrangement between Natural



Resources Canada's Office of Energy Efficiency and organizations that manufacture, sell or promote products that meet the ENERGY STAR levels of energy performance. ENERGY STAR in Canada is administered by Natural Resources Canada's (NRCan's) Office of Energy Efficiency (OEE).”

<http://www.energystar.gov> (USA) and <http://oee.nrcan.gc.ca/residential/energystar-portal.cfm> (Canada)

- **Canadian General Standards Board: Organic Production Systems** (Canada) “The CGSB is accredited by the Standards Council of Canada to develop National Standards of Canada in a broad range of subject areas and to administer certification programs for products, services, and quality and environmental management systems. Established in 1934, the CGSB is a charter participant in the National Standards System of Canada and a directorate of Public Works and Government Services Canada.”  
[http://www.tpsgc-pwgsc.gc.ca/cgsb/on\\_the\\_net/organic/index-e.html](http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/index-e.html)
- **Local Food Plus** (Toronto, ON, Canada) “LFP was incorporated as a non-profit in October 2005. At LFP, we recognize the need for a community economic development and job creation strategy, the importance of reducing greenhouse gas emissions, and the benefits of a food system that supports positive change for all stakeholders. We’ve developed a certification system that puts these economic, environmental and social issues at the forefront, where they belong. The LFP system addresses production, labour, native habitat preservation, animal welfare, and on-farm energy use, and leverages these standards to open new higher-value markets for Canadian farmers. In short, LFP is committed to creating local sustainable food systems that reduce reliance on fossil fuels, create meaningful jobs, and foster the preservation of farmland – and farmers.”  
<http://www.localfoodplus.ca/>
- **Green Electronics Council** (Portland, Oregon, USA) “Founded in 2005 to bring focus to the special issues of electronics and sustainability, and to find constructive paths forward. Soon after GEC’s founding we were selected by stakeholders to manage EPEAT, the green electronics “certification” and purchasing system that has created a \$60 Billion market incentive for greener laptops, desktops, and monitors.”  
<http://www.greenelectronicscouncil.org>
- **Sustainable Tourism Certification Network of the Americas** (New York, USA) Brings together certification programs, public and private entities that promote certification and other environmental, tourism-related and academic organizations, all aiming to share information, reach out to other relevant programs, identify training needs and define a progressive market.”There are currently over 130 members from 23 countries in the region.”  
<http://www.certificationnetwork.org/>
- **The Food Alliance** (Portland, OR, USA) “Food Alliance works at the juncture of science, business and values to define and promote sustainability in agriculture and the food industry, and to ensure safe and fair working conditions, humane treatment of animals, and careful stewardship of ecosystems. Started in 1993 as a project of Oregon State University, Washington State University, and the Washington State Department of

Agriculture, Food Alliance was formally incorporated in 1997. Food Alliance enjoys support from leaders in both organic and conventional agriculture, from retail and wholesale food businesses, government agencies, and organizations representing farm labor, animal welfare, and the environment.”

<http://foodalliance.org>

## Packaging

- **Pitch-In Canada** (White Rock, BC, Canada) “PITCH-IN CANADA is a national non-profit organization founded in 1967 by several volunteers concerned about the proliferation of packaging and its effects on the land and marine environments. They recognized that personal action, with assistance from, but not dependent on, governments and other stakeholders, is needed to conserve, enhance and protect the environment and to reduce and reuse waste. Its objectives are to: Carry out promotional, educational and action programs to reduce, re-use, recycle and properly manage and dispose waste; initiate clean-up and beautification programs to enhance, conserve and protect Canada's environment; encourage Canadians to take pride in their communities; promote PITCH-IN's symbols; and obtain support and active participation from the public, non-profit groups, the media, government and industry in furthering these objectives.”  
<http://www.pitch-in.ca/>
- **Environmentally Sound Packaging Coalition of Canada** (Canada) No longer in existence (1987 – 2003).  
<http://www.pitch-in.ca/Library/E-Library13p1.html>
- **Sustainable Packaging Coalition** (Charlottesville, Virginia, USA) “The Sustainable Packaging Coalition (SPC) is an industry working group dedicated to a more robust environmental vision for packaging. Through strong member support, an informed and science-based approach, visionary supply chain collaborations and continuous outreach, we endeavor to build packaging systems that encourage economic prosperity and a sustainable flow of materials. Our mission is to advocate and communicate a positive, robust environmental vision for packaging and to support innovative, functional packaging materials and systems that promote economic and environmental health through supply chain collaboration.”  
<http://www.sustainablepackaging.org/>

## Transport

- **Centre for Sustainable Transportation** (Winnipeg, Manitoba, Canada) “The Centre for Sustainable Transportation is a membership-based, non-profit organization that facilitates best practices for the movement of people and goods over the long-term. We bridge academic, business, and public interest to identify and help craft winning transportation solutions that benefit society and the environment while enhancing mobility.”  
<http://www.centreforsustainabletransportation.org/>
- **Better Environmentally Sound Transportation – BEST** (Vancouver, BC, Canada) “Created in 1991, BEST is the region’s most active and clear voice for sustainable transportation choices. Since its inception, BEST has grown from a small activist group to an organization that works with governments, educators, youth, workplaces and



community groups to bring about the changes that will contribute to a better quality of life for people and communities in the Lower Mainland (Metro Vancouver region).”

<http://www.best.bc.ca/>

- **Institute for Transportation and Development Policy (USA)** “Founded in 1985, the Institute for Transportation and Development Policy (ITDP) has become a leading organization in the promotion of environmentally sustainable and equitable transportation policies and projects worldwide. ITDP was created by sustainable transport advocates in the U.S. to counteract the export to developing countries of costly and environmentally damaging models of dependence on the private automobile. In more recent years, we have focused on working with municipalities and non-governmental organizations in developing countries to implement projects that show how air pollution, carbon emissions, traffic congestion and accidents can be reduced, or how the basic mobility of the poor can be improved.”  
<http://www.itdp.org>

### **Fair / sustainable trade**

- **Fair Trade Labelling Organizations International** (Bonn, Germany) “We are 24 organizations working to secure a better deal for producers. From our headquarters in Bonn, Germany, we set international Fairtrade standards and support Fairtrade producers.”  
<http://www.fairtrade.net/>
- **Sustainable Coffee Activist Network** (USA) David Iozzi studied the transnational fair trade/sustainable coffee network in the US and internationally, and has produced some very enlightening papers that describe and map the fair trade of coffee movement.  
<http://depts.washington.edu/ccce/research/DavidBio.htm>
- **TransFair USA** (Oakland, California, USA) “One of twenty members of Fairtrade Labelling Organizations International (FLO), and the only third-party certifier of Fair Trade products in the United States. We audit transactions between US companies offering Fair Trade Certified™ products and the international suppliers from whom they source, in order to guarantee that the farmers and farm workers behind Fair Trade Certified goods were paid a fair, above-market price. In addition, annual inspections conducted by FLO ensure that strict socioeconomic development criteria are being met using increased Fair Trade revenues.”  
<http://www.transfairusa.org/>
- **TransFair Canada** (Ottawa, Ontario, Canada) “A national, nonprofit Fair Trade certification organization, and the only Canadian member of the Fairtrade Labelling Organizations (FLO) International. What we do can be broken down into three main categories: certification, licensing, and promotion.”  
<http://transfair.ca/>
- **Fair Trade Resource Network** (Philadelphia, Pennsylvania, USA) “Founded in 1999, the Fair Trade Resource Network (FTRN) seeks to build a more just and sustainable world by gathering, developing, and disseminating educational resources about Fair

Trade. FTRN is the only non-profit organization in the world focused exclusively on Fair Trade education, helping people to better understand the impact of their buying decisions. FTRN also works to create a space for dialogue and exchange within the Fair Trade movement. Whether through in-person meetings or online exchanges, FTRN propels the Fair Trade movement in the US through critical discourse and information sharing.”

<http://www.fairtraderesource.org/>

- **Local Fair Trade Network** (no longer operating)  
<http://www.localfairtrade.org/>
- **Domestic Fair Trade Association** (Jamaica Plain, MA, USA) “The DFTA aims to promote and protect the integrity of Domestic Fair Trade Principles through education, marketing, advocacy and endorsements.”  
<http://www.dftassociation.org/>
- **Washington DC Fair Trade Network** (Washington, DC, USA) “Fair trade advocate network for the Washington, DC, Maryland and Virginia area.”  
<http://www.dcfairtradenetwork.org/>

### **Lifestyles of health and sustainability (LOHAS)**

- **Lifestyles of Health and Sustainability (LOHAS)** “Lifestyles of Health and Sustainability (LOHAS) describes an estimated \$209 billion U.S. marketplace for goods and services focused on health, the environment, social justice, personal development and sustainable living. The consumers attracted to this market represent a sizable group in this country. Approximately 19% percent of the adults in the U.S., or 41 million people, are currently considered LOHAS Consumers. The LOHAS movement focuses on educating and providing resources for businesses and individuals on the market of healthy and sustainable lifestyles. Many businesses don’t know how to market to the LOHAS consumer nor to consumers know which companies are authentic in their branding as it relates to LOHAS values. LOHAS serves as the central hub for education, business resources, updated news, and annual business to business gathering of those fostering the LOHAS movement. The LOHAS shares information and innovative business practices that further promotes the LOHAS lifestyle beneficial to the future of our planet.”  
<http://www.lohas.com/>

### **Local exchange trading systems (LETS) / time banks**

- **TimeBanks USA** (Washington, DC, USA) “Our mission is to expand a movement that develops, supports, and promotes a network of Time Banks that rebuild community, and reforms economic and social systems, policies and practices so that they empower human beings to contribute to the well-being of each other through reciprocity.”  
<http://www.timebanks.org/>
- **Ithaca Hours** (Ithaca, NY, USA) “Ithaca Hours is a local currency system that promotes local economic strength and community reliance that will support economic and social justice, ecology, community participation, and human aspirations.”  
<http://www.ithacahours.org>

- **Toronto Dollar Community Projects** (Toronto, ON, Canada) “The Toronto Dollar project, a registered non-profit corporation, was started by a group of community-minded people with a dream - to build a healthier, more prosperous local economy that puts more spending power in the hands of people in need. You can help us make a difference by using Toronto Dollars. Toronto Dollar Community Projects Inc. is a symbol of caring and kindness created by community-minded citizens in the hope that it will help to build a more just and compassionate city. The Toronto Dollar is a symbol of caring, created by community-minded citizens in the hope that it will help to build a more just and compassionate city. The work of the Toronto Dollar is to encourage more caring social and economic relationships among people from the community, business and government sectors -- and particularly among those in the community in greatest economic need.”  
<http://www.torontodollar.com/>
  
- **Calgary Dollars** (Calgary, AB, Canada) “Calgary Dollars is the Arusha Centre's grassroots currency system that brings together local talents and resources to strengthen our local economy and build community. A community's true wealth lies in the skills, talents and capabilities of its members. We believe that every person has something of value to offer to their neighbours. By encouraging local production and consumption, we are committed to creating a healthy economy that is rooted in a healthy society and a healthy ecosystem.”  
<http://www.calgarydollars.ca>
  
- **Salt Spring Dollars** (Salt Spring, BC, Canada) Local currency used on Salt Spring Island, British Columbia, Canada  
<http://www.saltspringdollars.com/>

### ***Needs / Values***

#### **Redefining progress / wellbeing**

- **Redefining Progress** (San Francisco, USA) “While conventional models for economic growth discount such assets as clean air, safe streets, and cohesive communities, Redefining Progress integrates these assets into a more sustainable economic model.”  
<http://www.rprogress.org/index.htm>
  
- **Center for the Advancement of the Steady State Economy – CASSE** (Arlington, VA, USA) “CASSE was founded as a U.S.-based nonprofit organization by Brian Czech in 2004 to refute the dangerous rhetoric that “there is no conflict between growing the economy and protecting the environment.” Working with colleagues in several professional scientific societies, Brian crafted a scientifically sound position on economic growth that can be signed by individuals and endorsed by organizations. With our position statement, the work of our dedicated staff and volunteers around the world, and the development of numerous information resources, CASSE has become the leading organization promoting the transition from unsustainable growth to a steady state economy.”  
<http://steadystate.org>

- **Social Accountability International** (New York, USA) “Our mission is to promote human rights for workers around the world as a standards organization, ethical supply chain resource, and programs developer. Basic ethics and humanity are at the heart of the SAI mission; and the business case for using SA8000 has become increasingly more compelling. Companies and their suppliers are increasingly aware that treating workers humanely and fairly makes extremely good business sense. SA8000 incorporates third-party monitoring for credible verification, and has built-in management systems to minimize ethical sourcing risk, increase worker efficiency and productivity, and sustainably enhance a company’s or facility’s social performance record.”  
<http://www.sa-intl.org/>
- **Genuine Progress Indicator Alberta** (Alberta, Canada) “The Green Economics and Policy (GEP) program encourages change within government fiscal policy to create stronger economic signals for a more ecologically sustainable economy.”  
<http://www.greeneconomics.ca/gpi>
- **GPIAtlantic** (Nova Scotia, Canada) “Founded in 1997, GPIAtlantic is an independent, non-profit research and education organization committed to the development of the Genuine Progress Index (GPI) – a new measure of sustainability, wellbeing and quality of life.”  
<http://gpiatlantic.org/>
- **Institute of Wellbeing** (Canada) “The Institute of Wellbeing’s vision is to enable all Canadians to share in the highest wellbeing status by identifying, developing and publicizing statistical measures that offer clear, valid and regular reporting on progress toward wellbeing goals and outcomes Canadians seek as a nation.”  
<http://www.ciw.ca>
- **The Sustainability Project / 7<sup>th</sup> Generation Initiative** (Ontario, Canada) “The Sustainability Project / 7th Generation Initiative is an educational, non-profit organization that exists to collect, study, develop and teach ideas, information, technologies and customs that promote green values and lead toward a sustainable future.”  
<http://www.flora.org/sustain/index.html>
- **Rethinking the Good Life** (Canada and USA) “A vibrant engagement process of change agents and key stakeholders stimulating large-scale action to accelerate the transition to sustainable consumption and production patterns in the USA and Canada. Rethinking the Good Life is a bold initiative designed to rethink and re-create more sustainable consumption and production patterns. The long-term intent is to accelerate a positive transition and systemic change. It brings together key leaders across the public, private and social sectors with key thinkers and creative talent across disciplines and knowledge domains. The focus is North America, an important wide-angle lens given the scale and complexity of the problem, as well as the opportunities for impact.” Led by the One Earth Initiative in conjunction with the North American Sustainable Consumption Alliance.  
<http://www.oneearthweb.org/>

- **The Positive Futures Network / YES! Magazine** (Bainbridge Island, WA, USA) “The Positive Futures Network (PFN), the publisher of YES! Magazine, is an independent, nonprofit organization. The Positive Futures Network and its publication YES! Magazine start with the belief that we need deep change if we are to avoid the breakdown of society and the natural world. The work of the Positive Futures Network and YES! Magazine is to give visibility and momentum to these signs of an emerging society in which life, not money, is what counts; in which everyone matters; and in which vibrant, inclusive communities offer prosperity, security, and meaningful ways of life. YES! Magazine is an award-winning, ad-free, nonprofit publication that supports people’s active engagement in building a just and sustainable world.”  
<http://www.yesmagazine.org>
- **Solutions** (Burlington, VT, USA) “A New Publication for a Sustainable and Desirable Future. The aim of Solutions is to encourage and publish integrative solutions to the world’s most pressing problems: climate disruption, loss of biodiversity, poverty, energy descent, overfishing, air, water, and soil pollution, and human population growth, to name a few. There is already plenty of discussion about these problems, along with an abundance of isolated and technical solutions, some of which may prove to be extremely valuable. Solutions is a forum for putting the pieces together, prompting intelligent discussion of what can be done, and what should be done. It will provide a much-needed forum, devoted to whole-system solutions and the design of an integrated human and natural world.”  
<http://www.thesolutionsjournal.com>
- **National Round Table on the Environment and the Economy – NRTEE** (Canada) “The NRTEE works to enhance the understanding and adoption of sustainable ways of life. Relying on our unique convening role, we develop and promote viable policy recommendations for all sectors of our society and for all regions of Canada. Specifically, we: Undertake exhaustive research on priority issues; bring divergent interests together; rally the brightest minds in the country; release and disseminate the results of our work nationally and internationally; and advise the federal government and key stakeholders.”  
<http://www.nrtee-trnee.com>

## Happiness research

- **World Database of Happiness** (Rotterdam, Netherlands) This is not a North American source, but it is such a central reference point for this work (although one of the contributors is from the University of Minnesota).  
<http://worlddatabaseofhappiness.eur.nl/>
- **Positive Psychology Center / Network** (Philadelphia, PA, USA) “The center promotes research, training, education, and the dissemination of Positive Psychology. Positive Psychology is the scientific study of the strengths and virtues that enable individuals and communities to thrive.”  
<http://www.ppc.sas.upenn.edu/index.html>

- **International Positive Psychology Association** (New Jersey, USA) Created to “promote the science of positive psychology and its research-based applications. To facilitate collaboration among researchers, teachers, students, and practitioners of positive psychology around the world and across academic disciplines. To share the findings of positive psychology with the broadest possible audience.”  
<http://www.ippanetwork.org/IPPANETWORK/IPPANETWORK/Home/>
- **Gallup Well-Being Forum** (USA) “The Gallup Wellbeing Forum brings together world-renowned research scientists and nationally recognized leaders from healthcare, government, and industry to understand and explore crucial issues that affect the wellbeing of the world's 6 billion citizens.”  
<http://www.gallup.com/consulting/wellbeing/118021/Gallup-Well-Being-Forum.aspx>
- **International Society for Quality of Life Studies** (Virginia, USA) “International Society for Quality-of-Life Studies (ISQOLS) is an international society whose purpose is to promote and encourage research in the field of quality-of-life (QOL) studies.”  
<http://www.isqols.org/>

### Indicators for sustainability

- **Global Footprint Network** (Oakland, CA, USA) “In 2003, Global Footprint Network was established to enable a sustainable future where all people have the opportunity to live satisfying lives within the means of one planet. An essential step in creating a one-planet future is measuring human impact on the Earth so we can make more informed choices. That is why our work aims to accelerate the use of the Ecological Footprint — a resource accounting tool that measures how much nature we have, how much we use, and who uses what. The Ecological Footprint is a data-driven metric that tells us how close we are to the goal of sustainable living. Footprint accounts work like bank statements, documenting whether we are living within our ecological budget or consuming nature’s resources faster than the planet can renew them.  
<http://www.footprintnetwork.org>

### Impact analysis

- **Canadian Environmental Assessment Agency** (Canada) “The Canadian Environmental Assessment Agency is a federal body accountable to the Minister of the Environment. The Agency works to provide Canadians with high-quality environmental assessments that contribute to informed decision making, in support of sustainable development.”  
<http://www.ceaa.gc.ca>

### Defining and measuring sustainability

- **Sustainable Measures** (West Hartford, CT, USA) “Sustainable Measures develops indicators that measure progress toward a sustainable economy, society and environment. Sustainable Measures works with communities, companies, regional organizations and government agencies at all levels.”  
<http://www.sustainablemeasures.com/>
- **International Sustainability Indicators Network** (West Hartford, CT, USA) “ISIN's mission is to facilitate connections among sustainability practitioners, experts, and



fundings at all levels (local to international) around the world, so they can learn together and collaborate on ways to help communities and organizations toward sustainability through effective development and use of indicators and measurement and assessment tools. The Network has two primary objectives: to coordinate communication among practitioners of sustainability indicators; and, to increase the visibility and understanding of best practices related to sustainability measurement and indicators.”

<http://www.sustainabilityindicators.org/>

- **Canadian Sustainability Indicators Network** (Canada) “CSIN aims to advance best practices in measurement and sustainability indicator systems in Canada and beyond in an effort to achieve progress toward global sustainable development. Using CSIN tools and resources, sustainability indicator and reporting practitioners exchange ideas, data and methods, and circulate announcements. Based on a community of practice approach, new and experienced practitioners share lessons learned, and discuss relevant issues of theoretical, strategic, technical and practical importance.”  
<http://www.csin-rcid.ca/>
- **Canadian Index of Wellbeing** (Canada) “The Canadian Index of Wellbeing (CIW) is the signature product of the Institute of Wellbeing. The CIW is a new way of measuring wellbeing that goes beyond narrow economic measures like GDP. It will provide unique insights into the quality of life of Canadians – overall, and in specific areas that matter: our standard of living, our health, the quality of our environment, our education and skill levels, the way we use our time, the vitality of our communities, our participation in the democratic process, and the state of our arts, culture and recreation. In short, the CIW is the only national index that measures wellbeing in Canada across a wide spectrum of domains.”  
<http://www.ciw.ca/en/TheCanadianIndexOfWellbeing.aspx>
- **Global Footprint Network** (San Francisco, USA) “Together with hundreds of individuals, 200 cities, 23 nations, leading business, scientists, NGO’s, academics and our 90-plus global Partners — spanning six continents — we are advancing the impact of the Footprint in the world, applying it to practical projects and sparking a global dialogue about a one-planet future and how we can facilitate change.”  
<http://www.footprintnetwork.org>

### National policy frameworks

- **Federal Sustainable Development Strategy** (Ottawa, Canada) “The *Federal Sustainable Development Act (the Act)* received Royal Assent on June 26, 2008 and requires the development of a Federal Sustainable Development Strategy. The Act responds to a number of international commitments Canada has made to produce such a strategy, including at the Earth Summit in Rio de Janeiro, Brazil, in 1992 and at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa. The purpose of the Act is “to provide the legal framework for developing and implementing a Federal Sustainable Development Strategy that will make environmental decision-making more transparent and accountable to Parliament”.  
<http://www.ec.gc.ca/dd-sd/default.asp?lang=En&n=E19EE696-1>

- **David Suzuki Foundation’s National Sustainable Development Strategy for Canada** (Vancouver, BC, Canada) “Canada’s National Sustainability Act, which became law in 2008, was based on the recommendations found in this 32-page report. Designed to fulfill Canada’s international obligation to develop a comprehensive environment plan and turn the nation into a world leader in sustainability and environmental protection, the adoption of National Sustainability Act is cause for celebration for both the David Suzuki Foundation and the environment. Implementation of the Act will determine whether it lives up to its promise.”  
<http://www.davidsuzuki.org/Publications/NSDS.asp>

## **Sustainable production and consumption as a practice**

- **North American Sustainable Consumption Alliance** (NASCA—Canada, Mexico and USA) “NASCA is a strategic partnership of people and organizations who are working to promote more sustainable production and consumption patterns in Mexico, Canada, and the United States. Our mission is to facilitate information exchange, communication and outreach and collaborative action around sustainable consumption. The North American Sustainable Consumption and Production Database is an initiative of the North American Sustainable Consumption Alliance. The Database aims at facilitating cooperation among organizations in Canada, United States and Mexico that are interested in promoting SCP. For the first time, Internet users can access a single website to find information about SCP initiatives and programmes throughout North America. The database is also intended as a resource for citizens to learn about projects or initiatives that they can support, join, or replicate in their own community.”  
<http://nasca.icspac.net/>
- **Story of Stuff** (Berkeley, CA, USA) “The Story of Stuff Project’s mission is to build a strong, diverse, decentralized, cross-sector movement to transform systems of production and consumption to serve ecological sustainability and social wellbeing. Our goals are to amplify public discourse on a diverse set of sustainability issues and to facilitate the growing Story of Stuff community’s involvement in strategic efforts to build a more sustainable and just world. Our Project’s focus is on systems of production and consumption—in particular the harmful environmental and social impacts of current modes of producing, consuming and disposing of material goods. Our Project is systems-focused, solutions-oriented and change-driven.”  
<http://www.storyofstuff.com>
- **One Earth Initiative** (Vancouver, BC, Canada) “The One Earth Initiative Society (incorporated in Sept. 2007) is a not-for-profit research and advocacy group based in Vancouver, BC, dedicated to transforming unsustainable consumption and production patterns locally, nationally and internationally. To do that, we reveal our global interdependence and make connections visible. We identify important leverage points for social change and take action. We promote positive visions of the future to make sustainable livelihoods attractive, and inspire the world to think and act as one Earth. Our goal is to engage each other – our planet’s stakeholders – in a continuous dialogue to foster living more equitably with Earth’s ecological means. One Earth is a member of the Canadian Environmental Network (RCEN), the Global Footprint Network (GFN), the North American Sustainable Consumption Alliance (NASCA), the Sustainable



Consumption Research and Action Initiative (SCORAI), and the International Coalition for Sustainable Production and Consumption (ICSPAC).”

<http://nasca.icspac.net>

### **Social justice / human rights-based approach**

- **Centre for Social Justice** (Toronto, ON, Canada) “The Centre for Social Justice is an advocacy organization that seeks to strengthen the struggle for social justice. We are committed to working for change in partnership with various social movements and recognize that effective change requires the active participation of all sectors of our community. Although the Centre is based in Ontario, our work increasingly takes us across Canada and into the international arena. The programmatic content of the Centre's work may change from year to year, but there is an on-going interest in working strategically to narrow the gap between rich and poor, challenging the corporate domination of Canadian politics, and pressing for policy changes that promote economic and social justice.”  
<http://www.socialjustice.org>
- **Social Justice Committee** (Montreal, QC, Canada) “The Social Justice Committee of Montreal is an independent human rights organization providing education and advocacy about global poverty and inequality. We use public education to help individuals and organizations become actively engaged in efforts to create a more just global society. We seek to eliminate poverty and human rights violations through informed popular participation in defense of economic, social and cultural rights.”  
<http://www.s-j-c.ne>
- **Social Justice Program of the Community Foundations of Canada** (Ottawa, ON, Canada) “Community Foundations of Canada is the national membership organization for Canada’s Community Foundations. We are the Canadian movement for community vitality, represented by 173 members from coast to coast. CFC was established in 1992 to connect and support this growing network of local foundations. Community Foundations of Canada’s focus on Social Justice helps community foundations leverage these assets to tackle social injustice and economic inequality.”  
<http://community-fdn.ca/programs/social-justice.html>

### **Good governance and democracy**

- **Small Planet Institute** (Cambridge, MA, USA) “Frances Moore Lappé and Anna Lappé founded the Small Planet Institute in 2001 to further an historic transition: a worldwide shift from the dominant, failing notion of democracy — as something done to us or for us — toward democracy as a rewarding way of life: a culture in which citizens infuse the values of inclusion, fairness and mutual accountability into all dimensions of public life. We call this Living Democracy. We create media to express and share our core philosophy and the positive, solutions stories that we’re uncovering in our research from rural Virginia to rural Kenya, from Bengali villages to Brazilian favelas. These media include books, radio and television programming, internet videos, websites, magazine and newspaper articles and op-eds, public presentations and conferences, stints as university visiting lecturers and more.”  
<http://www.smallplanet.org>

## Poverty reduction / extreme poverty eradication

- **Poverty Reduction Coalition** (Calgary, AB, Canada) “The newly coined Poverty Reduction Coalition is dedicated to reducing the incidence of poverty in Calgary, one of city’s most complex and far-reaching issues, by focussing dually on immediate and long-term positive change. By breaking the cycles and myths of poverty, we believe all Calgarians will have the opportunity to reach their full potential.”  
<http://www.reducepoverty.ca/>
- **Campaign 2000** (Toronto, ON, Canada) “Campaign 2000 is a cross-Canada public education movement to build Canadian awareness and support for the 1989 all-party House of Commons resolution to end child poverty in Canada by the year 2000. Campaign 2000 began in 1991 out of concern about the lack of government progress in addressing child poverty. Campaign 2000 is non-partisan in urging all Canadian elected officials to keep their promise to Canada's children.”  
<http://www.campaign2000.ca>
- **Make Poverty History** (Ottawa, ON, Canada) “The Canadian Make Poverty History campaign was launched in February 2005 with the support of a wide cross-section of public interest and faith groups, trade unions, students, academics, literary, artistic and sports leaders. Make Poverty History is part of the Global Call to Action against Poverty (GCAP). National campaigns are now active in over 100 countries. The global campaign also launched in 2005 to press G8 leaders for action on global poverty issues.”  
<http://www.makepovertyhistory.ca/>

## Ensuring human livelihoods and capabilities

- **OXFAM Canada** (Ottawa, ON, Canada) “Oxfam supports people’s efforts to achieve food and income security, fairer working conditions and increased protection of the natural resources on which they depend. Of all the basic human rights protected by international law, Oxfam’s livelihoods programme seeks to help realise poor peoples’ rights to a sustainable livelihood, including closely related rights to a safe environment, housing, clean water and sufficient food.”  
<http://www.oxfam.ca/what-we-do/themes-and-issues/the-right-to-make-a-living>

## Community and regional planning and development / local sustainability

- **The Co-Intelligence Institute** (Eugene, OR, USA) “The non-profit Co-Intelligence Institute (CII) promotes awareness of co-intelligence and of the many existing tools and ideas that can be used to increase it. The CII embraces all such ideas and methods, and explores and catalyzes their integrated application to democratic renewal, community problems, organizational transformation, national and global crises and the creation of just, vibrant, sustainable cultures. We research, network, advocate, and help organize leading-edge experiments and conversations in order to weave what is possible into new, wiser forms of civilization. The goal of the CII is the conscious evolution of culture in harmony with nature and with the highest human potentials.”  
<http://www.co-intelligence.org>

- **Healthy Communities Institute** (Sausalito, CA, USA) “The Healthy Communities Institute (HCI) mission is to improve the health and environmental sustainability of cities, counties and communities worldwide. We developed and maintain a high-quality data and decision support information system designed to improve indicator tracking, best practice sharing and community development. We provide access to a template of this system, along with supporting services, to communities at low cost. Our intention is that use of this system will measurably improve quality of life and outcomes for people in cities and communities around the world, becoming a catalyst for enduring and systemic change.”  
<http://www.healthycommunitiesinstitute.com>
- **Fellowship for Intentional Community** (Rutledge, MO, USA) “The Fellowship for Intentional Community nurtures connections and cooperation among communitarians and their friends. We provide publications, referrals, support services, and sharing opportunities for a wide range of intentional communities, cohousing groups, ecovillages, community networks, support organizations, and people seeking a home in community.”  
<http://www.ciw.ca/en/TheCanadianIndexOfWellbeing.aspx>
- **The Sustainable Communities Network** (Washington, DC, USA) “The SCN website connects citizens with the resources they need to implement innovative processes and programs to restore the economic, environmental, and social health and vitality of their communities. It addresses a wide range of issues related to community sustainability, including creating communities, living sustainably, and governing communities. In addition it gives case studies, resources, links to relevant websites, events calendar, and suggested reading.”  
<http://sustainable.org>
- **Smart Growth** (Butte, MT, USA) “In 1996, the U.S. Environmental Protection Agency joined with several non-profit and government organizations to form the Smart Growth Network (SGN). The Network was formed in response to increasing community concerns about the need for new ways to grow that boost the economy, protect the environment, and enhance community vitality. The Network's partners include environmental groups, historic preservation organizations, professional organizations, developers, real estate interests; local and state government entities. Smart Growth Online is a web-based catalogue of Smart Growth related news, events, information and resources.”  
<http://www.smartgrowth.org>
- **Smart Growth Canada** (Canada) “The *Smart Growth Canada Network (SGCN)* is a national organization founded in May 2003 to help advance the implementation of smart growth and sustainability principles across the country through education, research and capacity building strategies for the broad range of decision makers.”  
<http://www.smartgrowth.ca>
- **Ecocity Builders** (Oakland, CA, USA) “Ecocity Builders is a non-profit organization dedicated to reshaping cities for the long-term health of human and natural systems. We develop and implement policy, design and educational tools and strategies to: Build thriving urban centers based on “access by proximity,” and reverse patterns of sprawl and

excessive consumption; shift policies to prioritize walking, bicycling, and transit and to reduce dependence on automobiles; and to restore biodiversity in the heart of our cities, in the form of creeks, gardens, parks, farms and greenways.”

<http://www.ecocitybuilders.org>

- **International Centre for Sustainable Cities and the PLUS Network** (Vancouver, BC, Canada) “The International Centre for Sustainable Cities (ICSC) was founded in Canada in 1993 as a partnership between three levels of government, the private sector and civil society organizations. ICSC is governed by a board of directors from the private, public and civil sectors. It has a small core staff based in Vancouver, and an international panel of advisors, partner organizations, and associates in other cities. ICSC oversees the PLUS - Partners in Long-Term Urban Sustainability Network, a network of more than 40 cities and communities around the world who share their learning and best practices on long-term integrated sustainability planning through exchanges and events.”

<http://www.sustainablecities.net>

- **Engineers Without Borders Canada** (Toronto, ON, Canada) “Engineers Without Borders is a movement of professional engineers, students, overseas volunteer staff, and supporters across Canada. Together, we are almost 50,000 strong. We believe that the next generation of rural Africans should have the same opportunities to improve their lives, that we have right here at home.

To help make this a reality, our members and volunteers apply all the creativity, technical skills and problem-solving approach for which engineers are known.

In Africa, our committed and innovative volunteers work in partnership with local organizations and communities – combining our knowledge and experience to find unique solutions and devise innovative ways to apply them. Our work is focused on enabling rural Africans the opportunity to access clean water, generate an income from humble farms, and access critical infrastructure and services.”

<http://www.ewb.ca/>

### **Local self-reliance**

- **Schumacher Society** (Great Barrington, MA, USA) “Founded in 1980 the mission of the Schumacher Society is to promote the building of strong local economies that link people, land, and community. To accomplish this we develop model programs, including local currencies, community land trusts, and micro-lending; host lectures and other educational events; publish papers; and maintain a library to engage scholars and inspire citizen-activists.”

<http://www.smallisbeautiful.org>

- **Institute for Local Self Reliance** (USA) “Since 1974, the Institute for Local Self-Reliance has been working to enable communities with tools to increase economic effectiveness, reduce wastes, decrease environmental impacts and provide for local ownership of the infrastructure and resources essential for community well-being. The Institute’s mission is to provide innovative strategies, working models and timely information to support environmentally sound and equitable community development. To this end, ILSR works with citizens, activists, policymakers and entrepreneurs to design systems, policies and enterprises that meet local or regional needs; to maximize human,

material, natural and financial resources; and to ensure that the benefits of these systems and resources accrue to all local citizens.”

<http://www.ilsr.org/>

### **Bioregionalism**

- **Sustainability Now!** (Seattle, WA, USA) “Sustainability Now! (SN) introduces the concepts, tools, and practices of Sustainable Development (SD) to communities and groups while assisting them to identify their core values and societal goals, advance their shared visions and desires, solve problems, empower stakeholders, and promote social learning to cooperatively advance sustainability. SN engages neighbourhood associations, community development organizations, businesses, governmental agencies (local, regional, national, and international), social justice advocates, planners and architects, environmentalists, bankers, and faith-based organizations to network in making decisions and setting policy toward sustainable development that will contribute to the overall well-being of ecosystems and humans within a bioregional or watershed context.”

<http://www.sustainability-now.org/>

### **Green communities, eco-villages and transition towns**

- **One Planet Communities** (Ottawa, Canada) “The One Planet Communities programme is co-ordinated by staff at BioRegional’s UK headquarters, with staff in our international offices working directly on developments and consultancy work in their region. BioRegional North America has the mandate from BioRegional Development Group to deliver the One Planet Communities program for North America, and to develop autonomous local programs that aim to achieve Ecological Footprint reductions. BioRegional North America also engages in non-profit consulting work and research, currently focussed on green building and green living. BioRegional North America is a registered Canadian not-for-profit organisation based in Canada’s capital, Ottawa. BioRegional North America is independent, entrepreneurial and associated through license agreement with BioRegional Development Group (UK). BioRegional North America operates in the United States as a project of the Tides Center, which sponsors nearly 200 social change projects nationwide and extends them the benefits of its 501c3 status.”

<http://www.oneplanetcommunities.org/regions/north-america/>

- **Transition United States** (Sebastopol, CA, USA) “Transition US is a nonprofit organization that provides inspiration, encouragement, support, networking, and training for Transition Initiatives across the United States. We are working in close partnership with the Transition Network, a UK based organization that supports the international Transition Movement as a whole. The Transition Movement is a vibrant, grassroots movement that seeks to build community resilience in the face of such challenges as peak oil, climate change and the economic crisis. It represents one of the most promising ways of engaging people in strengthening their communities against the effects of these challenges, resulting in a life that is more abundant, fulfilling, equitable and socially connected.”

<http://www.transitionus.org>

- **Transition Town Peterborough** (Ontario, Canada) “Transition Town Peterborough (TTP) is an all volunteer, non-profit organization focused on reducing our community-wide dependence on fossil fuels while increasing local resilience and self-sufficiency in food, water, energy and other vital aspects of life. With a focus on community building, TTP is made possible by ordinary citizens working toward positive change, and is shaped and guided by all who participate, in whatever capacity they can. We seek to create as well as to connect, building new models of grassroots transformation while helping to bring existing groups and individuals together to work towards the common goal of resilience in the face of fragile systems vulnerable to economic, political and natural forces.”

<http://transitiontownpeterborough.ning.com>

- **Ecovillage Network of the Americas** (Moffat, CO, USA) “To engage the peoples of the Americas in common effort to join the global transformation towards an ecologically, economically, and culturally sustainable future. ENA serves as the Western Hemisphere representative of the Global Ecovillage Network. ENA works to unite cultures from North, Central and South Americas and the Caribbean to become a unified force in the ecovillage and sustainability movements. ENA's Primary Objectives: To promote and nurture new and existing ecovillages within the Americas; to network ecovillages with each other, sharing resources and practices, and coordinating collaborative activities; to promote the understanding and use of ways of living in harmony with each other and the Earth through the research, development and demonstration of sustainable living strategies; and to share the work and inspiration of the ecovillage movement with society at large through demonstration projects, educational programs, networking conferences and meetings with government and other organizations.”

<http://ena.ecovillage.org/eng/>

### **Community economic development**

- **Canadian Centre for Community Renewal** (Canada) “The Canadian Centre for Community Renewal is a pre-eminent source of expertise and resources in starting and strengthening CED organizations, revitalizing communities, developing community-minded businesses, CED curriculum design and delivery, and publishing - including the quarterly CED magazine Making Waves. Check out these pages for details about training, technical assistance, research, and our other services and products.”

<http://www.cedworks.com>

- **The Canadian CED Network** (Ottawa, Canada) “The Canadian Community Economic Development Network believes in sustainable and inclusive communities directing their own social, economic and environmental futures. We are a member-led organization committed to strengthening communities by creating economic opportunities that improve environmental and social conditions. We bring people and organizations together to share knowledge and build a collective voice for CED action. Our members are part of a movement creating community-based solutions to local and global challenges.”

<http://www.ccednet-rcdec.ca>



## Health and wellbeing

- **Labour Environmental Alliance Society** (Vancouver, BC) “The Labour Environmental Alliance Society works to create alliances and initiatives that promote healthy workplaces, healthy homes and communities and a healthy environment. LEAS embraces the principles of environmental sustainability and social justice. Its goals include: Developing innovative, action-oriented research that reveals the links between human health and ecological health; actively informing and educating the public in the key areas of toxics use reduction, cancer prevention and environmental pollution prevention; promoting the public’s right to know about toxins in their workplaces, homes and communities; advocating that workers and communities should be partners in the development of policies aimed at achieving a more sustainable, green economy; and developing and promoting policy and legislative best practices in the areas of toxics use reduction, cancer prevention and pollution prevention.”  
<http://leas.ca>
- **Toxic Free Canada** (Vancouver, BC, Canada) “Toxic Free Canada is the new voice of the Labour Environmental Alliance Society (LEAS). LEAS was founded in 1998 to bring workers and environmentalists together in cooperative projects for toxics reduction and a green economy. Under our new name, we continue that mission and work to create alliances and initiatives that promote healthy workplaces, healthy homes and communities and a healthy environment. We bring together environmentalists and health activists, unions and green businesses, parents and teachers, scientists and cancer prevention advocates to eliminate health and environmental toxins and reduce our carbon footprint on the planet. Our name is our goal — a Toxic Free Canada for future generations.”  
<http://www.toxicfreecanada.ca/>

## Consumption

### Conscious / sustainable consumption education and information

- **The Center for a New American Dream** (Takoma Park, MD, USA) “The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. Our mission is to help Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed.”  
<http://www.newdream.org>
- **Sierra Club Sustainable Consumption Committee** (Virginia/New York, USA) “Members of the Sierra Club Sustainable Consumption Committee live in different parts of the U.S. and have worked in various positions in the Sierra Club and with other environmental organizations. Our committee also has liaisons from other organizations, including the Center for a New American Dream, Coop America, and Seeds of Simplicity. We meet through monthly teleconferencing. In the Sierra Club structure, we are one of the committees of the Sustainable Planet Strategy Team (SPST).”  
[http://www.sierraclub.org/sustainable\\_consumption/](http://www.sierraclub.org/sustainable_consumption/)



- **GreenerChoices.org** (Yonkers, NY, USA) “GreenerChoices.org, launched on Earth Day 2005 by Consumers Union, the non-profit publisher of Consumer Reports, is a Web-based initiative to inform, engage, and empower consumers about environmentally-friendly products and practices. GreenerChoices.org offers an accessible, reliable, and practical source of information on buying “greener” products that have minimal environmental impact and meet personal needs. We created GreenerChoices.org to address the lack of credible, in-depth information on green products, services, and lifestyles, especially on the Web. Environmentally conscious consumers are faced with a huge amount of “green washing” by companies that want to capitalize on and exploit the growing interest in environmentally-friendly products, health, pollution and toxics.”
- **WeConserve.ca** (Toronto, ON, Canada) “We Conserve has been developed through the Conservation Council of Ontario, a charitable association of organizations and individuals dedicated to promoting conservation solutions. We Conserve is an initiative hosted by The Conservation Council of Ontario, a fifty-six year old provincial charitable association.”  
<http://www.weconserve.ca>

## Lifestyles

### Voluntary simplicity / sufficiency

- **Simple Living Network** (Trout Lake, WA, USA) “A service network that would make information and resources available to those interested in changing their patterns of consumption. Since 1996 The Simple Living Network has been charting new waters by serving as a model that upholds a strong commitment to community service, self-funding and environmental commerce. The Simple Living Network is a small, independently owned cottage business operating in the Cascade mountain village of Trout Lake, Washington. Our staff is small and mostly volunteer. Our operating expenses are low and we avoid going into debt for the sake of future growth. We strive to practice what we preach and live within our means.”  
<http://www.simpleliving.net/>
- **Réseau québécois pour la simplicité volontaire** (Quebec, Canada) “The Réseau québécois is a network of people who wish to live and promote voluntary simplicity as a means to improve their own lives and to build a more just and sustainable society.”  
<http://simplicitevolontaire.info>
- **Green America** (Washington, DC, USA) “A not-for-profit membership organization founded in 1982. (We went by the name “Co-op America” until January 1, 2009.) Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.”  
<http://www.greenamericatoday.org/>
- **Alternatives for Simple Living** (Dillon, CO, USA) “Organized in 1973 as a protest against the commercialism of Christmas, Alternatives for Simple Living encourages people of faith to examine and challenge our consumer society.”

<http://www.simpleliving.org/Default.aspx?tabid=375>

- **Postconsumers** (Glendale, CA, USA) “Postconsumers is an educational company helping to move society beyond addictive consumerism. We are consuming mindfully with an eye toward *the satisfaction of enough*. In other words, we advocate mindful consumption based on every person’s core values, rather than an endless quest for stuff driven by society. It’s up to each person to decide what’s right for him or her at any particular time. Whether postconsumers choose to be satisfied with a little or a lot, they are all wealthy in their contentment.”

<http://www.postconsumers.com/>

- **Simplicity Matters Earth Institute** (Washington, D.C. and Maryland, USA) “A large, vibrant community of people in Maryland and Washington D.C. is on a journey to live more lightly. We're inside and outside the D.C. beltway, in Baltimore, and growing into Frederick and other areas.”

<http://www.simplicity-matters.org/index.php>

### **Downshifting**

- **Take Back Your Time** (Seattle, WA, USA) “A major U.S. / Canadian initiative to challenge the epidemic of overwork, over-scheduling and time famine that now threatens our health, our families and relationships, our communities and our environment.”

<http://www.timeday.org/>

### **Green living**

**Simply Living** (Columbus, Ohio, USA) “Established in 1992. The founding members believed that social change and environmental responsibility depend upon us and our lifestyles. Recognizing creation’s sacredness and participation in its life-sustaining renewal, we reach out to all who are searching for their individual way to become the change we seek for the world. We are dedicated to learning how to live responsibly and to sharing our journey. With more than 700 members, Simply Living’s purpose is to educate ourselves and others to live responsibly and sustainably in joyful relation with the earth and with each other, rooted in principles of environmental, social and economic justice. Together we are building a more sustainable culture. Simply Living is organized via networks. Instead of a top-down hierarchy, we connect with and through each other.”

<http://www.simplyliving.org/sl>

- **North American Earth Institute Network** (Portland, OR, USA) “Created to share the discussion courses with groups throughout North America and beyond. Over 600 volunteers organizing courses, presenting information on NWEI programs and mentoring others through the discussion course process. To date, cumulative enrolment has reached over 100,000 participants and courses have been offered in all 50 states, Canada, Puerto Rico, Sweden and New Zealand.”

[http://nwei.org/n\\_american\\_network](http://nwei.org/n_american_network)

- **Living Green, Living Well** (Winnipeg, MB, Canada) “Living Green, Living Well is an on-line guide to sustainable living in Manitoba. This site is maintained by Resource

Conservation Manitoba, a non-profit, non-governmental organization in Winnipeg. We provide practical solutions and tools to help Manitobans live more sustainably.”

<http://www.livinggreenlivingwell.ca/>

### **Local food movement**

- **100 Mile Diet** (Canada) “In 2005, Alisa Smith and J.B. MacKinnon began a one-year experiment in local eating. Their 100-Mile Diet struck a deeper chord than anyone could have predicted, inspiring thousands of individuals, and even whole communities, to change the way they eat. Locally raised and produced food has been called “the new organic” — better tasting, better for the environment, better for local economies, and better for your health. From reviving the family farm to reconnecting with the seasons, the local foods movement is turning good eating into a revolution. It’s an easy way to start thinking local. A 100-mile radius is large enough to reach beyond a big city and small enough to feel truly local. And it rolls off the tongue more easily than the ‘160-Kilometre Diet.’”

<http://100milediet.org/>

- **Sustainable Table** (New York, NY, USA) “Sustainable Table was created in 2003 by the nonprofit organization GRACE to help consumers understand the problems with our food supply and offer viable solutions and alternatives. Rather than be overwhelmed by the problems created by our industrial agricultural system, Sustainable Table celebrates the joy of food and eating. Sustainable Table celebrates local sustainable food, educates consumers on food-related issues and works to build community through food. The program is home to the Eat Well Guide, an online directory of sustainable products in the U.S. and Canada, and the critically-acclaimed, award-winning Meatrix movies - The Meatrix, The Meatrix II: Revolting and The Meatrix II½.”

<http://www.sustainabletable.org>

### **Sustainable consumption research and information**

- **The Sustainable Consumption Research and Action Initiative – SCORAI** (Worcester, MA, USA) “The Sustainable Consumption Research and Action Initiative (SCORAI) is an emergent network of academics and practitioners in the United States and Canada working to address challenges at the interface of material consumption, human fulfillment, lifestyle satisfaction, and technological change. Network members are seeking to facilitate the design of a coherent North American research program that forges connections between scholars and communities of practice and contributes to an ongoing policy dialogue on these interrelated issues. The SCORAI Network also aims to engage with various policy programs including the Marrakech Process led by the United Nations Environment Program (UNEP) and the United Nations Department of Economic and Social Affairs (UNDESA), the North American Regional Consultation on Sustainable Consumption and Production, and other national and local efforts. Creation of this initiative is partly inspired by the Sustainable Consumption Research Exchanges (SCORE), a project funded by the European Union under its Sixth Framework Programme.”

<http://www.scorai.org>

- **My Sustainable Canada** (Ontario, Canada) “My Sustainable Canada is a national not-for-profit organization that serves as a policy advocate for sustainable consumption solutions. Our mission is to advance consumer and corporate citizenship in support of sustainable consumption. We will endeavour to do this through research and collaboration with knowledgeable and committed individuals, academics, businesses, government and non-government representatives to innovate new policies, action plans, programs and tools.”  
<http://www.mysuscan.org/>

## Consumer rights and protection

- **Office of Consumer Affairs** (Canada) “As part of Industry Canada, we believe that ensuring the promotion and protection of the consumer's ability to make confident, well-informed decisions in the marketplace is not only in each of our own best interests, but also helps ensure a more productive and innovative economy. The Office of Consumer Affairs (OCA) works with both the public and private sectors, using information, research and innovative policy instruments to complement and support consumer protection regulation.” The Office of Consumer Affairs provides a wealth of information for consumers, researchers and business, including on sustainable consumption, consumer rights and protection, consumer trends, standards and guidelines, business tools and resources, as well as support for not-for-profit organizations undertaking consumption-related research.  
[http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/h\\_ca00000.html](http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/h_ca00000.html)
- **Consumers Union** (Yonkers, New York, USA) “An expert, independent, non-profit organization whose mission is to work for a fair, just, and safe marketplace for all consumers and to empower consumers to protect themselves. The organization was founded in 1936 when advertising first flooded the mass media. Consumers lacked a reliable source of information they could depend on to help them distinguish hype from fact and good products from bad ones. Since then CU has filled that vacuum with a broad range of consumer information. To maintain its independence and impartiality, CU accepts no outside advertising and no free samples and employs several hundred mystery shoppers and technical experts to buy and test the products it evaluates.”  
<http://www.consumersunion.org/>
- **National Association of Consumer Advocates** (NACA) (Washington, DC, Canada) “A nationwide organization of more than 1500 members who represent and have represented hundreds of thousands of consumers victimized by fraudulent, abusive and predatory business practices. As an organization fully committed to promoting justice for consumers, NACA's members and their clients are actively engaged in promoting a fair and open marketplace that forcefully protects the rights of consumers, particularly those of modest means.”  
<http://www.naca.net/>
- **Quackwatch** (Chapel Hill, NC, USA) “An international network of people who are concerned about health-related frauds, myths, fads, fallacies, and misconduct. Its primary focus is on quackery-related information that is difficult or impossible to get elsewhere. Founded by Dr. Stephen Barrett in 1969 as the Lehigh Valley Committee Against Health

Fraud (Allentown, Pennsylvania), it was incorporated in 1970. In 1997, it assumed its current name and began developing a worldwide network of volunteers and expert advisors.”

<http://www.quackwatch.org/>

- **Consumers Association of Canada** (Ottawa, Canada) “Founded in 1947, is an independent, not-for-profit, volunteer-based, charitable organization. Our mandate is to inform and educate consumers on marketplace issues, to advocate for consumers with government and industry, and work with government and industry to solve marketplace problems. CAC focuses its work in the areas of food, health, trade, standards, financial services, communications industries and other marketplace issues as they emerge.”  
<http://www.consumer.ca/>
- **Consumers Council of Canada** (Toronto, Ontario, Canada) “Works collaboratively with consumers, business and government in support of consumers' rights and responsibilities.”  
<http://www.consumerscouncil.com/>
- **Consumer Federation of America** (Washington, DC, USA) “Since 1968, the Consumer Federation of America (CFA) has provided consumers a well-reasoned and articulate voice in decisions that affect their lives. Day in and out, CFA's professional staff gathers facts, analyzes issues, and disseminates information to the public, policymakers, and rest of the consumer movement. The size and diversity of its membership -- some 300 nonprofit organizations from throughout the nation with a combined membership exceeding 50 million people -- enables CFA to speak for virtually all consumers. In particular, CFA looks out for those who have the greatest needs, especially the least affluent.”  
<http://www.consumerfed.org/>
- **The Public Interest Advocacy Centre** (Ottawa, ON, Canada) “PIAC is a non-profit organization that provides legal and research services on behalf of consumer interests, and, in particular, vulnerable consumer interests, concerning the provision of important public services.”  
<http://www.piac.ca>
- **National Consumers League** (Washington, DC, USA) “A private, non-profit advocacy group representing consumers on marketplace and workplace issues. We are the nation's oldest consumer organization. For 100 years the National Consumers League has carried forward this founding principle: the working conditions we accept for our fellow citizens should be reflected by our purchases. At the same time, consumers should demand safety and reliability from the goods and services we buy. Promoting a fair marketplace for workers and consumers was the League's fundamental purpose in 1899 and guides us still into our second century.”  
<http://www.nclnet.org/>
- **American Council on Consumer Interests** (Evansville, Indiana, USA) “Since 1953, the American Council on Consumer Interests (ACCI) has been--and remains today--the leading membership organization for academics and other professionals involved in

consumer and family economics research, consumer advocacy, protection and policy development.”

<http://www.consumerinterests.org>

- **Association for Consumer Research** (Duluth, MN, USA) “ACR was founded in 1969 by a small group of consumer behavior researchers whose informal meeting at the Ohio State University led to the vision of a yearly conference devoted to the study of consumer behavior. The first ACR conference was held the following year at the University of Massachusetts. Since then, ACR has hosted a yearly conference that brings together researchers, public policy makers and practicing marketers interested in the study of consumer behavior. ACR currently has approximate 1700 members. Members have research interests that span multiple disciplines, including psychology, sociology, anthropology, economics, linguistics, critical theory, and statistics and are interested in consumer behavior for purposes of academic scholarship, managerial application, and policy making both in the US and abroad.”  
<http://www.acrwebsite.org/>
- **Center for Science in the Public Interest** (Washington, DC, USA) “A strong advocate for nutrition and health, food safety, alcohol policy, and sound science. Its award-winning newsletter, Nutrition Action Healthletter, with some 900,000 subscribers in the United States and Canada, is the largest-circulation health newsletter in North America. Founded by executive director Michael Jacobson, Ph.D. and two other scientists, CSPI carved out a niche as the organized voice of the American public on nutrition, food safety, health and other issues during a boom of consumer and environmental protection awareness in the early 1970s. CSPI has long sought to educate the public, advocate government policies that are consistent with scientific evidence on health and environmental issues, and counter industry’s powerful influence on public opinion and public policies.”  
<http://www.cspinet.org/>
- **Consumer.gov** (USA) US government consumer information program, out of the Federal Trade Commission office, focusing especially on the National Consumer Protection Week.  
<http://consumer.gov/ncpw/>
- **Federal Trade Commission** (FTC—Washington, DC, USA) “The only federal agency with both consumer protection and competition jurisdiction in broad sectors of the economy. The FTC pursues vigorous and effective law enforcement; advances consumers’ interests by sharing its expertise with federal and state legislatures and U.S. and international government agencies; develops policy and research tools through hearings, workshops, and conferences; and creates practical and plain-language educational programs for consumers and businesses in a global marketplace with constantly changing technologies.”  
<http://www.ftc.gov/>
- **Bureau of Consumer Protection** (Washington, DC, USA) Under the FTC, the Bureau “works for the consumer to prevent fraud, deception, and unfair business practices in the marketplace.”



<http://www.ftc.gov/bcp/>

### Right to know

- **Right to Know Network** (Washington, DC, USA) “Helping advocates push for improved access to government-held information on the environment, health, and safety. The Right-to-Know Network provides free access to numerous databases and resources on the environment. With the information available on RTK NET, you can identify specific factories and their environmental effects; find permits issued under environmental statutes; and identify civil cases filed. It was established in order to empower citizen involvement in community and government decision-making. RTK NET was started in 1989 in support of the Emergency Planning and Community Right to Know Act (EPCRA), which mandated public access to the Toxic Release Inventory. It is operated by OMB Watch. In the past it was funded by various government agencies through a previous partner, Unison Institute, and foundations.”  
<http://www.rtknet.org/>
- **The Access Initiative** (Washington, DC, USA) “The largest network in the world dedicated to ensuring that citizens have the right and ability to influence decisions about the natural resources that sustain their communities. The Secretariat emerged out of World Resources Institute (WRI)’s role in catalyzing the TAI and plays a range of global-level roles in the TAI network.”  
<http://www.wri.org/project/access-initiative> and <http://www.accessinitiative.org>

### Advertising reform

- **Adbusters** (Vancouver, Canada) “We are a global network of culture jammers and creatives (over 84,000) working to change the way information flows, the way corporations wield power, and the way meaning is produced in our society.”  
<https://www.adbusters.org/>

### Consumer action

- **Green America** (Washington, DC, USA) “Green America is a not-for-profit membership organization founded in 1982. (We went by the name “Co-op America” until January 1, 2009.) Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.”  
<http://www.greenamericatoday.org/>
- **Buy Nothing Christmas** (Winnipeg, Canada) “A national initiative started by Canadian Mennonites who offer a prophetic “no” to the patterns of over-consumption of middle-class North Americans. They are inviting Christians (and others) all over Canada to join a movement to de-commercialize Christmas and re-design a Christian lifestyle that is richer in meaning, smaller in impact upon the earth, and greater in giving to people less-privileged.”  
<http://www.buynothingchristmas.org/>
- **Buy Nothing Day Campaign / Adbusters** (Vancouver, Canada) “Buy Nothing Day was a radical concept when we first introduced it 20 years ago. It struck a blow against the



very heart of our consumer culture. For the first decade of its existence it had a profound and sweeping effect, shining a light on the dark side of consumerism at a time when the world was largely oblivious to its insidious effects. Year after year it fired up the world's imagination – inspiring its fair share of sympathy and solidarity, resistance and mockery.”

<https://www.adbusters.org/campaigns/bnd>

- **International Baby Food Action Network** –IBFAN (Ontario, Canada) “Consists of public interest groups working around the world to reduce infant and young child morbidity and mortality. IBFAN aims to improve the health and well-being of babies and young children, their mothers and their families through the protection, promotion and support of breastfeeding and optimal infant feeding practices. IBFAN works for universal and full implementation of the International Code and Resolutions. IBFAN is one of the longest-surviving single-issue organisations. IBFAN was founded on October 12th, 1979 after the joint meeting of WHO and UNICEF on Infant and Young Child Feeding.”  
<http://www.ibfan.org/>
- **Infant Feeding Action Coalition** – INFACT (Toronto, ON, Canada) “INFACT Canada is a national non-governmental organization that works to protect infant and young child health as well as maternal well-being through the promotion and support of breastfeeding and optimal infant feeding practices. IBFAN’s North American regional partner is Infant Feeding Action Coalition (INFACT Canada)”.  
<http://infactcanada.ca/index.htm>

## Ethical consumerism

The concept of “ethical shopping” or “ethical consumerism” is one variant of “sustainable consumption” focusing more on that act of purchasing products, of buying things that are made ethically. It is controversial in that it is perceived as on the one hand in moving consumers and producers toward causing less harm through their purchases and products, and on the other providing marketers with a new segmentation and sales tool, being “the biggest movement in branding today.” One source<sup>25</sup> concludes from its study of ethical consumerism campaigns that “the consumer is NOT the agent of change in efforts to change consumption practices,” that rather than individual behaviour, these campaigns are “most effective in transforming policies and infrastructures of collective provision.”

- **Ethical Consumer Canada** (Vancouver, BC, Canada) “Strives to be Canada's online resource for conscious consumers and values-based business information, education, and networking. We have a wealth of information to share and there is always more to learn. At Ethical Consumer, we encourage everyone to join in the conversation. Your voice counts and so do your purchasing decisions!”  
<http://ethicalconsumer.ca/>

---

<sup>25</sup> “The subjects and spaces of ethical consumption: doing politics in an ethical register,” part of the Cultures of Consumption Research Programme <http://www.consume.bbk.ac.uk/index.html>.

## ***Extractive Industries Sector***

### **Corporate Social Responsibility**

- **Centre for Excellence in CSR** (Canada) “Currently under development by the Canadian Institute of Mining, Metallurgy and Petroleum (CIM), this web-based resource will be the hub of knowledge on CSR-related practices in the extractive sector and serve as a tool to assist Canadian companies doing business around the world. A multi-stakeholder executive committee will ensure that a broad spectrum of perspectives are included and make the Centre a useful tool, not only for industry and government, but for the civil society organization (CSO) community as well. The Centre will also offer a forum through which various stakeholders - including industry, government, Aboriginal organizations, non-governmental organizations, CSOs, human rights associations, academics, environmental managers, and various associations - can obtain timely access to high-quality CSR information and, in so doing, raise the bar for excellence in CSR-related practices in the extractive industry.”

<http://www.cim.org/csr/>

### **Social licensing**

- **Conference Board of Canada** (Canada) “The Conference Board builds leadership capacity for a better Canada by creating and sharing insights on economic trends, public policy and organizational performance. For over twenty years, The Conference Board of Canada has assisted Canadian companies to embrace these challenges, helping them to reap significant benefits in terms of: proactive legal, social, environmental, and reputational risk management; enhanced organizational effectiveness; improved relationships with stakeholders; and social license to operate within communities.”

<http://www.conferenceboard.ca>

### **Social and environmental impact assessment and mitigation**

- **Mining Watch Canada** (Ottawa, ON, Canada) “MiningWatch Canada (MWC) is a pan-Canadian initiative supported by environmental, social justice, Aboriginal and labour organisations from across the country. It addresses the urgent need for a co-ordinated public interest response to the threats to public health, water and air quality, fish and wildlife habitat and community interests posed by irresponsible mineral policies and practices in Canada and around the world.”

<http://www.miningwatch.ca>

### **Community resource management**

- **Centre for Community-Based Resource Management – CBRM** (Winnipeg, MB, Canada) “University of Manitoba’s Natural Resource Institute’s (NRI) mission is to create, preserve, communicate and apply interdisciplinary knowledge in areas of resource and environmental management, and thereby contribute to the well-being of the people of Manitoba, Canada and the World. The CBRM is set up under Prof. Fikret Berkes' Tier 1 Canada Research Chair in Community-Based Resource Management, renewed in 2009 for a second term. It is part of the Natural Resources Institute and has affiliations with a number of outside agencies, academics and community groups. The objective of the research program at the Centre is to advance the knowledge on commons, investigating

different kinds of community-based management, with linkages from the community to the international level. It deals with commons institutions and environmental governance; ways of expanding the range of knowledge used (including indigenous knowledge); and applications of resilience theory to environmental change and adaptation.”

[http://www.umanitoba.ca/institutes/natural\\_resources/nri\\_cbrm\\_overview.html](http://www.umanitoba.ca/institutes/natural_resources/nri_cbrm_overview.html)

## ***Emissions and waste***

### **Hazards management**

- **EHMI** (Durham, NH, USA) “EHMI is an independent, nonprofit organization with more than thirty years of expert experience in environmental education. EHMI develops solutions and provides leadership for projects spanning all areas of environmental safety, health, and sustainability with a sound-science, value-neutral approach. Like the issues themselves, EHMI has evolved with the times by adapting its skills and knowledge base to best manage and meet contemporary concerns.”

<http://www.ehmi.org>

### **End-of-life management**

- **Encorp Pacific** (Burnaby, BC, Canada) “Encorp Pacific (Canada) is a federally incorporated, not-for-profit, product stewardship corporation with beverage container management as our core business. Our mandate is to develop, manage and improve systems to recover used packaging and end-of-life products from consumers and ensure that they are properly recycled and not land-filled or incinerated.”

<http://www.encorp.ca>

### **Waste reduction and prevention**

- **Computers for Schools Programme** (Canada) “Computers for Schools (CFS) is a national, federal government-led initiative that operates in cooperation with all provinces and territories, the private and volunteer sectors. CFS collects, repairs and refurbishes donated surplus computers from government and private sector sources and distributes them to schools, public libraries and not-for-profit learning organizations throughout Canada. CFS was co-founded in 1993 by Industry Canada and the TelecomPioneers, the largest industry-related volunteer organization in the world.”

<http://www.ic.gc.ca/eic/site/cfs-ope.nsf/eng/Home>

- **Waste Reduction Week in Canada** (Canada) “Waste Reduction Week aims to inform and engage Canadians about the environmental and social ramifications of wasteful practices. It strives to educate, engage and empower Canadians to reduce, reuse and recycle waste. The program’s educational resources and “take action” messaging empower all Canadians to adopt more environmentally conscious choices. Waste Reduction Week in Canada further provides information and ideas to reduce waste in all facets of daily living, creating the solutions to the many environmental challenges we face including climate change, water pollution and preservation of natural resources.”

<http://www.wrwcanda.com>

## Zero waste

- **Recycling Council of British Columbia – RCBC** (Vancouver, BC, Canada) “The Recycling Council of British Columbia (RCBC) is a multi-sectoral, non-profit organization promoting the principles of Zero Waste through information services, the exchange of ideas and research. RCBC is all about reducing waste. Founded in 1974, RCBC is Canada's longest serving recycling council. From expansion of the beverage container deposit/refund program to establishing programs for used paint, pesticides and electronic waste, RCBC has led B.C.'s progressive policies of Extended Producer Responsibility and Product Stewardship program development. RCBC promotes the exchange of ideas and information every day of the year, and through its annual conference in the spring and special events such as Waste Reduction Week in the fall.”  
<http://rcbc.bc.ca>
- **The GrassRoots Recycling Network** (Cotati, CA, USA) “GRRN has a vision of the world where waste is not waste – it is a resource. We are the voice of all those who recycle and want to waste less and do more. GRRN is the leading voice calling for Zero Waste (ZW) in the United States by promoting the message that we must go “beyond recycling” and go upstream to the headwaters of the waste stream which is the industrial designer’s desk.”  
<http://www.grrn.org/>
- **Zero Waste Services** (Nelson, BC, Canada) “Zero Waste Solutions can inspire your business or community to implement best practices that result in triple bottom line dividends -- economic, environmental, and social. Integration of environmental and social criteria into mainstream business decision-making is a specialty at Zero Waste Solutions. We can guide your business or community to improve the implementation and monitoring of voluntary initiatives and industry self-regulation.”  
<http://www.zerowaste.ca>

## Integrated waste management

### Material reuse and recycling

- **Canadian Recycling Website – Natural Resources Canada** (Canada) “The goal of this web site is to promote and enhance recycling in Canada by providing information about metals and minerals recycling and recycling in general. The focus is on recycling in Canada but this site also includes information on events, publications and information sources outside of Canada. A key feature of this site is the updated Canadian Metals and Minerals Recycling Database, a listing Canadian companies involved in metals and minerals recycling.”  
<http://www.nrcan-rncan.gc.ca/mms-smm/busi-indu/rec-rec-eng.htm>

### Composting

- **The Composting Council of Canada** (Toronto, ON, Canada) “The Composting Council of Canada is a national non-profit, member-driven organization with a charter to advocate and advance composting and compost usage. It serves as the central resource and network for the composting industry in Canada and, through its members, contributes to the environmental sustainability of the communities in which they operate.”

<http://www.compost.org>

### **Bioconversion**

- **NSERC Bioconversion Network** (Guelph, ON, Canada) “The NSERC Bioconversion Network is a unique Canadian R&D network that is aimed at developing energy efficient, commercially viable and environmentally sustainable biomass conversion processes that generate ethanol and high-value co-products. These activities are essential to Canada’s national security strategy vis-à-vis energy, the economy and the environment, and will provide new employment opportunities. The NSERC Bioconversion Network will also generate innovations that will accelerate Canada’s transition from a petroleum-based to a bio-based economy.”

<http://nsercbioconversion.net/>

### **Landfill sustainability**

#### **Incineration / waste-to-energy**

- **Waste-to-Energy Research and Technology Council** (Guelph, ON, Canada) “The Waste-to-Energy Research and Technology Council (WTERT) brings together engineers, scientists, and managers from industry, universities, and government to advance public understanding of sustainable waste management and resource recovery from municipal, commercial, and industrial solid wastes. The mission of WTERT CANADA is to advance sustainable waste management in Canada by linking academic, industrial and government organizations who are concerned with maximizing resource recovery and minimizing the environmental impacts of managing solid wastes. WTERT Canada also provides a window to the rest of the world as to how solid wastes are managed in this country.”

[http://www.seas.columbia.edu/earth/wtert\\_canada/index.html](http://www.seas.columbia.edu/earth/wtert_canada/index.html)

## Appendix B: Sustainable consumption and production in the context of the United Nations

The world's political leaders have met on a number of occasions these past decades under the auspices of the United Nations in order to address the growing concerns around the depletion of natural resources, growing pollution and the degradation of ecosystems, as well as poverty, hunger and social injustice. At the 1992 UN Conference on Environment and Development, Heads of State agreed that the "major cause of the continued deterioration of the global environment is the unsustainable pattern of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances" (Agenda 21, 4.3). Indeed, Agenda 21 is explicit about the need for action to "promote patterns of consumption and production that reduce environmental stress and [that] will meet the basic needs of humanity" (4.7a), and further states that developed countries "should take the lead" (4.8b) in achieving such patterns.

As ecological and social trends continued to worsen over the next decade (Department of Economic and Social Affairs, 1999; WWF, 2008), the world community met again in 2002 at the UN World Summit on Sustainable Development (WSSD). In his report on *Implementing Agenda 21*, the Secretary-General of the United Nations called to the world community's attention the "gap of implementation" and highlighted both the "fragmented approach [that] has been adopted towards sustainable development" (p. 4) and the fact that "no major changes have occurred since UNCED in the unsustainable patterns of consumption and production which are putting the natural life-support system in peril" (p. 5). This prompted UN-member States to declare that "changing unsustainable patterns of consumption and production" be one of the three overarching objectives of sustainable development, along with "poverty eradication" and "protecting and managing the natural resource base of economic and social development" (*Johannesburg Plan of Implementation*).

One of the principal outcomes of the *Johannesburg Plan of Implementation* was the call for the development of a 10-Year Framework of Programmes (10YFP) in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production (ch. III, 15), an initiative which would unfold under the "Marrakech Process", named after the first International Meeting of Experts on SCP held in Marrakech in 2003, and led jointly by the United Nations Environment Programme (UNEP) and the United Nations Department of Economic and Social Affairs (DESA). The goals that have been set out for the process are:

- Assist countries in their efforts to green their economies;
- Help corporations develop greener business models; and
- To encourage consumers to adopt more sustainable lifestyles.

To date, three International Expert Meetings on Sustainable Consumption and Production have taken place (Marrakech, Morocco, June 2003; San Jose, Costa Rica, September 2005; and Stockholm, Sweden, June 2007) to discuss the development of the 10YFP. There have been numerous regional meetings and consultations as well, including in North America, which held its first North American Workshop on SCP<sup>26</sup> in Washington, DC, in November 2008. One of the

---

<sup>26</sup> Proceedings of the meeting available at: <http://www.iisd.ca/ymb/sdWSC/>

concrete outcomes of this meeting was the development of a Sustainable Consumption and Production Framework for Canada, a process which has been guided by a national-level, multi-stakeholder Advisory Committee.

Next steps in the international process include countries' review of the draft 10YFP and the "programmes of support" at the 18<sup>th</sup> and 19<sup>th</sup> sessions of the United Nations Commission for Sustainable Development.



## Appendix C: Timeline of the national, regional and international dialogue on sustainable consumption and production

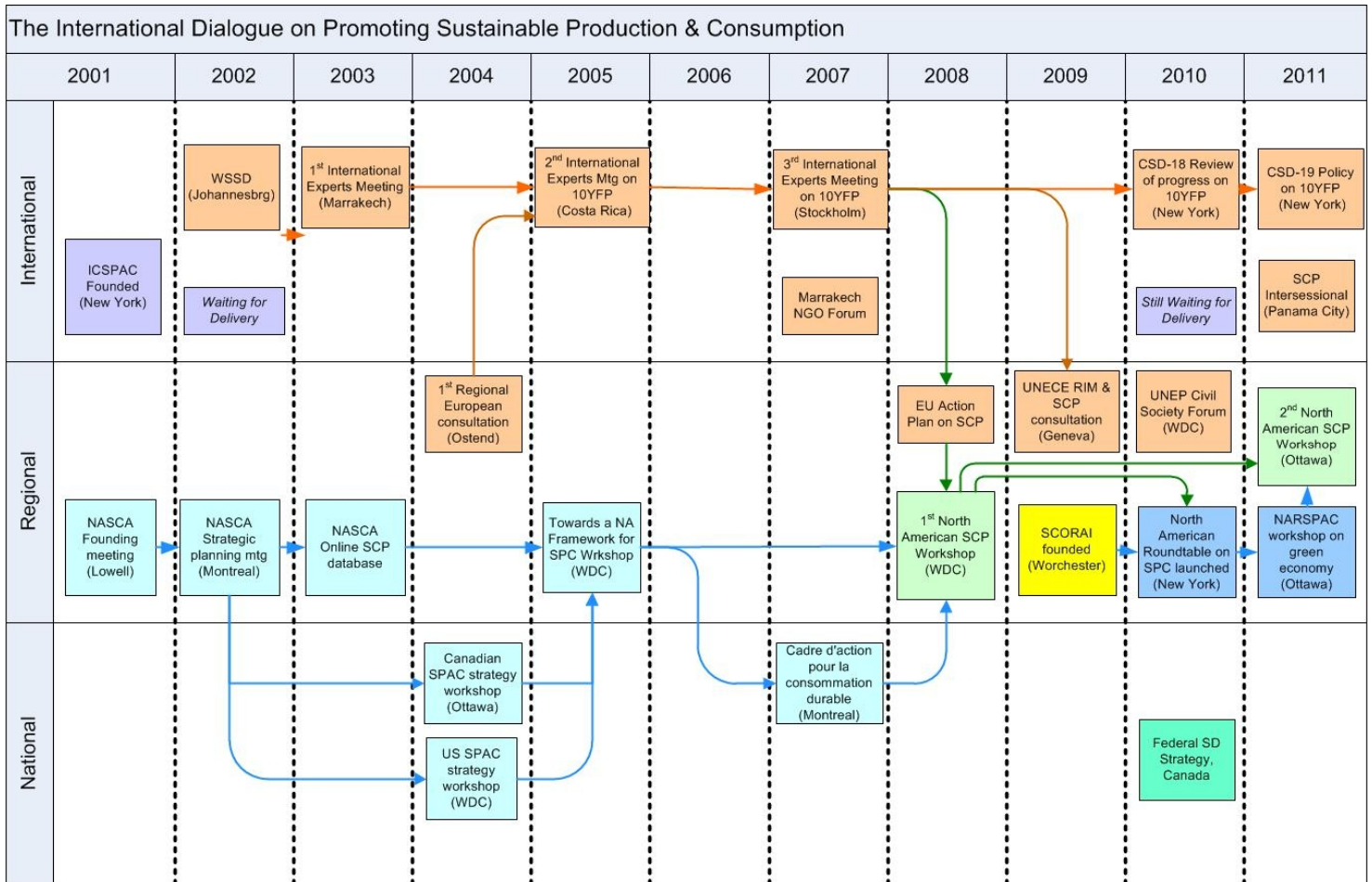


Figure C Dialogue on SCP timeline