

**Sustainable Consumption Policy in Canada and Select OECD Countries: Towards
An Action Plan for the Office of Consumer Affairs**

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1. Introduction

Since the Rio Earth summit, sustainable consumption has been both identified, and accepted, as a major policy objective in the promotion of sustainable development by the international community at large. Principle 8 of the Rio Declaration affirms that, “states should reduce and eliminate unsustainable patterns of production and consumption”,¹ and has played a central role in policy approaches to meeting sustainable development objectives ever since.² Under the Johannesburg *Plan of Implementation*, “changing unsustainable patterns of production and consumption” was identified as one of three global overarching objectives for the international community in the implementation of sustainable development.³ Notwithstanding the high level of international consensus on the importance of sustainable consumption in meeting sustainable development objectives, few countries have actually adopted coherent strategies in the promotion of sustainable consumption *per se*.

Part of the lack of activity in developing dedicated sustainable consumption policy lies in the inherent fact that sustainable consumption, as a distinct activity, is prone to confusion and debate. On the one hand, it is often unclear where sustainable production ends and sustainable consumption begins. On the other hand, it is not entirely clear whether or not sustainable consumption entails reducing overall consumption or simply changing consumption patterns.⁴ The absence of proactive consumption policy is also fuelled by a deep political and economic understanding of the role of free and “sovereign” consumers as the *rightful* drivers of a free market society, thereby putting into question policy directed at influencing consumer choice.

While questions on the definition of sustainable consumption are complex and will inevitably remain open to debate, the very notion that sustainable consumption can be “promoted” (cf. Rio Declaration) is founded on the premise that consumer sovereignty is in fact limited by social, political and economic conditions. Moreover, it is a well established fact that imperfections in “actual” free markets, produce sub-optimal welfare (and therefore, sustainable development) outcomes. Recognition of these fundamental facts provides the rational basis for the development of a proactive strategy for sustainable consumption policy, not only in Canada, but throughout the world. Among

¹ Rio Declaration, Principle 8,

² In 1994, a UNSCD symposium was held on sustainable consumption in Oslo. In 1996 the UNSCD presented a “workplan” for sustainable production and consumption. Chapter 3 of the Johannesburg Plan of Implementation is entirely dedicated to sustainable consumption and production. See, Report of the World Summit on Sustainable Development, “Plan of Implementation of the World Summit on Sustainable Development”

³ See *Report of the WSSD*, at Para. 2.

⁴ Tim Jackson *Sustainable consumption, Production, Economic, Regeneration* (Sustainable Development Commission, 2003) at p. 4. See http://www.sd-commission.org.uk/publications/downloads/030917%20Policies%20for%20sustainable%20consumption%20.SDC%20report_.pdf

the benefits promised by the adoption of a coherent approach to sustainable consumption are:

- Improved effectiveness of government policy
- More informed policy making
- Reduced administrative and transaction costs
- Clearer messaging to the public
- Enhanced economic efficiency

The following study aims to provide Industry Canada with an informational base and analytic framework for developing a coherent sustainable consumption strategy, by building off the research, experience and leading edge examples of forward looking consumption policy and initiative across Australia, France, the United Kingdom, the United States and Canada. In addition to outlining a framework for the development and implementation of sustainable consumption strategy, the study highlights a number of specific projects and initiatives with particular promise for possible implementation/promotion within the Canadian context.

2. Defining Sustainable Consumption

Although sustainable consumption is widely recognized as an important policy target, definitions of what sustainable consumption means cover a wide range. An important source of confusion stems from differences in the definition of consumption used by the natural and social sciences respectively.

Consumption, defined in bio-physical or “environmental” terms, is the transfer of energy and material flows towards increased entropy—which is to say, a state in which there is less available or “useful” energy and material for further use.⁵ Consumption, defined in economic terms, on the other hand, is defined as, , “goods and services consumed by people (private consumption) or government (public consumption).”⁶ While the environmental definition of consumption places emphasis on resource usage and implies that consumption occurs at all stages of human and economic activity, the economic definition is limited to human economic activities for end use and *not included* in the production process. Under the environmental definition, the importance of consumption to sustainable development rests on the direct link between consumption and reduced opportunities for sustenance at the global level. Under the economic definition, the importance of consumption to sustainable development rests on its role as a driver of economic activity which may have positive or negative impacts on global opportunities for sustenance.

The fact that sustainable development, as elaborated by the World Summit process, is built upon the explicit integration of the social, economic and environmental pillars, renders it uncertain which interpretation should be given priority when considering the

⁵ Indeco Consulting Strategies. *Sustainable Consumption: Issues and Challenges* 1997 accessed at [http://www.indeco.com/Files.nsf/Lookup/sc/\\$file/sc.pdf](http://www.indeco.com/Files.nsf/Lookup/sc/$file/sc.pdf)

⁶ *Supra* note 5

notion of sustainable consumption. Actual usage of the term sustainable consumption in WSSD documentation rarely occurs without reference to sustainable production as well—suggesting an economic interpretation of consumption. However, the fact that WSSD declarations and action plans never actually distinguish between sustainable consumption and production (in terms of actual activities), re-enforces the inseparability of consumption and production from a sustainability perspective.

If, however, it is true that sustainable production and consumption are inextricably linked, it is also the case that they are conceptually distinct. The rationale for distinguishing between the two from a sustainability perspective can be based on at least three distinctive roles of end use consumption in the economy. First, end use consumption activities are distinct from activities for production. A single production system with constant social, economic and environmental impacts can be *consumed* in ways which exhibit varying degrees of sustainability (eg. wasteful consumption versus efficient consumption). Efforts to improve the sustainability of production will have little impact on the sustainability of the *activity* of consumption itself. Second, end use consumption absorbs not only “bio-physical material flows” but also social inputs such as research, labour and educational inputs. As such, end use consumption has the capacity to impact and influence both the social and environmental spheres of sustainable development simultaneously—as per the integrated approach to sustainable development outlined by the Agenda 21 process. Third, end use consumption operates as the ultimate “driver” of all economic activity under a free market. By matching consumer needs/interests and desires with the use of goods and services, consumption, in principle at least, sets the agenda for economic production. To the extent that sustainable development *can* be driven by consumption forces, economic efficiency is favoured (by allowing both static and dynamic efficiency to prevail) as commercial activity seeks to meet consumer demand.⁷ Consumption led change offers an “optimal” route for meeting sustainability objectives and therefore deserves targeted attention by policy makers.

Directed attention to the end use activities of goods and services within a larger sustainable development strategy allows governments to adopt focused and targeted measures which maximize the potential of efficient change through the use of market forces and which complement production oriented measures. As a result we propose the following definition of sustainable consumption adapted from the working definition proposed at the 1994 Soria Moria Conference, “the [end] use of goods and services that respond to basic needs and bring a better quality of life [to all] while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations.”⁸

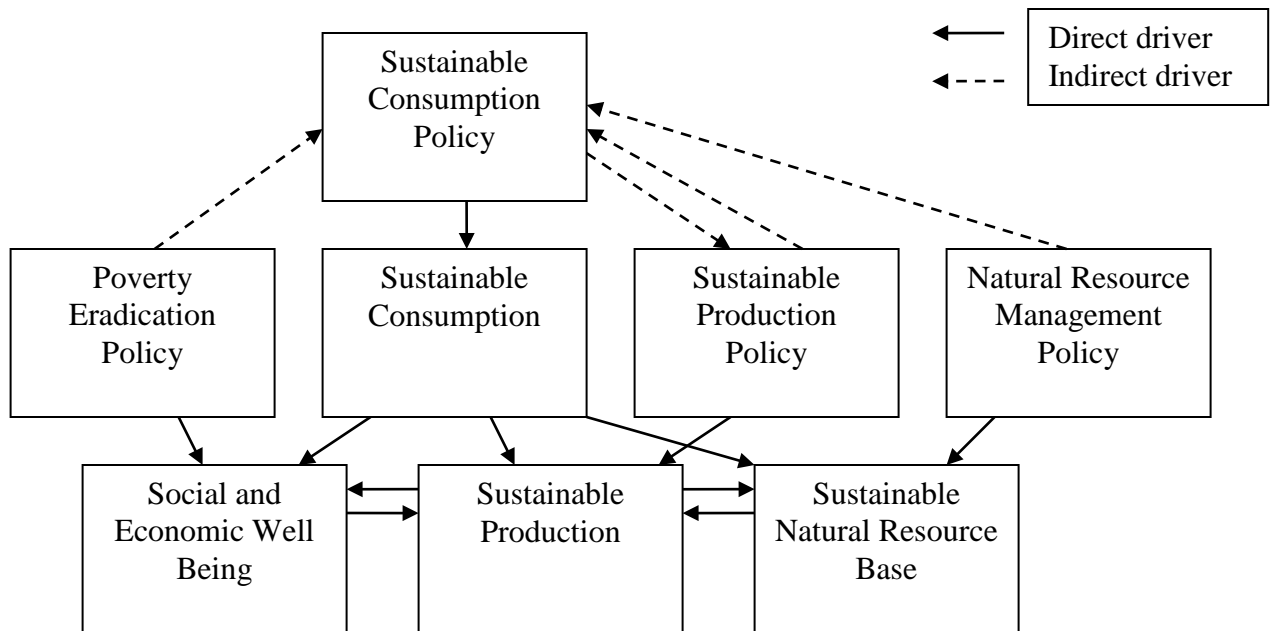
Sustainable consumption policy thus refers to the set of policies designed to promote *end use consumption* which is sustainable itself and which stimulates socially and environmentally sustainable activity upstream in the supply chain. Sustainable consumption, as a driver of economic activity, has the potential to promote all policy objectives related to sustainable development upstream on the supply chain. Applying

⁷ See, OECD, *Evaluating Economic Instruments for Environmental Policy* (OECD, 1997) at 15-20.

⁸ See <http://www.iisd.ca/consume/overview.html>

the Johannesburg Implementation Plan, sustainable consumption policy is thus fed by objectives identified by efforts to promote sustainable production, poverty eradication and natural resource management. Similarly, sustainable consumption itself will entail end-use activity which promotes the key objectives outlined by the Plan.

Figure 1: The Role of Sustainable Consumption Policy in Meeting the Three Overarching Objectives of the Johannesburg Implementation Plan



In the following section we provide an overview of *actual* policies and initiatives related to sustainable consumption across Australia, France, United Kingdom, United States and Canada. Although only a summary overview, the trends and experience of sustainable consumption policies and initiatives in these countries provide a basis for building a more coherent strategy to sustainable consumption within the Canadian context.

3. Review of Leading Sustainable Consumption Policies and Initiatives in Select OECD Countries

This section provides a brief overview of the policy framework related to sustainable consumption on a country by country basis. For the purposes of this review we limit our investigation to public policy and not-for-profit initiatives. The fact that sustainable

consumption is, in large part, driven by innovative private sector activity necessarily means that the overview is itself incomplete. Nevertheless, by focusing on public and not-for-profit initiatives, it is hoped that we might illuminate areas where activity by such actors can be fruitful in stimulating preferable market activity in the Canadian context.

The overview in each country considers the following:⁹

1. Framework for Sustainable Consumption Policy
2. Environment
 - a. Packaging
 - b. Waste Reduction and Recycling
 - c. Procurement
3. Energy Consumption
4. Social Economy¹⁰
 - a. Fair Trade
 - b. Other Socially Oriented Initiatives
5. NGO Initiatives on “Sustainable Consumption”

Without pretending to be comprehensive the overview provides an outline of some of the more successful and innovative policies and initiatives related to sustainable consumption which other countries have implemented.

3.1. Australia

Sustainability in general and sustainable consumption in particular are almost entirely associated with the environmental protection in the Australian context. At the national level, oversight for sustainable development policy is delegated to the Department for Environmental and Heritage. The Department establishes most of its regulatory and programmatic activities through the Environment Protection and Heritage Council (EPHC) a multi-jurisdictional body made up of national and state ministers with jurisdiction on environmental issues.¹¹ The co-jurisdictional character of the EPHC helps ensure consistency and coherence across the different levels of government in the implementation of sustainability policy. Basic environmental policy under the EPHC is established in the form of “National Environment Protection Measures”. The EPHC currently has NEPMs for regulating the following matters:

- Ambient Air Quality
 - Review of the Ozone Standard
 - Review of the Sulfur Dioxide Standard

⁹ Due to the lack of clear policy dedicated to “sustainable consumption” in many countries, national experience related to sustainable consumption policy can be drawn from targeted consumption oriented policies and initiatives. The selected areas are exemplary and do not pretend to be representative of the full range of sustainable consumption policy areas.

¹⁰ We use the term in a non-technical sense to describe initiatives with a specific “social objective”.

¹¹ The EPHC is made up of ministers of from national and state levels within Australia and New Zealand. See http://www.ephc.gov.au/ephc/membership_ephc.html .

- National Pollutant Inventory (variation process in progress)
- Movement of Controlled Waste
- Used Packaging Materials
- Assessment of Site Contamination (under review)
- Diesel Vehicle Emissions and
- Air Toxics.

The EPHC has no policy, strategy or measures targeted specifically at sustainable consumption.

Most state and territory governments have a “Sustainability Office” under their respective environmental ministries, or at least a section of the ministry dedicated to sustainability issues. Promotion of sustainable consumption related issues have been particularly active in the New South Wales region under its newly formed “Department of Environment and Conservation” (DEC).¹²

The NSW Department of Environment and Conservation launched a campaign entitled “Our Environment – It’s a Living Thing” to inform consumers on the importance of individual decisions in protecting the environment in 2004. The program, which has a budget of 17.5 million over 3.5 years, has reportedly raised consumer willingness to “make changes to [their] lifestyles to improve the environment” from 32% in 2000 to 38% in 2005.¹³

3.1.1. Environment

3.1.1.1. Packaging

The EPHC released the first version of its *National Packaging Covenant*¹⁴ in 1999. The NPC is a voluntary agreement between the EPHC and other relevant parties in the management of packaging design, use and disposal. In 2005 the covenant was revised based on the first five years of experience. The principal obligation for private sector signatories to the covenant is a requirement to submit an action plan for, “evaluating and improving environmental outcomes, as appropriate, in their production, usage, sale and/or reprocessing or recovery of packaging materials.”¹⁵ The action plan is followed by annual reporting to the Council. Although the NPC is voluntary in nature, it is underpinned by the *National*

¹² We highlight some of the activities of the DEC below.

¹³ Moreover, of those who recalled the government advertising campaign, 87% approved of having public funds used for this purpose. Based on a survey of 800 residents in the New South Wales region. See DEC Report at p. 54.

¹⁴ At the time the EPHC was called the *Australia and New Zealand Environment and Conservation Council*.

¹⁵ See National Packaging Covenant at <http://www.deh.gov.au/settlements/publications/waste/covenant/covenant.html#download> .

*Environmental Protection Measure*¹⁶ which is designed to deal with “free riders and non-signatories” by setting minimum recovery, recycling and reporting obligations across the board for all industries above established thresholds. The NPC is also supported at the jurisdictional level with funding on a piecemeal basis to assist in covering the additional costs associated with reporting obligations under the NPC.

3.1.1.2. Waste Reduction and Recycling

Waste reduction and recycling are key objectives under the NPC. The NPC requires accounting, monitoring, recovery and recycling of packaging materials on the basis of individual action plans. While the NPC provides an underlying thrust to recycling activities, infrastructure development and educational activities are carried out at the local and state levels.

The NSW Department of Environment and Conservation, a leader in the implementation of waste reduction and recycling policy released a dedicated “Waste Avoidance and Resource Recovery Strategy” in 2003.¹⁷ The strategy is supported by the Waste Avoidance and Resource Recovery Act. One of the outcomes of the strategy has been to secure Sydney as the city with the world’s highest newspaper recovery rate (79%). Although the recycling work carried out by the DEC has covered a range of recycling issues, it has taken on a world leadership role in the promotion of recycling organics. In 2004 it released a world-leading life cycle analysis on the benefits of composting organics.¹⁸ This has been supported by a “marketing program” for recycled organics which has generated additional, locally specific information on the benefits of composted organic materials in an effort to increase the demand for such materials.¹⁹ Between 1998 and 2003, NSW increased its recycling rate of organic materials from 40% to 50%.²⁰

3.1.1.3. Green Procurement

Green Procurement is an established policy across the national, state and municipal levels of government. Green procurement policy at the nation level is set forth under the *Commonwealth Procurement Guidelines and*

¹⁶ NEPM obligations currently apply to companies with annual revenues over \$5 million per annum. The threshold level is currently under review. See http://www.ephc.gov.au/pdf/upm/upm_nemp_thresholds.pdf.

¹⁷ The strategy consists of four key objectives: 1. preventing and avoiding waste 2. increasing the use of renewable and recovered materials 3. reducing toxicity in products and materials and 4. Reducing litter and illegal dumping. See <http://www.resource.nsw.gov.au/strategy/>.

¹⁸ DEC Report at p. 53.

¹⁹ Among other things the marketing program demonstrated the capacity of organic compost to increase yield of Merlot grapes in the NSW regions by 280%. See DEC Report at p. 53.

²⁰ See Waste Avoidance and Resource Recovery Act Progress Report at <http://www.resource.nsw.gov.au/whatsnew.htm#progressreport>.

*Best Practice Guidance (2002)*²¹ but only includes reference to environmental performance as an issue for consideration. Some state level procurement programs exhibit more substantive commitment. New South Wales, for example, under its *Waste Recovery and Purchasing Policy (WRAPP)*²² requires all government to develop and implement a WRAPP plan which includes the reduction of waste in four areas: paper products, office equipment and components, vegetative material and construction and demolition material. The WRAPP also obliges procurement officers to purchase low-waste products or products with recycled content where they are cost and performance competitive in the listed areas.²³

Many municipalities are also involved in various forms of green procurement schemes. The Eco-Buy Green Procurement program from Victoria has displayed leading edge success and growth. Eco-Buy is the result of a collaborative initiative between the Municipal Association of Victoria, Eco-Recycle Victoria and Department of Sustainability.²⁴ Eco-Buy is a membership organization which provides assistance in the implementation of Green Procurement Policies. One of the conditions of membership is that members agree to: 1. establish a green purchasing policy; 2. establish and Eco-Buy working group; 3. develop an Eco-Buy Action Plan; 4. establish monitoring procedures for green purchasing and 5. report statistics of green purchasing to Eco-Buy every 12 months. Although Eco-Buy was originally intended for municipal level government, it has since expanded to allow for “associate membership” which allows non-governmental institutions to join as well. ECO-Buy’s municipalities-members spent over \$33 million on green products in 2003. Eco-Buy’s success lead it to establish the *Eco-Alliance* which is a national alliance of municipal government bodies committed to green procurement.

Green Procurement efforts have also been supported by a collaborative effort between the *Australian Environmental Labeling Association Inc. (AELA)* and the *Australian Green Purchasing Network* which manages the *Australia Green Procurement Database*, a free web resource of environmentally preferable products in Australia. The database is available for use free of charge by any interested party.²⁵

3.1.2. Energy

²¹ The Guidelines are incorporate under the *Financial Management and Accountability Act (1997)*.

²² See www.wrapp.nsw.gov.au .

²³ See The State of Green Procurement in Australia (2004) at <http://www.greenprocurement.org.au/Publications/2004%20STATE%20OF%20GREEN%20PROCUREMENT%20IN%20AUSTRALIA%20REPORT.pdf>

²⁴ See The State of Green Procurement in Australia (2004) at <http://www.greenprocurement.org.au/Publications/2004%20STATE%20OF%20GREEN%20PROCUREMENT%20IN%20AUSTRALIA%20REPORT.pdf>

²⁵ See the <http://www.greenprocurement.org/index2.html>

Energy efficiency and renewable energy policy exhibit the strongest legislative and policy support among sustainable consumption initiatives in Australia. Energy initiatives exist to support:

- Households in reducing energy use by providing expert advice on a household-by-household basis for increasing household energy efficiency²⁶
- Financial assistance for consumer purchases of renewable energy²⁷
- Subsidies to replace wood burning heaters with gas heaters²⁸
- Rebates program to encourage the switching to water efficient technologies²⁹

One of the more innovative programs established by the government combines mandatory requirements for the provision of energy from renewable resources (for energy providers) with a renewable trading certificates system. The *Renewable Energy (Electricity) Act 2000* and *Renewable Energy (Electricity) Regulations 2001 (incorporating Amendment Regulations 2005(No.5))*³⁰ establish mandatory baseline percentage requirements for renewable energy on an annual basis for all energy providers. In an effort to ensure economic efficiency in the regulatory process, the government has established a system of “Renewable Energy Certificates” which can be purchased to make up for shortfalls with respect to mandatory targets established under the *Act* and *Regulations*. Through the combination of mandatory and market-based mechanisms, the *Act* and *Regulations* enable the achievement of specific renewables targets while respecting cost differences in the provision of renewables among providers.

3.1.3. Social Economy

3.1.3.1. Fair Trade

Although Fair Trade products have been available through world shops managed by *Oxfam Australia Trading*³¹ for some time, the introduction of

²⁶ Funded by the ACT government and managed by Home Energy Advice Team. See www.heat.net.au .

²⁷ Provided in Queensland under the Rebate Program (PVRP) for grid-connected properties and buildings, and the Renewable Remote Power Generation Program (RRPGP) for areas reliant on diesel based electricity supplies. See http://www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/photovoltaic_rebate_program_pvrp/ .

²⁸ Provided by the ACT government under the 2006 Wood Heater Replacement Program. See www.environment.act.gov.au/yourenvironment/wp/fireinfo/woodheater .

²⁹ Provided by the ACT government under its Think Water, Act Water Program. See www.thinkwater.gov.au .

³⁰ See <http://www.orer.gov.au/legislation/index.html> for a general description of the program and relevant acts.

³¹ See www.oxfamtrading.org.au .

certified fair trade products was only formally introduced in 2003 with the founding of Fair Trade Australia and New Zealand (FTAANZ)³², a national certification initiative serving Australia and New Zealand. At present there is no formal government support for Fair Trade. It is still too early to judge actual consumer support for Fair Trade certified products in Australia since the market has not been developed in a formal way as of yet. FTAANZ provides the following “statistics” for the Australian and New Zealand markets:³³

- Four Fairtrade products in the Australian and New Zealand markets – Coffee, Tea, Chocolate, Cocoa – representing over 20 different producer groups
- As at 4 April 2005 there were 45 ANZ Fairtrade licensed wholesalers – 3 Tea, 2 Chocolate, 42 Coffee (two tea licensees to both tea and coffee) Sales (mostly wholesale value) to 31 December 2004 in excess of AUD1.24 million, with coffee sales accounting for almost AUD1 million of this

3.1.3.2. Other Social initiatives

3.1.3.2.1. Fairwear Australia³⁴

Fair Wear works to eliminate the exploitation of homeworkers (outworkers) in the Australian clothing industry. Recognizing that sweatshops are just as much of an issue at home as abroad, the FairWear campaign actively encourages Australians to think critically about where the clothes we wear are produced and under what conditions.³⁵ Fairwear manages a code of practice for companies hiring homeworkers in Australia as well as providing information and awareness raising tools so consumers can promote fair homemaker practices.

3.1.3.2.2. Financial Services Reform Act³⁶

In March 2002, the Australian government passed the *Financial Services Reform Act*. The Act, which was modeled on a similar UK (see UK Pension Disclosure Regulation below) has required, since 2003, that all investment firms' product disclosure statements (PDSs) include

³² See <http://www.fta.org.au> .

³³ See <http://www.fta.org.au/FTAANZ/History> accessed on March 22, 2006.

³⁴ See <http://www.fairwear.org.au/engine.php>

³⁵ Homeworkers are mostly women who make clothes at home in Australia for as little as \$2 to \$3 an hour. They often work up to 18 hours a day, 7 days a week. Homeworkers make clothes for our major retailers, designers and even suppliers of school uniforms. It is estimated that there are 300,000 outworkers in Australia today. See <http://www.fairwear.org.au/engine.php>

³⁶ See <http://www.socialfunds.com/news/article.cgi/article998.html>

descriptions of "the extent to which labour standards or environmental, social or ethical considerations are taken into account."

3.1.4. *Community Led Initiatives on Sustainable Consumption*

Among the wide variety of community lead initiatives targeting sustainable consumption in Australia, the following standout:

- *International Young Professional Foundation* works with young, early-career Australian professionals in the areas of research, information and training related to sustainable development. The IYPF manages a project entitled "Enabling Young Sustainable Consumption Change Agents"³⁷ which manages youth working groups on sustainable consumption, an ongoing blog on sustainable consumption³⁸ and has released a report on sustainable consumption trends among youth in collaboration with the Australian government.³⁹
- Friends of the Earth manages an *Extended Producer Responsibility Campaign* which promotes waste reduction, recycling and 'life-cycle' management among manufacturers by raising awareness on the importance of lifecycle thinking among the community at large. The initiative works on a collaborative "forward looking" basis by building partnerships between business and eco-design experts.⁴⁰
- The *Alternative Technology Association* is a not for profit association which provides information on environmental technologies available for consumers. The ATA's two magazines: [ReNew: technology for a sustainable future](#) and [Sanctuary: sustainable living with style](#), both provide regular, up-to-date information on sustainable consumption alternatives for consumers and home renovators.

3.2. *France*

In 2003 the French government published its *Stratégie nationale de développement durable*⁴¹ a document outlining a set of core commitments by the government for advancing sustainable development. The Strategy lists several actions of direct relevance to sustainable consumption including:

- The integration of sustainable development education within the school curriculum by requiring minimum numbers of hours devoted to sustainable development education

³⁷ See <http://www.iypf.org/IYPF-projects.htm#YouthSC> .

³⁸ See <http://www.tigblog.org/group/otherwise> .

³⁹ See [http://www.facs.gov.au/internet/facsinternet.nsf/vIA/youthpubs/\\$file/Sustainable_Consumption.pdf](http://www.facs.gov.au/internet/facsinternet.nsf/vIA/youthpubs/$file/Sustainable_Consumption.pdf) .

⁴⁰ See <http://www.sydney.foe.org.au/SustainableConsumption/epr.html> .

⁴¹ See http://www.ecologie.gouv.fr/article.php3?id_article=1198.

- Intensification of the use (number of product listings) and awareness raising with respect to France's two official eco-label programs
- Commitments to sustainable procurement within the government
- Elaboration of a waste reduction campaign
- Development of guides on the sustainable product design ("ecoconception")

As a tool for developing and implementing the government's strategy, the *Conseil National du développement durable* was also established in 2003.⁴² The *Conseil* is made up of approximately 90 institutions, associations and NGOs and has the mandate of providing advice to the government on the implementation of sustainable development. In its first round of meetings in 2003-4, the *Conseil* produced 622 recommendations, 60 of which had unanimous support among the members.⁴³

The Minister of *Ecologie et du Développement Durable* hosts an informational web-site entitled *éco-responsabilité*⁴⁴ which contains general recommendations related to sustainable consumption. In 2004, at the request of the Minister, a not-for-profit organization devoted to the promotion of sustainable consumption and production was established under the auspices of *Consodurable*.⁴⁵ The objectives of *Consodurable* are to:

- Provide the most up-to-date information on goods and services compatible with sustainable development
- Catalyze and maximize the sustainable development impacts of member institutions
- Provide a platform for dialogue on sustainable consumption between companies and consumers

Consodurable's principle activity is the hosting of an in-depth website on sustainable consumption and the hosting of inter-party meetings.

In 2005 the *Ministry of Ecology and Sustainable Development* led a national campaign to improve awareness and uptake of the nationally recognized eco-labels which involved the distribution of 800,000 leaflets and the participation of approximately 500 large scale supermarkets.⁴⁶ In 2006 the same Ministry has established a working group on the use of economic instruments for the promotion of sustainable development.⁴⁷

⁴² Décret no 2003-36 du 13 janvier 2003 portant création du Conseil national du développement durable.

See http://www.premier-ministre.gouv.fr/acteurs/premier_ministre/les_services_premier_ministre_195/conseil_national_developpement_durable_267/actualite_developpement_durable_50413.html

⁴³ See http://www.premier-ministre.gouv.fr/acteurs/premier_ministre/services-premier-ministre_195/conseil-national-developpement-durable_267/articles-cnndd_749/analyse-premiere-contribution-conseil_51644.html

⁴⁴ See <http://www.ecoresponsabilite.ecologie.gouv.fr/>.

⁴⁵ See http://www.ecologie.gouv.fr/article.php3?id_article=3883.

⁴⁶ See http://www.ecologie.gouv.fr/article.php3?id_article=4801 et <http://www.ecologie.gouv.fr/ecolabels/>.

⁴⁷ See http://www.ecologie.gouv.fr/article.php3?id_article=5217.

The *Agence de l'Environnement et de la Maitrise de l'Energie* is also directly involved in promoting sustainable consumption through its elaboration of a guide (*Comment Acheter et Consommer Mieux*)⁴⁸ on the different voluntary ecolabeling and self-declaratory initiatives operative in the French market.

The *Association française de Normalisation (AFNOR)* has developed a cutting edge management standard for the integration of sustainable development within business and organizational management structures under the title of Guide SD 21000 (FD X 30-021)⁴⁹ The standard provides a decision making framework for integrating stakeholder perspectives in the decision making process and for managing risks associated with sustainable development at a generic (non-sectoral) management level.

In addition to the information disseminating and standards related activities, the French government provides numerous financial incentives in support of sustainable development. Almost all of these, to date, focus on incentives for sustainable production. Some of the more recent additions to the government's larger package include:

- Exoneration of property tax on new buildings which comply with specific environmental criteria⁵⁰
- Funding for the undertaking of Environmental Management Plans⁵¹
- Funding for conducting third party environmental analysis of products⁵².

3.2.1. Environment

3.2.1.1. Packaging

France, by virtue of its being a member of the European Union, is bound by the "Packaging Directive" (94/62/CE/) which was recently modified (Directive 2004/12/CE) and transferred into French law in 2005.⁵³ The modified law stipulates minimum levels of recycling and recuperation among European States by year end 2008:

- 60% of its waste recovered
- Between 50% and 80% of packaging must be recycled
- Packaging must be made up of recycled content in the following proportions: 60% for glass, paper and carton; 50% for metal; 22.5% for plastics and 15% for bois

⁴⁸ See http://www.ademe.fr/particuliers/Fiches/achet_et_conso/index.htm.

⁴⁹ See

<http://www.boutique.afnor.fr/Boutique.asp?url=NRM%5Fn%5Fhome%2Easp&lang=French&btq=HOM>

⁵⁰ See <http://www.admi.net/jo/20050918/BUDF0520324D.html>.

⁵¹ See <http://www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=12857>.

⁵² See <http://194.117.223.129/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=12925>.

⁵³ See <http://www.fne.asso.fr/preventiondechets/dossiers/dossiers3.htm>

In order to help secure compliance with the stringent objectives set by the EU directives, the French government joined forces with the private sector in the formation of *Eco-Emballages*⁵⁴ in 1992 as a self financing recycling recuperation system. Through the *Eco-Emballage* program, participating companies contribute, on a volume basis to the management and administration of the *Eco-Emballage* which in turn manages the recovery of packaging for recycling through its partner collection agencies. Participating companies also commit to reducing their packaging overall and increasing recycled content through agreements with *Eco-Emballage*. In return participating institutions earn the right to place the “point verte” on their packaging which symbolizes their contribution and commitment to the program. The *Eco-Emballage* program currently has more than 35,000 participating enterprises and estimates that 60% of the packaging of its participants is recycled. At the same time, *Eco-Emballage* claims to be able to provide recycling services to 90% of the French population.

France Nature Environnement,⁵⁵ a not-for-profit organization also has a campaign for reducing consumer purchasing of excessive packaging. They do not, however, work directly with producers of packaging.

3.2.1.2. Waste Reduction

In 2001 the French government created the Conseil National des Dechets. In 2005 a new waste reduction strategy was released with an emphasis on consumer education and participation. The principal objective under the new strategy is to reduce per capital waste from its current rate of 360kg per annum to 200kg per annum by 2015.⁵⁶ Following the release of its new strategy, the ADEME was delegated responsibility for managing the government’s citizen waste reduction campaign *Réduisons vite nos déchets, ça déborde*⁵⁷ Since its launch in the fall of 2005 the campaign has held more than 3000 local and national educational events as well as releasing three commercials for national distribution on television.

Stop Dechets,⁵⁸ is a complementary program launched by the ADEME with the objective of stimulating innovative project design through the granting of a 10,000 Euro award to student proposals for specific projects for reducing waste.

A Expert Group *Déchets ménagers. Contrôle de la performance des équipements de tri. Guide d'application de la norme NF ISO 11648-2*

⁵⁴ See <http://institutionnel.ecoemballages.fr/FR/52>

⁵⁵ See <http://www.fne.asso.fr/preventiondechets/dossiers/dossiers3.htm>

⁵⁶ See http://www.ecologie.gouv.fr/article.php3?id_article=4862.

⁵⁷ See http://www.ecologie.gouv.fr/article.php3?id_article=4722 et http://www.ecologie.gouv.fr/emediat/stock_fichiers/DP_dechet.pdf.

⁵⁸ See <http://www.construirenotrefutur.com/>

(X30OPERF)⁵⁹ was created in 2006 under ANFOR to development national guidelines for separation equipment in France.

A 2006 Decree *décret n°2006-239*⁶⁰ requires all producers of non-addressed mail (typically advertising materials) to contribute directly to the recycling and recuperation efforts linked to such materials.

3.2.1.3. Procurement

In 2004 the Ministry of Ecology and Sustainable Development created the Groupe permanent d'étude des marchés « développement durable, environnement » (GPEM/DDEN)⁶¹ which has the mandate to propose strategies for orienting public tender and procurement procedures towards the objectives of sustainable development. The GPEM consists of three committees on treating the following issues:

- Sustainability of public works policy within the government
- Sustainability of products and services purchased by the government
- Sustainability of social conditions of subcontractors to the government

Thus far the GPEM has produced several guides on to sustainable public procurement for products generally,⁶² paper and wood products specifically and energy efficiency in buildings. These materials are rudimentary when compared with the EPP program established by the US and other countries. The integration of public procurement within government decision making at the implementation level is assisted by the Réseau économie sociale et environnement (RESE)⁶³, a group of more than a hundred civil society groups across France.

3.2.2. Energy

In its Politique nationale d'utilisation rationnelle de l'énergie, France has the basic objective of reducing overall energy demand while enabling technological innovation in the energy delivery and storage infrastructure at the national level. Following EU Directive 2001/77/CE relative à la promotion de l'électricité produite à partir de sources d'énergie renouvelables

⁵⁹Voir

<http://www.afnor.fr/portail.asp?colfond=Bleu&ref=ESP%5FNormalisation&ref2=ESP%5FNORM%5FPR OJETS&alias=5&lang=French>.

⁶⁰ See <http://www.legifrance.gouv.fr/WAspad/Ajour?nor=DEV0640001D&num=2006-239&ind=1&laPage=1&demande=ajour>

⁶¹ See http://www.ecologie.gouv.fr/article.php3?id_article=3935.

⁶² See http://www.minefi.gouv.fr/daj/guide/gpem/ecol_responsable/eco_responsable.htm

⁶³ See <http://www.areneidf.com/emploi/Charte.html>

sur le marché intérieur de l'électricité⁶⁴ France passed the *Loi de programme fixant les orientations de la politique énergétique*⁶⁵ which, in addition to establishing statutory targets for increases in renewable energy to 21% of France's total energy production by 2010, offers an income tax rebate of 40%-50% for domestic investments in renewable energy (eg. solar cells etc.).⁶⁶ The ADEME promotes consumer awareness and use of the credit scheme through its «Plan Soleil» educational campaign.⁶⁷ Although the program is too new to provide actual results on its impacts, a 2005 market study demonstrated a growth in awareness levels of solar energy among the consumer population from 39% (2004) to 49% (2005) with 40% of the population also aware of the tax credit for renewable energy.⁶⁸

The French government's promotion of renewable energy is complemented by a parallel set of activities aimed at reducing overall electricity usage through increased efficiency. Substantively this is carried out through a complementary set of financial incentives and information-based programs.

The principal tool enacted by the French government for the energy efficiency is modelled on an older UK program of "conservation certificates". By virtue of the *Loi de programme du 13 juillet 2003*⁶⁹ the government has established mandatory energy conservation targets for energy service providers (including natural gas providers) establishing a national target of 54 TWH in energy savings between 2006 and 2008. The system is complemented by a system of energy saving certificates which allow companies to both keep track and receive benefits for exceeding the targets through the certificates market. Similarly, those unable to meet the stated targets will be able to purchase the certificates to fulfill their obligations. In the absence of either, a company will be required to pay a fine on a per kwh basis.

As an additional incentive towards household and institutional energy efficiency, the ADEME offers a number of direct fiscal incentives for energy efficiency including:

- Income tax credit for sustainable development (renewable energy and energy efficiency)⁷⁰

⁶⁴ See http://www.industrie.gouv.fr/energie/renou/fle_ren.htm

⁶⁵ See <http://www.industrie.gouv.fr/energie/renou/rapp-art3.pdf>

⁶⁶ It is worth noting that France currently produces 12.7% of its energy through renewable resources and is the single largest producer of renewable energy in the EU. See <http://www.industrie.gouv.fr/energie/renou/rapp-art3.pdf>

⁶⁷ See <http://www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=15211>.

⁶⁸ See <http://www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=15211>

⁶⁹ See http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/cee-sommaire.htm

⁷⁰ See http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/credit-impot-2005.htm.

- Exceptional amortization for investments in energy efficiency⁷¹
- Exoneration or reduction in sales taxes on specified products⁷²
- Financing for investment in energy efficiency renovations⁷³
- Financing for electric and natural gas powered vehicles⁷⁴

The ADEME also manages two information/awareness raising programs towards this end. The first, *Espaces Info-Énergie*⁷⁵ provides information on the nearest (of 160 total) energy efficiency resource people (provided by the government) based on location. The second, *Faisons vite, ça chauffe !*⁷⁶ is an awareness raising campaign which leverages a large NGO partner-base and mass media for improving consumer knowledge and action towards increased energy efficiency.

3.2.3. Social Economy

3.2.3.1. Fair Trade

Although the French Government has no official policy in Fair Trade, it has taken a proactive interest in the promotion of Fair Trade over the past several years. A small but symbolic indication of the government's commitment to Fair Trade comes in the form of its commitment to offering of Fair Trade coffee at the National Assembly, Senate, Ministry of Foreign Affairs as well as in multiple municipal government locations. In addition to the Haut Conseil de la Coopération Nationale's formal recognition of the educational achievements of the national certifying body (Max Havelaar France), the Secretariate D'Etat a l'Economie Solidaire established a working group on fair and ethical trade in 2002.

One outcome of the intense attention given to Fair Trade at the political level has been the launching of a government lead effort towards the development of a national definition/standard of "Fair Trade" in France as a means of reducing consumer confusion arising from multiple and diverging claims. The effort, lead by the Secretariate D'Etat a l'Economie Solidaire, brought together more than 20 Fair Trade related institutions but failed to reach a strong consensus on key terms. The process concluded by producing

⁷¹ Voir au sujet de ces initiatives, <http://www.industrie.gouv.fr/energie/developp/econo/textes/mesures-ee.htm#2>.

⁷² See reductions in value added tax (TVA) at <http://www.industrie.gouv.fr/energie/developp/econo/textes/mesures-ee.htm#2>

⁷³ See <http://www.legifrance.gouv.fr/texteconsolide/UQHI5.htm>

⁷⁴ See http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/se_alter.htm ;

See also http://www.industrie.gouv.fr/energie/developp/econo/textes/se_alter.htm

⁷⁵ Voir <http://www2.ademe.fr/servlet/KBaseShow?catid=14246>.

⁷⁶ See http://www.ademe.fr/htdocs/actualite/campagne_energie04/grand_public/presentation.htm.

Accord AFNOR AC X50-340 : Les trois principes du commerce équitable which serves as an informational reference guide rather than an official definition or standard.⁷⁷ The three key attributes of Fair Trade outlined in the Accord are:

- A balanced commercial relationship between partners and co-contractors
- Facilitation and technical assistance for producers and producer organizations committed to Fair Trade
- Consumer and public information and awareness raising on the impacts of globalization

In 2005, Deputy Herth forwarded an report on the history of Fair Trade in France along with a list of 40 recommended actions for the government to undertake in the development of a “Fair Trade economy” in France.⁷⁸ The document incited an amendment to *Loi en faveur des petites et moyennes entreprises* so as to include a formal recognition of the government’s commitment to Fair Trade within the context of its overall policy for sustainable development.⁷⁹

Fair Trade has had strong support from civil society in France with more than thirty organizations joining forces under the *Plate-forme pour le commerce équitable*⁸⁰ in 1997. The Plateforme holds the principal objective of having Fair Trade recognized and integrated within national policy and is largely responsible for the high profile recognition of Fair Trade by the French government. Since 2001 the Plateforme has worked on defining policy related to sustainable tourism under the *Charte sur le tourisme durable* (document de travail).⁸¹ The French Government has since launched a *groupe de travail international sur le tourisme durable*⁸² under the “Marrakech process ».

Coordination among Fair Trade organizations across France has also led to a replication of the UK’s Fair Trade Fortnight (les « quinzaines du Commerce équitable »), held annually since 2001. Through a combination of this public

⁷⁷ F. LABY, « À défaut de norme, l’AFNOR publie son texte de référence sur le commerce équitable », *ACTU Environnement*, 10 janvier 2006, [En ligne : <http://www.actu-environnement.com/ae/news/1472.php4>], (12 mars 2006).

⁷⁸ Antoine HERTH, Député du Bas-Rhin, RAPPORT AU PREMIER MINISTRE JEAN-PIERRE RAFFARIN, *LE COMMERCE ÉQUITABLE : 40 PROPOSITIONS POUR SOUTENIR SON DÉVELOPPEMENT*, mai 2005, [En ligne : <http://www.artisansdumonde.org/docs/RapportCE-Herth2mai2005-part1.pdf>], (13 mars 2006).

⁷⁹ Loi n° 2005-882 du 2 août 2005 en faveur des petites et moyennes entreprises, art. 60, [En ligne : http://www.ecologie.gouv.fr/IMG/pdf/LOI_20pme.pdf].

⁸⁰ See <http://www.commerceequitable.org/fra/index.php>.

⁸¹ See http://www.commerceequitable.org/fra/docs/charte_tourisme.pdf.

⁸² See http://www.unep.fr/pc/sustain/reports/events/TOR_TF_tourisme_durable_FR_6fev.pdf.

awareness raising and the Platforme's activity, Fair Trade has grown in consumer recognition from 9% in 2000 to 74% in 2005.⁸³

3.2.4. *Community Lead Initiatives on Sustainable Consumption*

France Nature Environnement⁸⁴ runs a host of sustainable consumption initiatives and campaigns ranging from consumer education for reducing purchases of over-packaged goods to more general guidance on sustainable products. The FNE is a partner in the ADEME's campaign to reduce waste and has a specific campaign for eliminating the use of plastic bags and for reducing unwanted publicity materials.

3.3. *United Kingdom*

The Department for Environment, Food and Rural Affairs (DEFRA) is responsible for the management, monitoring and reporting of sustainable development across government agencies and the UK more generally.⁸⁵ A core part of its work includes the development of a UK strategy to set out how government can facilitate the delivery of sustainable development. The UK is among the few countries to have dedicated policy on sustainable consumption *per se*.

DEFRA presented its first developed strategy for sustainable consumption in *Changing Patterns: A UK Framework for sustainable Consumption and Production in September 2003*. In its latest Sustainable Development Strategy entitled *Securing the Future* (March 2005),⁸⁶ sustainable consumption and production is one of the four priority areas for government action.⁸⁷ In particular, the *Strategy* emphasizes measures to promote:

- Better products and services, which reduce the environmental impacts from the use of energy, resources, or hazardous substances
- Cleaner, more efficient production processes, which strengthen competitiveness, and
- Shifts in consumption towards goods and services with lower impacts.

The *Strategy* is further supported by a complementary suite of 68 national sustainable development indicators which include several measures related to sustainable consumption (such as household energy consumption; water usage; recycling etc.) which provide easy-to-read measures of UK sustainability performance over time.⁸⁸

⁸³ Jean-Marie KRIER, *Fair Trade in Europe 2005: Facts and Figures in 25 European countries*, p. 43-45, <http://www.ifat.org/downloads/marketing/FairTradeinEurope2005.pdf>

⁸⁴ See <http://www.fne.asso.fr/preventiondechets/dossiers/dossiers3.htm>

⁸⁵ See <http://www.defra.gov.uk/environment/sustainable/index.htm>.

⁸⁶ See, <http://www.sustainable-development.gov.uk/publications/uk-strategy/index.htm>.

⁸⁷ The details of the plan are outlined in Chapter 3 of *One Planet Economy*. See, <http://www.sustainable-development.gov.uk/publications/pdf/strategy/Chap%203.pdf>.

⁸⁸ See, <http://www.sustainable-development.gov.uk/progress/index.htm>.

DEFRA also sponsors and facilitates the *Sustainable Development Commission*,⁸⁹ an advisory and information generating non-departmental public body governed by a steering committee of appointed commissioners from the private and public sectors. In April, 2006, the SDC had its role expanded to include government watchdog activities such as:⁹⁰

- Monitoring cross-government and departmental progress towards sustainable development
- Carrying out bi-annual “State of the Nation” progress reports and three annual thematic in-depth reviews of public service
- Undertaking critical reviews of policies such as Treasury spending reviews, budget and pre-budget reports
- Monitoring the “accountability framework” for sustainable development.

The SDC established the *Sustainable Consumption Roundtable* in 2004 (made up of private sector and government representatives) in an effort to build wider ownership of the sustainable consumption agenda, and produce practical advice to the government for actions and policies to create a shift to more sustainable lifestyles.⁹¹ The *Roundtable*, which has recently concluded its activities produced a number of reports specifically targeted at sustainable consumption.⁹² Although it is unclear what the follow-up to the *Roundtable* will be at present, one initiative considered by the *Roundtable* for implementation in the UK context was the Dutch “Sustainable Consumption Reward Card” (See “honourable mention” initiatives below).⁹³

3.3.1. Environment

The promotion of environmentally oriented sustainable consumption practices is principally managed by DEFRA under a variety of different programs. Particularly important among them are Business and Resource Efficiency and Waste Management Programme, which includes a suite of initiatives related to sustainable consumption:⁹⁴ The BREW program has been receiving increased political and financial support over time and plays a substantial role in the UK’s Sustainable Development Strategy.

⁸⁹ See <http://www.sd-commission.org.uk/>.

⁹⁰ Jonathon Porritt, THE SUSTAINABLE DEVELOPMENT COMMISSION’S WATCHDOG ROLE, November 7, 2005, [On line : http://www.sd-commission.org.uk/publications/downloads/SDC_Watchdog_Role%2021_12_05.pdf], (March 13, 2006).

⁹¹ See, <http://www.sd-commission.org.uk/pages/consumption.html>.

⁹² The Roundtable was scheduled to conclude its activities in March 2006 upon its initial establishment. See <http://www.sd-commission.org.uk/pages/consumption.html>.

⁹³ One of the reports, *Carrots not Sticks* explores the feasibility of a “Sustainable Consumption Reward Card” based on a similar scheme already applied in Rotherdam. See <http://www.ncc.org.uk/responsibleconsumption/carrots.pdf>.

⁹⁴ The initiatives under the BREW include: [Envirowise](#), [WRAP](#), [Market Transformation Programme](#), [Carbon Trust](#), [National Industrial Symbiosis Programme](#), [Environment Agency](#), [Regional Development Agencies](#), [Agricultural Waste](#), [DTI Technology Programme](#). See <http://www.defra.gov.uk/environment/waste/brew/factsheets.htm>.

3.3.1.1. Packaging

An *Advisory Committee on Packaging (ACP)* was created in 1996 to advise Government on the drafting of Regulations implementing parts of the EC Directive on Packaging and Packaging Waste 94/62/EC. In response to the EC Directive, the *Producer Responsibility Obligations (Packaging Waste) Regulations 2005*, were put into force January 1, 2006.⁹⁵ The regulations place obligations on businesses who: a. produce more than 50 tonnes of packaging and have a turnover of 2 million pounds or more, to recover and recycle specified tonnages of packaging waste each year.⁹⁶ Each year there are mandatory recovery and recycling targets for UK businesses to meet which are designed to enable the UK to meet the recovery and recycling targets in the Packaging and Packaging Waste Directive by December 31, 2008.⁹⁷

3.3.1.2. Waste Reduction and Recycling

UK Waste Reduction and Recycling Policy is set forth in its *Waste Strategy 2000*.⁹⁸ The *Strategy* sets forth the following statutory targets:⁹⁹

- To recover value from 45% of municipal waste and to recycle or compost 30% of household waste by 2010.
- To reduce landfill for industrial and commercial waste to 85% of the 1998 level by 2005.
- by 2005: recycle or compost at least 25% of household waste;
- by 2010: recycle or compost at least 30% of household waste; and
- by 2015: recycle or compost at least 33% of household waste.

A wide variety of different programs have been established throughout the UK in the implementation of the strategy.¹⁰⁰ Particularly notable among them are:

⁹⁵ See <http://www.opsi.gov.uk/si/si2005/20053468.htm>.

⁹⁶ See <http://www.defra.gov.uk/environment/waste/topics/packaging/faq.htm>.

⁹⁷ See, <http://www.defra.gov.uk/environment/waste/topics/packaging/faq.htm>, and **The Producer Responsibility Obligations (Packaging Waste) Regulations 2005** [On line : <http://www.opsi.gov.uk/si/si2005/20053468.htm>].

⁹⁸ See <http://www.defra.gov.uk/environment/waste/strategy/cm4693/pdf/wastvoll.pdf>. The “National Waste Strategy for England 2005 Review, Lessons Learned report and position Statement” provides a summary of “Actions since 2000” and the “Barriers to achieving targets and objectives”. See THE CHARTERED INSTITUTION OF WASTES MANAGEMENT, National Waste Strategy for England 2005 Review, Lessons Learned report and position Statement, March 2005, (On line: <http://www.ciwm.co.uk/mediastore/FILES/12157.pdf>), (March 13, 2006). See p. 6 for “Actions since 2000” and p. 9 for “Barriers to achieving target and objectives”.

⁹⁹ See, <http://www.sustainable-development.gov.uk/what/priority/sustainable-communities/environmental/environmental8.htm>.

3.3.1.2.1. Landfill Allowance Trading Scheme

The diversion of biodegradable municipal waste from landfill is a key objective under the UK Landfill Directive which sets forth the following mandatory obligations:

- by 2010, biodegradable waste going to landfill must be 75% of the amount disposed in 1995;
- by 2013 this is reduced to 50% and by 2020 to 35%.

Limits have also been imposed upon local authorities on the amount of biodegradable municipal waste they can dispose of in landfill sites. One of the more unique elements of the program is the complementary use of tradable 'landfill allowances'. Authorities can buy allowances if they expect to landfill more than is permitted by the number of allowances they hold. Authorities with low landfill rates can sell their surplus allowances. Waste disposal authorities can also save unused allowances (banking) or bring forward part of their future allocation (borrowing). Disposal authorities that exceed the limit set by the allowances they hold are fined £150 for every tonne they are over the limit.

3.3.1.2.2. Landfill Tax

In 2003 the standard rate of landfill tax, which applies to active wastes, increased by £3 per tonne to £18 per tonnes from 1 April 2005, and by at £3 per tonne in the following years to reach a medium to long-term rate of £35 per tonne.

The Landfill Tax was introduced to stimulate reductions in the levels of waste going to landfill and encourage the development of more sustainable waste management practices. Increases in the tax from April 2005 aim to accelerate this process.

3.3.1.2.3. WRAP

One of the major instruments established to implement the government's waste strategy is the *Waste Resources Action Programme* (WRAP)—a not-for-profit organization established by the government to manage UK waste reduction and recycling by building supply and demand of recycled products. WRAP's principle mandate is improve efficiency and growth in waste minimization and recycling markets. One of its principle activities involves the development of tools for marketing and standards in recycling in the following sectors:

¹⁰⁰ The UK Government has launched several voluntary programs to promote waste reduction including the *Market Transformation Programme* (MTP) and *Envirowise*. See <http://www.defra.gov.uk/environment/waste/brew/factsheets.htm>.

Since its initial establishment in 2001, the budget for WRAP activities has grown dramatically. Between 2003 and 2004, the budget jumped from 31 million pounds to 54 million pounds. In 2005 WRAP began a massive 10 million pound two year campaign to general greater awareness and recycling in England. Following the first six months of the campaign, the percentage of “committed recyclers” jumped from 45% to 50% of the population.¹⁰¹ By 2005 the recycling rates, although still the lowest in Europe, had reached 23%--a doubling of recycling rates in the four years since the initiation of the program.¹⁰²

3.3.1.2.4. *The Real Nappy Programme*

The Real Nappy Programme¹⁰³ was launched under WRAP to promote the use of cotton diapers. The programme aims to convert 155,000 homes to cotton diaper use through a combination of awareness raising under the *Real Nappy Campaign*¹⁰⁴ and the one of more than 40 projects run by local municipalities which provide financial incentives to families using cotton diapers. Although there is no data available on the results of this programme, it estimates that it will reduce household waste by at least 35,000 tonnes per annum.

3.3.1.3. *Procurement*

A Sustainable Procurement Group was established in 2001. In 2004, following recommendations¹⁰⁵ from the Group, the government obliged all of its agencies “to apply minimum environmental standards” in its procurement activities. The actual nature and level of such minimum standards was left open to individual agencies and decision makers to determine on a case-by-case basis however. The UK government has since provided a short list of 18 “environmentally friendly” office and related products commonly purchased by government as a means to demystifying the implementation of environmentally friendly purchasing.¹⁰⁶

The Public Sector Food Procurement Initiative,¹⁰⁷ managed by DEFRA, provides more detailed guidance and information to public procurement officers in their food purchases/tenders with the aim of:

¹⁰¹ See http://www.wrap.org.uk/downloads/AchievementsReport2004_05LoRes.f83e0884.pdf .

¹⁰² See, <http://www.defra.gov.uk/environment/waste/index.htm>.

¹⁰³ See

http://www.wrap.org.uk/waste_minimisation/the_wrap_real_nappy_programme/about_the_programme/index.html.

¹⁰⁴ See <http://www.realnappycampaign.com/>.

¹⁰⁵ See <http://www.sustainable-development.gov.uk/publications/pdf/report03.pdf>

¹⁰⁶ See http://www.ogcbuyingsolutions.gov.uk/environmental/products/environmental_quickwins.asp

¹⁰⁷ <http://www.defra.gov.uk/farm/sustain/procurement/pdf/GF%20Leaflet.pdf>.

1. Raising production and process standards
2. Increasing tenders from small and local producers
3. Increasing consumption of healthy and nutritious food
4. Reducing adverse environmental impacts of production and supply
5. Increasing capacity of small and local suppliers to meet demand

Among the services offered is specific advice and case studies on how to integrate the identified objectives within food and catering tenders. There appears to be very little in the way of private sector or community led initiatives oriented towards sustainable government procurement in the UK.

3.3.2. *Energy*

In February 2003, the *Energy White Paper* set energy efficiency at the heart of UK energy policy, identifying improved energy efficiency as the most cost-effective way to meet all energy policy goals. The package of policies and measures in the Action Plan predicts a reduction in carbon emissions of over 12 million tonnes per year by 2010.¹⁰⁸ Recognizing the need to work across agencies, the Secretary of State for Trade and Industry formally launched the Sustainable Energy Policy Network to oversee the development of an action plan for delivery of the *White Paper*. A year later, the SEPN released *Energy Efficiency: The Government's Plan for Action* outlining out a detailed strategy for implementing the energy efficiency objectives of the *White Paper*.¹⁰⁹ In it, the more than 130 commitments made in the *White Paper* are broken down into 10 individual workstreams: Climate Change, Reducing UK Emissions, Energy Efficiency, CHP, Renewables, Social including Fuel Poverty, International Energy Relations, Innovation, Education, Skills and Research, Transport, Security of Supply and Delivery Partnerships. A single person within government is assigned responsibility for delivery of each workstream.

In April 2002, the UK Government published a *Strategy for Combined Heat and Power to 2010*¹¹⁰. Through a transition to CHP technology, the government expects to be able to increase overall efficiency in energy generation from 40% to 75%. Under the *Strategy*, a 60% reduction in greenhouse gas emissions is expected by 2050. The *Strategy* is “fueled” by a wide and aggressive package of financial incentives including:¹¹¹

¹⁰⁸ DEFRA, *Projected Savings from Climate Change Programme Policies in Households: Changes since the April 2004 Energy Efficiency Action Plan*, February 2006, [On line : <http://www.defra.gov.uk/environment/energy/review/pdf/savingsinceapril2004.pdf>], (March 13, 2006) .

¹⁰⁹ See <http://www.dti.gov.uk/energy/sepn/index.shtml>

¹¹⁰ UK Government’s *Strategy for Combined Heat and Power to 2010*, [On line : <http://www.defra.gov.uk/environment/energy/chp/pdf/chp-strategy.pdf>], (March 13, 2006).

¹¹¹ See, <http://www.defra.gov.uk/environment/energy/chp/index.htm#quality>.

- Climate Change Levy exemption on fuel inputs to Good Quality CHP and on all Good Quality CHP electricity outputs
- eligibility for Enhanced Capital Allowances to stimulate investment;
- Business Rates exemption for CHP power generation plant and machinery;
- a reduction in VAT on certain grant-funded domestic micro-CHP installations;
- a Government announcement to possibly reduce VAT more widely on micro-CHP; and
- Climate Change Agreements to provide an incentive for emissions reductions.
- the £50m Community Energy programme to encourage CHP in community heating schemes through grants

As an example of the concrete linkages between the social and environmental elements of sustainable development, the Government published its UK fuel poverty strategy on November 21, 2001 on the DTI website. Fuel poverty - where a household cannot afford to keep warm - damages the health of those living in cold homes and affects their quality of life. The Strategy sets out the framework for delivery of the Government's overall goal of seeking an end to the problem of fuel poverty, with the first target being to reach those most vulnerable to cold-related ill health by 2010. On November 30, 2004 DEFRA published "*Fuel Poverty in England: The Government's Plan for Action*"¹¹² which outlines how they plan to meet their target of eradicating fuel poverty amongst vulnerable households in England¹¹³.

Although DEFRA has produced a consumer leaflet on ways to save energy through purchasing decisions,¹¹⁴ the department relies heavily on the Energy Saving Trust (EST) and the Carbon Trust for generating consumer awareness and action in towards reduced energy consumption.

3.3.2.1. Energy Savings Trust

The EST is a not-for-profit NGO dedicated expressly to energy efficiency and renewable energy generation. The EST plays a unique role as an NGO which both promotes expansion and enhanced transparency in sustainable energy markets through work in five distinct areas:¹¹⁵

- Policy analysis (for improving energy efficiency and renewable usage)

¹¹² See http://www.defra.gov.uk/environment/energy/fuelpov/pdf/fuelpov_actionplan.pdf.

¹¹³ See <http://www.defra.gov.uk/environment/energy/fuelpov/index.htm>.

¹¹⁴ See <http://www.defra.gov.uk/environment/consumerprod/energylabels/energylabel.pdf>.

¹¹⁵ See <http://www.est.org.uk/aboutest/what/>

- Programme Management and Implementation (for the UK Government)
- Accreditor and Certifier of Energy Performance (for Appliances etc.)
- Consumer Marketer of Sustainable Energy
- Partnership Development and Management in the Implementation of Sustainable Energy Policy

3.3.2.2. Carbon Trust

The *Carbon Trust*¹¹⁶ is an independent company funded by the UK Government. Its role is to help the UK move to a low carbon economy by:

1. providing information and guidance to business and consumers on conserving energy
2. providing support to companies in the implementation of a “carbon management plan”
3. providing support to companies in securing capital allowances for carbon reduced technological investment and
4. providing grants for technological innovation through an “incubator programme” implemented through technical research institutes and private sector
5. providing venture capital for low carbon technologies and businesses

The Carbon Trust receives an annual budget of 69 million pounds through contributions from multiple agencies. In 2004-2005 the Carbon Trust estimated that it led to 200 million pounds in savings to business as well as:¹¹⁷

- Providing over £5m in interest free loans to help SMEs make energy saving investments
- Investing £11.5m and committing an additional £3.5m to the development of low carbon technologies
- Acquiring a total of six companies in its venture capital investment portfolio and completing first IPO
- Supporting 21 early stage companies through its incubator network, with four projects now underway to accelerate emerging low carbon technology sectors
- Opening of the European Marine Energy Centre, co-funded by the Carbon Trust

¹¹⁶ See <http://www.thecarbontrust.co.uk/carbontrust/>.

¹¹⁷ See http://www.thecarbontrust.co.uk/carbontrust/about/press_releases/annualReportPressRelease0405.pdf

The New Energy Foundation¹¹⁸ is an educational not-for-profit which provides information and consultancy services to consumers and SMEs on the different ways in which they can integrate small scale renewable energy resources into their daily practices. Its directory and networking service helps put providers in touch with potential consumers and promoters.

Green Energy UK,¹¹⁹ a dedicated renewable energy producer and reseller provides UK consumers with the unique opportunity to “purchase” (and therefore support) the production of green energy simply by becoming customers to the supplier. The company’s formation fundamentally changes the relationship between consumers and renewable energy and, as such is remarkable for this alone. Green Energy UK’s innovative vision with respect to its supply of service is complemented by an equally innovative corporate structure which provides for automatic share distributions to the first 100,000 customers.

3.3.3. Social Economy

3.3.3.1. Fair Trade

A recent survey, carried out in 25 European countries, shows that Fair Trade sales in Europe have been growing at an average 20% per year since 2000. In UK, labelled products have achieved a 5% market share of tea, a 5.5% share of bananas and a 20% share of ground coffee¹²⁰. In the last five years, the UK has proved to have probably the most dynamic Fair Trade structures of all European countries. They have undergone a far-reaching restructuring process and have simultaneously experienced incredible growth rates. The value of products sold under the FAIRTRADE Mark have more than doubled between 2002 and 2004. Between 2002 and 2005, recognition of FAIRTRADE Mark has more than doubled (20% of the adult population in 2002 compared to 50% in 2005)¹²¹ as well. The Fairtrade Foundation organizes annual “Fairtrade Fortnight”¹²², a campaign to raise awareness of fair trade and encourage more shoppers to vote for change by choosing fair trade products. At the start of Fairtrade Fortnight (2005), Hilary Benn, the Secretary of State for International Development, announced that the UK will increase by 150 per cent on its previous contribution of £300,000 to the Fairtrade Foundation (FTF). Bringing the total support of the Department for International Development (DFID) to over £1 million between 2002 and 2007¹²³.

¹¹⁸ See “Energy for Good” at <http://www.nef.org.uk/aboutus/whatwedo.htm>

¹¹⁹ See <http://www.greenenergy.uk.com/site/about%20us/WhatAreWe.aspx>

¹²⁰ Jean-Marie KRIER, *Fair Trade in Europe 2005: Facts and Figures in 25 European countries*, [On line : <http://www.ifat.org/downloads/marketing/FairTradeinEurope2005.pdf>], (March 13, 2006).

¹²¹ *Id.*, p. 66-68.

¹²² See, http://www.fairtrade.org.uk/get_involved_fairtrade_fortnight_2006.htm.

¹²³ See, http://www.dfid.gov.uk/news/files/success_stories/fair-trade-fortnight-full.asp.

DFID is helping *Fair Trade Tourism* South Africa to promote the concept and principles of fair trade in the South African tourism industry so that communities and workers benefit and in turn the industry is more sustainable. The trademark is awarded to tourism businesses in South Africa that adhere to criteria such as fair wages and working conditions, fairness in operations, purchasing and distribution of benefits, ethical business practices and respect for human rights, culture and environment¹²⁴.

The *Fairtrade Town Initiative* is a project to develop support for the Fairtrade Mark, the UK's independent guarantee that producers have had a better deal. A Fairtrade Town, City or Zone is a community which has made a commitment to supporting Fairtrade, and through it to support disadvantaged farmers and workers in developing countries. In May 2000, Garstang, in Lancashire, declared itself 'the world's first. The campaign caught the imagination of local people, the interest of politicians, and made headlines across the north-west – not to mention hugely raising awareness of the FAIRTRADE Mark in the area. March 2005 saw the declaration of the 100th Fairtrade Town¹²⁵. There are also over 1700 churches in the UK who have declared themselves "Fair Trade churches". A lot of political institutions serve, as well, fair trade products, like the House of Commons, the Scottish Parliament and some governmental Departments¹²⁶.

3.3.3.2. Other Social Initiatives

3.3.3.2.1. SRI Pension Disclosure Regulation, UK Pension Act¹²⁷

In July 2000 the British Parliament became the first legislative body in the world to require reporting on socially responsible investing (SRI). The Pension Disclosure Regulation, which went into effect in July 2000, amended the 1995 Pensions Act to require all UK occupational pension funds to disclose the degree to which they take into account ethical, social, and environmental considerations. While the act stopped short of stipulating socially responsible investing, the law is designed to catalyze change toward more proactive SRI.

3.3.3.2.2. The Ethical Trading Initiative¹²⁸

The Ethical Trading Initiative was formed in 1998 by a combination of food and clothing retailers, NGOs and labour unions in the UK with a view to using shared knowledge and expertise to both identify and promote responsible

¹²⁴ See, <http://www.dfid.gov.uk/casestudies/files/africa/southafrica-tourism.asp>.

¹²⁵ See, http://www.fairtrade.org.uk/get_involved_fairtrade_towns.htm.

¹²⁶ Jean-Marie KRIER, *Fair Trade in Europe 2005: Facts and Figures in 25 European countries*, p. 66-68, [On line : <http://www.ifat.org/downloads/marketing/FairTradeinEurope2005.pdf>], (March 13, 2006)

¹²⁷ See <http://www.opsi.gov.uk/si/si1999/19991849.htm>

¹²⁸ See <http://www.ethicaltrade.org/Z/abteti/who/memb/index.shtml>

business practice. The ETI currently has 38 corporate members representing an annual turnover of 100 billion pounds, 15 NGO members and 4 trade union members. In order to join the ETI an organization must commit to observance of its “basic principles” which outline basic labour standard obligations. The ETI claims to exert positive influence in the sector by: 1. information and knowledge exchange 2. management of shared learning projects and 3. securing commitments to ETI’s basic principles. It does not, however, directly interact with consumers.

3.3.3.2.3. AccountAbility¹²⁹

AccountAbility is a not-for-profit NGO which promotes effective institutional governance through the development and management of its AA1000 series of standards. The AA1000 series are principles based standards applicable to organizations in any sector, (including the public sector and civil society) of any size and in any region. The AA1000 Framework was developed to help organizations build their accountability and social responsibility through quality social and ethical accounting, auditing and reporting. It addresses the need for organizations to integrate their stakeholder engagement process into their daily activities. The Framework provides guidance to users on how to establish a systematic stakeholder engagement process that generates the indicators, targets, and reporting systems needed to ensure to ensure greater transparency, effective responsiveness to stakeholders and improved overall organizational performance. The AA1000 can promote sustainable consumption by establishing a market for more participatory and transparent governance processes.

3.3.3.2.4. Labour Behind the Label¹³⁰

Labour behind the Label is a UK network of organisations which highlights working conditions in the clothing industry worldwide. "Activities include awareness raising, campaigns and solidarity actions." Oxfam, Cafod, UK textile unions and homeworking groups belong to LBL. LBL campaigns for exploited garment workers in the UK and abroad. Various low-priced publications are available on issues like the jeans trade, wages, ethical clothes manufacturers and homeworking. LBL is part of the worldwide Clean Clothes Campaign.

3.3.4. Community Lead Initiatives on Sustainable Consumption

An Environmental Action Fund exists to help voluntary and community sector groups to further the Government's sustainable development objectives within England¹³¹.

¹²⁹ See <http://www.accountability.org.uk/aa1000/default.asp?pageid=286>

¹³⁰ See <http://www.labourbehindthelabel.org/content/view/52/53/>

¹³¹ See, <http://www.defra.gov.uk/environment/eaf/>.

3.4. United States

In 1993, under Executive Order 12852,¹³² President Clinton established the President's Council on Sustainable Development, to advise the President on actions to be taken for sustainable development at a national level.¹³³ The Council was also responsible for generating information and awareness on sustainable development at the federal level as well as administering a special Presidential Award for exemplary efforts in promoting sustainable development. Since the WSSD Johannesburg, coordination of WSSD efforts have been under the authority of the US Department of State. The US Government's principle mechanism for coordinated implementation of sustainable development at the federal level is its *Sustainable Development Partnerships* initiative.¹³⁴ The SDP initiative is founded on the principle of project-based public-private partnerships and represents the government's principle strategy for implementing sustainable development in a coordinated manner. The initiative does not have a sustainable consumption strategy *per se* but it does list "sustainable consumption and production" as one of types of partnerships. Although a number of agencies have sustainable development related activities and projects, the US Department of Agriculture,¹³⁵ US Agency for International Development¹³⁶ and US Environmental Protection Agency¹³⁷ are the most active agencies. Government led domestic sustainable consumption related projects and initiatives are facilitated and managed almost entirely under the EPA and here, principally through the implementation of voluntary initiatives, information exchange initiatives and public-private partnerships.

3.4.1. Environment

The EPA, besides being the most actively involved agency in promoting sustainable development has principle responsibility for managing environmental initiatives. The EPA's initiatives emphasize information exchange and voluntary initiative. There is, of course, a vast array of environmental programs and initiatives at the state level. Below we highlight some of the leading initiatives at the State and Federal levels related to sustainable consumption.

3.4.1.1. Packaging

¹³² See <http://clinton2.nara.gov/PCSD/Charter/index.html#eo>

¹³³ See <http://clinton2.nara.gov/PCSD/Charter/index.html>

¹³⁴ See <http://www.sdp.gov/sdp/c10826.htm>

¹³⁵ See <http://www.usda.gov/sustainable/>

¹³⁶ See <http://www.usaid.gov/about/wssd/>

¹³⁷ See <http://es.epa.gov/ncer/p3/epa/index.html>

The EPA manages a Product Stewardship website¹³⁸ which provides basic information to organizations and companies on the concept of extended producer responsibility. The website has a limited number of links to other related projects but cites no major activity at the governmental level related to reducing the impacts of packaging per se. Notwithstanding the limited government involvement in the promotion of sustainable packaging, GreenBlue, a not-for-profit NGO, has established *the Sustainable Packaging Coalition*,¹³⁹ a multi-stakeholder initiative developed to implement shared projects aimed at reducing the environmental impacts of packaging. At present the SPC has a membership of more than 50 companies including many major manufacturing and retailing companies. In addition to the performance of case studies and information sharing activities, the SPC is currently managing projects on: 1. the development of technical design guidelines for sustainable packaging and 2. the development of a sustainable packaging assessment tool.¹⁴⁰

3.4.1.2. Waste Reduction and Recycling

Waste management policy at the federal level is set forth under the Resource Conservation and Recovery Act of 1976 (Solid Waste Disposal Act).¹⁴¹ The Act provides for “cradle-to-grave” regulation of hazardous waste and authorizes environmental agencies to order the cleanup of contaminated sites. Since 1984, it has also called for the regulation of underground storage tanks and the cleanup of contamination caused by leaking tanks. In addition, the Act addresses the environmental problems associated with nonhazardous solid waste and encourages states to develop solid waste management programs, regulate solid waste landfills and eliminate open dumps. Notwithstanding the Act’s obligatory language, many of its provisions are enforced on a voluntary basis.¹⁴² In 2003 the National Beverages Responsibility Act,¹⁴³ and Act requiring *all* beverage containers subject to inter-state trade to provide refunds and collection programs for recovery. The Act has not returned to the House for further consideration.

Many States do, however, have beverage container recycling laws.¹⁴⁴ Among the most comprehensive among them is the Iowa Beverage Container Deposit Law¹⁴⁵ which requires all beverage containers

¹³⁸ See <http://www.epa.gov/epaoswer/non-hw/reduce/epr/index.htm>

¹³⁹ See <http://www.sustainablepackaging.org/>

¹⁴⁰ See <http://www.sustainablepackaging.org/projects.asp>

¹⁴¹ See http://www.access.gpo.gov/uscode/title42/chapter82_.html

¹⁴² See, for example, <http://www.zerowasteamerica.org/StatePlans.htm>

¹⁴³ See <http://thomas.loc.gov/cgi-bin/bdquery/z?d108:SN01867:@@L&summ2=m&>

¹⁴⁴ For a complete listing of State beverage container recycling laws see the State Environmental Resource Center at <http://www.serconline.org/bottlebill/stateactivity.html>

¹⁴⁵ See <http://www.legis.state.ia.us/IACODE/1999SUPPLEMENT/455C/2.html>

including wine and liquor bottles to carry a minimum of a 5 cent refund for return. Hawaii has passed a similar bill the Solid Waste Management; Deposit Beverage Container Law¹⁴⁶ which also requires beverage container producers to pay a 1 to 1.5 cent fee per beverage container which is used to help fund recycling redemption centres.

California,¹⁴⁷ Maine,¹⁴⁸ Massachusetts¹⁴⁹ and Minnesota¹⁵⁰ have all passed legislation banning Cathode Ray Tubes from landfill sites. The *California Electronics Recycling Act* contains the following key provisions:

- Reduction in hazardous substances used in certain electronic products sold in California.
- Collection of an electronic waste recycling fee at the point of sale of certain products.¹⁵¹
- Distribution of recovery and recycling payments to qualified entities covering the cost of electronic waste collection and recycling.
- Directive to recommend environmentally preferred purchasing criteria for state agency purchases of certain electronic equipment.

Waste reduction and management activities make up a major portion of the EPA's activities. The EPA's waste minimization activities are spread throughout the Agency. It's Waste Management Program, WasteWise Patnership Program, Landfill Methan Outreach Program and America Recycles Program are among the more successful waste reduction/recycling initiative under the EPA.

The EPA's Waste Management Program which places priority on the reduction/elimination of toxic chemicals.¹⁵² Implementation of the WMP is undertaken primarily through the National Partnership for Environmental Priorities¹⁵³ (NPEP) which consists of a program for voluntary reductions of priority chemicals based on EPA guidelines. At present the NPEP has a private sector membership of 69 companies and has the objective of reducing the level of priority chemicals reported to the Toxic Release Inventory by 10% by 2008 (using 2001 as a baseline).

¹⁴⁶ See <http://www.state.hi.us/doh/eh/shwb/sw/index.html>

¹⁴⁷ See http://165.235.111.242/LawsRegsPolicies/Regs/CRT_final_regs.cfm

¹⁴⁸ See <http://www.state.me.us/spo/recycle/hhw/electronics/>

¹⁴⁹ See <http://www.mass.gov/dep/recycle/crt/crtqanda.htm>

¹⁵⁰ See <http://www.moea.state.mn.us/stewardship/crt-ban.cfm>

¹⁵¹ Between \$6 and \$10 per CRT product based on the size of the screen. See <http://www.ciwmb.ca.gov/electronics/act2003/Retailer/Fee/>

¹⁵² See <http://www.epa.gov/epaoswer/hazwaste/minimize/about.htm>

¹⁵³ See <http://www.epa.gov/epaoswer/hazwaste/minimize/partnership.htm>

The EPA's WasteWise Partnership Program¹⁵⁴ is federal level technical assistance program targeted towards helping any US organization or company reduce levels of waste generation. The EPA has a reported 1800 partners under the program claims to have reduced municipal waste by 35 million tons through its activities. The WasteWise program uses an annual awards process to motivate members towards the highest reduction levels possible.

The EPA's Landfill Methane Outreach Program (LMOP)¹⁵⁵ provides assistance to landfill sites in the capture of methane gas for use as an energy source. Since 1994, LMOP has assisted in the development of over 230 landfill gas utilization projects. In 2002, all operational landfill gas energy projects in the U.S. prevented the release of 17.3 million metric tons of carbon equivalent (MMTCE, the basic unit of measure of greenhouse gases) into the atmosphere. This reduction is the carbon equivalent of removing the emissions from 13.9 million cars on the road for one year.

America's Marketplace Recycles¹⁵⁶ is an information and awareness raising campaign jointly managed by the EPA and the International Council of Shopping Centers (ICSC). The campaign provides assistance and materials to the 46,000 shopping centers across the US towards the implementation of high visibility recycling competitions among store owners and consumers. One of the AMR's strengths is its ability to communicate the importance of recycling to more than 200 million consumers (94% of the US population) at the point of sale in shopping centers.

3.4.1.3. Procurement

In 1993 Executive Order 12873 was released directing all federal agencies to evaluate the environmental attributes of the products they purchase. Under the EO, the EPA was required to provide guidance on the purchase of environmentally preferable products. Pursuant to the 1993 EO the EPA established its Environmentally Preferable Purchasing Program. In 1999 the EPA produced its final guidance on EPP for application by federal agencies. Executive Orders 13101 and 13148 specify further EPP related requirements for federal agencies including the mandatory avoidance of priority chemicals from the Toxic Release Inventory.¹⁵⁷

Section 6002 of the Resource Conservation and Recovery Act (RCRA) requires EPA to designate products that can be made with recovered

¹⁵⁴ See <http://www.epa.gov/epaoswer/non-hw/reduce/wstewise/about/index.htm>

¹⁵⁵ <http://www.epa.gov/lmop/>

¹⁵⁶ See <http://www.epa.gov/epaoswer/osw/conserves/amr.htm>

¹⁵⁷ See <http://www.epa.gov/oppt/epp/pubs/docback.htm>

materials and to recommend practices for buying these products. The EPA designates recycled content products under its Comprehensive Procurement Guidelines.¹⁵⁸ Once a product is designated, procuring agencies are required to purchase it with the highest recovered material content level practicable. Executive Orders (EO) 13101 and 13148 reinforce the RCRA's buy-recycled requiring the avoidance of the Toxic Release Inventory's priority chemicals and directing federal agencies to purchase environmentally preferable products where possible.¹⁵⁹

In addition to these nation wide programs, two more innovative EPA run procurement related initiatives are also worth highlighting:

3.4.1.3.1. Green Meetings Initiative

In collaboration with Oceans Blue Foundation the EPA designed a 10 step tool for designing "green meetings".¹⁶⁰ The initiative integrates the planning of meetings with green hotel and green travel services for a complete meeting planning package.

3.4.1.3.2. Sustainable Landscaping: Greenacres

The Greenacres Program¹⁶¹ provides extensive information on the planning and management of landscaping projects based on native plant species which minimize the need for chemical intervention.

Most states also have EPP programs similar to the EPA's however there is considerable variance in the depth and enforcement levels. In the *State Government Purchasing Report*,¹⁶² a study by the Resource Conservation Alliance ranking different state forest related procurement policies found the Massachusetts procurement policies to be among the most demanding requiring that all paper products be 100% recycled with a minimum of 30% post consumer content. At the State level Massachusetts was found to have policies on green building, furniture procurement and a packaging policy.

The Center for a New American Dream also runs an *Institutional Purchasing Program*¹⁶³ which facilitates a best practices network of institutional purchasers. The program also targets and provides additional support to government purchasing programs.

¹⁵⁸ See <http://www.epa.gov/cpg/pdf/cpg-fs.pdf>

¹⁵⁹ See <http://www.epa.gov/oppt/epp/pubs/eo13148.pdf>

¹⁶⁰ See <http://www.bluegreenmeetings.org/>

¹⁶¹ See <http://www.epa.gov/greenacres/>

¹⁶² See <http://www.rca-info.org/survey/>

¹⁶³ See <http://www.newdream.org/procure/>

3.4.2. Energy

The Department of Energy's *Office of Energy Efficiency and Renewable Energy*¹⁶⁴ is charged with building US competitiveness through improved energy efficiency in the industrial, building and transport sectors. The EERE manages a wide range of financial instruments to provide incentives towards energy conservation and renewable energy usage.¹⁶⁵

While consumer level programs for reducing energy consumption have considerably lower profile within the DOE, it does fund the long standing *Weatherization Assistance Program* which enables low-income families to reduce their energy bills by making their homes more energy efficient. The DOE sets guidelines, provides funding (\$5 billion since 1978)¹⁶⁶ and technical guidance to States which are in turn responsible for running their own energy efficiency programs through a network of more than a 1000 not-for-profit NGOs who are the direct service providers. During the last 27 years, the program has provided weatherization services to more than 5.2 million low-income families.

The DOE also manages an *Energy Kids Page* which provides a wide variety of information on energy consumption, conservation and efficiency oriented towards students of all ages.¹⁶⁷

Although the EPA is involved in promoting energy efficiency indirectly through many of its waste reduction, recycling and procurement programs, its most targeted energy conservation program is the world famous *Energy Star Program*¹⁶⁸. Under the Energy Star Program products that meet energy efficiency guidelines set by the EPA and U.S. Department of Energy are given authorization to use the Energy Star label. More than 1,200 manufacturers use the Energy Star label in 13,000 individual product models. Energy Star has partnered with more than 7,000 private and public sector organizations. In 2002 alone, it is estimated that Energy Star helped Americans to save enough energy to power 15 million homes and avoid greenhouse gas emissions equivalent to those from 14 million cars -- all while saving \$7 billion. Moving out of its typical "product oriented" approach, Energy Star has recently moved into home and building certification as well—setting standards and providing technical assistance towards improved energy efficiency in building construction and use. Energy Star's popularity has lead to acceptance of the program within the European Union for electronic products.

¹⁶⁴ See <http://www.eere.energy.gov/>

¹⁶⁵ The Office has produced a comprehensive toolbox listing the different financial instruments available to industry. See http://www.eere.energy.gov/industry/financial/fin_toolbook.html

¹⁶⁶ See http://www.eere.energy.gov/weatherization/doe_state_role.html

¹⁶⁷ See <http://www.eia.doe.gov/kids/energyfacts/saving/efficiency/savingenergy.html#EnergyConsumption>

¹⁶⁸ See www.energystar.gov

Another important federally managed energy efficiency program is the CAFE Standards for automobile efficiency. The “Energy Policy Conservation Act,” enacted into law by Congress in 1975, established Corporate Average Fuel Economy (CAFÉ) standards for passenger cars and light trucks. Under the program car manufacturers must report their Corporate Average Fuel Economy which is the sales weighted average fuel economy, expressed in miles per gallon (mpg), of a manufacturer’s fleet of passenger cars or light trucks. or less, manufactured for sale in the United States, for any given model year. Fuel economy is defined as the average mileage traveled by an automobile per gallon of gasoline (or equivalent amount of other fuel) consumed as measured in accordance with the testing and evaluation protocol set forth by the Environmental Protection Agency (EPA). The fact that the CAFE program does not apply to larger vehicles has been a subject of controversy both domestically and internationally.¹⁶⁹

States run a number of energy efficiency programs which range from rebate systems for energy efficient appliances to subsidies for energy efficient building materials. By way of example, New Yorkm, one of the States with leading programs in energy efficiency provides the following incentive based programs for energy conservation:

Corporate Tax Credit

- Green Building Tax Credit Program¹⁷⁰

Industry Recruitment

- Energy Star Home Builders¹⁷¹

Personal Tax Credit

- Green Building Tax Credit Program - Personal¹⁷²

State Grant Program

- Assisted Home Performance Grants¹⁷³
- Assisted Multifamily Program¹⁷⁴
- Weatherization Network Initiative¹⁷⁵

State Loan Program

- Energy Smart Loan Fund¹⁷⁶
- Home Performance with Energy Star - Loan Program¹⁷⁷

State Rebate Program

- Smart Equipment Choices Program¹⁷⁸
- Energy Smart New Construction Program¹⁷⁹

¹⁶⁹ Indeed, the EU challenged the CAFE program as discriminatory under the GATT.

¹⁷⁰ See <http://www.dec.state.ny.us/website/ppu/grnbldg/index.html>

¹⁷¹ See <http://www.getenergysmart.org/ContractorsPartners/builders/overview.asp>

¹⁷² See <http://www.dec.state.ny.us/website/ppu/grnbldg/index.html>

¹⁷³ See <http://www.getenergysmart.org/WhereYouLive/AssistedHomePerformance/overview.asp>

¹⁷⁴ See <http://www.getenergysmart.org/buildingowners/assistedmultifamily/overview.asp>

¹⁷⁵ See <http://www.getenergysmart.org/WhereYouLive/WeatherizationInitiative/overview.asp>

¹⁷⁶ See <http://www.nyserda.org/loanfund/>

¹⁷⁷ See <http://www.getenergysmart.org/WhereYouLive/HomePerformance/overview.asp>

¹⁷⁸ See <http://www.nyserda.org/Programs/SmartEC/default.asp>

- Small Commercial Lighting Incentives Program¹⁸⁰

3.4.3. Social Economy

3.4.3.1. Fair Trade

Fair Trade is sold in the US, as in most other countries as *certified* Fair Trade under Transfair USA, an affiliate of Fair Trade labelling Organizations International, and non-certified Fair Trade products. Certified Fair Trade products currently available in the US are coffee, chocolate, rice, sugar, bananas, pineapples, mangoes and grapes. Non-certified products are unlimited in scope but tend to take the form of handicrafts produced in Developing countries. Ten Thousand Villages is the primary retailer and distributor of non-certified Fair Trade products, however, a number of smaller Fair Trade related retailers and traders have come together under the Fair Trade Federation which provides information exchange and support services for Fair Trade businesses.

The market for Fair Trade products in the US had grown to an estimated \$380 million—exhibiting growth rates of around 25% per annum since the establishment of Transfair USA in 1998.¹⁸¹ Despite the rapid growth of the Fair Trade sector, virtually all commercial activity related to Fair Trade relies on donor support in one way or another—whether at the level of support for certification or for generating producer access to Fair Trade markets. About one fifth of Transfair USA’s budget is derived from non-business sources. Almost all of this comes from private foundations. While the Federal and State governments have refrained from providing direct funding to Fair Trade, some government institutions have made commitments to sourcing Fair Trade products.

Virtually all of the initiatives in support of Fair Trade in the US are run by NGOs and take the form of information and lobbying campaigns. Some of the leading institutions promoting Fair Trade in the US include:

- OXFAM America¹⁸²
- Global Exchange¹⁸³
- Coop America¹⁸⁴
- Fair Trade Resource Network¹⁸⁵

¹⁷⁹ See http://www.nyserda.org/programs/New_Construction/default.asp

¹⁸⁰ See <http://sclp.lightingresearch.org/index.asp>

¹⁸¹ See http://www.fairtradefederation.org/research/trends/2005/2005_Trends_Exec_Summary.pdf

¹⁸² See www.oxfamamerica.org

¹⁸³ See www.globalexchange.org

¹⁸⁴ See www.coopamerica.org

¹⁸⁵ See

<http://www.google.com/url?sa=t&ct=res&cd=4&url=http%3A//www.fairtraderesource.org/&ei=dAInRKKLJpac-gG9v8jZDQ&sig2=PKhDxSKZ15Oh328mBVcDgA>

- Equal Exchange¹⁸⁶

3.4.3.2. Other Social Initiatives

3.4.3.2.1. World Responsible Apparel Production¹⁸⁷

The *World Responsible Apparel Production* (WRAP) is a civil society organization (a “501[c]6 corporation”) dedicated to promoting humane, ethical, and lawful conditions and practices in manufacturing facilities all over the world. The organization achieves this in two ways. First, the Certification Program certifies individual factories for compliance with WRAP’s principles and procedures concerning, fair pay, workers’ dignity, safe and secure conditions, and environmental impact. The Apparel Certification Program has operated since 2000; programs for other industries will be added in the future. Second, various training programs educate workers, factory managers, government inspectors, and others about issues related to global supply chains and their workers.

3.4.3.2.2. Fair Labor Association (FLA)¹⁸⁸

The *Fair Labor Association* (FLA) is a non-profit organization combining the efforts of industry, civil society organizations, colleges and universities to protect workers' rights and improve working conditions by promoting adherence to international labour standards. The FLA conducts independent monitoring and verification to ensure that the FLA’s Workplace Standards are upheld where FLA company products are produced. The FLA provides consumers and shareholders with information so they can make responsible buying decisions, through public reporting. At present the FLA has a membership of 20 major companies with production in more than 3500 factories in 76 countries, with sales totalling \$30 billion. FLA works in close cooperation with universities, many of whom require their suppliers to be FLA compliant.

3.4.3.2.3. Social Accountability International (SAI)¹⁸⁹

SAI is a non-governmental, international, multi-stakeholder organization dedicated to improving workplaces and communities by developing and implementing socially responsible standards. SAI convenes key stakeholders to develop consensus-based voluntary standards, conducts cost-benefit research, accredits auditors, provides training and technical assistance, and assists corporations in improving social compliance in their supply chains. In

¹⁸⁶ See www.equalexchange.org

¹⁸⁷ <http://www.wrapapparel.org/>

¹⁸⁸ www.fairlabor.org

¹⁸⁹ <http://www.cepaa.org/>

1997, SAI launched *Social Accountability 8000* (SA8000) – a voluntary standard for workplaces, based on ILO and UN conventions – which is currently used by businesses and governments around the world and is recognized as one of the strongest workplace standards. SA8000 certified facilities are located in 45 countries and across 50 industries. SAI partners with trade unions, local NGOs, multi-stakeholder initiatives, organic, fair trade, and environmental organizations, development charities, and anti-corruption groups to carry out research, training and capacity-building programs. The SA 8000 does not manage a labeling system and therefore only addresses consumers indirectly.

3.4.3.2.4. *Workers Rights Consortium (WRC)*¹⁹⁰

The *Worker Rights Consortium* (WRC) is a non-profit organization created by college and university administrations, students and labor rights experts. The WRC's purpose is to assist in the enforcement of manufacturing Codes of Conduct adopted by colleges and universities; these Codes are designed to ensure that factories producing clothing and other goods bearing college and university names respect the basic rights of workers. The WRC does not manage a certification system or label, but does require that participants comply with its based code of conduct. There are more than 100 colleges and universities affiliated with the WRC.

3.4.4. *Community Lead Initiatives on Sustainable Consumption*

The US has a massive range and number of NGO and private sector lead initiatives related to various aspects of sustainable consumption. Below we provide an overview of a very short list of some of the more innovative/successful programs:

3.4.4.1. *The Mainstream Media Project*

Founded in 1995, the Mainstream Media Project (MMP)¹⁹¹ is a nonprofit public education and strategic communications organization that uses the mainstream broadcast media to raise public awareness about new approaches to longstanding societal problems. MMP pursues its public education mission through two complimentary programs: 1. its “Guests on Call Program” which provides radio interviews for mainstream media on breaking events and 2. its “A World of Possibilities” syndicated radio program which runs campaign on focus issues. Between Dec 2002-Feb 2003, MMP conducted a major public education campaign on sustainable consumption. In all, the project scheduled 238 radio, television, print, and internet interviews in 28 states. Of these, 9 were regionally, nationally or

¹⁹⁰ <http://www.workersrights.org/>

¹⁹¹ See www.mainstream-media.org

globally syndicated. 54 of the radio interviews occurred on commercial radio stations. Some 34 authorities were interviewed.

3.4.4.2. The Center for a New American Dream

The Center for a New American Dream is one of the most active NGOs in the promotion of sustainable consumption in the US. They have a wide variety of campaign and information oriented projects on sustainable consumption including:

- **Conscious Consumer Project¹⁹²**
This project provides extensive information on green options on a product by product basis. The web site also provides overview information on the different labels available in the US market. This is one of the most comprehensive sites targeted toward consumer oriented sustainable consumption in existence.
- **I Buy Different Project¹⁹³**
This project, which is co-facilitated by the Center and WWF , provides kid-friendly information on the impacts of American consumption and guidance to sustainable consumption.
- **Institutional Purchasing Project¹⁹⁴**
This project facilitates a network of institutions committed to promoting best practices in purchasing decisions. It also works with local, state and federal governments in facilitating the implementation of their respective programs.
- **Green Car Project¹⁹⁵**
This project is designed to raise awareness on “green car” alternatives while encouraging major manufacturers to increase the numbers of such cars available on the market.
- **Eco-Choices¹⁹⁶**
This is an online store which offers a wide variety of “green” goods and services. It is unique in its inclusion of a number of normal household items rather than being limited to “gift items” often found in third world shops.

¹⁹² See <http://www.newdream.org/consumer/index.php>

¹⁹³ See www.ibuydifferent.org

¹⁹⁴ See <http://www.newdream.org/procure/>

¹⁹⁵ See <http://www.newdream.org/make/auto/index.php>

¹⁹⁶ See <http://www.newdream.org/consumer/ecochoices.html>

3.4.4.3. Coop America

Coop America has a wide reaching set of programs and activities related to sustainable consumption. Coop America, like the Center for A New American Dream has a vast array of information guides such as the *Green Office Guide*¹⁹⁷ (advice on how to reduce the environmental impacts of running an office), WoodWise Guide which provides information on the purchase of forest friendly products) and the Social Investment Guide (which provide information on green investment). Some of the more innovative projects include:

- Green Pages¹⁹⁸

A national directory of green businesses operating in all sectors of the economy—akin to the yellow pages but with a sustainability filter. It currently has listings for more than 2500 companies nationwide.

- Green Festivals¹⁹⁹

This is a recurring festival organized by Coop America and partners to celebrate everything green and help build an “green paradigm” for the US economy. In addition to speaker events, music and entertainment, the green festivals host a major trade show of green products.

- Environmental Paper Network²⁰⁰

In 2002 Coop America organized a meeting among 8 US NGOs to identify strategies for increasing the use of environmentally friendly paper options. Following the meeting the EPN was established which has since expanded from a North American focus to an international network with more than 80 members worldwide with the purpose of sharing information and promoting a sustainable paper industry worldwide.

3.4.4.4. Consumers Union Eco-Labels Guide

The Consumers Union is a National consumer protection agency. It produces an online *Eco-labels Guide*²⁰¹ which provides information on the requirements and products associated with different eco-labels available in the US market. The guide is one of the most comprehensive sources for information on eco-labels and represents an important step forward in a field which is cluttered with competing claims and the information scarcity.

¹⁹⁷ See <http://www.coopamerica.org/programs/shopunshop/buyinggreen/greenyouroffice.cfm>

¹⁹⁸ See <http://www.coopamerica.org/pubs/greenpages/>

¹⁹⁹ See <http://www.greenfestivals.com/>

²⁰⁰ See <http://www.environmentalpaper.org/>

²⁰¹ See <http://www.eco-labels.org/labelCategory.cfm?labelCategoryName=Animal%20Welfare&mode=view>

3.4.4.5. Earthpledge Greening Gotham Initiative

The *Green Gotham Initiative*²⁰² is committed to promoting green roofs within New York City. The initiative links building owners and consumers with experts and providers in green roof conversion.

3.5. Honourable Mentions

In addition to those initiatives covered outlined in the selected OECD countries, two initiatives, the *NU Sustainable Rewards Card* and the *Observatoire de Cosommation Durable* merit mention in the context of this report for ingenuity with which they address the problem of sustainable consumption.

3.5.1. NU Sustainable Rewards Card²⁰³

The NU Sustainable Rewards Card is a pilot “smart card” system managed by the city of Rotterdam which gave consumers points, redeemable for services within the city, for taking “sustainable actions”. The card system ran between 2002 and 2004 and over which time it grew to a membership of 10,000. At present, organizers are in the process of trying to secure support to launch a permanent system. Below is a brief description of the how the pilot was run, along with challenges met along the way.

Set-up and Operation of the NU System

The NU Card was designed to operate like a brand loyalty card but instead of linking consumer choice to a brand, the NU card linked consumer choice to “sustainable actions”. Set-up of the NU Pilot carried a total cost of two million euros. Funding came from various statutory funders, including the EU and business. When the card was initially launched in 2002, it only provided points for labeled eco-products (such as organic and other eco-labeled products). However, since only an estimated 5% of total goods in the market are explicitly labeled as eco-products, it was difficult to get stores to participate. In order to make the card more attractive, it was decided to give points for all purchases (1 point per Euro spent) but more points for eco-purchases (4 points per Euro spent). The range of eco-products eligible for points was also expanded to include: energy efficient, fair trade, bicycles, green financial products, renewable energy, rental, repairs, and second-hand goods. By the end of the pilot phase, the card had expanded its range to apply to approximately 50% of the products available at retail outlets.

The NU card also added waste management to the list of activities which could be used to generate points on the card. Points were received for all waste diverted from landfill (through registered recycling centers). Overall, recycling by far the largest source of points accumulation on the card accounting for 86% of total points collected.

²⁰² See <http://ttb.greeninggotham.org/index.php?action=adminCaseStudyBrowse&default=1>

²⁰³ See http://www.nuspaarpas.nl/www_en/html/spaarpas_def.htm

Marketing

Since, the NU card relied on voluntary “market” decisions of consumers for its effectiveness, traditional marketing techniques were applied in bringing the card to consumers. NU used papers, radio, TV, street posters, a magazine, mailings, vouchers, adverts, flyers, even the outside of a train to communicate the scheme. Generally speaking, retailers were hesitant to service the NU system for its potential impacts on consumption patterns. NU marketing learned to talk about PPP: People, Planet, Profit. Once NU was communicated as a loyalty scheme which boosted profits, retailers embraced the card system.

Impact

Because of the short and transitory period of the pilot phase and the absence of a zero point, no reliable statistics on the impacts of the card were available. 4-5% of participants did, however, claim to be recycling more frequently because of the card. Card holders, as a general rule, were identified as using recycling facilities three times as often as average citizens. This suggests that the pilot phase of the card had reached green consumers but had not managed to penetrate more traditional consumer groups over the course of the pilot.

3.5.2. *Observatoire de Consommation Durable*²⁰⁴

The Observatoire de Consommation Durable is a partnership between a Belgian consumer’s group, the [Centre de Recherche et d'Information des Organisations de Consommateurs](#) (CRIOC), and a Belgian environmental group, the [Institut Bruxellois pour la Gestion de l'Environnement](#) (IBGE). The OCD provides a broad information base on sustainable consumption. In 2003 the Observatoire organized the first citizen’s parliament on sustainable consumption, a unique effort aimed at combining participatory governance and sustainable consumption objectives.²⁰⁵ Over the course of its two day session, the parliament brought together 450 participants from civil society through which 5 motions out of a total 168 were “passed” as “priority areas for action”. The Observatoire also manages a “sustainable food code”,²⁰⁶ an easy to read consumers guide on sustainable food consumption. The code is complemented with a “recipe guide” which provides users with recommendations for applying the code by recommending stores and products which respect the principles of the code. The Observatoire also offers a wide variety of research and guidance on a number of other sustainable consumption issues, including detailed guides on sustainability logos, preventing over packaging, pesticide avoidance and reduction.

²⁰⁴ See <http://www.observ.be/FR/>

²⁰⁵ See <http://www.observ.be/FR/Parlement2003/index.shtml>

²⁰⁶ See <http://www.observ.be/beta/fr/doeners.php?ID=225&LEVEL=2>

4. Leading Sustainable Consumption Policies and Initiatives in Canada: Pointing Towards a Sustainable Future

Since the publication of *Our Common Future* in 1987 and the subsequent UNCED Earth Summit process, sustainability has emerged as a pillar of government policy in Canada, both at the federal and provincial levels. One of the first signs of the Canadian government's renewed commitment to sustainable development objectives came in the form of its 1992 *Code of Environmental Stewardship*, within which, the government committed to integrate "environmental concerns with operational, financial, safety, health, economic development and other relevant concerns in decision making." In 1994 the Government established the *National Roundtable on Environment and Economy*²⁰⁷ as an independent, external advisory body to the government in the design and implementation of sustainable development related policy. In 1995 the ambitions of the Code of Environmental Stewardship were further reaffirmed and formalized with modifications to the Auditor General Act²⁰⁸ creating the *Commissioner of the Environment and Sustainable Development*²⁰⁹ to encourage stronger performance by the federal government in environmental and sustainable development areas. In addition to providing parliamentarians with objective, independent analysis and recommendations on the federal government's efforts to protect the environment and foster sustainable development, the Commissioner also oversees the development of department specific "Sustainability Strategies" for 28 agencies under the Federal government—also mandated under the Act.²¹⁰ The 1995 amendments also created an environmental petitions process through which residents of Canada can forward a written petition to the Auditor General regarding environmental matters related to federal departmental activities.²¹¹

In addition to the *Departmental Sustainable Development Strategies* mandated by the *Auditor General Act*, individual departments have produced a number of internal policy documents which establish the promotion of sustainable development as a key priority while outlining steps for government action towards implementation including: *A Guide to Greening the Government* (1995),²¹² *Canada in the World* (1995),²¹³ *Our Commitment to Sustainable Development* (1997),²¹⁴ *Sustainable Development in Government Operations* (2000).²¹⁵

In 2000 the *Federal House in Order Initiative*²¹⁶ was launched with a view to reducing the government's greenhouse gas emissions by 31% of their 1991 levels by 2010. The initiative coordinates activities among 11 of the largest government agencies as well as providing them with guidance on sustainable building and procurement policy.

²⁰⁷ See <http://www.nrtee-trnee.ca/>

²⁰⁸ See <http://www.canlii.org/ca/sta/a-17/whole.html>

²⁰⁹ See http://www.oag-bvg.gc.ca/domino/cesd_cedd.nsf/html/menu8_e.html

²¹⁰ Art. 24 of the Auditor General Act. See <http://www.canlii.org/ca/sta/a-17/whole.html>

²¹¹ Art. 22 of the Auditor General Act. See <http://www.canlii.org/ca/sta/a-17/whole.html>

²¹² See http://www.sdinfo.gc.ca/federal_sd_resources/green_government_e.cfm

²¹³ See http://www.dfait-maeci.gc.ca/foreign_policy/cnd-world/menu-en.asp

²¹⁴ See http://www.acdi-cida.gc.ca/cida_ind.nsf/0/7931673388ca99b18525656b004d7890?OpenDocument

²¹⁵ See http://www.pwgsc.gc.ca/realproperty/text/pubs_sd_gov/approach-e.html

²¹⁶ See <http://www.fhio.gc.ca/default.asp?lang=En&n=6CD363F6-11>

The Government of Canada established *Sustainable Development Technology Canada*²¹⁷ in 2001, a not-for-profit foundation that finances and supports the development and demonstration of clean technologies. To do so, the Foundation draws from an investment fund of \$550 million. The Foundation reports to Parliament through the Minister of Natural Resources Canada.

In 2005 the Federal Government released its Climate Change Action Plan. Implementation of the Plan has been stimulated through the launching of Project Green with the express purpose of meeting Climate Change objectives. Amendments to the 2005 Budget created the Climate Fund and the Partnership Fund for reducing greenhouse gas emissions which have been used, inter alia, to provide renewable energy incentives and the EnerGuide for Houses Program (see below).

A Green Municipal Fund (GMP) was established by the Government of Canada in its 2000 budget to stimulate investment in innovative municipal environmental projects that advance the progress of sustainable development in Canada's communities. The Fund supports partnerships, leveraging both public and private sector funding to encourage municipal actions to improve air, water and soil quality, and to reduce greenhouse gas emissions. The 2005 federal budget added \$300 million to the existing \$250 million fund, of which \$150 million is earmarked for brownfield redevelopment. On March 31, 2005 a new funding agreement was signed by the Ministers of Environment and Natural Resources and the Federation of Canadians Municipalities. The overall objective of the new agreement is to make the GMF a more sustainable, long-term funding source for municipal governments and their partners²¹⁸. On April 5, 2006, GMF will issue a request for proposal for Municipal Solid Waste projects²¹⁹.

Although various elements of the government's strategy touch on sustainable consumption, particularly with respect to the government's consumption of resources as well as individual consumption of energy, there has been little attention to sustainable consumption as a topic in its own right. Below we review in closer detail some of the initiatives, both governmental and non-governmental with respect to a few key areas related to sustainable consumption.

4.1. Environment

4.1.1. Packaging

In 1989, the Canadian Council of Ministers of the Environment (CCME) established a multistakeholder *National Packaging Task Force* (Task Force)²²⁰ to develop national policies for reducing the environmental impact of packaging. The Task Force, which disbanded in 2000, comprised of

²¹⁷ See, <http://www.sdtc.ca/en/index.htm#>.

²¹⁸ See, <http://www.sustainablecommunities.ca/GMF/>.

²¹⁹ See, http://www.sustainablecommunities.ca/GMF/Energy_RFP_Process.asp.

²²⁰ See http://www.ccme.ca/assets/pdf/pckging_prtcol.pdf

representatives from federal, provincial, territorial and municipal governments, industry, consumer and environmental groups. After extensive deliberations, the Task Force developed the *National Packaging Protocol* (NaPP), which was endorsed by the CCME in March 1990. Under the terms of the *Protocol*, stakeholders voluntarily agreed to reduce by 50 percent the amount of packaging sent for disposal by the year 2000. The Taskforce also implemented a number of complementary tools for assisting in the implementation of the protocol, namely through the development of a *Canadian Code of Preferred Packaging Practices*, a set of packaging audit guidelines and a set of *Recommendations for Federal and Provincial Elements of Packaging Legislation*. Through the combination of the voluntary actions of industry and proactive support through the Taskforce activities, the objectives set forth under the Taskforce were reached four years ahead of schedule in 1996.²²¹

Despite the success of the NaPP—or perhaps because of it—the government has no further plans to coordinate or promote activities related to it.²²² Instead the government has focused its follow-up efforts on a larger waste diversion strategy (see waste reduction below). Toward this end, Environment Canada hosts an *Extended Producer Responsibility*²²³ web-site which provides resources related to minimizing material resource usage in product design and which includes packaging as one element of a broader EPR strategy.

The Pembina Institute (Alberta) and the CIRAIG (Quebec) work on Life Cycle Value Assessment (LCVA) or Life Cycle Assessment (LCA) as a decision making/analysis tool to assess existing or potential impacts, and to design improvements to ensure eco-effectiveness and sustainability. It is a specific method for systematically identifying, quantifying and assessing inputs and outputs throughout a product's life cycle. The information obtained can also influence environmental policies and regulations.²²⁴

4.1.2. Waste Reduction

In 1999, the CCME sponsored a preliminary inventory to identify the range of waste diversion stewardship programs operating within the Canadian public domain²²⁵. The Inventory, now managed by Environment Canada under its Extended Producer Responsibility website contains waste diversion programme funded by whole or in part by Industry and consumers. The database currently lists 32 Regulatory initiatives (addressing recycling and waste diversion with

²²¹ See http://www.ccme.ca/assets/pdf/nappfinaljun22_e.pdf

²²² See <http://www.ec.gc.ca/epr/inventory/en/DetailView.cfm?intInitiative=66>

²²³ See <http://www.ec.gc.ca/epr/en/index.cfm>

²²⁴ See, <http://www.pembina.org/>,
http://www.lcva.ca/index2.htm?LCVA_token=22@@8e3eb9a5c641e0a6f2fccb14ac88d8f2 and
http://www.polymtl.ca/ciraig/ciraig_eng.html .

²²⁵ See, <http://www.ec.gc.ca/epr/inventory/en/index.cfm>.

respect to: batteries, beverage containers, pharmaceuticals, tires, oil, paint and multi-materials),²²⁶ and 12 non-regulatory “stewardship” initiatives (addressing: batteries, beverage containers, pharmaceuticals, pesticides, refrigerants, electronic equipment and multi-material).²²⁷

Among the leading edge stewardship initiatives are:

4.1.2.1.SK Plastic Milk Jug Recycling Programme²²⁸

The SK Plastic Milk Jug Recycling Programme was established in 2001 with the participation of four of Saskatchewan’s dairy companies: Dairyworld, Parmalat, Lucerne and Foremost. Under the program, dairies are levied 1-cent for 1 and 2-litre plastic milk jugs, and 2-cents for 4-litre plastic milk jugs that are sold in the province of Saskatchewan. The revenue is used to fund the collection and recycling operations of the material through the Sarcan depot network. The program also includes a 1-cent levy for 1 and 2-litre milk cartons. Any cartons smaller than a litre are not subject to levies. An independent Dairy Container Recycling Advisory Board has been established to monitor, review and evaluate the operation of the program.

4.1.2.2.AB Fluorescent Bulb and Computer Recycling Programme²²⁹

The program came about as a voluntary initiative involving the Province of Alberta, the City of Edmonton, the Capital Region Waste Minimization Advisory Committee, the City of Calgary, the Recycling Council of Alberta and the Alberta Plastics Association. Phase One of the program (2001) targeted public sector agencies and set a 75% reduction rate for the end of 2002. Phase Two was targeted at the private sector and the program set a 75% recovery of fluorescent bulbs which includes high intensity discharge bulbs containing mercury and computers (focusing on the high lead content of cathode rays) by 2005. The program uses existing networks for recycling fluorescent bulbs and computers.

4.1.2.3.National Charge Up to Recycle!²³⁰

"Charge Up to Recycle!" is a voluntary program managed by the Rechargeable Battery Recycling Corporation. They are a non-profit

²²⁶ Quebec and British Columbia merit honourable mention for having the widest recharging regulations for waste diversion. See <http://www.ec.gc.ca/epr/inventory/en/DetailView.cfm?intInitiative=66>

²²⁷ See <http://www.ec.gc.ca/epr/inventory/en/SearchResults.cfm?intProgram=12&newQuery=1>

²²⁸ See <http://www.ec.gc.ca/epr/inventory/en/DetailView.cfm?intInitiative=61>

²²⁹ See <http://www.ec.gc.ca/epr/inventory/en/DetailView.cfm?intInitiative=52>

²³⁰ See <http://www.ec.gc.ca/epr/inventory/en/DetailView.cfm?intInitiative=65>

organization, whose mission is to be the leader in the environmentally friendly collection, transportation and recycling of portable, rechargeable batteries. The program was founded in the United States in 1994, and adopted in Canada in 1997. Participating brandowners and distributors pay fees to fund the collection, recycling, and public education activities of the program. Most of the collection takes place at one of the 50,000 participating retailers throughout Canada. In order to identify their involvement in the program, participating brandowners and distributors place the Rechargeable Battery Recycling Corporation Seal on their products.

*Enviroclub*²³¹ is an initiative of Canada Economic Development for Quebec Regions, Environment Canada National Research Council Canada - Industrial Research Assistance Program to provide technical assistance to “enviroclubs”—that is, groups of about 15 companies, which come together to rectify a specific environmental challenge. Enviroclubs are eligible to receive fund from the Enviroclub fund in the implementation of project ideas directed at environmental protection including recycling and waste reduction.

4.1.3. Procurement

Although the government of Canada promotes the use of green procurement strategies in the development of the departmental sustainability strategies, there is no government wide set of mandatory or voluntary guidelines for such procurement. At the formal level, Public Works and Government Services Canada (PWGSC) has integrated on a piecemeal basis, environmental criteria in some of its National Master Standing Offers (NMSO) for : computers and monitors; desktop and networked printers and digital connected printer copiers. PWGSC has also integrated the capacity to search and monitor purchases of « green products » through its online purchasing system. Finally, PWGSC provides online information briefs on green procurement through its « Green Procurement Network ». ²³²

While other government procurement guides are available to government and institutional procurement officers²³³ the Environmental Choice “ecologo” program initiated by Environment Canada in 1988 is by far the most comprehensive, user friendly and influential instrument for enabling green procurement both within and outside the government. Since its initial launch by Environment Canada, management of the Environmental Choice program has been transferred to Terra Choice, an environmental marketing group

²³¹ See, <http://www.enviroclub.ca/en/description/>.

²³² See <http://www.fhio-ifppe.gc.ca/Default.asp?lang=En&n=D3448548-1#PublicWorks>

²³³ See for example the Gipper at <http://www.designinggreen.com/main/gipper/index.htm>, BuyGreen Guide at www.buygreen.com and Centre for Pollution Prevention Procurement Guide at http://www.c2p2online.com/main.php3?session=§ion=25&doc_id=32.

which also hosts a complementary “Ecobuyers” website for regular and consistent green procurement support.

As a spin-off of the Environmental Choice label, the Canada also played a founding role in the establishment of the Global Ecolabelling Network—an initiative which brings eco-labellers together from around the world to exchange expertise and seek economies of scale in eco-labelling.

Canada has also played a leading edge role in the development of materials for planning green meetings through its development of the *Green Meeting Guide*.²³⁴ The Guide, which is available on-line is customized to the user’s needs based on responses to an on-line questionnaire making it more targeted than most other guides available in other countries.

4.2. Energy

Canada’s Energy Efficiency Policy is developed and managed by the *Office of Energy Efficiency*²³⁵ established in 1998 under Natural Resources Canada in direct response to Canada’s commitment to meeting the Kyoto Protocol targets of reduced greenhouse gas emissions. The OEE manages seven energy efficiency and alternative fuels programs aimed at the residential, commercial, industrial and transportation sectors. Each program consists of one or more initiatives related to energy efficiency. Without attempting to be comprehensive, the following is a list of OEE initiatives directly related to government and consumer related consumption:

4.2.1. Federal House in Order Initiative

The Federal House in Order Initiative is designed to help Government of Canada organizations track and monitor their greenhouse gas emissions and develop strategies to reduce them. Through the FHOI, the 11 most important government agencies voluntarily agreed to collectively meet a target of reducing GHG emissions within their operations by 31% from 1990 levels to 2010. From 1990 to March 2003, a total reduction in GHG emissions of 24% had been achieved within federal government operations through reductions in floor space and fleet size, a switch to less carbon-intensive energy sources, improvements in energy efficiency and fuel switching.

4.2.2. The R2000 Standard

The R-2000 Standard²³⁶ establishes requirements related to energy efficiency, indoor air quality and the use of environmentally responsible products and materials. Rather than specifying specific building design, the R-2000

²³⁴ See <http://www.ns.ec.gc.ca/greenman/help.html>

²³⁵ See <http://oee.nrcan.gc.ca/english/index.cfm?Text=N&PrintView=N>

²³⁶ See <http://oee.nrcan.gc.ca/residential/personal/electronics.cfm?attr=4>

Standard sets criteria for how an R-2000 home must perform. This leaves the designer and builder free to choose the most effective and economical way to build it. As part of its management of the R2000 Standard, the OEE provides an extensive resource guide for integrating energy savings into new construction projects and renovations.

4.2.3. EnerGuide for Houses

Also under the EnerGuide²³⁷ suite of programs, the OEE offers several guides and diagnostic services for determining the level of energy efficiency in existing houses as well as recommendations for improving overall energy efficiency levels. The EnerGuide for Houses services are supported by an incentive program based on the level of energy efficiency improvements made following an EnerGuide evaluation.²³⁸ A complementary and innovative service offered through EnerGuide is an Energy Cost Calculator²³⁹ for determining the cost difference based on energy use of different appliances. Delivery of the EnerGuide for Houses program is typically done in cooperation with local institutions and nongovernmental initiatives.²⁴⁰

4.2.4. The One Tonne Challenge

The *One Tonne Challenge*²⁴¹ is a major information and awareness raising campaign directed at consumers to motivate voluntary reductions in greenhouse gas emissions. In addition to various forms of media outreach including television, radio and newspaper publicity, the OEE manages the One Tonne Challenge website which provides an expansive range of information designed to both help motivate and inform consumers towards reduced emissions. Among the more innovative features of the site are a greenhouse gas emissions calculator and a comprehensive database of rebates and incentives (offered by all levels of government) towards greenhouse gas reducing actions.

In 2000, the National Roundtable on Environment and Economy (NRTEE) launched a program on Ecological Fiscal Reform (oriented towards the promotion of, among other things, more sustainable consumption).²⁴² Currently in its second phase the EFR program currently focuses on fiscal reform in the energy sector with a view to securing long term carbon emissions reduction. NRTEE also manages as a program in Urban Sustainability which seeks to identify the

²³⁷ See <http://oee.nrcan.gc.ca/residential/personal/home-improvement/grant/grants.cfm?attr=4>

²³⁸ See <http://oee.nrcan.gc.ca/residential/personal/home-improvement/grant/grants.cfm?attr=4>

²³⁹ See <http://oee.nrcan.gc.ca/equipment/english/page26.cfm?PrintView=N&Text=N>

²⁴⁰ For example, Equiterre delivers EnerGuide services in the Montreal region. Clean Nova Scotia provides EnerGuide services in the Halifax region. The Residential Energy Efficiency Program (REEP) managed by the University of Waterloo, provides EnerGuide services in the Waterloo region.

²⁴¹ See <http://www.climatechange.gc.ca/onetonne/english/>

²⁴² See, http://www.nrtee-trnee.ca/eng/programs/Current_Programs/Gbudget/Budget2005/Budget2005_E.pdf.

appropriate linkages between federal and municipal city policy towards more sustainable city environments. The 2003 NRTEE report *Environmental Quality in Canadian Cities: The Federal Role*²⁴³ provides a set of recommendations to the federal government for encouraging more sustainable consumption patterns within Canadian Municipalities. More recently the NRTEE has been requested to develop recommendations related to a motor vehicle « feebate » as an incentives mechanism for promoting more fuel efficiency vehicles.²⁴⁴ The NRTEE's role as an advisory body, however, means that its recommendations are *not* official government policy. Indeed only a very limited number of its recommendations have made it into actual federal policy.

A total of nine rebate and incentive programs are offered by provincial and city governments across Canada for the purchase of energy saving appliances.²⁴⁵ Most of these programs entail a cash back rebate for the purchase of one or a limited range of Energy Star rated appliances. Given the limited number and scope of these initiatives, they can all be considered innovative, however, Saskatchewan's Sales Tax Exemption for New Energy Efficient Household Appliances program stands out for its potential expansion to tax policy on a wider basis.

4.2.5. SMART Movement Program

Pollution Probe's S-M-A-R-T Movement Program²⁴⁶ is a workplace-based trip reduction program designed to guide large organizations in reducing employee single occupant vehicle (SOV) trips. Pollution Probe works with organizations to better help their employees increase their travel options by supporting the use of more sustainable modes of transportation. The SMART program promotes alternative transportation options including: group commuting (public transit, carpool); schedule changes (telework, flex time); and active commuting (walking, cycling). The SMART program provides both information and support services to participating institutions.

4.3. Social Economy

4.3.1. Fair Trade

The market for Fair Trade products in Canada dates back to the 1980's with the establishment of Bridgehead Trading—a catalogue based business established by OXFAM to promote development through trade. The larger market for Fair Trade products did not develop, however, until the

²⁴³ See, http://www.nrtee-trnee.ca/Publications/PDF/SOD_Urban_E.pdf.

²⁴⁴ See, http://www.nrtee-trnee.ca/eng/programs/Current_Programs/Gbudget/Feebates/Feebates-Final-Report_E.pdf.

²⁴⁵ See http://incentivesandrebates.ca/gc_fi_search.asp?jurisdiction=0&actionArea=4&keyword=&submit=Search&lang=en

²⁴⁶ See www.pollutionprobe.org

establishment of Transfair Canada, the national Fair Trade Labeling Organization's International affiliate for Canada. With the introduction of Fair Trade labeling in 1994, the ability for anybody to produce a Fair Trade product, also played a major role in enabling the development of the market. Since its formal introduction in 1994, the market for Fair Trade coffee has grown by a rate of 50% or more per annum.²⁴⁷

Policy support for Fair Trade in Canada has been more or less limited to the following:

- The provision of limited funding to Transfair Canada in its start-up phase by CIDA
- The awarding of the contract for coffee services to the Parliament buildings to a Fair Trade supplier and
- Piecemeal funding for education and awareness raising on Fair Trade (usually by CIDA)
- Policies by some university facilities to serve Fair Trade coffee

The Quebec NGO, Equiterre, has by far been the most proactive proponent of Fair Trade in Canada and has played an instrumental role in securing Quebec as the most important consumer of Fair Trade products in Canada. A core part of Equiterre's strategy rests on its strategic development of business tools for Fair Trade suppliers and retailers to help assess and market their Fair Trade products.

Equiterre has also conducted a variety of education and awareness raising activities. The production of traveling road shows involving both producers and a photo exhibit have been quite popular.

Among the more innovative initiatives launched by Equiterre in support of Fair Trade has been the organization of Fair Trade Fairs parallel to the past two WTO ministerials (and supported by CIDA). The most recent Fair Trade Fair (Hong Kong Ministerial) even sported a Fair Trade Fashion show.

More recently, Equiterre has begun organizing a Canadian Fair Trade Platform following the model set forth in the French example. It is still too early to tell whether it will be able to gather the same momentum as its French counterpart.

Other groups actively involved in promoting Fair Trade include:

- OXFAM Canada and OXFAM Quebec
- Canadian Students for Fair Trade
- Canadian Fair Trade Network

²⁴⁷ See <http://www.transfair.ca/en/mediaresearchers/stats/>

4.3.2. Other Social Initiatives

4.3.2.1. Maquila Solidarity Network²⁴⁸

The Maquila Solidarity Network (MSN) is a labour and women's rights advocacy organization promoting solidarity with grassroots groups in Mexico, Central America, and Asia working to improve conditions in maquiladora factories and export processing zones. Since 1995, MSN has aimed to promote garment workers rights in Mexico and central America through policy advocacy, corporate campaigning and engagement, participation in multi-stakeholder initiatives to promote corporate accountability, and local labour rights capacity building. In addition to operating as the secretariat of the Ethical Trading Action Group (ETAG—see below), MSN also produces a bi-annual “codes memo” which provides one of the few regular updates on discussions and trends in voluntary codes development and implementation.

4.3.2.2. Ethical Trading Action Group²⁴⁹

The Ethical Trading Action Group (ETAG) is a Canadian coalition of faith, labour, teacher and non-governmental organizations advocating for government policies, voluntary codes of conduct and ethical purchasing policies that promote humane labour practices based on accepted international labour standards. ETAG promotes greater public access to information on where and under what conditions clothes, shoes and other consumer products are made, and greater transparency in monitoring and verification of company compliance with international labour standards and local laws. Between 1999 and 2000, ETAG actively participated in the Canadian Partnership for Ethical Trade, a government led, multi-stakeholder initiative for improving labour standards compliance in Canadian supply chains. Negotiations to establish a base labour code for Canadian companies operating abroad fell apart and never materialized in the production of a code.

4.4. Community Lead Initiatives on Sustainable Consumption

Among the leading edge initiatives related to sustainable consumption in Canada being animated by the not-for-profit sector are:

4.4.1. Equiterre²⁵⁰

The Quebec based NGO Equiterre is one of the few Canadian NGOs expressly committed to the promotion of sustainable consumption alternatives. It has program activities in sustainable agriculture, sustainable transportation, Fair Trade and Energy Efficiency (as a delivery

²⁴⁸ See <http://www.maquilasolidarity.org/aboutus.htm>

²⁴⁹ See <http://www.maquilasolidarity.org/aboutus.htm>

²⁵⁰ See <http://www.equiterre.org/index.php>

vehicle for EnerGuide services). Equiterre's strategy is defined by a strong emphasis on youth oriented education and awareness raising. In addition to its Fair Trade and Energy Efficiency activities mentioned above, it manages a number of projects in the promotion of sustainable food consumption. Two in particular are particularly notable:

- Community Supported Agriculture²⁵¹

Equiterre has been managing community supported agriculture for the city of montreal and other part of the province since 1995. Equiterre's CSA network now consists of more than 140 farmers and several thousand consuming "partners"

- Organic Daycare project²⁵²

In 2002 Equiterre launched its Organic Daycare project with a view to introducing organic foods into daycares around the province. Equiterre did so by linking farmers in its CSA network with daycare providers. The project, which is ongoing, provides more than 400 children with locally grown organic food during the summer months.

4.4.2. Canadian Center for Pollution Prevention Information Clearinghouse (CPPIC)²⁵³

The C2P2 has worked closely with Environment Canada's National Office of Pollution Prevention during the design, building and maintenance of the Canadian Pollution Prevention Information Clearinghouse (CPPIC). Since its launch in 1998, CPPIC has evolved into a comprehensive Internet database. The C2P2 researches, reviews and abstracts references that are relevant to Canadians and valuable in encouraging the adoption of pollution prevention. It also administers the Canadian Council of Ministers of the Environment Pollution Prevention Awards Program.

4.4.3. UBC Sustainability Office²⁵⁴

The *University of British Columbia Sustainability Office*, is a unique department of the University with the express mandate of reducing the institution's negative impacts on the environment. The Sustainability Office has managed to reduce CO2 emission on campus to 27% their levels in 1990 while reducing water consumption by 32% over the same time period. The Office also helped secure a 46% recycling rate for the University and has been instrumental in ensuring that Fair Trade coffee is served on various campus facilities.

²⁵¹ See <http://www.equiterre.org/agriculture/paniersBios/philosophie.php>

²⁵² See <http://www.equiterre.org/agriculture/garderieBio/>

²⁵³ See

²⁵⁴ See <http://oe.nrcan.gc.ca/publications/infosource/pub/ici/eii/m27-01-1434e.cfm?attr=20>

4.4.4. David Suzuki Nature Challenge²⁵⁵

The David Suzuki Nature Challenge is an innovative action oriented consumer awareness raising campaign. The Nature Challenge encourages Canadian residents to sign up to the challenge via the internet based on a realistic assessment of what they can do. The information is then registered in a calendar database which will remind the members of their commitments at a later date and see if they are ready to implement others. By the end of March 2006, the Nature Challenge had registered more than 198,000 challengers. The Nature Challenge is also supported by the publication entitled the “The Green Guide” which provides simple instructions for putting the Nature Challenge into action.²⁵⁶

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4.4.5. Green Communities²⁵⁷

The Green Communities Network is an alliance of more than 30 NGOs across Canada committed to promoting sustainable practices in the urban setting. It has organized several joint programs related to sustainable consumption over the past several years including a “pesticide free lawn” program and as a deliverer of the EnerGuide services.

4.4.6. Etiquette²⁵⁸

Ettiquette, which refers to itself as the “Responsible Consumer Network”, provides an informational service to Quebec consumers seeking responsible products and manufacturers/distributors wishing to publicized such products. The Ettigquette website provides the principle tool for delivering its services which take the form of a bi-monthly newsletter and searchable database of “etiquette approved” products.

4.4.7. The North American Consumption Alliance²⁵⁹

The North American Sustainable Consumption Alliance, formed in 2001 through a meeting organized by the Lowell Center for Sustainable Production, currently has a membership of more than 30 organizations. The primary objective of the Alliance is to promote sustainable consumption across North America through the development of a “North American Strategy”. The first steps towards developing such a strategy were presented in its 2005 publication *Producing and Consuming in North America: A Call for Action and Leadership on Sustainability*.²⁶⁰

²⁵⁵ See <http://www.davidsuzuki.org/WOL/Challenge/>

²⁵⁶ See <http://www.davidsuzuki.org/files/WOL/GreenGuide.pdf>

²⁵⁷ See <http://www.gca.ca/indexcms/index.php?programs>

²⁵⁸ See <http://ethiquette.ca/index.php>.

²⁵⁹ See <http://nasca.icspac.net/db/>

²⁶⁰ See <http://nasca.icspac.net/North%20American%20framework/documents/WDC-statement.pdf>

NASCA is also putting together a North American Database of sustainable product.

4.4.8. International Social and Environmental Accreditation and Labeling Alliance (ISEAL)²⁶¹

The ISEAL Alliance is an association of leading international standard-setting, certification and accreditation organizations that focus on social and environmental issues. The association, established in 2000, was formed to stimulate cross-fertilization and economies of scale across independently operating certification systems. In addition to providing a platform for carrying out joint projects, ISEAL also provides a unified outlet for the development of policy guidance on certification and labeling related matters. In 2004, ISEAL released its Code of Good Practice—a set of objective criteria for the establishment of credible and transparent standards systems. Membership of ISEAL currently consists of: Fair Trade Labeling Organizations International, Marine Stewardship Council, Forestry Stewardship Council, IFOAM, Rainforest Alliance, Marine Aquarium Council and Social Accountability International. Although the alliance currently has its head office in Oxford, it was originally set up in Canada. Although the alliance does not manage a direct presence with consumers, its efforts to bring different labels together is closely linked to the widely recognized problem of label multiplication/fatigue facing consumers.

5. Building a Canadian Strategy for Sustainable Consumption Policy

Our overview of Canadian initiatives related to sustainable consumption demonstrates the importance of sustainable development objectives at both the public and private levels. From the creation of the Commission for Sustainable Development to the Office of Energy Efficiency in 1995 to its leadership role in the Climate Change negotiations in 2005, the Canadian government has made substantial commitments to improving the sustainability profile of Canada in the world. Moreover, the growing array of initiatives being managed and developed by not-for-profit organizations suggests that such commitments are born well by the Canadian people at large. Growing markets for organic food and fair trade coffee alongside increased levels of recycling, all point towards a growing awareness and commitment to consumer driven sustainable development.

Despite these honourable efforts, however, recent statistics suggest that Canada, as a whole, has substantially more work to do in fulfilling the objectives it has set before it. A 2005 OECD study ranking OECD countries for their environmental performance across 29 environmental indicators placed Canada 28th out of 30.²⁶² The only finding more

²⁶¹ See <http://www.isealalliance.org/membership/founding.htm>

²⁶² See Organization for Economic Cooperation and Development (OECD). 2005. *OECD Environmental Data Compendium 2004*. Paris: OECD publications. Summary report accessible at “Canada’s Environmental Performance: An Assessment” (2005) at www.davidsuzuki.org.

disheartening than Canada's earning a "failing grade" for 24 of the 29 indicators was the fact that Canada had shown no improvement compared to OECD countries since 1992 where it earned the same ranking.²⁶³ While it is clear that such comparisons cannot be taken as proxies for a more robust measure of sustainable development at large, they do illustrate the present gravity of the impacts of Canadian consumption on the environment and the need to strengthen the depth and breadth of strategies adopted towards this end at the policy level.

When the countries of the world came together in Johannesburg under the auspices of the World Earth Summit in 2002, they agreed that while the recognition of the importance of, and challenges to, sustainable development had grown significantly in the interim since the Rio Earth Summit, there had been comparatively little in the way of policies for *implementing* sustainable development. Such was the acknowledgement which led to the adoption of the Johannesburg Implementation Plan.²⁶⁴ In the Plan, the leaders set forth sustainable consumption and production as one of three overarching approaches for the pursuit of the Plan itself. Despite the high level recognition given to sustainable consumption in particular, the Canadian government has done very little to date to address sustainable consumption as a distinct strategy for the promotion of sustainable development in its own right. And yet the fact that consumption is ultimately the most efficient driver of market activity would suggest that any comprehensive approach to implementing sustainable development *must* include a coherent and strategic package aimed at changing consumer behaviour.

The launching of the One Tonne Challenge and other programs under the Office of Energy (such as EnerGuide) indicate that the importance of consumer driven change is recognized—what is lacking is a comprehensive strategy towards inciting changes in consumption patterns. To be sure, Canada is not alone in its treatment of sustainable consumption as an "outcome" of broader sustainable development policy rather than a fulcrum point for policy implementation. Of the countries surveyed, neither the US nor Australia had coherent plans for the promotion of sustainable consumption—instead adopting to include it, often implicitly, within a broader package of sustainability related initiatives. But our review also revealed examples of high level and explicit government support for the development of a broadbased strategy for the promotion of sustainable consumption. France's establishment of the not-for-profit entity *Consodurable*²⁶⁵ to promote sustainable consumption across the country alongside its high profile campaign to generate consumer awareness of its national eco-labels provides a clear example of what can be done in the name of sustainable consumption at the national level. More noteworthy still are the efforts adopted by the UK through DEFRA's development and maintenance of an ongoing *Sustainable Consumption and Production Strategy*.²⁶⁶ These efforts provide leading examples of ways in which Canada might itself integrate sustainable consumption policy within its own implementation strategy as outlined in the Johannesburg Plan. If nothing else, they should provide a certain security to officials

²⁶³ *Ibid.*

²⁶⁴ See http://www.johannesburgsummit.org/html/documents/summit_docs/2309_planfinal.htm

²⁶⁵ See *supra* note 46 and *supra* note 47

²⁶⁶ See *supra* note 86 and *supra* note 87.

contemplating the possibility of developing sustainable consumption as a focal point for implementing its larger sustainability strategy.

The rationale for such a strategy, other than its having been identified as one of the cornerstones of the Johannesburg Plan, has a social, economic and administrative base. Below we provide only a cursory overview of some of the different justifications for adopting an explicit, government-wide approach to sustainable consumption:

1. Improved effectiveness of government policy

The development of a single overarching sustainable consumption policy would allow the government to manage its sustainable consumption activities more strategically and in a manner which most effectively complements other ongoing efforts.

2. More informed policy making

The process of developing a coordinated strategy to sustainable consumption requires the gathering of information on the potential impacts and roles of different consumer behaviour and its interaction with policy and markets. The gathering of such information is costly and may only be justifiable under a coordinated approach.

3. Reduced administrative and transaction costs

By bringing different agencies together in the development and implementation of a broader sustainable consumption strategy, duplication and repetition can be avoided. Resources and momentum can be focussed where impacts are most likely to be achieved.

4. Clearer messaging to the public

To the extent that sustainable consumption requires changes in consumption patterns, changes in the broad social fabric of society are required. The government has a stronger capacity to send such signals under the rubric of a coordinated plan.

5. Enhanced economic efficiency

The promotion of consumer driven or consumer “leveraged” policy implementation enables the market to allocate the appropriate use and distribution of resources. The use of consumer driven market to implement policy maximizes both static and dynamic efficiency and, with it, overall economic efficiency.

In addition to the formal commitment to pursue policies towards the promotion of sustainable consumption under the UNCED process, there are clear arguments and precedents suggesting that such commitments can and should, in principle be implemented in a coordinated manner. Below we consider how such a strategy might be administered within the Canadian context and in particular, the potential role of Industry Canada in the elaboration of such a strategy.

5.1. Building a Coherent Plan within the Federal Government

Sustainable Development strategy is currently dispersed throughout the government of Canada on a department by department basis according to the specific activities being pursued and developed. While the Auditor General's Office is responsible for monitoring and managing the development of sustainability strategies with respect to departmental activities, Environment Canada has typically lead the coordination of environmentally related sustainability programs (such as the Environmental Choice Ecologo) as well as coordinating inter-departmental input into the UNCED meetings. Natural Resources Canada, on the other hand, has played the lead role in implementing Canada's commitments to reducing greenhouse gasses through the Office of Energy Efficiency.

While each of the aforementioned departmental efforts touch on elements of sustainable consumption, only Industry Canada has the express mandate for governance as it relates to consumer protection and market development issues. Moreover, Industry Canada has the primary responsibility within the federal government for setting marketplace rules and ensuring that they are implemented and enforced. Pursuant to its mandate for ensuring a fair, efficient and competitive marketplace, the department currently administers some 20 business and consumer-related laws, including the *Bankruptcy and Insolvency Act*, the *Canada Business Corporations Act*, the *Competition Act* and the *Consumer Packaging and Labelling Act*.

The integral relationship between consumer choice and the framework of the marketplace, makes Industry Canada particularly well placed to manage and coordinate a broader *inter-departmental* sustainable consumption policy for the government. As we shall see below, a consideration of the challenges facing the implementation of effective sustainable consumption policy suggest that Industry Canada's mandate is particularly well suited to play a coordinating role in the development, management and implementation of such policy.

5.2. Key Considerations and Strategies in the Development of National Sustainable Consumption Strategy

The central objective of a Sustainable Consumption Strategy will ultimately be to influence consumption patterns in ways which have positive impacts on the social and environmental conditions of planet. While governments have a wide range of tools at their disposal in the implementation of policy, most instruments can be classified as either rule-based (command and control), market-based (using market signals) or information based (moral suasion). Each of these tools has their place in the promotion

of sustainable consumption but need to be balanced appropriately based on the specific constraints related to consumer behaviour, policy objectives and general efficiency considerations. The elaboration of a sustainable consumption policy can help in the development of such a balanced approach. Although it is clear that the development of such a policy requires a thorough, context-based consultative and investigative process, a number of considerations in the use of different instruments for the promotion of sustainable consumption can be highlighted.

5.2.1. The Policy Context

Government selection of appropriate policy must ultimately be based on a variety of competing variables. Among the most important of these are a specific policy's:²⁶⁷

- Effectiveness: ability to attain the sought objective
- Economic Efficiency: Cost to the economy associated with attaining the sought objective
- Administration and Compliance Cost: Cost to the implementing agency
- Consistency: agreement with other government policy

There are effectively four basic types of policy instruments available to government in the promotion of sustainable consumption:

- Programmatic and project based policy
- Information and awareness raising activities
- Fiscal and incentive-based instruments
- Rule based instruments

Overall, market-based instruments are preferred from an efficiency perspective, to command and control instruments. While this suggests a natural preference for fiscal and other incentive-based instruments, the fact that consumption policy, as a general policy approach, builds on the premise of motivating decisions in the market towards structural change, gives all consumption policy a degree of market-sensitivity which tends towards efficiency. Nevertheless, the actual effectiveness, cost of implementation and consistency with broader government policy will depend upon a variety of additional factors. One of the most critical, of course, is the circumstances which condition consumer choice in the first place.

5.2.2. The Consumer Context: High Values, Slow Change

Consumer surveys both around the world and in Canada, demonstrate high levels of commitment to the social and environmental values associated sustainable development. Moreover, consumers typically express a high willingness to select products on the basis

²⁶⁷ This list is adapted from the OECD list of primary determinants in determining the appropriateness of market-based policy instruments for environmental protection. See, OECD, *Evaluating Economic Instruments for Environmental Policy* (OECD, 1997) at 15.

of a company's social responsibility or the social/environmental impacts of the product.²⁶⁸ While such surveys indicate the importance of such issues based on moral and political grounds, they are rarely matched by actual purchasing decisions.²⁶⁹ The principal challenge facing sustainable consumption policy is to determine the appropriate mechanisms for overcoming this basic obstacle. The task of identifying appropriate mechanisms, on the other hand, depends fundamentally on a clear understanding of the obstacles facing efforts to modify consumer behaviour towards more sustainable outcomes.

5.2.2.1. Consumer preference

Consumer preference is the basic main determinant in consumer choice. Although a wide range of factors can and will define consumer preference, product or service quality are widely recognized as being the dominant forces in preference formation. In order for a consumer to select a "sustainable product", the product must be available in a format which satisfies tangible interests of the consumer. When sustainable products or consumer decisions can be combined with tangible benefits for the consumer, the potential for leveraging change is magnified considerably. Changing consumption patterns with respect to energy efficiency and organic foods, both of which have the potential to carry direct benefits to consumers, provide evidence of this potential. Identity value can play an important role in consumer preference formation as well but tends to be operative in the case of purchases of luxury and fashion oriented items.

5.2.2.2. Consumer habit

Many consumer decisions do not, in fact, present themselves *as decisions*, are but rather as routine actions in a determined environment. Changing such actions requires an ability to enter into the world view of the consumer which implies the development of the appropriate social and cultural surroundings. Broadbased

²⁶⁸ A 2004 survey conducted by Environics revealed that 72% of Canadian respondents said they were willing to pay more for an environmentally friendly product. *3SC Social Values Monitor* (13 March 2006).

²⁶⁹ A recent survey of British consumers revealed that 90% of consumers were "happy to do their bit" to protect the environment. Over the course of the same survey however, the actual behaviours of consumers were revealed to be passive with respect to sustainability outcomes. See http://www.ncc.org.uk/responsibleconsumption/green_choice.pdf Another UK survey revealed that UK 59% of UK consumers stated a willingness to pay more for an environmentally friendly vacation package-- See Tearfund Report Worlds Apart 2002 at <http://www.pptpilot.org.za/Briefing%20papers/paper7.pdf>--but a corresponding survey carried out around the same period revealed that only 7% of consumers had ever considered taking an environmentally friendly vacation see Mintel at <http://www.pptpilot.org.za/Briefing%20papers/paper7.pdf> . See also R. Crowe and Simon Williams. *Who Are the Ethical Consumers* (London: The Cooperative Bank, 1999) where a study of several sustainability markets in the UK showed 30% of consumers as "willing" to purchase sustainability products but with actual market shares for such products remaining at or below 3%.

awareness raising and sustainable production policy are likely to be the most effective instruments in dealing with barriers posed by consumer habit.

5.2.2.3.Lack of information

Many consumers may have genuine intentions to change specific habits for the better but are unable to do so for lack of information on what the impacts of their actions are. The market is a poor communicator of non-product related impacts making it difficult for consumer's to act upon their preferences to promote sustainability through their purchases. A lack of consumer information may be addressed by information and awareness raising campaigns but may also require the undertaking of specific information generating research and dissemination activities (where the requisite information isn't otherwise available)

5.2.2.4.Misinformation

When a specific sustainability issue has reached a high degree of awareness among the larger population, the number of claims being made in the marketplace will typically rise—as will the temptation to use claims to gain market advantage without necessarily ensuring the claims are substantiated by actual impacts. Claims related to the promotion of sustainable development objectives are particularly prone to misinformation due to the breadth of definitions of the term itself. Misinformation can inhibit the effectiveness or potential of sustainable consumption to bring about positive change by either reducing the willingness of consumers to base their purchasing decisions on market claims (eg. Lack of trust) or by misleading well intended consumers to unsustainable products and services (Lack of integrity in the claims). While improved information generation and dissemination to consumers may reduce the impacts of misinformation, regulation of the claims being made is often required to address this obstacle.

5.2.2.5.Coordination and free rider problems

Where a given “green good” promotes the public good (eg. Environment or broader social well being) but imposes a personal cost, individual consumers will be rationally inclined (as interest maximizers) to let others pay the cost of protecting the good. The free-rider problem is ever present across “sustainable goods” which voluntarily internalize the costs associated with social and environmental sustainability and provides one of the principal explanations for the under-consumption of such goods, despite high

levels of stated willingness to pay. Dealing with the public goods problem typically requires stronger policy instruments—either in the form of baseline rules which prohibit the production of goods which fail to internalize social and environmental cost, or in the form of fiscal incentives which create a level playing field for goods which do internalize such costs.

5.2.2.6.Lack of Availability

Even when a consumer is fully informed and fully committed to making sustainable consumption decisions, the ability to do so can, and often is, limited by availability. Consumer purchases based on habit are also influenced largely by convenience and availability. The lack of availability is often a reflection of the impact of the public goods problem operative at the level of the producer, manufacturer or service provider whereby, profit maximizing strategies in imperfect markets effectively “require” companies to provide cheaper (less sustainable alternatives). When this is the case, command and control and/or fiscal incentive policies aimed at stimulating sustainable production are likely to be most appropriate.

The above is, of course, only an abbreviated listing of some of the critical constraints which any sustainable consumption policy must work within. Although a far wider range of factors will ultimately define any given consumer situation, the most important constraints to sustainable consumption can generally be characterized in terms of three different sources of market failure:

1. informational: whereby the information generated by the market-place (and other forms of interaction) is insufficient to generate efficient (sustainable) consumption outcomes and which can be addressed through appropriate communication and information awareness raising programs
2. infrastructural: whereby property rights and corresponding rules regulating their use are not sufficiently developed to produce efficient (sustainable) consumption outcomes and which can be addressed by establishing the appropriate organizational structures and/or baseline rules for the operation of the market.
3. economic: whereby free rider problems prevent efficient (sustainable) consumption outcomes and which can be addressed by adjusting market signals to account for positive and negative externalities

Depending on the mechanism chosen, it will be more or less important to address one or another source of unsustainable consumption. And while it is impossible to generalize for all circumstances of suboptimal consumption, the repeating pattern of high willingness to pay figures coupled with low market shares suggests that strategies designed to address informational constraints are rarely sufficient to catalyze consumer

change over the short to medium term towards concrete targets. Information and awareness may however operate as a prerequisite to eventual efficient market decisions. Improved information can also play a critical role in garnering social support for stronger policy instruments. As a result, information strategies remain an important tool within the overall toolbox of sustainable consumption instruments. To the extent that clear or fixed targets and objectives are set forth in government policy however, experience to date across OECD countries suggests that more substantive policy instruments which develop the market infrastructure or adjust the pricing mechanism will be necessary. This, in turn, suggests that the ability of any eventual sustainable consumption strategy to achieve clear targets, will depend largely on the degree to which it integrates such mechanisms. As a result, infrastructural and economic instruments, should be considered *essential* to an effective sustainable consumption strategy.

5.3. Leading Examples for Possible Pilot and/or Expansion under a National Sustainable Consumption Strategy

Based on the preceding overview, it is clear that the implementation of one or another specific initiative or program ultimately, will benefit most if built within the context of a broader sustainable consumption strategy. Moreover, decisions related to the initiation of specific action need to explicitly take into consideration the economic, administrative, social, environmental and trade impacts of the perspective initiative. The preceding overview of the constraints facing sustainable consumption policy is intended to provide a basic framework for the development of a more coherent global sustainable consumption strategy.

Notwithstanding this ideal, our review of existing policies and programs across the selected OECD countries (including those in Canada) revealed a number of particularly innovative initiatives with a prima facie potential for adoption across Canada within the context of a broader sustainable consumption strategy. Below we provide a short list of some of the more promising initiatives according to the three divisions outlined in the previous section.

5.3.1. Addressing the Information Gap

5.3.1.1. Government Supported Information and Awareness Raising on Sustainable Consumption

Informational programs provide the social rubric for change and thus are an essential part of a long term shift in social perceptions and behaviour. Government supported informational strategies can provide important “moral support” for less known initiatives or approaches thereby catalyzing market growth. While the UK government’s promotion and support of the *Fair Trade Fortnight*²⁷⁰ provides an example which has born significant results, the birth of the Coop America’s *Green Festival*²⁷¹ and Equiterre’s *Fair Trade Fairs*²⁷²

²⁷⁰ See, http://www.dfid.gov.uk/news/files/success_stories/fair-trade-fortnight-full.asp.

²⁷¹ See <http://www.greenfestivals.com/>

represent cutting edge tools for improving consumer awareness through the melding of conventional trade expansion strategies with sustainable consumption objectives. The *Belgian Citizens Parliament for Sustainable Consumption*,²⁷³ is another promising tool for putting both sustainable consumption and participatory governance in the spotlight across media and consumers more generally. Government led information programs, with substantial upfront resources, also have the capacity to reach the entire nation with great efficiency, such as in the case of the *One Tonne Challenge*,²⁷⁴ and, as such, can create inertia for change which is more effective than information left uncoordinated local networks. Combining the government's access to information and national reach with local on the ground capacity for delivery, however, has proven to be a particularly effective information delivery strategy in the case of the *EnerGuide*²⁷⁵ and thus represents a model approach for further sustainable consumption information building campaigns.

5.3.2. Building a Supportive Infrastructure

5.3.2.1. Sustainable Rewards Card

The *NU Sustainable Rewards Card*²⁷⁶ offers the opportunity of generating a generalized “market for sustainability” through its creation of currency generated by sustainability performance. Both technology and awareness levels in Canada would appear to be sufficiently developed to warrant the piloting of such a system in the Canadian context. In addition to its providing an economically *efficient* stimulus towards sustainable consumption, such a card system also offers the hidden attribute of enabling the government measure and monitor actual consumer decisions and responses to different incentives. Indeed, its value as a planning tool might be sufficient justification for establishing such a card in its own right. The effectiveness of such a system is fundamentally linked to its ability to secure the requisite critical mass within a fairly short period. This suggests the need to complement such a strategy with an intensive information campaign.

5.3.2.2. Creating a Clear Playing Field for Green Product Claims

As consumers become increasingly aware of the social and environmental impacts of their consumption manufacturers and others along supply chains have demonstrated a growing interest in linking their brands and production processes to sustainability claims. The proliferation of voluntary sustainability labels is but one indication of this growing trend. Ensuring clarity, credibility and fairness in the “marketplace for green goods” is both an appropriate and necessary point of government intervention. The establishment of effective technical regulations on

²⁷² See <http://www.equiterre.org/index.php>

²⁷³ See <http://www.observ.be/FR/Parlement2003/index.shtml>

²⁷⁴ See <http://www.climatechange.gc.ca/onetonne/english/>

²⁷⁵ See <http://oee.nrcan.gc.ca/residential/personal/home-improvement/grant/grants.cfm?attr=4>

²⁷⁶ See http://www.nuspaarpas.nl/www_en/html/spaarpas_def.htm

the usage of terms and claims, however, is only feasible to the extent that clarity on the meaning of such terms already exists on a broad basis—a fundamental feature which may be missing in the case of many sustainability related claims. The ANFOR process leading to the development of the *Accord AFNOR AC X50-340 : Les trois principes du commerce équitable*²⁷⁷ represents a model effort towards this end, but also demonstrates the modest results one can expect in attempts to defined “contested” terms through participatory processes. ISEAL’s efforts to generate credible baseline criteria for the development of sustainability standards through its *Code of Good Practice*²⁷⁸ also represents a promising approach, particularly if linked with more traditional government led approaches to standardization (eg. ISO and/or Standards Council of Canada).

5.3.2.3. Institutional Consumption

Institutional consumption, represents at one and the same time both the most difficult and simplest avenues for stimulating sustainable consumption. On the one hand, individual consumers often participate in institutional consumption decisions unwittingly through their broader support for or participation within a given institution. To the extent that consumer decisions in such cases are driven by variables unrelated to the institution’s specific consumption patterns, consumer action is unlikely to be an effective leverage for change. At the same time, institutions have the capacity to exercise significant change in the sustainability impacts of their consumption through the integration of sustainability priorities within their regular consumption strategies. Information and policy direction are critical stimuli towards sustainable consumption at the level of government agencies and the EPA’s extensive and comprehensive *Environmentally Preferable Purchasing Program*²⁷⁹ represents a forward looking model for the government of Canada as well. At a more local level, Equiterre’s *Organic Daycare*²⁸⁰ project represents a novel approach for combing the *power* of institutional decision making with the interests of individual consumers in organic food products (particularly for their children). Under such conditions, the potential for generating high returns on limited investment would appear to be particularly promising.

5.3.2.4. Government Administered Packaging Initiative

Since the disbanding of the National Packaging Taskforce in 2000, the Canadian Government’s strategy to reduced packaging has been managed primarily through Environment Canada’s Extended Producer Responsibility activities which consist, primarily in the management of a few specific recycling programs and the

²⁷⁷ F. LABY, « À défaut de norme, l’AFNOR publie son texte de référence sur le commerce équitable », *ACTU Environnement*, 10 janvier 2006, [En ligne : <http://www.actu-environnement.com/ae/news/1472.php4>], (12 mars 2006).

²⁷⁸ See <http://www.isealalliance.org/membership/founding.htm>

²⁷⁹ See <http://www.epa.gov/oppt/epp/pubs/docback.htm>

²⁸⁰ See <http://www.equiterre.org/agriculture/garderieBio/>

Extended Producer Responsibility Database. The French *Eco-emballage*²⁸¹ initiative has shown how commercial interests in building brand image can be combined with consumer interests in promoting environmental ends and those of public policy towards meeting specific policy objectives in reaching specific recycling and recovery rates through packaging. The fact that the system is now entirely self-financing suggests that there may be little to no reason for not adopting such a system in other countries as well.

5.3.2.5. Certificate Based Energy Conservation and Renewable Energy Programs

In its 2005 report *Fiscal Reform for Long Term Carbon Reductions*²⁸² the NRTEE recommends the use of targeted market-based instruments for the promotion of low emission technologies/activities. The French government, through its use of a “conservation certificates” system under the *Loi de programme du 13 juillet 2003*,²⁸³ complemented by mandatory energy use reduction targets for major service providers, provides one example where market-based instruments have been used to meet clear and fixed policy objectives. Australia’s parallel program of “renewable energy certificates” for enabling efficient compliance with mandatory renewable energy targets through its *Renewable Energy (Electricity) Regulations 2001*²⁸⁴ offers a parallel example based on a slightly different policy objective. The efficiencies engendered through the adoption of a similar market-based mechanism in the Canadian context could enable the achievement of more substantive targets than might otherwise be possible through traditional regulatory measures and therefore offer a particularly promising avenue for the promotion of sustainable consumption.

5.3.3. Providing Corrective Economic Signals

5.3.3.1. GST rebates or exemptions for products with recognized sustainability attributes

Since 2000, the National Round Table on Environment and Economy has led a program on fiscal reform for environmental sustainability.²⁸⁵ The NRTEE program is founded on the widely recognized need for fiscal reform which provides appropriate market signals for the stimulation of sustainable consumption and economic development. In its document *Environmental*

²⁸¹ See <http://institutionnel.ecoemballages.fr/FR/52>

²⁸² See Recommendation 2 of the Report at http://www.nrtee-trnee.ca/eng/programs/Current_Programs/Gbudget/Budget2005/Budget2005_E.pdf

²⁸³ See http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/cee-sommaire.htm

²⁸⁴ See <http://www.orer.gov.au/legislation/index.html> for a general description of the program and relevant acts.

²⁸⁵ See http://www.nrtee-trnee.ca/eng/programs/Current_Programs/Gbudget/Budget2005/Budget2005_E.htm

*Quality in Cities: the Federal Role*²⁸⁶ the NRTEE, among other things, proposed an increase in the GST discount to public transport authorities from 57.14% to 100% and to reduce the GST by 36% for energy efficiency renovations.²⁸⁷ Similar GST exemptions are not only possible on a broader range of consumer products, but have indeed been applied in Saskatchewan by way of exemption from provincial sales tax for energy efficient household appliances through the *Provincial Sales Tax Act*²⁸⁸. The path of fiscal reform generally, and the use of incentives through the GST system in particular, hold the promise of promoting both environmental and economic efficiency within a single instrument and thus represent a critically important tool for advancing sustainable consumption on a broader basis.

²⁸⁶ See http://www.nrtee-trnee.ca/Publications/PDF/SOD_Urban_E.pdf

²⁸⁷ See Recommendations 7 and 9 in the Report at http://www.nrtee-trnee.ca/Publications/PDF/SOD_Urban_E.pdf

²⁸⁸ See <http://www.gov.sk.ca/finance/revenue/pst/bulletins/pst69.pdf>

Appendix 1: Australian Programs

Policy/Initiative Area	Policy/initiative Name	Policy/Initiative Type – private, public (break public into 1. mandatory 2. incentive based (tax rebates, etc) and 3. programmatic (ex. funding for projects)	Date implemented	Description (history, targets, instruments used, any other highlight	URL or other contact point
Fair Trade	Fair Trade Association of Australia and New Zealand	Network	Unclear – very new	Provides information on FT in Australia & NZ, educational resources, news, etc.	www.fta.org.au Executive Officer : Neil Bowker aust@fta.org.au
Fair Trade	People for Fair Trade	Network		Voluntary network of people in Australia committed to FT	www.fairtrade.asn.au
Fair Trade	Oxfam Australia Trading	NGO		FT shops (including online shopping) across Australia, widest variety of products available in Aus.	www.oxfamtrading.org.au
Fair Trade	World Vision <i>Fair Trade, what you can do</i>	NGO News article		Article on current state of FT in Australia	http://www.worldvision.com.au/seekjustice/readmore.asp?sectionid=3&articleid=81
Fair Trade	Make Trade Faire	NGO Information article		Article on current state of FT in Australia Notes FT certification body underway	www.maketradefair.com
Environment Packaging	<i>National packaging Covenant</i>	Public Programmatic (partnership with regulations)	1999 revised 2005	Voluntary, co-regulatory arrangement, based on principles of shared responsibility through product stewardship and life-cycle management. Applicable to all sectors of packaging chain. Revised (2005) Covenant commits to a national recycling target of 65% for packaging, and no further increase in packaging waste disposed to landfill by the end of 2010.	PDF under Legal & Policy www.deh.gov.au/settlements/publications/waste/covenant/covenant.html
Environment Packaging	<i>National Environment Protection Measure (Used Packaging Thresholds)</i>	Public Regulation	1999 Revised 2005	Establishes guidelines for participating jurisdictions towards the formulation of actual packaging recovery requirements. The guidelines specify that states should implement legislation which will require participants in the packaging supply chain to both recover and reuse threshold levels of paper and consumer packaging they produce. Reinforces the National Packaging Covenant.	http://www.ephc.gov.au/pdf/uphtml://www.ephc.gov.au/pdf/upm/UPM_NEPM_varied_July_05.pdf
Environment Packaging	<i>National Packaging covenant Queensland Achievements 2000-2005</i>	Report	2000-2005	Report on Queensland performance re. NPC targets	PDF under Trend Reports
Environment Waste Recycling	Australian Government Department of Environment and Heritage (DEH)	public		Website dedicated to the different efforts of the federal government to address waste and recycling issues in industries identified as priority areas in which the Australian government is able to develop a national approach to achieve reduction of environmental impacts	www.deh.gov.au/settlements/waste/index.html

Environment Waste	<i>Co-regulatory Frameworks for Product Stewardship</i>	Discussion paper by EPHC	2004	Proposed by all Australian Environment ministers, as the Environment Protection and Heritage Council (EPHC). Proposes voluntary industry-led product stewardship schemes, with 'safety-net' regulations	PDF under Legal and Policy, and Trend reports
Environment Waste	<i>Analysis of Submissions to Discussion Paper on Co-regulatory Frameworks for Product Stewardship</i>	Analysis of above-mentioned discussion paper	2005	With responses from the industry, the governments, and individual, environmental org. and community groups, an overall level of support of co-regulation of about 80%	PDF under Trend Reports
Environment Waste	<i>The Potential of Market Based Instruments to Better Manage Australia's Waste Streams</i>	Report paper	2003	Study assessing the potential of market instruments (direct or indirect monetary incentives) to better achieve the goals of waste policy.	PDF under Trend Reports www.deh.gov.au/settlements/publications/waste/mbi/study-2003/index.html
Environment Waste	Australia's Bureau of Statistics <i>Australia's Environment: Issues and Trends</i>	Report /Analysis	2003	Article on waste and waste management, most data is from 2001	PDF under Trend Reports www.abs.gov.au
Environment Waste	Australian Retailers Association <i>Code of Practice for the Management of Plastic bags</i>	Private, voluntary, Code of practice	2003	Voluntary code of practice instituted to avoid an eventual government ban or tax on plastic bags. Includes audited reporting requirements, and funding by the industry itself (retailers) for communication campaigns. Vast majority of Australian retailers (from grocery stores to clothing stores) participate and offer plastic bag alternatives to shoppers.	PDF in Legal and Policy www.ara.com.au see also Environmental commitments of Grocery store chains: Coles (www.coles.com.au) and Woolworth (www.woolworth.com.au)
Environment Waste	New South Wales <i>Waste Recovery and Purchasing Policy (WRAPP) and WRAPP Reporting Guidelines and WRAPP Report 2001-2003</i>	Public mandatory	1997	Requires all state government agencies and state owned corporations to develop and implement a WRAPP plan to reduce waste in four scheduled areas: paper products, office equipment and components, vegetation material, and construction and demolition material.. Requires agencies to report progress in implementing their WRAPP plans biennially to the DEC.	PDF in Legal and Policy and Trend Reports www.wrapp.nsw.gov.au
Environment Waste	New South Wales <i>Waste Avoidance and Resource Recovery Act 2001 (no 58) (WARRA) and WARR Strategy 2003 and WARRA Progress Report 2004</i>	Public Mandatory	2001	Requires government agencies to develop a Waste Strategy to avoid waste (art.12)	WARRA http://www.legislation.nsw.gov.au/viewtop/inforce/act+58+2001+first+0+N WARR Strategy 2003 PDF in Legal and policy WARRA Progress Report in Trend Reports
Environment Other	Australian Greenhouse Office	Public Many aspects, mostly		Part of the DEH, delivers the majority of programmes under the Australian Government's \$1.8 billion climate change strategy.	www.greenhouse.gov.au

		programmatic		Implements and encourages initiatives within the government, the industry and communities, to reduce Greenhouse Gas emissions. Has initiatives in all aspects of environment-related SC. Extensive website.	
Environment Other	<i>Our environment – It's a living thing</i>	Public Programmatic		New South Wales government program Environmental education for sustainable living, through communication campaigns, workshops, community projects. Budget of \$17.5 million between 2001-2004, ex: \$3.5 million funding to environmental groups to motivate and inform communities about environmental action.	www.livingthing.net.au
Environment Other (green procurement)	ECO-Buy (Victoria)	Public/private partnership		Support local governments and businesses/industry in purchasing environmentally friendly products.	www.mav.asn.au/ecobuy ECO-Buy Level 12, 60 Collins Street, Melbourne, VIC 3000
Environment Other (green procurement)	Australian green purchasing network (AGPN)	Network		Community of professionals and procurement officers, aims to provide a collaborative on-line space to support and further advance the objectives of green procurement programs throughout Australia	Under the wing of the Australian Environmental Labelling Association www.greenprocurement.org.au
Environment Other (green procurement)	Australia green procurement database	Private		Free resource of environmentally preferable products in Australia An initiative of AELA and the AGPN	www.greenprocurement.org
Environment Other	Australian Environmental Labelling Association Inc. (AELA)	Private		Independent environmental labelling organization, based on life-cycle Also Australian verification office for 'green' labels Offers information and a register of certified products to consumers, retailers, green procurement officers.	www.aela.org.au
Environment Other	<i>Global Ecolabelling Network Annual Report 2003</i>	Report	2003	Report on the state of global ecolabelling, including AELA participation	PDF in Trend Reports
Environment Other (green procurement)	<i>State of Green Procurement in Australia 2004</i>	Report	2004	Published by AELA, includes a review of local and state governments action toward eco-buying and green purchasing	PDF in Trend Reports
Environment Other	Good Environmental Choice Label	Private Label	2002	Labelling program indicating the environmental performance of a product from a whole of product life perspective for consumer goods. Based on voluntary, industry-determined standards, in conformance with international environmental labelling standards.	www.goodenvironmentalchoice.org.au for list of products covered by standards, and examples of such standards: www.goodenvironmentalchoice.org.au/StandardsRegister.htm
Environment Other	Australia Food and Grocery Council 2003 <i>Environment Report</i>	Report	2003	Report on the environmental impact of the food and grocery industry. Stresses the importance of reporting and measuring progress.	PDF in Trend Reports www.afgc.org.au

				Promotes environmental sustainability as a means to enhance the reputation.	
Environment Other	Australian Retailers Association	Report	2004	Report on the successes and challenges in implementing the ARA Code of Practice for the Management of Plastic Bags.	http://www.ephc.gov.au/pdf/Plastic_Bags/ARA_COP_EndOfYear_Rpt_04.pdf
Energy	Home Energy Advice Team (HEAT)	Public programmatic		Program funded by ACT overnment to provide free, independent, expert advice on how to improve the energy efficiency of homes. Rebates available for citizens spending more than \$2000 on energy improvements on their home.	www.heat.net.au
Energy	Queensland Sustainable Energy Innovation Fund (QSEIF)	Public Programmatic	1999	Competitive funding process for projects, to promote innovations in energy efficiency, renewable energy and water-saving technologies and practices.	www.epa.qld.gov.au/environmental_management/sustainability/energy/queensland_sustainable_energy_innovation_fund_qseif/
Energy	Renewable Energy Rebate programs	Public Programmatic		Financial assistance to help Queenslanders choose renewable energy alternatives. There are currently 2 rebate programs: the Photovoltaic Rebate Program (PVRP) for grid-connected properties and buildings, and the Renewable Remote Power Generation Program (RRPGP) for areas reliant on diesel based electricity supplies.	Photovoltaic program: http://www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/photovoltaic_rebate_program_pvrp/ And PDF <i>Residential PVRP Guidelines</i> (in Legal and Policy) Remote Power program: http://www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/renewable_remote_power_generation_program/ 2 sub-programs: Working Property: http://www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/renewable_remote_power_generation_program/working_property_rebate_scheme/ & PDF <i>Working Property Guidelines</i> REDRS: http://www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/renewable_remote_power_generation_program/renewable_energy_diesel_replacement_scheme/

					& PDF REDRS <i>Guidelines</i>
Energy	Renewable Energy Certificates (REC)	Public Programmatic		RECs are a form of currency that can be earned by installing renewable energy equipment , and that government agencies and companies may want to buy. The citizen-level equivalent of 'Emission Trading'	www.epa.qld.gov.au/environmental_management/sustainability/energy/renewable_energy_rebate_programs/renewable_energy_certificates/ www.orer.gov.au/publications/certificates.html PDF Factsheet Renewable Energy Certificates in Legal and Policy
Energy	<i>Renewable Energy (Electricity) Act 2000 and Renewable Energy (Electricity) Regulations 2001 (incorporating Amendment Regulations 2005(No.5))</i>	Public Mandatory	2000	Law to increase renewable electricity generation from Australia's renewable energy sources by encouraging the generation of an additional 9500 Gwh of renewable energy per year by 2010 (the Mandatory Renewable Energy Target) Applies nationally, operates by imposing a legal liability to support renewable energy electricity generation on, generally, large wholesale purchasers of electricity	http://www.orer.gov.au/legislation/index.html
Energy	Eco-Efficiency Agreements (EEA)	Public-private partnership	1998 – precursor to EEAs 25 EEAs signed since 2000	Partnership between Australia Industry associations and the Australian Government, to help associations' members improve business efficiency while reducing their impact on the environment. Voluntary, 3-year agreements, with a flexible content tailored to the needs and requirements of different industries and business sectors.	www.deh.gov.au/settlements/industry/corporate/eecp/agreements/index.html
Energy (eco-efficiency & cleaner production)	Department of Environment and Heritage Corporate sustainability	Public		Commonwealth government website offering a list of tools and resources, and a list of publications and research papers in the fields of eco-efficiency and clean production	www.deh.gov.au/settlements/industry/corporate/eecp
Energy	2006 Wood Heater Replacement Program	Public, programmatic	2006	Subsidies to change from wood-burning heaters to new gas heaters, available to ACT residents	www.environment.act.gov.au/yourenvironment/wp/fireinfo/woodheater
Energy Water	Think Water, Act Water ACT government water efficiency incentives and rebates schemes	Public, programmatic		Rebates program for purchases of water-efficient technologies - shower heads and dual-reservoir toilets, waste-water reservoirs, etc.	www.thinkwater.gov.au
Energy Social economy	City of Swan – resource consumption goal (2 nd program area)	Public		Consumption goal set by the city to help guide the use and disposal of resources (land, energy, water)	
Social Economy	<i>Sustainable Urban Development Program</i>	Public-private	2002	Partnership between the Urban Development Institute of Australia and the Queensland EPA, supporting private industry for knowledge-sharing – namely innovative practices in Queensland's urban development industry. 25 construction projects entered into a 'contest-research' to show SC	PDF in Background & NGO

				in construction is good for business as well as for the environment.	
Social Economy	The Natural Edge Project (TNEP)	Private		Non-profit sustainability think-tank partnership driven by a team of early career Australians; contributes to research and its dissemination across governments, businesses and civil society	www.naturaledgeproject.net
Social Economy	Lowell Centre for Sustainable Production	Private	1996	Develops, studies and promotes more sustainable forms of industrial production. Provides technical expertise, comprehensive training and helps stakeholders collaborate.	www.sustainableproduction.org
Social Economy	International Young Professionals Foundation	Private		Non-profit organization working to inform, inspire and equip young professionals as sustainability practitioners and social change agents. NB. <i>Enabling Young sustainable Consumption Change Agents</i> project.	www.iypf.org
Social Economy	Australian Sustainable Consumption Trainer Network	Private (with public funding)		Online resource to support people working with youth to help them become agents of change for sustainable consumption. Stems from the National Youth Affairs Research Scheme-funded project <i>Train the trainer</i>	//project.takingitglobal.org/02-sc-trainers/about
Social Economy	Friends of the Earth's <i>Extended Producer Responsibility campaign</i>	Private		Community initiative to decrease Australia's ecological footprint – focused on 'cradle to cradle' and life-cycle concepts, to encourage producers to think ahead beyond the sale of their product. Community initiated 'product stewardship'.	www.sydney.foe.org.au/SustainableConsumption/epr.html
Social Economy	Alternative Technology Association	Private		Organization promoting sustainable technology and practice in order to protect our environment. Publishes magazines, information booklets and CD-ROMs on sustainability	www.ata.org.au
Recycling	<i>Queensland Water Recycling, an Initiative and Guidelines</i>	Public	2000	State government initiative to encourage water recycling. Policy statements, regulation and legislation recommendations, guidelines and strategies, public education, etc.	PDFs in Legal and Policy www.epa.qld.gov.au/environmental_management/water/water_recycling_strategy/
Recycling	Also covered by most Waste and general environment programs				
General	<i>Sustainable Consumption: Young Australians as Agents of Change</i>	Report	2005	Report examines consumption patterns of young Australians and explores how they can be encouraged and empowered to make changes in their own consumption patterns and those of their communities.	PDF in Trend Reports
General	Tracking Progress: Implementing SC Policies	Report	June 2002	Survey by UNEP Small article reporting on success of Australia's "Green Games 2000 initiative"	Press release" www.unep.org/documents.multilingual/Default.asp?DocumentID=253&ArticleID=3076
General	Sustainable Development in Australia: Sustainable Consumption and Production	Report	August 2002	Report on the state of different aspects of SD related to SC in Australia	www.deh.gov.au/commitments/wssd/publications/booklet/consumption.html
General	New South Wales	Public	2004-2006	A corporate plan to govern NSW operations for the years 2004-2006	www.environment.nsw.gov.au/ab

	Corporate Plan 2004-2006			Especially Goal 3	out/plangoal3.htm
General	Queensland Environment Protection Agency	Public		Sustainability presence within the EPA	www.epa.qld.gov.au/environmental_management/sustainability
General	<i>More with Less – Initiatives to promote Sustainable Consumption</i>	Report	1996	DEH sponsored report on SC, reviews efficiency of over 300 SC-promoting initiatives	www.deh.gov.au/about/publications/economics/more (not available in full PDF)
General	<i>The State of Sustainable Reporting in Australia 2004</i>	Report	2004	Report for DEH on Industry reporting (executive summary available)	PDF in Trend Reports
General	<i>NSW DEC Annual Report</i>	Report	2004	DEC annual report, especially chapter 4 on Sustainable Consumption, Production, Resource Use and Waste Management	PDF in Trend Reports
General	<i>Environment and Ethnic Communities</i>	Survey	2004	Survey on ethnic communities relation to environment issues, including pollution, waste prevention and recycling	PDF in Trend Reports (only introduction available)
General	<i>NSW DEC Who Cares? Survey</i>	Survey	2003	Social research, survey covering in part sustainable consumption behaviours and attitudes of Australians	PDF in Trend reports (1, 2 and 3) See also www.environment.nsw.gov.au/whocares/index.htm
General	<i>Wasteful Consumption in Australia</i>	Report (discussion paper)	2005	Research report looking at all the aspects of wasteful consumption behaviours of Australians.	PDF in Trend Reports
General	<i>Green Print South Australia 2005</i>	Report	2005	Report on SA green agenda (assessment of performance, annual) See especially Greener Cities, and Sustainable Energy	PDF in Trend Reports
General	<i>South Australia State of the Environment</i>	Report	2003	Report on state of the environment in South Australia, part of a national reporting scheme	www.environment.sa.gov.au/soe2003/index.html for national program see www.deh.gov.au/soe

Appendix 2 : French Programs

Policy Area	Policy/Initiative Name	Public/Private	Date	Description	url or other contact point
	Stratégie nationale de développement durable AFNOR	public	2003		http://www.ecologie.gouv.fr/article.php3?id_article=1198 http://www.afnor.fr/portail.asp
	FD X30-021, SD 21000 - Développement durable - Responsabilité sociétale des entreprises - Guide pour la prise en compte des enjeux du développement durable dans la stratégie et le management de l'entreprise	AFNOR	May 2003	S'adresse aux responsables et décideurs d'entreprises, grandes ou petites, publiques ou privées, de tout secteur d'activités ayant un champ d'action en France, en Europe ou dans l'ensemble du monde. Son objectif est de leur apporter une aide à leur réflexion initiale pour la prise en compte du principe de développement durable lors de l'élaboration de leur politique et de leurs stratégies. Il propose des recommandations pour aider à adapter à la fois techniquement et culturellement, un système de management afin qu'il intègre progressivement les objectifs du développement durable au sein de l'entreprise	http://www.boutique.afnor.fr/Boutique.asp?url=NRM%5Fn%5Fhome%2Easp&lang=French&btq=HOM
	groupe d'experts "Déchets ménagers. Contrôle de la performance des équipements de tri. Guide d'application de la norme NF ISO 11648-2" (X30OPERF)	AFNOR	Fév. 2006		http://www.afnor.fr/portail.asp?colfond=Bleu&ref=ESP%5FNormalisation&ref2=ESP%5FNORM%5FPROJETS&alias=5&lang=French.

<p>Fair Trade</p>	<p>Accord AFNOR « AC X50-340 : Commerce Équitable » – Les trois principes du commerce équitable – Les critères applicables à la démarche du commerce équitable</p>	<p>AFNOR</p>	<p>Janvier 2006</p>	<p>Il est signé par 51 organisations de commerce équitable entreprises, associations de solidarité internationale et de défense des consommateurs, d'entités publiques et d'entreprises privées. Ce document spécifie "les principes et critères de nature économique, commerciale, sociale et environnementale qui s'appliquent à la démarche du commerce équitable". Mais ceux-ci ne "visent pas à définir les caractéristiques ou spécifications des produits et services issus du commerce équitable". L'accord n'engage que les signataires et n'a donc pas de valeur normative. Cependant, il constitue désormais un texte de référence qui pourrait servir de base pour des initiatives d'autre nature (décret de loi relatif à la loi mentionnant le commerce équitable), dans d'autres pays ou aux niveaux européen et international.</p>	<p>http://www.boutique.afnor.fr/Boutique.asp?url=NRM%5Fn%5Fhome%2Easp&lang=French&btq=HOM</p> <p>http://www.artisansdumonde.org/commerce-equitable/Accord-AFNOR-AC-X50-340.htm</p>
	<p>Fair Trade in Europe 2005: Facts and Figures in 25 European countries</p>			<p>A recent survey, carried out in 25 European countries, shows that Fair Trade sales in Europe have been growing at an average 20% per year since 2000. The annual net retail value of Fair Trade products sold in Europe now exceeds EUR 660 million. This is more than double the figure five years ago. Fair Trade has thus become one of the fastest growing markets in the world.</p>	<p>http://www.ifat.org/downloads/market-ing/FairTradeinEurope2005.pdf</p> <p>France: See p. 43</p>
	<p>Plate-Forme pour le commerce équitable</p> <p>Mena à l'élaboration d'une Charte du tourisme durable (document de travail)</p>		<p>Depuis 2001</p>	<p>Fédère et représente une trentaine d'organisations de commerce équitable au niveau national depuis 1997.</p> <p>Exerce des activités de lobbying visant à prendre en considération les enjeux du Commerce Équitable et en faire intégrer les règles par les pouvoirs publics ainsi que de parler d'une voix ferme et unique lors des négociations nationales et internationales.</p> <p>Sensibilisation du grand public Soutient aux actions locales</p> <p>Travaille sur la question du tourisme durable</p>	<p>http://www.commerceequitable.org/fra/index.php</p> <p>http://www.commerceequitable.org/fra/docs/charte_tourisme.pdf</p>

	Artisans du Monde				http://www.artisansdumonde.org/
	Manuel "Comprendre pour agir"	Artisans du Monde		Manuel pédagogique pour un engagement des jeunes dans la consommation responsable et le commerce équitable	http://www.artisansdumonde.org/actualite/communiquel7jan2006.htm
	Max Havelaar France			Certificateur de produits équitables	http://www.maxhavelaarfrance.org
	Campagne « 500 villes s'engagent pour le commerce équitable »	Max Havelaar France	Depuis mai 2002	L'objectif de la campagne est double : - Inciter les collectivités locales françaises à s'engager dans une politique globale de promotion du commerce équitable - Communiquer leur engagement afin qu'il ait valeur d'exemple pour les citoyens-consommateurs français.	http://www.maxhavelaarfrance.org/sengager/collectivite.htm
	Campagne « Fair(e) »	Max Havelaar France		Campagne de sensibilisation visant les entreprises.	http://www.maxhavelaarfrance.org/documents/sengager/depliant%20fair(e).pdf
	Big noise	Oxfam International	Avril 2002- décembre 2006	Pétition lancée par Oxfam International en avril 2002. Elle fait partie d'une campagne mondiale pour un commerce plus juste et est relayée dans le monde entier. En France c'est l'association Agir Ici qui coordonne les actions et la mobilisation citoyenne :	http://www.agirici.org/HTML/ACTIONS/ACTIONS_CAMP_VOIR.php?IdCampagne=65#ACTION http://www.commerceequitable.org/fra/actu_det.php?id=313
	Publication d'une fiche technique pour les porteurs de projets sur le commerce équitable	Privé Plate-Forme pour le commerce équitable et l'agence pour la création d'entreprises			http://www.apce.com/index.php?n=1&rubrique_id=500000000&type_page=IH&simple=1&mtc=commerce+%E9quitable&contenu_id=114282&tpl_id=32&simple=1#114282
	International Forum on solidary tourism and Fair Trade			Le prochain FITS (Forum International du Tourisme Solidaire et du Commerce Équitable) se déroulera au Chiapas (Mexique). Ce Forum mondial rassemble 600 projets de tourisme solidaire et du commerce équitable dans l'objectif de créer des synergies entre ses 2 activités issues d'une même démarche. 300 responsables de projets du tourisme solidaire et écologique venus de plus de 100 pays seront présents et participeront aux thèmes suivants: la production, la commercialisation, l'information, l'éthique, la faisabilité, les aménagements écologiques et la mise en réseau national	http://www.fits.chiapas.gob.mx/ingles.php

	groupe de travail international sur le tourisme durable.		Fév. 2006	la France a décidé de conduire un groupe de travail international sur le tourisme durable. Ce groupe de travail s'inscrit dans le cadre du « processus de Marrakech » (cf. annexe), qui vise à mettre en œuvre le cadre décennal de programmes sur la consommation et la production durable, décidé au Sommet de Johannesburg. (UN Marrakech Process on Sustainable Consumption and Production)	http://www.unep.fr/pc/sustain/reports/events/TOR_TF_tourisme_durable_FR_6fev.pdf http://rosinant.antenna.nl/scnet/FMPro?db=scnetnews%5f.fp3&-lay=web&-sortfield=type&-sortfield=sortno&-sortfield=titel&-op=eq&publish=yes&-op=cn&issue=59&-skip=1&-format=newsdetail.html&-max=1&-find
	Rapport du Député du Bas-Rhin au Premier ministre Jean-Pierre Raffarin «le Commerce équitable: 40 propositions pour soutenir son développement»	public	mai 2005	Analyse du contexte, de l'historique, et des règles du commerce équitable. Propositions (40) pour le développement du commerce équitable en France	http://www.artisansdumonde.org/docs/RapportCE-Herth2mai2005-part1.pdf http://www.artisansdumonde.org/docs/RapportCE-Herth2mai2005.pdf
	Adement à la loi en faveur des PME	public	Juillet 2005	« I. – Le commerce équitable s'inscrit dans la stratégie nationale de développement durable. « II. – Au sein des activités du commerce, de l'artisanat et des services, le commerce équitable organise des échanges de biens et de services entre des pays développés et des producteurs désavantagés situés dans des pays en développement. Ce commerce vise à l'établissement de relations durables ayant pour effet d'assurer le progrès économique et social de ces producteurs. « III. – Les personnes physiques ou morales qui veillent au respect des conditions définies ci-dessus sont reconnues par une commission dont la composition, les compétences et les critères de reconnaissance des personnes précitées sont définies par décret en conseil d'État. »	http://www.assemblee-nationale.fr/12/pdf/amendements/2381/238100609.pdf Devient l'article 60 de la loi http://www.ecologie.gouv.fr/IMG/pdf/LOI_20pme.pdf

				=> Sous-entend la création d'une commission nationale du développement durable, conforme à l'une des 40 propositions du Rapport	
Environnement	Ministère de l'écologie et du développement durable				http://www.ecologie.gouv.fr/sommaire.php3 http://www.ecoresponsabilite.ecologie.gouv.fr
	Création d'un groupe de travail sur l'utilisation des instruments économiques au service du développement durable.	Public (initiative du Ministère de l'écologie et du développement durable)	22 fév. 2006	L'objectif de ce groupe de travail est de faire des propositions pour développer l'utilisation de des instruments économiques en France et les rendre plus cohérents avec les objectifs environnementaux et les exigences en termes de croissance et de compétitivité, tout en respectant les contraintes européennes et internationales. Le groupe de travail rassemble des parlementaires, des élus locaux, des représentants des partenaires sociaux, d'associations de consommateurs et de protection de l'environnement, de l'administration, ainsi que des experts des questions économiques. Le groupe de travail remettra un rapport intermédiaire dans le courant de l'été 2006 afin d'indiquer au gouvernement les pistes dont la concrétisation lui semble réalisable à brève échéance. Un rapport complet sera ensuite remis aux ministres de l'économie et de l'écologie en janvier 2007. Abordera les thèmes : - la lutte contre le réchauffement climatique - la réduction des pollutions diffuses affectant la qualité de l'eau - l'amélioration de la qualité de l'air en milieu urbain ; - la protection de la biodiversité et des espaces naturels	http://www.ecologie.gouv.fr/article.php3?id_article=5217
	Consodurable	Initiative des ministres en charge de la consommation et du développement durable	Février 2004	A pour objet de créer et de gérer, dans un but d'intérêt général, un site Internet d'information des consommateurs sur les actions des entreprises en faveur du développement durable dans le secteur des produits de grande consommation.	http://www.ecologie.gouv.fr/article.php3?id_article=3883
	Groupe permanent d'étude des marchés « développement	Créé par Ministère de l'écologie et	Janvier 2004	Deux missions.	http://www.ecologie.gouv.fr/article.php3?id_article=3935

	durable, environnement » (GPEM/DDEN)	du développement durable		<p>D'une part, il propose à la Commission technique des marchés des clauses de cahiers des charges permettant l'intégration du développement durable et de la protection de l'environnement dans les marchés publics.</p> <p>D'autre part, il élabore des documents techniques d'aide à l'achat public favorables au développement durable et à la protection de l'environnement. Ces documents doivent être conçus de façon pragmatique et apporter des informations en toute sécurité juridique afin de mobiliser effectivement les acheteurs publics.</p>	
	Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)			<p>ADEME participe à la mise en oeuvre des politiques publique en matière d'environnement, d'environnement et de développement durable.</p>	<p>http://www2.ademe.fr/servlet/KBaseSHow?sort=-1&cid=96&m=3&catid=10139</p> <p>http://www.ademe.fr/anglais/vadefault.htm</p>
	Guide pour acheter et consommer mieux	ADEME		Comment devenir un éco-consommateur	http://www.ademe.fr/particuliers/Fiches/achet_et_conso/index.htm
	Exonération de taxe foncière sur les bâtiments neufs respectant des critères de qualité environnementale	publique		<p>Publié le 18 septembre 2005, un décret précise les critères environnementaux auxquels doivent répondre les bâtiments neufs afin d'être exonérés de taxe foncière pendant 15 ans suivant leur achèvement. Ces bâtiments doivent obtenir de la DDE un certificat attestant qu'ils respectent au moins 4 des 5 critères suivants :</p> <ol style="list-style-type: none"> 1) conception prenant en compte l'environnement et mise en oeuvre d'un système de management environnemental, 2) minimisation des nuisances et des déchets du chantier au cours de la construction, 3) consommation d'énergie pour le chauffage et l'ECS inférieure de 8 % à la consommation et niveau de bruit inférieur de 3 décibels au niveau réglementaire, 4) utilisation d'énergie et de matériaux renouvelables : <ul style="list-style-type: none"> - soit au moins 40 % de l'énergie nécessaire à leur consommation d'eau chaude sanitaire pour les immeubles ne comportant pas plus de deux logements et 30 % pour les autres, - soit au moins 15 % de l'énergie nécessaire à leur consommation de chauffage, à l'éclairage des parties communes et au chauffage de l'eau chaude sanitaire. <p>La quantité de matériaux renouvelables utilisés pour la construction doit représenter au moins 20 dm³/m² pour les bâtiments de 4 étages ou moins, et au moins,</p>	<p>http://www.admi.net/jo/20050918/BU/DF0520324D.html</p>

				Des normes internationales cadrent le développement et la mise en pratique des auto-déclarations : -ISO 14020 Etiquettes et déclarations environnementales - Principes généraux (juin 1998), -ISO 14021 Marquages et déclarations environnementaux - Auto-déclarations environnementales (Etiquetage de type II) (septembre 1999).	1&cid=96&m=3&catid=12927
	Soutien financier aux entreprises qui ont recours à une expertise extérieure pour réaliser l'évaluation environnementale de leurs produits	ADEME			http://194.117.223.129/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=12925
	Plan Environnement Collectivités (PEC)	ADEME		Outil opérationnel, simple et modulable, le PEC permet d'intégrer l'ensemble des actions environnementales dans l'organisation et le fonctionnement des collectivités. Il est conçu comme une succession d'étapes que les collectivités doivent franchir pour mettre en place le système de management environnemental qui leur convient spécifiquement.	http://194.117.223.129/servlet/getDoc?cid=96&m=3&id=28689&ref=13165
-packaging	Obligations réglementaires liées à la conception des emballages	public	1er janvier 2000	décret 98-638 du 20 juillet 1998 relatif à la prise en compte des exigences liées à l'environnement dans la conception et la fabrication des emballages	
-Waste reduction	Nouvelle politique des déchets	Public	Sept. 2005		http://www.ecologie.gouv.fr/article.php3?id_article=4862
	Campagne « Réduisons vite nos déchets, ça déborde »	Ministère de l'écologie et du développement durable et Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME)	Oct. 2005	Le principe d'abord : faire participer les Français à la gestion des déchets. Première priorité : la réduction de la production de déchets Deuxième priorité : le développement du recyclage. La sensibilisation au tri sera davantage encouragée.	http://www.ecologie.gouv.fr/article.php3?id_article=4722 utilise de matériel d'informaiton pour le grand public: http://www.reduisonsnosdechets.org http://www.ecologie.gouv.fr/emeddiat/stock_fichiers/DP_dechet.pdf

	Décret n° 92-377 du 1 avril 1992 portant application, pour les déchets résultant de l'abandon des emballages, de la loi n° 75-633 du 15 juillet 1975 modifiée (JO du 3/04/92), modifié par le décret n° 99-1169 du 21 décembre 1999 (JO du 30/12/99)				
	Décret n° 94-609 du 13 juillet 1994 portant application de la loi n° 75-633 du 15 juillet 1975 modifiée et relatif notamment aux déchets d'emballages dont les détenteurs ne sont pas les ménages (JO du 21/07/94)				
	Décision de la Commission du 3 mai 2000 (2000/532/CE) (JOCE du 6/09/00) établissant une liste de déchets, modifiée par les décisions de la Commission du 16 janvier 2001 (2001/118/CE) (JOCE du 16/02/01), du 22 janvier 2001 (2001/119/CE)(JOCE du 16/02/01) et du 23 juillet 2001 (2001/573/CE)(JOCE du 28/07/01)				
	Le décret n° 99-374 du 12 mai 1999 Relatif à la mise sur le marché des piles et des accumulateurs et à leur élimination, fixe les responsabilités de	public			

	chacun des acteurs, du producteur au consommateur				
	Mise en place d'une opération de sensibilisation à la collecte des piles et petits accumulateurs, avec distribution d'un million de cubes de collecte à destination des ménages	Privé Corepile (filiale de collecte et de recyclage des piles et accumulateurs en France)			
Energy consumption	LOI n° 2005-781 du 13 juillet 2005 de programme fixant les orientations de la politique énergétique				http://www.legifrance.gouv.fr/WAspad/UnTexteDeJorf?numjo=ECOX0400059L
	Programme National d'Amélioration de l'Efficacité Énergétique (PNAEE)	Adopté par le gouvernement	6 déc. 2000	La loi de finances pour 2005 a créé un crédit d'impôt dédié au développement durable et aux économies d'énergie. Destinée à renforcer le caractère incitatif du dispositif fiscal en faveur des équipements de l'habitation principale, cette mesure est désormais ciblée sur les équipements les plus performants au plan énergétique ainsi que sur les équipements utilisant les énergies renouvelables. Cette mesure a pour vocation une diffusion large des équipements énergétiques durables afin de contribuer à l'atteinte des objectifs ambitieux de la France en matière d'économies d'énergie et d'énergies renouvelables	http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=energie/developp/econo/be_econo.htm&gauche=energie/developp/econo/me_econo.htm&droite=energie/developp/econo/textes/credit-impot-2005.htm
	Politique nationale d'utilisation rationnelle de l'énergie			<p>Les grands axes de la politique énergétique française sont les suivants : maîtriser la demande d'énergie, diversifier les sources de production et d'approvisionnement technique, développer la recherche dans le secteur de l'énergie, assurer l'existence d'infrastructures de transport et de stockage d'énergie adaptées aux besoins de consommations.</p> <p>l'ADEME, travaille dans deux directions complémentaires :</p> <ul style="list-style-type: none"> - favoriser les économies d'énergies, notamment dans les secteurs relevant des usages quotidiens (logements, bureaux, commerces, et transports) où la consommation est importante ; - promouvoir les énergies renouvelables 	
	Programme Bois-énergie		2000-2006	Ce programme concerne toutes les régions françaises. encourage la poursuite du développement de chaufferies bois urbaines et	Accessible par http://www2.ademe.fr/servlet/KBaseS

				industrielles utilisant du bois ou d'autres ressources lignocellulosiques (paille, etc.) ainsi que la modernisation des conditions d'utilisation du bois-énergie sur le marché du chauffage domestique	how?sort=-1&cid=96&m=3&catid=15238
	Campagne « Faisons vite, ça chauffe ! »	ADEME		Campagne de mobilisation nationale sur la maîtrise de l'énergie et le changement climatique	http://www.ademe.fr/htdocs/actualite/campagne_energie04/grand_public/presentation.htm
	Espaces Info-Énergie	ADEME		L'ADEME a mis en place depuis 2001, en partenariat étroit avec les collectivités locales, un réseau d'information et de conseil de proximité sur l'efficacité énergétique et les énergies renouvelables. Le réseau INFO ENERGIE est constitué de 160 espaces et compte environ 300 conseillers au service du public.	http://www2.ademe.fr/servlet/KBaseSHow?catid=14246
	certificats d'économie d'énergie	Public		L'Etat impose aux fournisseurs d'énergie (électricité, gaz, GPL, Fioul, de chaleur et de froid) comme EDF ou Gaz de France, de réaliser des économies d'énergie sur une période donnée ou de les faire réaliser par leurs clients. Les fournisseurs sont libres de choisir les actions qu'ils vont entreprendre à cette fin : ils peuvent informer leurs clients sur les moyens à mettre en œuvre pour réduire leur consommation énergétique, entreprendre des actions de promotion en relation avec des distributeurs d'équipements, etc. S'ils parviennent à remplir leurs obligations dans le temps imparti, ils recevront des certificats attestant du volume d'économies réalisés. Sinon, ils devront s'acquitter d'une pénalité à verser au Trésor public.	http://www2.ademe.fr/servlet/KBaseSHow?sort=-1&cid=96&m=3&catid=13177 Réglementation relative à leur mise en œuvre : http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/cee-sommaire.htm
	Programme national : « Plan Soleil » Énergie solaire-thermique	public	2000-2006	Destiné à amplifier la diffusion de ces applications sur le terrain et à la soutenir par des aides publiques conséquentes. <i>Depuis le 1er janvier 2005, les aides de l'ADEME pour les applications individuelles (chauffe eau solaire individuel et système solaire combiné) ont été remplacées par un dispositif de type crédit d'impôt.</i> <i>Un grand nombre de Collectivités Territoriales (la quasi-totalité des Conseils régionaux, plusieurs Conseils généraux et Communes), ont décidé de s'associer à cette politique de soutien, et compléteront maintenant le bénéfice fiscal lié au crédit d'impôt.</i>	http://www2.ademe.fr/servlet/KBaseSHow?sort=-1&cid=96&m=3&catid=15211
	L'amortissement exceptionnel pour investissements destinés à économiser l'énergie	public		Afin d'inciter les entreprises des secteurs de l'industrie et du tertiaire à améliorer l'efficacité énergétique, conformément aux dispositions de l'article 39 AB du code général des impôts, les matériels destinés à économiser l'énergie et les équipements de production d'énergies renouvelables peuvent faire l'objet d'un	http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/cee-sommaire.htm

				amortissement exceptionnel sur 12 mois avant le 1er janvier 2007.	no/textes/credit-impot-2005.htm Arrêté qui fixe la liste des matériels éligibles: http://www.legifrance.gouv.fr/WAspad/UnTexteDeJorf?numjo=BUDF0500053A
	Les aides aux véhicules électriques, au gaz naturel (GNV) ou au gaz de pétrole liquéfié (GPLc).	public		Aide à l'acquisition Les exonérations des taxes TIPP et de TICGN Pour certaines utilisations, les huiles minérales, le gaz naturel et le gaz de pétrole liquéfié peuvent faire l'objet d'une exonération de la taxe intérieure (TIPP ou TICGN).	http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/credit-impot-2005.htm http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/credit-impot-2005.htm
	TVA à taux réduit de 5,5%			La taxe sur la valeur ajoutée est perçue à taux réduit sur les travaux d'amélioration, de transformation, d'aménagement et d'entretien des locaux à usage d'habitation achevés depuis plus de 2 ans.	http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/credit-impot-2005.htm
	Crédit d'impôt L'objectif est de promouvoir les produits ayant les meilleures performances énergétiques et de faire évoluer la qualité des produits mis sur le marché			La loi de finances 2005 a mis en place un crédit d'impôt dédié au développement durable et aux économies d'énergie. Destinée à renforcer le L'objectif est de promouvoir les produits ayant les meilleures performances énergétiques et de faire évoluer la qualité des produits mis sur le marché caractère incitatif du dispositif fiscal en faveur des véhicules moins polluants et pour l'habitation principale, sur les équipements les plus performants au plan énergétique ainsi que sur les équipements utilisant les énergies renouvelables. La loi de finances 2006 a renforcé certaines mesures prévues initialement : • Pour les véhicules moins polluants en augmentant les montants du crédit d'impôt.	http://www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=96&m=3&catid=15971 Détails relatifs au crédit d'impôt et dispositions réglementaires: http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/developp/econo/be_eco.htm&gauche=/energie/developp/econo/me_eco.htm&droite=/energie/developp/econo/textes/credit-impot-2005.htm Conditions d'obtention et mode de

				<ul style="list-style-type: none"> • Pour l'habitation principale en renforçant les taux du crédit d'impôt et rendu éligibles de nouveaux équipements. 	calcul: http://alize.finances.gouv.fr/dgiboi/boi/2005/5FPPUB/textes/5b2605/5b2605.htm
	AGRICE	L'ADEME via le Département Bioressources, est le coordinateur du programme AGRICE. Elle assure la gestion et le suivi des actions de recherche et développement		<p><i>AGRICE, (Agriculture pour la Chimie et l'Énergie), est un Groupement d'Intérêt Scientifique qui a pour objet l'animation, le financement, le suivi et l'évaluation de programmes de recherche et développement portant sur les nouvelles valorisations des produits et coproduits d'origine agricole dans les domaines de l'énergie, de la chimie et des matériaux.</i></p> <p><i>AGRICE a été fondé en 1994 par les ministères chargés de l'Agriculture, de l'Environnement, de l'Industrie, de la Recherche, avec la collaboration de l'ADEME. Une première convention fondatrice est arrivée à terme en 2000. Suite à un audit d'évaluation, les ministères impliqués dans AGRICE ont décidé de renouveler le groupement pour une durée de 6 ans.</i></p>	http://www.ademe.fr/partenaires/agricole/index.htm
	Politique de développement des énergies renouvelables				http://www.industrie.gouv.fr/energie/renou/fle_ren.htm
	Mise en œuvre de la DIRECTIVE 2001/77/CE DU PARLEMENT EUROPÉEN ET DU CONSEIL du 27 septembre 2001 relative à la promotion de l'électricité produite à partir de sources d'énergie renouvelables sur le marché intérieur de l'électricité	public			http://www.industrie.gouv.fr/energie/renou/fle_ren.htm
	Circulaire relative à l'énergie éolienne terrestre	public		Afin de faciliter le développement de l'énergie éolienne, la Ministre de l'Écologie et du Développement durable, le Ministre de l'Équipement, des Transports, du Logement, du Tourisme et de la Mer et la ministre déléguée à l'Industrie ont adressé aux préfets une circulaire leur donnant des instructions en ce sens.	http://www.industrie.gouv.fr/energie/renou/fle_ren.htm
	Les énergies renouvelables en France : les principaux		Juin 2005		http://www.industrie.gouv.fr/cgi-bin/industrie/frame23e.pl?bandeau=/energie/statisti/be_stats.htm&gauche=/

	résultats en 2004				energie/statisti/me_stats.htm&droite=/energie/statisti/se_stats10.htm
	DIRECTIVE 2005/32/CE DU PARLEMENT EUROPÉEN ET DU CONSEIL du 6 juillet 2005 établissant un cadre pour la fixation d'exigences en matière d'écoconception applicables aux produits consommateurs d'énergie et modifiant la directive 92/42/CEE du Conseil et les directives 96/57/CE et 2000/55/CE du Parlement européen et du Conseil	public		Directive établissant un cadre pour la fixation d'exigences en matière d'éco-conception applicables aux produits consommateurs d'énergie.	http://europa.eu.int/eur-lex/lex/LexUriServ/site/fr/oj/2005/l_1_91/l_1_19120050722fr00290058.pdf

Appendix 3: UK Programs

Policy Area	Name	Public/Private	Date	Description	Contact
Fair Trade	<p data-bbox="327 378 592 448">UK Department for International Development (DFID)</p> <p data-bbox="327 597 592 643">Promoting fairtrade tourism in South Africa</p>			<p data-bbox="903 402 1545 472">The Department for International Development (DFID) is the part of the UK Government that manages Britain's aid to poor countries and works to get rid of extreme poverty.</p> <p data-bbox="903 513 1535 605">DFID is helping Fair Trade Tourism South Africa to promote the concept and principles of fair trade in the South African tourism industry so that communities and workers benefit and in turn the industry is more sustainable.</p> <p data-bbox="903 646 1520 738">The trademark is awarded to tourism businesses in South Africa that adhere to criteria such as fair wages and working conditions, fairness in operations, purchasing and distribution of benefits, ethical business practice and respect for human rights, culture and environment.</p>	<p data-bbox="1570 402 1877 423">http://www.dfid.gov.uk/default.asp</p> <p data-bbox="1570 573 1877 618">http://www.dfid.gov.uk/casestudies/files/africa/southafrica-tourism.asp</p>

	Fair Trade town		2006)	<p>May 2000, Garstang in Lancashire declared itself 'the world's first Fairtrade Town'. The campaign caught the imagination of local people, the interest of politicians, and made headlines across the north-west – not to mention hugely raising awareness of the FAIRTRADE Mark in the area.</p> <p>March 2005 sees the declaration of the 100th Fairtrade Town.</p> <p><u>Fairtrade Town Goals and Action Guide</u></p>	<p>http://www.fairtrade.org.uk/get_involved_fairtrade_towns.htm</p> <p>http://www.fairtrade.org.uk/downloads/pdf/fairtrade-towns.pdf</p>
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	Consumers International		<p><i>Publication date: 8 Feb 2006</i></p> <p><u>Big coffee brands must not mislead consumers</u></p> <p>The world federation of consumer organisations, Consumers International (CI), warns today that the current explosion of consumer demand for certified coffees such as Fair Trade is in danger of being exploited by big coffee companies, who still show little interest in the long-term sustainability of coffee production.</p> <p><u>Wake up and smell the certified coffee! Governments and industry must help consumers make a sustainable difference</u></p> <p>Consumers International (CI) and the International Institute for Environment and Development (IIED) are calling on governments, retailers and the mainstream coffee industry to support the growing consumer demand for certified coffees such as Fair Trade, Organic, Rainforest Alliance and Utz Kapeh.</p> <p><i>Publication date: 26 Jan 2006</i></p>		<p>http://www.consumersinternational.org/Templates/News.asp?NodeID=94997&int1stParentNodeID=89648&int2ndParentNodeID=89663</p>
Environment	<p>Sustainable Development Unit (SDU)</p> <p>Sustainable Development Commission</p>	public		<p>The Sustainable Development Unit (SDU) is situated within the <u>Department for Environment, Food and Rural Affairs (Defra)</u>.</p> <p>To embed, monitor and report on sustainable development across Whitehall and the UK. Their work includes the development of a UK strategy to set out how government facilitate the delivery of sustainable development. They also sponsor the <u>Sustainable Development Commission</u>, an advisory Non-Departmental Public Body,</p>	<p>http://www.sustainable-development.gov.uk/about/index.htm</p> <p>http://www.sd-commission.org.uk/</p>

	Sustainable Consumption Roundtable			The Roundtable is charged with building wide ownership of sustainable consumption, and producing practical advice to Government for actions and policies to create a shift to more sustainable lifestyles	http://www.sd-commission.org.uk/pages/consumption.html
	Sustainable Development Strategy « Securing the Future » UK Government Sustainable Development Framework indicators <u>'Changing Patterns'</u>	Public public	Mars 2005 Sept. 2003	<p>Sustainable Consumption and Production (SCP) is an important area for the UK. It is one of the four priority areas for UK action set out in the new Sustainable Development Strategy <u>Securing the Future</u> published in March 2005. Chapter 3 '<u>One Planet Economy</u>' sets out our strategy for moving the SCP agenda forward. It is based around a range of activity, including through measures to promote:</p> <ul style="list-style-type: none"> • Better products and services, which reduce the environmental impacts from the use of energy, resources, or hazardous substances • Cleaner, more efficient production processes, which strengthen competitiveness, and • Shifts in consumption towards goods and services with lower impacts. <p>Sustainable Development Strategy takes account of new policies since 1999, and it highlights the renewed international push for sustainable development from the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002. The lead Department, Defra, chairs a Programme Board to oversee delivery of the Strategy, but all UK Departments share responsibility for making sustainable development a reality.</p> <p>The table gives a summary of assessments for the 20 UK sustainable development strategy Framework indicators. These give an overview of sustainable development and highlight priority areas shared across the UK.</p> <p>The table below gives a summary of assessments for the other 48 (non-Framework) indicators supporting the UK Government Sustainable Development Strategy.</p> <p>Regional versions of the UK Government's indicators of sustainable development were published here on 13 December 2005 to help provide a perspective of sustainable development in each region.</p> <p>This was the first major statement from a Government on Sustainable Consumption and Production since WSSD. Changing Patterns was led</p>	<p>http://www.defra.gov.uk/environment/business/scp/</p> <p>Chapter 3 on sustainable consumption: http://www.sustainable-development.gov.uk/publications/pdf/strategy/Chap%203.pdf</p> <p>http://www.sustainable-development.gov.uk/publications/uk-strategy/index.htm</p> <p>http://www.defra.gov.uk/environment/business/scp/</p> <p>http://www.sustainable-development.gov.uk/progress/framework/index.htm</p> <p>http://www.sustainable-development.gov.uk/progress/framework/otherinds.htm</p> <p>http://www.sustainable-development.gov.uk/regional/index.htm</p> <p>http://www.defra.gov.uk/environment/business/scp/pdf/changing-patterns.pdf</p>

				jointly by Defra and DTI and provides a framework to take forward a very broad, ambitious and challenging agenda now set out in more detail in Securing the Future.	
	'Are You Doing Your Bit?' Campaign			Campaign to Stimulate Public Action to Protect the Environment	(1996-2000) http://www.oecd.org/dataoecd/29/19/2397715.pdf Let's do more in 2004 http://www.doingyourbit.org.uk/
	Environment Direct			Environment Direct will be a new environmental information service for consumers. It will provide simple information and advice about the impacts of goods and services. They expect to launch the project in late 2006.	http://www.defra.gov.uk/environment/consumerprod/index.htm
	Sustainable Procurement Task Force	public	May 2005	Sustainable Procurement Task Force is charged with drawing up an <u>action plan</u> by April 2006 to bring about a step-change in sustainable public procurement so that the UK is among the leaders in the EU by 2009. The Action Plan should set out how to: -Avoid adverse environmental impacts arising on the government estate and in the supply-chain. -Make more efficient use of public resources. -Stimulate the market to innovate and to produce more cost effective and sustainable options for all purchasers. -Set an example for business and the public and demonstrate that government and the wider public sector is serious about sustainable development.	http://www.sustainable-development.gov.uk/government/task-forces/procurement/index.htm
	Centre for Sustainable Consumption	private	1996	The Centre for Sustainable Consumption was established to respond to the need for greater understanding of issues relating to the environmental impact of consumption. Our research focuses on consumer behaviour and the environmental impact of household goods.	http://www.shu.ac.uk/research/csc/

<p>▪ packag</p>	<p>Advisory Committee on Packaging (ACP)</p>	<p>public</p>	<p>1996</p>	<p>The Advisory Committee on Packaging (ACP) advise Government on the drafting of Regulations implementing parts of the EC Directive on Packaging and Packaging Waste 94/62/EC.</p>	<p>http://www.defra.gov.uk/environment/waste/topics/packaging/acp/index.htm</p>
	<p>The Producer Responsibility Obligations (Packaging Waste) Regulations 2005</p>	<p>public</p>	<p>On 1 January 2006 (came into force)</p>	<p>The 2005 Packaging Regulations consolidate the original 1997 Regulations with all of the subsequent amending Statutory Instruments and they also incorporate the changes made to the Regulations in 2005 as a result of public consultation.</p> <p>The packaging Regulations place obligations on certain businesses who satisfy two threshold tests to recover and recycle specified tonnages of packaging waste each year. The amount each business has to recover is determined by three factors:</p> <p>The amount of packaging the business handles;</p> <ul style="list-style-type: none"> • The business recovery and recycling targets for the year; • The activity the business carries out on packaging. <p>Each year there are recovery and recycling targets for UK businesses to meet which are designed to enable the UK to meet the recovery and recycling targets in the Packaging and Packaging Waste Directive by 31 December 2008 as required.</p> <p>However, more still needs to be done to reduce the amount of packaging that is produced in the first place. The industry-led Advisory Committee on Packaging (ACP) is working with a range of industry representatives to find solutions to this problem.</p>	<p>http://www.opsi.gov.uk/si/si2005/20053468.htm</p> <p>http://www.defra.gov.uk/environment/waste/topics/packaging/faq.htm</p>
	<p><u>Packaging Waste Booklet 2006</u> The Producer Responsibility Obligations (Packaging Waste) Regulations 2005 <i>Is your business complying?</i></p>			<p>The Department launched on 17 January 2006 a new summary booklet to accompany the new consolidated Producer Responsibility Obligations (Packaging Waste) Regulations 2005. The booklet summarises the provisions in the Regulations including the new provisions, such as the extension of obligations to lessors and franchisors and it provides readers with an overview of the Regulations.</p>	<p>http://www.defra.gov.uk/environment/waste/topics/packaging/pdf/packagewaste06.pdf</p>

<p>▪ Waste</p> <p>Reduction</p>	<p>Business Resource Efficiency & Waste Programme (BREW)</p>	public	April 2005	<p>BREW ensures that the additional Landfill Tax will not only incentivise businesses to reduce the amount of waste they send to landfill, but will also assist them in developing ways to achieve this. This will mostly be through developing and expanding existing programmes that have already proven successful.</p> <p>Overall funding for the second and third years of the programme will be £95 million for 2006/7 and £146 million for 2007/8.</p>	<p>http://www.defra.gov.uk/environment/waste/brew/</p> <p>http://www.defra.gov.uk/environment/waste/brew/future.htm</p>
	<p>Envirowise</p>	public		<p>Envirowise offers advice to help companies become more resource efficient by identifying where waste production can be minimised and cost-savings made. Envirowise services are free of charge and are completely confidential.</p> <p>The programme wants to extend its reach to give more businesses access to their services. The additional £12 million funding from the BREW programme will go a long way to achieving that aim. Their free services to businesses include:</p> <p>The Environment and Energy Helpline (0800 585 794): The Helpline is a first port of call for advice on waste minimisation and environmental legislation, and the first point of contact with Envirowise. A dedicated team of experts provides free advice for UK businesses.</p> <p>The helpline is complemented by the Envirowise website. The site provides a comprehensive selection of waste and environmental resources, including news and information on legislation, events and local organisations as well as a wide range of resource efficiency publications, tools and resources.</p>	<p>http://www.defra.gov.uk/environment/waste/brew/factsheets.htm</p> <p>www.envirowise.gov.uk</p>
	<p>Waste Resources Action Programme's (WRAP)</p>			<p>Funded by government to promote resource efficiency, the WRAP particular focus is on creating stable and efficient markets for recycled materials and products and removing the barriers to waste minimisation, re-use and recycling.</p>	<p>http://www.defra.gov.uk/environment/waste/brew/factsheets.htm</p> <p>http://www.wrap.org.uk/</p>

	<p>Market Transformation Programme (MTP)</p>		<p>Engagement with business is core to MTP's approach to product policy development. MTP, who have been awarded £2m, develop forward-looking market projections and action plans on technological, market and policy developments. These are developed in open consultation with business, consumers, experts and policy makers to identify which product trends represent the greatest risk to our environment and opportunities to avoid these impacts. Identify the key issues that affect the resource efficiency of products, systems and services. Businesses can get involved in the following ways:</p> <p>Product design and procurement strategies - MTP is developing an extensive set of product standards and product performance database, providing off-the-shelf product specifications at Minimum, Average, Best Practice and Best in Class levels in the market today, and looking ahead, to see how product standards may develop over time. Business can use this information to inform their product procurement and design strategies.</p> <p>Informing product policy - Manufacturers and designers, service and systems providers, retailers and supply chain agents having a business interest in traded goods are encouraged to inform policy development through active participation with our product policy managers.</p>	<p>http://www.defra.gov.uk/environment/waste/beer/factsheets.htm</p> <p>http://www.mtprog.com/</p>
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	Sustainable Development The Government's approach - delivering UK sustainable development	public		National objectives/targets: <ul style="list-style-type: none"> ▪ To recover value from 45% of municipal waste and to recycle or compost 30% of household waste by 2010. • To reduce landfill for industrial and commercial waste to 85% of the 1998 level by 2005. 	http://www.sustainable-development.gov.uk/what/priority/sustainable-communities/environmental/environmental8.htm
	Waste strategie 2000	Public	May 2000	Is under Review <p>On 14 February 2006 Defra issued a consultation document as a further part of the Strategy Review.</p> <p>The consultation document sets out the progress made since 2000 in meeting the Government's objective and implementing its policies with respect to waste. It consults on proposals for a revised strategy and the policies for implementing it. The document is supported by a partial Regulatory Impact Assessment and an Environmental Report.</p> <p>The public consultation will close on 9 May 2006.</p> <p>For Actions since 2000 see p. 6</p> <p>For Barriers to acheiving Targets and onbectives see p. 9</p>	http://www.defra.gov.uk/environment/waste/strategy/cm4693/ http://www.defra.gov.uk/environment/waste/strategy/review/index.htm http://www.ciwm.co.uk/mediastore/FILES/12157.pdf Recent reports of Chatered Institution of Waste Management http://www.ciwm.co.uk/pma/2224
	NATIONAL WASTE STRATEGY FOR ENGLAND 2005 REVIEW LESSONS LEARNED REPORT		March 2005		

	AND POSITION STATEMENT (Chartered Institution of Waste Management)				
	Review of the Voluntary and Community Waste Sector in England		Dec. 20, 2005	The voluntary and community waste sector in England (CWS) makes a significant contribution to the achievement of waste reduction, reuse and recycling both through its involvement in the delivery of services and through its educational and campaigning activities on waste issues.	http://www.defra.gov.uk/environment/waste/strategy/pdf/communityreview.pdf
	Proposals for the implementation of the WEEE Directive (EC Directive on Waste Electrical and Electronic Equipment) (WEEE)	public	Dec. 2005	It also reflects the Government's commitment to implementing the Directive in the UK in a way that maximises the environmental benefits associated with the Directive and minimises the costs to business. The review will be undertaken by a cross Departmental team and will be followed by a full consultation exercise in the spring before the main provisions of the Directive are transposed into UK law. DTI is already working with Local Authorities to agree the practical arrangements for meeting this new burden and has already agreed that payment for costs incurred in 2005/06 will be included in the annual settlement figure for 2006/07	http://www.defra.gov.uk/environment/waste/topics/electrical/index.htm http://www.dti.gov.uk/sustainability/weee/WEEE_Review_Letter_December05.pdf
	CA Site WEEE Capacity in the UK An Assessment of the Capacity of Civic Amenity Sites in the United Kingdom to Separately Collect Waste Electrical and Electronic Equipment				http://www.defra.gov.uk/environment/waste/topics/electrical/pdf/weee-casite.pdf
	Mailing Preference Service (MPS)	private		Free service set up 20 years ago and funded by the direct mail industry to enable consumers to have their names and home addresses in the UK removed from or added to lists used by the industry.	http://www.mpsonline.org.uk/mpsr/
	Waste online By Waste Watch	private		Website that provides information on sustainability, resources use, and waste issues to many stakeholders.	http://www.wasteonline.org.uk/
Recycling	Voluntary producer responsibility agreements to increase the recycling of newspapers, direct mail and	public		<u>Newspaper</u> The Government and the Newspaper Publishers Association (NPA)	http://www.defra.gov.uk/environment/waste/topics/paper.htm

	<p>magazines</p>		<p>reached a voluntary agreement in April 2000 to increase the recycled content of newsprint. The NPA agreed to the following targets for the industry:</p> <ul style="list-style-type: none"> • 60% by the end of 2001 • 65% by the end of 2003 • 70% by the end of 2006 <p>Recycled content was 63.5% by the end of 2001 and 68.6% by the end of 2003.</p> <p><u>Direct mail and promotions material</u></p> <p>About 5.4 billion items of direct mail are sent out every year.</p> <p>This includes:</p> <ul style="list-style-type: none"> • Direct mail - advertising messages individually addressed • Door-to-door - unaddressed advertisements posted by hand • Inserts - advertising material in magazines and newspapers <p>The Direct Mail Association (DMA), which represents about 900 members involved in the direct mail and promotions industry, signed an agreement with Government in July 2003 to raise recycling levels to:</p> <ul style="list-style-type: none"> • 30% by the end of 2005 • 55% by the end of 2009 • 70 percent by the end of 2013 <p>In 2003 only about 13% of direct mail was recycled. The DMA has also pledged to:</p> <ul style="list-style-type: none"> • Work with local authorities to promote kerbside collections of paper to be recycled, and to make sure the collections have the capacity to meet recycling targets; • Make sure its members use recycled paper for their mail-outs, and avoid using materials which might cause problems with the recycling process (e.g. glue); 	
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				<ul style="list-style-type: none"> Help cut down on waste by improving the targeting of direct mail campaigns and by publicizing services such as the Mail Preference Service, which enables people to stop direct mail being sent to <u>them</u>. <p><u>Magazines</u></p> <p>On 17 November 2005 Defra signed a voluntary agreement with the Periodical Publishers Association (PPA), which represents 90% (by turnover) of all magazine publishers in the UK, to raise recycling levels of post-consumer magazines to:</p> <ul style="list-style-type: none"> 50% by 2007 60% by 2010 70% by 2013 	
	HEADS OF AGREEMENT BETWEEN DEFRA AND PPA ON INCREASING POST-CONSUMER MAGAZINE RECYCLING	public		<p>Agreement to promote an increase in the collection and recycling of post-consumer magazines.</p> <p>Defra and PPA have agreed targets for recycling of post-consumer magazines (by weight of waste post-consumer magazines arising). The targets are:</p> <ul style="list-style-type: none"> - 50% by end of 2007; - 60% by end of 2010; - 70% by end of 2013. 	http://www.defra.gov.uk/environment/waste/topics/agreement-ppa.pdf
	Farm Plastics Collection and Recovery Programme			<p>Programme of work to look at how farm plastic waste can best be collected and recovered. This programme of work will feed into the development of a producer responsibility scheme for the collection and recovery of farm plastics which is currently being developed by Government. The proposal submitted by the <u>Recovery, Re-use and Recycling Sub-Group</u> of the AWSF, outlines the main objectives of the BREW project</p>	<p>http://www.defra.gov.uk/environment/waste/agforum/subgroups/farmplastics/index.htm</p> <p><u>Terms of Reference</u> (ratified by the board in novembre 2005)</p> <p>http://www.defra.gov.uk/environment/waste/agforum/meetings/2006/pdf/tor060126.pdf</p>
Energy Consumption	"Energy Efficiency: The Government's Plan for Action"	public	26 April 2004	<p>Sets out in detail how the energy efficiency strategy in the White Paper will be delivered. The package of policies and measures in the Action Plan will lead to a reduction in carbon emissions of over 12 million tonnes per year by 2010.</p>	http://www.defra.gov.uk/environment/energy/review/index.htm
	The Government's Strategy for Combined		April 2004	<p>Combined Heat and Power (CHP) is a fuel-efficient energy technology that, unlike conventional forms of power generation, puts to use the by-</p>	http://www.defra.gov.uk/environment

	Heat and Power to 2010			product heat that is normally wasted to the environment. CHP can increase the overall efficiency of fuel use to more than 75%, compared with around 40% from conventional electricity generation. Furthermore, because it often supplies electricity locally, CHP can also avoid transmission and distribution losses.	ent/energy/chp/index.htm#measures http://www.defra.gov.uk/environment/energy/chp/pdf/chp-strategy.pdf
	UK fuel poverty strategy 'Fuel Poverty in England: The Government's Plan for Action'	public	Nov 2001 Nov. 2004	Fuel poverty - where a household cannot afford to keep warm - damages the health of those living in cold homes and affects their quality of life. The old, children, and those who are disabled or have a long-term illness are especially vulnerable. The main cause of fuel poverty in the UK is a combination of poor energy efficiency in homes and low incomes.	http://www.defra.gov.uk/environment/energy/fuelpov/index.htm
	Carbon Trust			The Carbon Trust is an independent company funded by Government. Its role is to help the UK move to a low carbon economy by helping business and the public sector reduce carbon emissions now and capture the commercial opportunities of low carbon technologies. The Carbon Trust has been allocated £3m to accelerate existing programmes that provide a range of free services to businesses in England, helping them to improve their carbon efficiency, as well as encouraging and supporting the development and deployment of new more efficient products and technologies on to the market.	http://www.defra.gov.uk/environment/waste/brew/factsheets.htm http://www.thecarbontrust.co.uk/carbontrust/
	The National Industrial Symbiosis Programme (NISP)	Business led initiative	April 2005	Industrial Symbiosis aims to create resource efficiency by identifying and implementing synergies and linkages between different industries that will lead to previously unwanted or low value output resources, which cannot be avoided in an economically feasible manner, to become useful and competitively priced inputs for others. NISP is a well established resource efficiency and waste minimisation programme with in excess of 500 industry members nationally.	http://www.defra.gov.uk/environment/waste/brew/factsheets.htm http://www.nisp.org.uk/
	Defra has produced a leaflet on energy labels for consumers and guidance notes for businesses and enforcement authorities -Energy Labels: Helping you make the right choice		Sept. 2005	This leaflet explains the mandatory EU energy labelling scheme	http://www.defra.gov.uk/environment/consumerprod/energylabels/energylabel.pdf http://www.defra.gov.uk/environment/consumerprod/mtp/guidance-notes.pdf

	<u>-Guidance notes on the various energy information regulations relating to the energy labelling of household products</u>				
	Directive for the Eco-design of Energy Using Products (EuP) - Directive 2005/32/EC	public	adopted on 6 July 2005	See the <i>Europe Template</i> The target timetable for the UK to transpose the framework directive into UK law is as follows: <ul style="list-style-type: none"> • Formal UK consultation on draft Statutory Instrument and Regulatory Impact Assessment to start September 2006 • If needed, second formal Consultation in early March 2007 • Implementation by August 2007 	http://www.mtprog.com/approvedbriefingnotes/BriefingNoteTemplate.aspx?intBriefingNoteID=389
	Energy Saving Trust	Non-profit organisation funded by government and private sector	in 1992	Encourage energy efficiency and the integration of renewable energy sources into the economic fabric of our society.	http://www.est.org.uk/aboutest/what/
	Review of the UK Climate Change Programme		was launched on 15 September 2004	The revised CCP will be published in early 2006, which will allow the outcome of the Pre Budget Report to be taken into account	http://www.defra.gov.uk/environment/climatechange/uk/ukccp/review.htm

Appendix 4: US Programs

Policy/Initiative Area (Fair Trade, Environment (packaging, waste reduction), Social Economy, Energy, Recycling)	Policy/initiative Name	Policy/Initiative Type – private, public (break public into 1. mandatory 2. incentive based (tax rebates, etc) and 3. programmatic (ex. funding for projects)	Date implemented	Description (history, targets, instruments used, any other highlight)	URL or other contact point
Social Economy General	(SDP) Sustainable Development Partnerships	Voluntary private-public partnerships	-	US government's sustainable development partnerships (voluntary partnerships w/ foreign gov'ts, international orgs, NGOs, academia, private sector) to promote economic growth, social development & environmental stewardship) Geared towards helping developing countries	www.sdp.gov
General	SDP – sustainable consumption & product development	-	-	Selected Examples of United States Efforts To Promote Sustainable Consumption and Production: Sustainable Consumption and Product Development	http://www.sdp.gov/sdp/52430.htm
Environment - Pollution prevention Green procurement	Environmentally Preferable Purchasing - US EPA	Public, for he government itself, mandatory	EPP: 1993 FAR: 1997 E.O. 13101: 1998	federal-wide program that encourages and assists Executive agencies in the purchasing of environmentally preferable products and services. All federal procurement officials are required to assess and give preference to those products and services that are environmentally preferable.	http://www.epa.gov/oppt/epp/ see PDF <i>Executive order 13101</i> and <i>Word Fed Acquisition Reg.</i> See “success stories”: http://www.epa.gov/oppt/epp/public/ppg/toc.htm See “milestones” : http://www.epa.gov/oppt/epp/public/about/milestones.htm See list of pilot projects: PDF <i>EPP Pilot projects</i>
Environment	Sector Strategies - US EPA	Public, collaborative/facilitative, for 12 sectors of industry		Sector-based programs are an established mechanism to help many companies or other regulated entities achieve high environmental standards using flexible, voluntary approaches. They promote widespread environmental stewardship and EMS use. They help expand regulatory flexibility from facility-specific pilots to sector-wide outcomes. They accurately define “customer” assistance needs. They build partnerships that embrace innovations from trade associations, states, and communities.	http://www.epa.gov/sectors/program.html see PDF <i>ssp-brochure</i> and <i>Performance Report 2004</i> see other “setor” programs: http://www.epa.gov/sectors/otherprograms.html
Environment Transport	SmartWay Transport Partnership	Public, programmatic		Voluntary collaboration b/w US EPA & the freight industry designed to increase energy efficiency while significantly reducing greenhouse	www.epa.gov/smartway/

Energy efficiency	- US EPA	(development of innovative financing options for purchase of devices that save fuel & reduce emissions)		gases and air pollution	
Environment Waste reduction Recycling	Resource Conservation Challenge	Public, programmatic Mostly voluntary (public-private) partnerships, artnerships with municipalities, Resources for consumers, guide to “easy steps”, contests for schools/universities , etc.		National effort to conserve natural resources & energy by managing materials more efficiently. Goals: 1)prevent pollution promote reuse & recycling, 2) reduce priority & toxic chemicals in products and waste, 3) conserve energy & materials. 4 “National Priorities”	PDF in Trend Reports http://www.epa.gov/rcc/ see RecycleMania: http://www.recyclemaniacs.org/ Municipal Solid Waste Recycling: http://www.epa.gov/epaoswer/osw/conserve/priorities/msw.htm Beneficial Use of Secondary Materials: http://www.epa.gov/epaoswer/osw/conserve/priorities/bene-use.htm Priority & Toxic Chemical Reduction: http://www.epa.gov/epaoswer/osw/conserve/priorities/chemical.htm Green Initiatives – Electronics: http://www.epa.gov/epaoswer/osw/conserve/priorities/green.htm
	Government Performance and Results Act		1993	Holds federal agencies accountable for using resources wisely and achieveing program results – including re environmental & sustainability goals.	See Word <i>Gov Results & Perf Act</i> http://www.whitehouse.gov/omb/mgmt-gpra/gplaw2m.html
Environment Pollution prevention	Design for the Environment - US EPA	Voluntary public-private partnership	Early 1990s	DfE partners with a wide variety of industry sectors that share a common goal: development of cleaner, safer, and cheaper processes and technologies. DfE offers a variety of tools & services to the industry to reach these goals.	http://www.epa.gov/df/
Environment Water	Water 2025	Public, programmatic & incentive (grants for 50/50 funding of projects)		Water 2025 encourages voluntary water banks and other market-based measures, technological improvements for water conservation and efficiency, and the removal of institutional barriers to increased cooperation and collaboration among federal, state, tribal, and private organizations. Water 2025 also concentrates existing federal financial and technical resources in key western watersheds and in critical research and development, such as water conservation and desalination, which will help to predict, prevent, and alleviate water supply conflicts.	http://www.doi.gov/water2025/ Water 2025 Status Report (August 2005) (web only): http://www.doi.gov/water2025/reports/pc1.html See also PDF <i>Water2025grants map 2004-05</i>

Energy	ENERGY STAR	Government(EPA)-backed program Also backed by governments across the globe (Australia, Canada, EU, Japan, New Zealand, Taiwan,	1992	Voluntary label Partnership w/ +8000 private & public sector organizations ES delivers technical information & tools orgs & consumers need to choose energy-efficient solutions & best management practices. ES has delivered energy & cost savings across the country, about US\$10 billion in 2004 Label started with computers & electronics, now applied to appliances, buildings, and everything in between.	www.energystar.gov see PDF <i>ES Annual report 2004</i>
Energy efficiency Social economy	Weatherization Assistance Program	Public, incentive-based Partnerships between federal, state and county(municipal) gov, and weatherization work crews (private or NGO orgs)		The WAP enables low-income families to permanently reduce their energy bills by making their homes more energy efficient. It is this country's longest running energy efficiency program. During the last 27 years, the U.S. Department of Energy 's (DOE) Weatherization Assistance Program has provided weatherization services to more than 5.3 million low-income families Through this program, weatherization service providers install energy efficiency measures in the homes of qualifying homeowners free of charge DOE provides funding and technical guidance to the states, but the states run their own programs and set rules for issues such as eligibility	http://www.eere.energy.gov/weatherization/ see PDF <i>WPN04-1</i> for Grant Guidelines, <i>WxRule</i> for federal law authorizing the WAP under DOE
Social economy	Advancing Environmental Justice through Pollution Prevention		June 2003	Report answering the question: How can EPA promote innovation in the field of pollution prevention, waste minimization, and related areas to more effectively ensure a clean environment and quality of life for all people, including low-income, minority, and tribal communities?	See PDF <i>p2-recommenc-report-0703</i>
Pollution Waste reduction	PPRC (Pacific Northwest Pollution Prevention Ressource Center)			Non-profit org, works collaboratively w/ business, gov, NGOs & ther sectors to promote environmental protection through pollution prevention	http://pprc.org/about/ Product Stewardship for Manufacturers: http://www.pprc.org/pubs/epr/index.cfm
Energy	US DOE, Office of Energy Efficiency and Renewable Energy <i>Toolbook for Financing Energy Efficiency and Pollution Prevention Technologies</i>			Supplement to regional workshops (to introduce manufacturers to the many opportunities to finance energy efficient technologies), provides a step-by-step guide to financing & technical assistance.	See PDF <i>Toolbook</i> http://www.eere.energy.gov/industry/financial/fin_toolbook.html
Energy	US DOE - Industrial Technologies Program's Solicitation Process			Provides about US\$100 million annually in cost-shared funding for R&D (in energy efficiency)	http://www.eere.energy.gov/industry/financial/solicitations.html
Social economy	International Sustainability		May 2005	The "Meeting the Future" workshop focused on applied tools, methods, research, and cutting-edge issues on sustainable	http://www.epa.gov/sustainability/Workshop0505/index.htm

	Workshop - US EPA			development. Case studies, models, and methodologies for making sustainability operational across a range of sectors and issues were highlighted and future research needs were identified. More than 170 individuals participated, representing a broad range of U.S. and international organizations in the public and private sectors	see PDF <i>3a_Dernbach_John</i> (review of Sustainability in US) see PDF <i>3d_Smith_Betsy</i> (review of SEQL project)
Social economy	P3 – People, Prosperity and the Planet Student Design Competition for Sustainability - US EPA	Public Grants to uni students for \$10 000 to develop their project during school year Winner of P3 Award = \$75 000 additional funding			
Fair Trade	Fair Trade Resource Network	Network		Retailers, producers, consumers' Network	www.fairetraderesource.org
Fair trade	Global Exchange	Private		International Human rights organization, with a fair trade 'department'	www.globalexchange.org/campaigns/fairtrade
Fair trade Fair trade	Make Trade Fair Equal Exchange	Private Private, co-op		Part of Oxfam, international effort with campaigns in the US Co-op, worker-owned fair trade organisation.	www.maketradefaire.com www.equalexchange.com
Fair trade	Fair Trade Federation	Private		Network of producers, retailers, consumers Offers a lot of information on the fair trade movement	www.fairetradefederation.org
Recycling Packaging	Product Stewardship	Public, programmatic		Extended product responsibility Informational website promoting the business advantages of product stewardship Unequal in its efforts	www.epa.gov/epaoswer/non-hw/reduce/epr/index.htm
Environment	Environmentally Preferable Purchasing	Public		Green procurement program	www.epa.gov/opptintr/epp
Environment Eco-efficiency	Industrial Ecology/Eco-efficiency and Cleaner Production	Public		Offers a list of good environmental initiatives in other countries	www.epa.gov/innovation/international/ecology.htm
Recycling	America's market Place Recycles!	Public, programmatic	2004	Program aimed at shopping centers, to promote in-mall recycling, as well as the idea of recycling for shoppers	www.epa.gov/epaoswer/osw/conservenve/amr.htm
General Sustainability	EPA Sustainability portal	Public		General sustainability content, covers environment and consumption Offers information, links, private initiatives, programs and laws & regulations in the field.	www.epa.gov/sustainability
Recycling	<i>Recycling is Working!</i>	Report	2000	Report on economic benefits of Recycling Industry	PDF in Trend Reports
Waste	WasteWise Update Moving Toward Sustainability	Report		Report on WasteWise achievements	PDF in Trend Reports
Recycling	National Recycling Coalition	Private		Supports recycling programs throughout the US	www.nrc-recycle.org
Packaging	Know More Outdoors	Private		Retailer, sells sustainable packaging made of palm fiber, made by Earthcycle Inc.	www.knowmoreoutdoors.com/packages/industry6.html

					www.earthcycle.com
Packaging	Sustainable Packaging Coalition	Private	2003	Promotion of cradle to cradle principle, information and education campaigns	www.sustainablepackaging.org
Waste	WasteWise	Public Programmatic		Free, voluntary, flexible EPA program to help organisations eliminate solid municipal waste. Org. free to set their own goals, time- and financial-commitments, reporting non-mandatory, but necessary for Awards	www.epa.gov/epaoswer/non-hw/reduce/wstewise/
Waste	EPA Waste portal	Public		General information website on waste issues and waste reduction	www.epa.gov/epaoswer/osw/index.htm
Energy	Energy Information Administration	Public		Official energy statistics from the US government	www.eia.doe.gov
Energy	<i>Incentives, Mandates and Government Programs for Promoting Renewable Energy</i> report 2001	Report Public	2001	Report on Department of Energy incentive programs	www.eia.doe.gov/cneaf/solar.renewable/rea_issues/incent.html
Energy	Energy Kid's Page	Pubic		Department of Energy kid-friendly webpage. Information and education programs on efficiency and conservation of energy, sustainability issues, etc. Clearer and better designed than EPA websites.	www.eia.doe.gov/kids/energyfacts/saving/efficiency/savingenergy.html
	Lowell Center for Sustainable Production		Since 1995	The Lowell Center for Sustainable Production started in 1995 at the University of Massachusetts Lowell to promote the development of sustainable systems of production. The Center has grown over the years to become one of the University's primary resources for advancing its own mission of sustainable regional development. It has also become an internationally recognized resource in developing and piloting the concepts of sustainable production and consumption. In doing so, the Lowell Center faculty, staff, and associates have promoted social and cultural change in four ways: through concept research, development, and promotion; through convening and encouraging leaders in government, industry, and nonprofit organizations; through assisting in the development of advocacy networks; and through publications and presentations.	http://sustainableproduction.org/cont.shtml Lowell Center for Sustainable Production University of Massachusetts Lowell One University Ave. Lowell, MA 01854 978-934-2980 fax: 978-934-2025 email: lcsp@uml.edu
	Integrative Strategies Forum		Since 1996	The Integrative Strategies Forum was created to encourage and promote creative dialogue, partnerships, and integrative action strategies among networks and organizations working to build just and sustainable communities, both locally and globally. The Forum's programs aim to assist and highlight the work of these networks and organizations in meeting the challenge of systemic change and the commitment to building a sustainable future. Recognizing the interconnections among environmental, economic, political, and social crises, the Forum strives to identify and bring	http://isforum.org/ Integrative Strategies Forum Suite 306 11426 Rockville Pike Rockville, MD 20852 USA +1-301-770-6375

				attention to the kinds of systemic thinking and action taking place to address these crises and to build sustainable community—locally and globally.	info@isforum.org
	Integrative Strategies Forum Project Sustainable Production and Consumption Program			ISF's SPAC Program works to raise the priority of sustainable production and consumption (SPAC) policies and practices by promoting civil society networking and collaborative strategies, in the United States and around the world. ISF's Sustainable Production and Consumption Program aims at two overarching goals: To persuade the world's governments and decision-makers to place sustainable production and consumption at the heart of economic policy, and To help build and strengthen the necessary alliances and efforts of civil society organizations and other in promoting those sustainable production and consumption policies and patterns. SPAC Program Objectives 1. Raise the political priority of SPAC 2. Promote civil society monitoring, assessment and reporting on progress by governments towards SPAC 3. Encourage civil society networking on SPAC. 4. Strengthen civil society communications and knowledge exchange on SPAC.	Integrative Strategies Forum 11426 Rockville Pike Rockville, MD 20852 US Telephone: 301-770-6375 Fax: 301-770-6377 Website: www.isforum.org
	Mainstream Media Project Project : Consumerism and Sustainable Consumption		12/02 – 03/03	In Dec 2002-Feb 2003, MMP conducted a major public education campaign on this issue. In all, the project scheduled 238 radio, television, print, and internet interviews in 28 states. Of these, 9 were regionally, nationally or globally syndicated. 54 of the radio interviews occurred on commercial radio stations. Some 34 authorities were interviewed.	Mainstream Media Project 854 9th Street, Suite B Arcata, CA 95521 US Telephone: (707) 826-9111 Fax: (707) 826-9112 Email: info@mainstream-media.net Website: www.mainstream-media.org
	Acterra Project : Recycled Paper Coalition			The Recycled Paper Coalition is an innovative group of major organizations representing a unique effort to rethink traditional business practices regarding office paper purchase and usage.	Acterra 3921 East Bayshore Road Palo Alto, CA 94303 US Telephone: 312.795.3739 Fax: 508.546.0208 Website: www.acterra.org
	As You Sow Foundation Project : Environmental Resource Efficiency Initiative			The Environmental Resource Efficiency Initiative challenges companies to do a better job at factoring environmental responsibilities into the overall costs of doing business. Corporate environmental leadership involves a substantive commitment to maximizing the efficiency and productivity of all resources used in corporate operations, designing products with fewer toxic components, quantifiable efforts to eliminate waste and harmful emissions, and a commitment to responsible disposal and recycling practices at the end of a product's useful life. Representatives of shareholders of publicly traded companies use their status to engage	As You Sow Foundation 311 California Street, Suite 510 San Francisco, CA 94104 US Telephone: (415) 391-3212 Fax: (415) 391-3245 Email: asyousow@asyousow.org Website: www.asyousow.org

				management in dialogues on policies and practices that will improve environmental resource efficiency. When necessary shareholder resolutions are filed with companies urging them to adopt improved practices.	
	Blue Ridge Environmental Defense League Project : Don't Hog Our Air and Water Campaign			The Don't Hog our Air and Water Campaign spans the piedmont and coastal plain of North Carolina and seeks to preserve family farms and to regulate intensive livestock operations. In 2000, the campaign sought to prevent rebuilding of hog waste lagoons in areas flooded by Hurricane Floyd.	Blue Ridge Environmental Defense League P.O. Box 88 Glendale Springs, NC 28629 US Telephone: (336) 982-2691 Fax: (336) 982-2954 Website: www.bredl.org
	Bridges to sustainability Project : Screening Sustainability - Nanotechnology		8/03 – 7/05	In this project, a sustainability screen will be developed to assess the sustainability of new technologies such as nanotechnology. The project focuses on the potential environmental benefits and challenges brought about by a number of nanomaterials with near-term uses. Laboratory studies on the production and use of the nanomaterials will be summarized and extrapolated to estimate their effects. The project aims to use the methodology developed in this work to screen for additional sustainable applications of nanotechnology and other emerging technologies.	Bridges to Sustainability 3015 Richmond Ave Ste 201 Houston, TX 77098 US Telephone: 713-520-9223 Fax: 713-520-9170 Website: www.bridgestos.org
	Bridges to Sustainability Project : Sustainability Metrics			BRIDGES to Sustainability, an education non-profit organization, has been actively involved in the development of sustainability metrics and other decision-support approaches since its inception in 1998. To facilitate the use of sustainability metrics, BRIDGES has recently automated its methodology into BRIDGES works(TM) Metrics software. A tested set of metrics, decision rules, and heuristics are provided as a starting point for companies in using the sustainability metrics, while the flexible nature of the software allow companies to tailor metrics to their own needs.	Bridges to Sustainability 3015 Richmond Ave Ste 201 Houston, TX 77098 US Telephone: 713-520-9223 Fax: 713-520-9170 Website: www.bridgestos.org
	California Public Interest Research Group Project : Campaign for Clean Energy Solutions			This campaign tries to make California a national model for energy stability, efficiency and renewable power by recommending: • Reducing consumption of energy through conservation and energy efficiency. • Investing in wind power, solar power, geothermal and other forms of clean, renewable power. • Phasing out nuclear power and, over time, dramatically reducing our dependence on fossil fuels.	California Public Interest Research Group 1107 9th St., Suite 601 Sacramento, CA 95814 US Fax: (916) 448-4516 Website: www.calpirg.org
	Center for a New American Dream Project : Be, Live, Buy Different--Make a Difference			The Center for a New American Dream and World Wildlife Fund are working together to teach youth to spend responsibly to protect the environment. To provide opportunities for young people to learn more about the campaign and how to get involved, WWF and the New Dream have created a colorful, interactive Web site at www.ibuydifferent.org . Loaded with info and activities, the Web site gives young people the scoop on how their buying affects the environment and provides opportunities to take action. Youth who	Center for a New American Dream 6930 Carroll Avenue Suite 900 Takoma Park, MD 20912 US Telephone: 301-891-3683 Fax: 301-891-3684 Email: newdream@newdream.org

			<p>register on the campaign Web site, www.ibuydifferent.org, can take four simple consumer actions and save trees, water, and prevent the emission of global warming gasses just by changing some of the stuff they buy. On the site, youth can also download free mp3s, see life cycles of common products, and learn more about teen spending and marketing techniques. This Web site is part of the larger Be, Live, Buy Different—Make a Difference campaign. The project will educate and engage youth in positive actions through a mixed media campaign, a youth-oriented website, and a middle school educational tool kit. Initially, they will focus on three pilot communities - Seattle, Baltimore, and Pittsburgh - though some components will have a national reach.</p>	<p>Website: www.newdream.org</p>
	<p>Center for a New American Dream</p> <p>Project : Institutional Purchasing Program</p>		<p>The Center's Institutional Purchasing Program works with large purchasing entities, including state and local governments, to help them buy less polluting products from less polluting companies. Every single purchase has hidden environmental and human health impacts. The program shows large purchasers how to reduce those impacts without increasing costs.</p> <p>The goal is to shift purchases towards products and services with fewer adverse environmental or human health impacts. The program focuses initially on efforts to buy more environmentally preferable cleaning products, paper, automobiles, and computers. They then quantify the benefits based on the numbers of purchasers using our specifications, the volume of purchases (when available), and the environmental and human health benefits (when quantifiable).</p>	<p>Center for a New American Dream 6930 Carroll Avenue Suite 900 Takoma Park, MD 20912 US Telephone: 301-891-3683 Email: newdream@newdream.org Website: www.newdream.org</p>
	<p>Center of Concern</p> <p>Project : Agribusiness Accountability Initiative</p>		<p>Co-sponsored by the Center of Concern and the National Catholic Rural Life Conference, the Agribusiness Accountability Initiative was launched in 2002 as an open and ongoing forum for sharing research, advocacy ideas, networks and public education strategies to address the disproportionate impact of transnational agro-food companies and retailers on the livelihoods and food security of farmers, workers, consumers, and communities around the world. AAI is working to build an international network of academics, activists and food system experts who share the goal of democratizing control of the global food system by reducing the oligopoly power of the transnational firms that control every stage of food production from input supply through retailing.</p> <p>Goals : 1. To highlight existing research and campaigns that focus on corporate control of the food system, strategies for reform, and viable alternatives for food production and distribution. 2. To foster new collaborations among different constituencies that can reinforce these challenges to corporate power in the food system. 3. To identify gaps and opportunities for new civic challenges to oligopoly power, by brainstorming new approaches and actions.</p>	<p>Center of Concern 1225 Otis St., N.W Washington, DC 20001 US Telephone: 202-635-2757 x125 Fax: 202-832-9494 Website: www.coc.org</p>

	<p>Center of Concern</p> <p>Project : Global Food Security</p>			<p>The project effort is to describe how the food and agriculture system operates in all sub-sector inputs (seed, pesticides, fertilizer); land; water; energy; research, science, and technology; finance; distribution; population growth; consumption; nutrition; and trade; how in fact the system is dominated by a de facto cartel of corporations and banks in every sub sector (except population). This analysis is to be communicated to stakeholders in the system (which means producers, consumers, and policymakers). Policy changes moving toward social justice and the common good are advocated.</p> <p>The ultimate goal, of course, is to change the system from one that leaves 1/7 of the human race hungry and facing starvation at all times (that is, food insecure) to one that provides access to food for all. The project support the targets of the international community as stated in the U.N.'s Millennium Goals, and measures using the statistical reports of the World Bank, the IMF, the UNDP, the FAO, the IFPRI, and other institutions that measure welfare</p>	<p>Center of Concern 1225 Otis St., N.W Washington, DC 20001 US Telephone: 202-635-2757 x125 Fax: 202-832-9494 Website: www.coc.org</p>
	<p>Citizens' Environmental Coalition</p> <p>Project : Kodak Toxic Colors</p>			<p>Eastman Kodak, a multinational corporation with headquarters in Rochester, New York is the state's number one manufacturing polluter. Kodak has a long history of environmental violations, contamination of the Rochester community, dumping of hazardous wastes in Kodak Park, and advocacy for the weakening of environmental regulations. These examples of Kodak's dismal environmental record, however, are only a small snapshot of the problem. On this project's web site you will find information about Kodak's Toxic Colors, and what you can do to help reduce Kodak's pollution.</p>	<p>Citizens' Environmental Coalition 33 Central Avenue Albany, NY 12210 US Telephone: 518-462-5527 Fax: 518-465-8349 Website: cectoxic.home.igc.org</p>
	<p>Citizens' Network for Sustainable Development</p> <p>Project : Working Group on Sustainable Production and Consumption</p>			<p>The sustainable production and consumption working group of CitNet is a network of organizations in North America dedicated to following three functions: 1. Improving understanding of the issues, engaging in dialogue with others, analyzing individual and institutional practices, policies, values and norms, researching and sharing information on various topics. 2. Engaging in public advocacy, getting involved in public debates and fora in which the topic of SPAC is relevant to decisions affecting production & consumption practices and policies. 3. Improving communications and relationships and building alliances with other groups and individuals working in or on SPAC-related areas. This means being actively involved in various organizations and networks.</p> <p>WORKING GROUP GOALS 1. Provide a vehicle for US NGOs and concerned citizens to better understand and effectively act on the problem of unsustainable production & consumption patterns. 2. Use that vehicle to develop analyses and strategies for more effective sustainable production & consumption campaigns, projects and programs. 3. Influence individual citizens and citizen organizations to</p>	<p>Citizens' Network for Sustainable Development 11426 Rockville Pike Rockville, MD 20852 US Telephone: 301-770-6375 Fax: 301-770-6377 Website: www.citnet.org</p>

				integrate sustainable production & consumption values into their practices and priorities. 4. Influence US government and industry (nationally and locally) to integrate sustainable production & consumption priorities into their policies and practices. 5. Serve as a liaison between US NGOs and their counterparts internationally; to help build international alliances of NGOs working on sustainable production & consumption.	
	Clean Production Action Project : Safer Substitutes Project			Clean Production tries to influence the marketplace through its safer substitutes project through the following measures: Building a trans-Atlantic network of European and US NGOs working to implement new innovative chemicals policies, like the European Union's proposed REACH program, which will stimulate the market for cleaner, safer chemicals. Working to establish Extended Producer Responsibility to promote the development of products that are cleaner throughout their life cycle. Providing procurement guidelines and recommendations for safer substitutes to harmful materials. Monitoring and establishing environmental guidelines for new and emerging materials streams, such as bio-based materials.	Clean Production Action P.O. Box 153 Spring Brook, NY 14140 US Telephone: 716-805-1056 Website: www.cleanproduction.org
	Co-op America Project : Woodwise Program			This program works to preserve forests by reducing the demand for wood products and promoting sustainable alternatives. The goal of this program is to move magazine publishers onto environmentally preferable papers that contain high post-consumer recycled content, have low toxic chemical input, and contain fiber sourced from sustainable and well managed lands.	Co-op America 1612 K Street NW, Suite 600 Washington, DC 20006 US Telephone: (800) 584-7336 Fax: 202 331-8166 Email: franklocantore@coopamerica.org Website: www.coopamerica.org
	Co-op America Project : Socially and Environmentally Responsible Purchasing and Investing			Co-op America works to harness the power of consumers, businesses, and the marketplace to create a socially just and environmentally sustainable society. Their work with people and businesses in their economic roles - as consumers, investors, business owners and workers - to help them rethink their consumption practices, shift their purchases and investments to more socially and environmentally responsible companies, encourage conventional companies to adopt more sustainable practices, and use their economic power to demand change. Co-op America provides people and businesses with the tools they need to make these changes, and organizes campaigns focusing on specific issues. Current issues include green business development, socially responsible investing, fair trade, renewable energy, and forest protection.	Co-op America 1612 K Street NW, Suite 600 Washington, DC 20006 US Telephone: (800) 584-7336 Fax: 202 331-8166 Website: www.coopamerica.org
	Co-op America Project : Green Pages Online			Co-op America's Green Pages Online TM) is America's premier directory of qualified green companies - companies with demonstrated commitments to social and environmental responsibility. All companies in the Green Pages Online TM) have been screened and approved by Co-op America.	Co-op America 1612 K Street NW, Suite 600 Washington, DC 20006 US Telephone: (800) 584-7336

					Fax: 202 331-8166 Website: www.coopamerica.org
Conservatree Project : Paper Listening Study		11/01 – 9/04	The Listening Study takes nearly 100 of the most common and contentious questions and presents, in a series of reports, a comprehensive look at the range of perspectives on each issue, based on interviews with as wide a range as possible of the different "sides" on the issue, plus identifies relevant reports and research, along with their sources. The study's goal is to create a "cool" arena in which to discuss "hot" issues and to create a comprehensive enough look at each issue that paths and plans can be discerned for resolving it or for more completely framing it for discussion by all the participants. It is not intended to decide the "answers" to the questions, but rather to help work out paths for untangling the "knots" they create so that they can be resolved, moved beyond, or more directly addressed.		Conservatree 100 Second Avenue San Francisco, CA 94118 US Telephone: (415) 721-4230 Fax: (509) 756-6987 Email: paper@conservatree.com Website: www.conservatree.org
Conservatree Project : Environmental Paper Network			The Network is a collaboration of environmental groups working on paper issues, with agreement on a Common Vision setting goals, parameters and common messages for progress towards transforming the paper industry to environmentally and socially sustainable production. It began with a core group of ENGOs, held a Summit of 56 North American groups, has expanded to nearly 80 groups worldwide, and intends to continue to expand by reaching out to other NGOs and industry representatives that support our goals.		Conservatree 100 Second Avenue San Francisco, CA 94118 US Telephone: (415) 721-4230 Fax: (509) 756-6987 Email: paper@conservatree.com Website: www.conservatree.org
Consumer Federation of America Project : Utilities			CFA has advocated greater competition in telephone, electric, and natural gas markets while seeking to ensure that consumers share in the benefits of this competition and are not victimized by unfair marketing practices.		Consumer Federation of America 1424 16th Street NW Suite 604 Washington, DC 20036 US Telephone: 202-387-6121 Website: www.consumerfed.org
Consumers Choice Council Project : Trade Policy			CCC's trade policy project works with the U.S. Trade Representative, the World Trade Organization, and non-governmental organizations in the U.S. and around the world to strengthen and enforce environmental considerations and internationally-recognized worker rights in the conduct of international trade.		Consumers Choice Council 2000 P Street, NW Suite 540 Washington, DC 20036 US Telephone: 202.785.1950 Fax: 202.452.9640 Email: consumer@attglobal.net Website: www.consumerscouncil.org
Consumers Union Project : Consumers Union Guide to Environmental Labels			The purpose of the project is to provide information to consumers regarding eco-labels, products that carry eco-labels, the organizations that produce eco-labels, and government and private standards for "green" products. The goal is to help consumers make more informed choices in the marketplace, and participate more effectively as citizens in important decisions that affect the environment. Descriptions of each label program were derived from information provided by the certifying organizations. For any information not		Consumers Union 101 Truman Avenue Yonkers, NY 10703 US Telephone: (914) 378-2000 Website: www.consumersunion.org

			<p>available to the public for free, Consumers Union paid the certifying organizations its standard fees. Although Consumers Union has no way to independently verify the accuracy of the information provided, their review criteria and all evaluative statements based on this information reflect Consumers Union's independent research and analysis.</p> <p>The goal is to help consumers make more informed choices in the marketplace, and participate more effectively as citizens in important decisions that affect the environment.</p>	
	<p>Earth Pledge</p> <p>Project : Green Roofs Initiative</p>		<p>The Earth Pledge Green Roofs Initiative supports the citywide development of green, vegetated rooftops in New York City to lower urban temperatures, improve air quality, and prevent storm water runoff pollution. Widespread green roof development in New York will also provide an array of economic, aesthetic, and other benefits to all New Yorkers. The Green Roofs Initiative promotes and facilitates green roof development in New York City as an ecologically sound and economically viable solution to urban environmental problems. Their projects engage each of the stakeholder communities in New York City necessary to realize significant green roof development: government agencies, policymakers, building and design professionals, real estate developers, businesses and corporations, grass roots organizations, community leaders, and city residents.</p> <p>Goals : 1. Investigate and quantify the impacts, costs and benefits of citywide green roof development in New York City; 2. Educate and provide resources to stakeholders in private and public sectors to spur green roof development; 3. Work with all levels of government to create incentives to support and streamline green roof construction; 4. Strategically develop green roofs in areas of New York City under greatest pressure from urban heat island effect, heat stress related death, and stormwater runoff pollution.</p>	<p>Earth Pledge 122 East 38th Street New York, NY 10016 US Telephone: 212.725.6611 Fax: 212.725.6774 Website: www.earthpledge.org</p>
	<p>Ecology Center</p> <p>Project : Clean Car Campaign</p>		<p>The Clean Car Campaign is a national campaign coordinated by state, regional and national environmental organizations promoting a clean revolution in the motor vehicle industry. In particular, the campaign seeks to promote the development and sale of advanced technology vehicles that meet a high standard of environmental performance. A key component of the campaign is to encourage the purchase of cleaner vehicles by consumers and fleet buyers. The campaign's "Clean Car Pledge" involves the collection of pledges from thousands of potential consumers indicating their interest in purchasing vehicles meeting the campaign's Clean Car Standard. These pledges will be used to demonstrate public support for cleaner vehicle choices. The campaign will also serve as an advocate for public policies to motivate automakers to invest in cleaner vehicle designs and manufacturing practices, including incentives that encourage</p>	<p>Ecology Center 117 N. Division St Ann Arbor, MI 48104 US Telephone: 734-761-3186 Fax: 734-663-2414 Website: www.ecocenter.org</p>

				consumers to "buy green."	
	Economic Policy Institute Project : Global Policy Network			The Global Policy Network (GPN) consists of policy and research institutions connected to the world's trade union movements. GPN's work reflects a concern with the economic, social, and political conditions of working people in both developing and developed nations. The network's purpose is to exchange information and research among its member organizations; facilitate coordinated analysis of common issues; and to provide information to others on the state of working people in the global economy. The research carried out is highly valid and stands up to the research and arguments of the World Bank, IMF and other international financial and research institutions	Economic Policy Institute 1660 L Street N.W. Suite 1200 Washington, DC 20036 US Telephone: 202 533 2555 Fax: 202-775-0819 Email: epi@epinet.org Website: www.epinet.org
	Ecotrust Project : Conservation Economy Framework			The conservation economy framework is a powerful planning and management tool for businesses and non-profits, communities, and governments. It offers a full range of conservation economy training and consulting services, from introductory presentations through strategic planning and project management.	Ecotrust 721 NW Ninth Avenue Suite 200 Portland, OR 97209 US Telephone: 503-227-6225 Fax: 503-222-1517 Website: www.conservationaleconomy.org
	Environmental Alliance for Senior Involvement Project : Energy Conservation Program			Energy conservation programs coordinated by the Environmental Alliance for Senior Involvement (EASI) focus on many community concerns, ranging from wasted fuels to air pollution from power plants and energy efficient low-income housing. EASI senior volunteers provide hands-on assistance to help build such housing, often working with the Habitat for Humanity, and carry out weatherization projects to retrofit existing housing.	Environmental Alliance for Senior Involvement P.O. Box 250 Catlett, VA 20119-0250 US Telephone: 703.241.0019 Fax: 703.538.5504 Website: www.easi.org
	Environmental Defense Project : Alliance for Environmental Innovation			This project involves working with private companies to implement innovative environmental strategies. The core strategies pursued are: Defining New Best Practices - By working with companies who are leaders in their industry, the projects automatically create new industry best practices. Greening the Supply Chain - Many of the projects seek to increase the demand for environmentally preferable products and raw materials. Motivating Broad Change - Because the partners are market leaders, they create a "ripple effect," motivating other companies in the same industry sector to make similar environmental improvements. Paving the Way for Stricter Controls - The projects demonstrate that environmental goals often thought to be unattainable can be both economical and feasible. Demonstrating the Business Benefits of Environmentalism - The projects have both environmental benefits and strong business rationales. Designing for the environment – The Alliance has created a propriety software tool that allows product designers to evaluate and improve the environmental profile of new consumer products and packaging.	Environmental Defense 18 Tremont St. Suite 850 Boston, MA 2108 US Telephone: 617 723 2996 Fax: 617 723 2999 Website: www.environmentaldefense.org

				Partner Profiles: The Alliance partners with top companies that have the purchasing power to create change in the supply chain, and the industry influence to create new best practices for corporate environmental performance.	
	Environmental Working Group Project : EWG Farm Subsidy Database			EWG's Farm Subsidy Database is an unprecedented source of information. It lets people know who is receiving the conservation and crop subsidy money provided under the old farm statute and under the newly enacted one. As soon as EWG receives data from USDA, it will be posted on the web based database.	Environmental Working Group 1436 U St. N.W., Suite 100 Washington, DC 20009 US Telephone: (202) 667-6982 Fax: (202) 232-2592 Email: info@ewg.org Website: www.ewg.org
	Food Alliance Project : Food Alliance Certification Program			Food Alliance is a non-profit organization that promotes sustainable agriculture by recognizing and rewarding farmers who produce food in environmentally friendly and socially responsible ways, and educating consumers and others in the food system about the benefits of sustainable agriculture. To do this, Food Alliance has created a certification program, setting criteria and recruiting and inspecting farms and ranches seeking the use of their certification seal to distinguish their products in the marketplace. Since 1998, Food Alliance has certified over 150 operations. Food Alliance founders also recognized that it wouldn't be enough just to certify food products; they knew they'd also have to work to develop the market for Food Alliance certified products. As a result, the organization has been recruiting retailers, restaurants, food service companies and food manufacturers, (and the wholesalers who serve them) who want to tap the growing market for eco-friendly foods. Goals : Increase sales of Food Alliance certified products by increasing the number of Food Alliance retail, food service, food processor and manufacturer partners both regionally and nationally. Increase shoppers' general awareness of Food Alliance's seal and desire to buy Food Alliance certified products. Increase producer satisfaction with Food Alliance and successfully communicate the value of third-party certification for sustainable agriculture to producers. Increase public awareness of and support for Food Alliance and sustainable agriculture by increasing memberships, public presence (trade shows, conferences, community events) and media impressions.	Food Alliance 1829 NE Alberta, Suite 5 Portland, OR 97211 US Telephone: 503.493.1066 Fax: 503.493.1069 Email: info@thefoodalliance.org Website: www.foodalliance.org
	Forest Ethics Project : Wood Campaign			The ForestEthics Wood Campaign aims to redirect the wood industry towards ecologically sound alternatives. Its initial focus is on logging companies that are destroying endangered forests. Once these companies are identified and contacted, the campaign approaches their customers to let them know how their purchasing dollars are being misused. Efforts are then concentrated on obtaining	Forest Ethics 83 C Wiese Street San Francisco, CA 94103 US Telephone: 415.863.4523 Fax: 419 793 8066

				environmental commitments from these customers, including lumber distributors (e.g. Golden State Lumber) large residential homebuilders (e.g. Ryland Homes) and secondary wood manufacturers (e.g. Andersen Windows). When these logging company customers make environmental commitments, it puts pressure on the logging companies to stop destroying key ecological areas.	Email: info@forestethics.org Website: www.forestethics.org
	Forest Ethics Project : Paper Campaign			<p>The Paper Campaign is a national grassroots movement led by ForestEthics and The Dogwood Alliance. The campaign was created to unify the forest movement behind a single set of demands. The goal is simple - we protect forests by changing the way paper is made in the US.</p> <p>The Paper Campaign seeks to fundamentally shift paper production away from virgin tree fiber and towards recycled and alternative fiber. The demands include: Immediately phase out of all wood and paper products made from endangered forests. Commit to achieving 50% post consumer content for all paper products within two years and begin an immediate phase out of all products that are 100% virgin wood fiber. Make 100% post consumer paper and paper that is made from agricultural fiber available by allocating permanent shelf space and stocking it in all stores or other points of sale. Educate all employees, customers and suppliers about the benefits of recycled paper, recycling, the availability of alternative fibers, and the benefits of healthy forest resources.</p>	Forest Ethics 83 C Wiese Street San Francisco, CA 94103 US Telephone: 415.863.4523 Fax: 419 793 8066 Email: info@forestethics.org Website: www.forestethics.org
	Friends of the Earth (USA) Project : Greening Trade			The World Trade Organization has challenged and weakened laws like the Clean Air Act and Endangered Species Act. What's worse, it has done so behind closed doors and with no input from environmentalists or the public. Friends of the Earth is working to prevent the WTO from overruling hard-won environmental laws, and to make it more open and democratic.	Friends of the Earth (USA) 1025 Vermont Ave., NW, Suite 300 Washington, DC 20005 US Telephone: (877) 843-8687 - toll free Fax: (202) 783-0444 Website: www.foe.org
	Friends of the Earth (USA) Project : Green Scissors Campaign			Friends of the Earth is working to reform the federal governments tax and spending policy. Through its Green Scissors Campaign, Friends of the Earth is fighting to eliminate environmentally harmful spending in the budget. Friends of the Earth is also working to reform the federal tax code to ensure that incentives for wasteful and environmentally harmful practices are removed, while incentives for environmental conservation are increased	Friends of the Earth (USA) 1025 Vermont Ave., NW, Suite 300 Washington, DC 20005 US Telephone: (877) 843-8687 - toll free Fax: (202) 783-0444 Website: www.foe.org
	Government Accountability Project			The objective of GAP's Corporate Accountability Campaign is to make corporations more accountable to the public by defending whistleblowers, publicizing wrongdoing and advocating for reforms.	Government Accountability Project

	Project : Corporate Accountability			<p>The passage of the Sarbanes-Oxley Act of 2002 (Corporate Accountability Act) provides us with state of the art whistleblower protections for all private sector employees of publicly-traded companies.</p> <p>Goals: Conduct public education and outreach about the new law. Defend corporate whistleblowers at the Department of Labor and in federal courts to shape the interpretations of the new law for the courts and public opinion. Investigate substantive allegations of corporate wrongdoing. Initiate needed reform within certain industries and specific companies. Advocate for further refinements of the new law and promote its expansion to cover employees of privately-held companies.</p>	<p>1612 K St. NW #400 Washington, DC 20006 US Telephone: (202) 408-0034 Fax: (202) 408-9855 Website: www.whistleblower.org</p>
	Grassroots Recycling Network Project : Producer Take Back Campaign			<p>Since GRRN's inception, producer responsibility has been a key ingredient of our program and agenda for achieving Zero Waste. Shifting the costs of waste from taxpayers to brand owners and producers creates a powerful economic incentive to design waste out of the system and substantially reduce the use of toxic materials. Moreover, strategies like producer responsibility that don't rely on taxpayer dollars are increasingly attractive to policy makers facing budget deficits and revenue shortfalls. Today's fiscal climate presents a moment of tremendous opportunity to make producer responsibility for waste a reality.</p> <p>Goal : For product brand-owners to take full physical or financial responsibility for the life-cycle impacts of their products, from product design to end-of-life product management.</p>	<p>Grassroots Recycling Network 210 N. Bassett St., Suite 200 Madison, WI 53703 US Telephone: 608-255-4800 Email: david@grm.org Website: www.grm.org</p>
	Green Seal Project : Greening Your Government			<p>Green Seal's Greening Your Government Program provides technical assistance to governments at all levels to help them make their procurement, operations, and facilities management more environmentally sustainable. Green Seal's clients have included the USEPA, Department of Energy, U.S. Army, National Park Service, Pennsylvania, Virginia, Massachusetts, California, Maryland, Georgia, the World Bank, the Inter-American Development Bank, and the City of Philadelphia.</p>	<p>Green Seal 1001 Connecticut Avenue, NW Suite 827 Washington, DC 20036 US Telephone: 202-872-6400 Fax: 202-872-4324 Email: green Seal@green Seal.org Website: www.green Seal.org</p>
	Green Seal Project : Product Standards and Certification Program			<p>Green Seal is the independent, non-profit organization that encourages the production and purchase of environmentally responsible products and services. It awards its Green Seal of approval to products that cause significantly less harm to the environment than similar products. Green Seal sets an environmental standard for a category through an open, collaborative, process. Our study of a category takes a life-cycle approach, including material extraction, manufacturing, use, and ultimate recycling or disposal. All</p>	<p>Green Seal 1001 Connecticut Avenue, NW Suite 827 Washington, DC 20036 US Telephone: 202-872-6400 Fax: 202-872-4324</p>

			<p>Green Seal standards also have a performance requirement that a product work at least as well as others in its class. Standards are drafted with widespread input from industry, government, academia and the public. They are then broadly circulated for comment among manufacturers, trade associations, universities, environmental and consumer groups, government officials, and the public. The final standard is published following written review of the comments. As a result of this overall process Green Seal standards are totally transparent. Green Seal's standards are leadership standards that can be met by the top echelon of a product category. They are periodically reviewed and updated to reflect advances in technology. The Green Seal assures buyers that certified products have been thoroughly tested, work well, and are among the most environmentally responsible ones available. Products are Green Seal certified only after rigorous testing and evaluation including plant visits. Certified products are monitored annually to ensure continued compliance with Green Seal standards. A current listing of certified products can be found at www.greenseal.org.</p> <p>The goal of the project is to make the economy, and its products and services in particular, more sustainable.</p>	<p>Email: greenseal@greenseal.org Website: www.greenseal.org</p>
	<p>Greenpeace (USA) Project : Global Warming and Energy Campaign</p>		<p>Greenpeace is building broad-based public support to demand that both government and corporate polluters begin shifting away from fossil fuels as a source of energy and toward solutions such as energy conservation and clean, sustainable energy sources. We can dramatically reduce our dependence on unacceptable sources of energy by reducing our consumption and producing energy with cleaner environmentally benign technologies. Energy efficient technologies and appliances are currently available, and economically viable, to help break our addiction to fossil fuels. There are also many common sense behavior changes that can be employed to reduce our personal energy consumption.</p> <p>Greenpeace is demanding that industries and governments take responsibility for global warming. They are calling on the U.S. government to clean up its act and buy clean forms of energy instead of dirty fuels. They demand that the U.S. rejoin the international effort to tackle this global problem. Greenpeace is working toward a rapid phase-out of fossil fuels-the only safe solution to global warming.</p>	<p>Greenpeace (USA) 702 H Street NW Suite 300 Washington, DC 20001 US Telephone: 202.462.1177 Fax: 202.462.4507 Website: www.greenpeaceusa.org</p>
	<p>Greenpeace (USA) Project : Genetic Engineering Campaign</p>		<p>This project is based upon the premise that genetically engineered organisms should not be released into the environment as there is not adequate scientific understanding of their impact on the environment and human health. The campaign advocates immediate interim measures such as labelling of genetically engineered ingredients, and the segregation of genetically engineered crops from conventional</p>	<p>Greenpeace (USA) 702 H Street NW Suite 300 Washington, DC 20001 US Telephone: 202.462.1177 Fax: 202.462.4507</p>

				<p>ones. They oppose all patents on plants, animals and humans, as well as patents on their genes.</p> <p>Inadequate testing and regulatory controls mean that the potentially harmful effects of GE organisms will only be discovered when it might be too late. The damage may then be irreversible. Because of commercial interests, the public is being denied the right to know about genetically engineered ingredients in the food chain, and therefore losing the right to avoid them. Genetically engineered organisms should not be released into the environment as there is not adequate scientific understanding of their impact on the environment and human health. We advocate immediate interim measures such as labelling of genetically engineered ingredients, and the segregation of genetically engineered crops from conventional ones. We also oppose all patents on plants, animals and humans, as well as patents on their genes. Life is not an industrial commodity. When we force life forms and our world's food supply to conform to human economic models rather than their natural ones, we do so at our own peril.</p>	<p>Website: www.greenpeaceusa.org</p>
	<p>Health Care Without Harm</p> <p>Project : Healthy Building</p>			<p>Health Care Without Harm, in conjunction with the Healthy Building Network, is collaborating with health care systems to promote the use of healthier building materials and design, construction and operational practices as a means to improve public health and preserve the global environment.</p> <p>The project goal is to attain an ecologically sustainable health care system.</p>	<p>Health Care Without Harm 1755 S Street, NW, Suite 6B Washington, DC 20009 US Telephone: 202-234-0091 Fax: 202-234-9121 Email: info@hcwh.org Website: www.noharm.org</p>
	<p>INFORM</p> <p>Project : Community Right to Know More</p>			<p>INFORM's Right to know webpage addresses the following questions: What does the US EPA's Toxic Release Inventory (TRI) program disclose -- and not disclose -- to the public about industrial uses of toxic chemicals? How can I find TRI data on the Internet? How do toxic chemical reporting programs in New Jersey and Massachusetts go beyond the TRI? How can I access information about these expanded community right-to-know programs on the Internet? How can an expanded community right-to-know program better protect the public from accidental releases of toxic chemicals from industrial facilities? Why does the public need to know more about toxic chemicals that are transported through the community? Why does the public need to know more about toxic chemicals that are incorporated into products? How can an expanded community right-to-know program help the public promote and track pollution prevention efforts at industrial plants? Are expanded community right-to-know programs under consideration in other states? Why should government make more information about toxic chemical use available to the public, given concerns about chemical facilities</p>	<p>INFORM 120 Wall Street, 16th Floor New York, NY 10005 US Telephone: 212-361-2400, x224 Fax: (212) 361-2412 Website: www.informinc.org</p>

				becoming terrorist targets?	
	INFORM Project : Community Waste Prevention Toolkit			The Community Waste Prevention Toolkit is a resource that can help community leaders and grassroots environmental organizations across the US design and implement effective solid waste prevention programs in their towns and cities. The Toolkit also contains information on purchasing for waste prevention (i.e., green purchasing or environmentally preferable purchasing) that public citizens, businesses and government agencies can use.	INFORM 120 Wall Street, 16th Floor New York, NY 10005 US Telephone: 212-361-2400, x224 Fax: (212) 361-2412 Website: www.informinc.org
	INFORM Project : Purchasing for Pollution Prevention			INFORM's Purchasing for Pollution Prevention Project is designed to help federal, state, and local governments, as well as the private sector, purchase safer alternatives to products containing persistent, bioaccumulative toxic chemicals (PBTs) such as mercury, lead, and dioxins. INFORM staff are identifying products that contain PBTs and working directly with purchasers and policymakers to identify, evaluate, and specify less toxic alternatives. Goal : to reduce the purchase of products containing persistent, bioaccumulative, toxic chemicals (PBTs). We measure our success by monitoring the development and implementation of green purchasing measures.	INFORM, Inc. 120 Wall St. New York, NY 10005 US Telephone: 212-361-2400 Fax: 212-361-2412 Email: INFORM@informinc.org Website: www.informinc.org
	Institute for Agriculture and Trade Policy Project : Food and Agriculture Program			IATP's Food and Agriculture Program is designed to promote policies that enhance sustainable food security and the right to food.	Institute for Agriculture and Trade Policy 2105 First Avenue South Minneapolis, MN 55404 US Telephone: 612-870-0453 Fax: 612-870-4846 Email: iatp@iatp.org Website: www.iatp.org
	Institute for Local Self Reliance Project : Waste to Wealth			ILSR's Waste to Wealth program has helped communities across the country create policies and practices that simultaneously address citizens' environmental concerns and economic needs. Their early work illustrated the environmental and economic benefits of recycling. In cities like Chicago, Los Angeles, and Philadelphia, they helped citizens fight the incinerators and landfills that polluted their air and water, attracted rodents, and drove down property prices in the predominantly low-income and minority areas where waste facilities traditionally are sited. They conducted research, and provided officials with data that demonstrated how recycling reduces the need for these waste disposal facilities, and reduces waste management costs. As processing and remanufacturing techniques advanced, ILSR articulated - and, through pilot projects, demonstrated - the economic benefits of a "closed-loop" system. Then they put theory to practice, helping communities attract "end-users," pioneering innovative business structures such as joint ventures between entrepreneurs and	Institute for Local Self Reliance 2425 18th Street - NW Washington, DC 20009 US Telephone: 202-232-4108 Fax: 202-332-0463 Email: info@ilsr.org Website: www.ilsr.org

				community development organizations (CDOs), so that commercial growth benefits not just the home office, but the hometown.	
	North American Sustainable Consumption Alliance		Since 2001 (?)	The North American Sustainable Consumption Alliance (NASCA) is a strategic partnership of people and organizations who are working to promote more sustainable 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.	http://nasca.icspac.net/ CANADA—Tania Del Matto (Canadian Centre for Pollution Prevention) tania@c2p2online.com UNITED STATES—Anne Berlin Blackman (Lowell Center for Sustainable Production) blackman@turi.org MEXICO—Luis Velasquez (University of Sonora) luis_velasquez@industrial.uson.mx
Social economy (?)	International Coalition on Sustainable Production and Consumption Project : SPAC Watch			<p>SPAC Watch is an international civil society initiative to monitor, assess and report on progress towards sustainable production and consumption patterns. The project involves NGOs in different countries identifying the effort, success and obstacles encountered by their governments in meeting their Earth Summit commitments to make SPAC a priority and to develop national policy frameworks for promoting SPAC.</p> <p>The overall goal of ICSPAC is to help reverse the current negative environmental and social trends associated with unsustainable production and consumption. As to an action strategy, the two basic goals of ICSPAC are to: • Strengthen capacity of NGOs promoting sustainable production & consumption, especially through exchange of information and knowledge. • Raise public awareness and engagement on SPAC issues, trends and policies.</p>	<p>International Coalition on Sustainable Production and Consumption 11426 Rockville Pike, Suite 306 Rockville, MD 20852 US Telephone: 301-770-6375 Fax: 301-770-6377 Website: www.icspac.net</p>
	Toxics Use Reduction Institute Project : Toxics Use Reduction Networking			Each year the Institute awards grants to community/environmental organizations and local governments to raise awareness and work on reducing toxic chemical use. Now in its eighth year, the Toxics Use Reduction Networking (TURN) Grant Program encourages citizen involvement in the state's Toxics Use Reduction (TUR) Program, fosters collaborative action, and helps develop model projects for other communities to replicate. To date, 57 projects have addressed toxics use in a wide array of sectors, ranging from industrial facilities and commercial businesses, to municipalities, schools and households.	<p>Toxics Use Reduction Institute University of Massachusetts Lowell One University Avenue Lowell, MA 01854-2866 US Telephone: 978-934-3275 Fax: 978-934-3050 Website: www.turi.org</p>

Appendix 5: Canadian Programs

GOVERNMENTAL PROGRAMS AND INITIATIVES				
POLICY/ INITIATIVE AREA	POLICY/INITIATIVE NAME	DATE	DESCRIPTION	URL / REFERENCE
	Canada Foundation for Sustainable Development Technology Act, [2001, c. 23]	2001 Act in force March 22, 2002	An Act to establish a foundation to fund sustainable development technology	http://www.canlii.org/ca/sta/c-5.5/whole.html (Also, see Word file)
	Auditor General Act, [R.S., 1985, c. A-17]	1985	An Act respecting the office of the Auditor General of Canada and sustainable development monitoring and reporting	http://www.canlii.org/ca/sta/a-17/whole.html (Also, see Word file)
Environment	National Round Table on the Environment and the Economy Act, [1993, c. 31]	Assented to June 23, 1993 In force 1994	An Act to establish the National Round Table on the Environment and the Economy 4. The purpose of the Round Table is to play the role of catalyst in identifying, explaining and promoting, in all sectors of Canadian society and in all regions of Canada, principles and practices of sustainable development by (a) undertaking research and gathering information and analyses on critical issues of sustainable development; (b) advising governments on ways of integrating environmental and economic considerations into their decision-making processes and on global issues of sustainable development; (c) advising those sectors and regions on ways of incorporating principles and practices of sustainable development into their activities; (d) promoting the understanding and increasing public awareness of the cultural, social, economic and policy changes required to attain sustainable development; and (e) facilitating and assisting cooperative efforts in Canada to overcome barriers to the attainment of sustainable development.	http://www.canlii.org/ca/sta/n-16.4/whole.html (Also, see Word file)
Fair Trade	2002, c. 16 (Bill C-23) CHAPTER 16 (Bill C-23)	2002	This enactment amends the <i>Competition Act</i> and the <i>Competition Tribunal Act</i> . The amendments include the following: -- amendments to facilitate cooperation with foreign competition authorities for the enforcement of civil competition and fair trade practices laws;	http://www.canlii.org/ca/as/2002/c16/whole.html (Also, see Word file)

			(...)	
Environment	Ozone-depleting Substances Regulations, 1998, [SOR/99-7]	In force on January 1, 1999.	<p>Whereas, pursuant to subsection 48(1) of the <i>Canadian Environmental Protection Act</i>^a, the Minister of the Environment published in the <i>Canada Gazette</i>, Part I, on August 29, 1998 a copy of the proposed <i>Ozone-depleting Substances Regulations, 1998</i>, substantially in the annexed form, and persons were given an opportunity to file a notice of objection requesting that a board of review be established and stating the reasons for the objection;</p> <p>And whereas, in the opinion of the Governor in Council, pursuant to subsection 34(3) of the <i>Canadian Environmental Protection Act</i>^a, the proposed Regulations do not regulate, in respect of any substance, an aspect of the substance that is regulated by or under any other Act of Parliament;</p> <p>Therefore, His Excellency the Governor General in Council, pursuant to sections 22 and 34^b of <i>Canadian Environmental Protection Act</i>^a, on the recommendation of the Minister of the Environment and the Minister of Health and after the federal-provincial advisory committee has been given an opportunity to provide its advice under section 6 of that Act, hereby makes the annexed <i>Ozone-depleting Substances Regulations, 1998</i>.</p>	<p>http://www.canlii.org/ca/regu/sor99-7/whole.html</p> <p>(Also, see Word file)</p>
Recycling	Recycling Fund Regulation, Y.O.I.C. 1992/135	1992	<p>Yukon legislation.</p> <p>Pursuant to sections 108 and 144 of the Act, this regulation established a special fund to be known as the Recycling Fund.</p>	<p>http://www.canlii.org/yk/laws/regu/1992r.135/20041124/whole.html</p> <p>(Also, see Word file)</p>
environment	Chelsea Municipal Council By-law 559-02 By-law concerning wetlands	2002	<p>In a desire to protect and enhance the environment and existing ecosystems, Chelsea Municipal Council has decided to regulate wetlands. The main objective is the preservation of these areas.</p> <p>By-law 559-02 establishes setbacks and other standards governing any work performed in the vicinity of wetland areas.</p>	<p>Technical Services</p> <p>(819) 827-1124,</p> <p>m.beaulne@chelsea.ca.</p> <p>http://www.chelsea.ca/english/by-laws/559-02-terres-humides-521-99.pdf</p> <p>(see also .df file)</p>
	Chelsea Municipal Council By-law 621-	2004	The objective of this By-law is to regulate the use of pesticides and to protect the health of its citizens as well as the environment.	For additional information, contact Rachel Deslauriers at 827-1124 or by email: Rachel

	04 By-law concerning pesticides		The use of pesticides is banned within the Municipality of Chelsea except as otherwise stipulated in the regulation. In this case, it is necessary to obtain a permit (\$10) from the Municipality before the application.	Deslauriers . http://www.chelsea.ca/english/by-laws/PESTICIDES%20REG-e.pdf (See also .pdf file)
Energy	Gas Tax Agreement (Quebec-Canada agreement in principle)	June 2005	Agreement in principle on the transfer of revenue from a portion of the federal gasoline excise tax on gas and the provision of additional money under Bill C48, to provide funding for municipal and local infrastructures in a sustainable development context, between Canada and Quebec Government	http://www.infrastructure.gc.ca/ndcc/agreements/gt-aip_can_qc_e.shtml (See also .pdf file)
	C.C.S.M. c. S270 The Sustainable Development Act, SM 1997, c. 61	Assented to June 28, 1997	The purpose of this Act is to create a framework through which sustainable development will be implemented in the provincial public sector and promoted in private industry and in society generally.	http://web2.gov.mb.ca/laws/statutes/ccsm/s270e.php (See also word file)
Energy	Alternative Fuels Act 1995, c. 20 [Assented to June 22, 1995]	Effect 1997	The Alternative Fuels Act received Royal Assent on June 22, 1995, and took effect on April 1, 1997. The purpose of the Act is to accelerate the use in Canada of alternative transportation fuels (ATF) in motor vehicles in order to reduce the emission of carbon dioxide and other greenhouse gases, and to reduce dependence on petroleum-based fuels for transportation. The Act targets the federal vehicle fleet and helps make the government a leader in the use of ATF.	http://laws.justice.gc.ca/en/A-10.7/166995.html (Also, see pdf. File)
Environment	Government of Canada	2005	Plan that will enable Canada to successfully meet its climate change objectives. It proposes a national goal - for Canadians to become the most sophisticated and efficient consumers and producers of energy in the world, as well as leaders in the development of new, cleaner	http://www.climatechange.gc.ca/english/ccp

	<p>Climate change plan for Canada</p> <p>Project Green</p>		<p>technologies. The Plan identifies action in five broad areas: transportation, housing and commercial/institutional buildings, large industrial emitters, small and medium-sized enterprises, and the international market. This Plan also proposes a personal greenhouse gas reduction target of one tonne per Canadian citizen known as the One-tonne challenge. In August 2003, the Government of Canada announced \$1 Billion toward its implementation.</p> <p>On April 13, 2005 the Government of Canada announced the climate change plan: <i>Moving Forward on Climate Change: A Plan for Honoring our Kyoto Commitment</i></p>	<p>lan.asp</p> <p>See also pdf. File</p>
Energy	<p>Natural Resources Canada</p> <p>Commercial Building Incentive Program (CBIP)</p>		<p>Natural Resources Canada's Office of Energy Efficiency encourages the design and construction of new, energy-efficient commercial, institutional and multi-unit residential buildings and facilities. The Commercial Building Incentive Program (CBIP) provides design assistance and funding of up to \$60,000 for eligible organizations based on building energy savings.</p>	<p>http://oee.nrcan.gc.ca/commercial/financial-assistance/new-buildings/index.cfm?attr=20</p>
Energy	<p>Natural Resources Canada</p> <p>Industrial Building Incentive Program (IBIP)</p>		<p>The Office of Energy Efficiency (OEE) encourages the design and construction of new, energy-efficient industrial facilities. The Industrial Building Incentive Program (IBIP) is a demonstration initiative, with funding of up to \$80,000 for eligible organizations based on process and building savings. Organizations must first join the Industrial Energy Innovators. Find out how IBIP funding works.</p>	<p>http://oee.nrcan.gc.ca/industrial/financial-assistance/new-buildings/index.cfm?attr=20</p>
Energy	<p>Government of Canada</p> <p>Project :</p> <p>Federal House in Order</p>	1990-2010	<p>The Federal House in Order (FHIO) initiative is the Government of Canada's plan for reducing greenhouse gas (GHG) emissions within its own operations in line with Action Plan 2000 on Climate Change (AP2000).</p>	<p>http://www.fhio.gc.ca/default.asp?lang=En&n=A78D906F-1</p> <p>Contacts: Jim Comtois, Natural Resources Canada, (613) 943-0225. Blaine Mohninger, Environment Canada, (819) 953-4080.</p> <p>Also, see .pdf file</p>

Energy	<p>Government of Canada</p> <p>Office of Energy Efficiency</p> <p>Project :</p> <p>FleetSmart</p>		<p>FleetSmart offers free practical advice on how energy-efficient vehicles and business practices can reduce your fleet's operating costs, improve productivity and increase your competitiveness.</p>	<p>http://oee.nrcan.gc.ca/transportation/fleetsmart.cfm</p>
Environment Economy	<p>Government of Canada</p> <p>National Round Table on the Environment and the Economy</p>	Created in 1994	<p>The National Round Table on the Environment and the Economy (NRTEE) is dedicated to exploring new opportunities to integrate environmental preservation and economic development, in order to sustain Canada's prosperity and secure its future.</p> <p>The members of NRTEE meet four times a year to review their progress and agree on new priorities for action. Our current projects focus on:</p> <ul style="list-style-type: none"> • Energy and climate change • Green budget reform • Conserving Canada's natural capital: The boreal forest • Capital markets and sustainability 	<p>http://www.nrtee-trnee.ca/eng/index_e.htm</p> <p>National Round Table on the Environment and the Economy Canada Building, Suite 200 344 Slater Street, Ottawa, ON K1R 7Y3 Tel.: (613) 992-7189 Fax: (613) 992-7385 E-mail: admin@nrtee-trnee.ca Web: http://www.nrtee-trnee.ca</p>
Energy	<p>Government of Canada</p> <p>Renewable and electrical energy division</p>	1996	<p>The Renewable and Electrical Energy Division, promotes the development of a sustainable renewable energy industry in Canada. The division promotes investments in renewable energy systems for heating and cooling and provides information on renewable energy technologies. It also provides analysis and advice to the Minister on electricity issues in Canada. By strengthening markets for the renewable energy industry, the programs will contribute to greenhouse gas reductions, as well as job creation and export sales.</p> <p>The Market Incentive Program for Distributors of Electricity from Emerging Renewable Energy Sources (ERES) is part of the Government of Canada Action Plan 2000 on Climate Change as a new measure to reduce greenhouse gas emissions in Canada. This initiative is intended to complement other Action Plan 2000 measures, namely the Procurement of</p>	<p>Renewable and Electrical Energy Division Natural Resources Canada 580 Booth Street, 17th Floor Ottawa ON K1A 0E4</p> <p>Fax : (613) 995-8343 TTY : 613-996-4397 (Teletype for the hearing-impaired)</p> <p>Email: reed.dere@nrcan.gc.ca</p>

			<p>Electricity from Renewable Resources for federal facilities. One of the goals of the Market Incentive Program (MIP) is to encourage electricity distributors to experiment with projects to stimulate sales of electricity from ERES, that have low environmental impact, to their residential and small business customers. Funding is available through the MIP until March 31, 2006.</p> <p>Contributions agreements have been signed with:</p> <ol style="list-style-type: none"> 1. Enmax Energy Corporation , Calgary, Alberta 2. Hearthmakers Energy Cooperative, Kingston, Ontario 3. Manitoba Hydro, Winnipeg, Manitoba 4. Maritime Electric Limited Corporation, Charlottetown, Prince Edward Island 5. NB Power Corporation, Fredericton, New Brunswick 6. Nunavut Power Corporation, Iqualit, Nunavut 7. SelectPower Inc., Guelph, Ontario 8. TransAlta Energy Corporation (VisionQuest Windelectric), Calgary, Alberta 	<p>http://www2.nrcan.gc.ca/es/erb/erb/english/View.asp?x=68</p> <p>See also pdf file</p>
Environment	<p>Environment Canada</p> <p>Project : EnvrioclubOM Program</p>		<p>The Envrioclub^{OM} Program was developed by the Canada Economic Development for Quebec Regions, Environment Canada, , and the National Research Council of Canada's Industrial Research Assistance Program (NRC-IRAP) to increase awareness of pollution prevention and environmental management at small and medium-sized enterprises (SMEs).</p> <p>The program consists in establishing a series of so-called Enviroclubs in regions of Quebec. A typical Enviroclub brings together 12 to 15 SMEs. To provide them with practical experience in pollution prevention and environmental management, each SME either carries out an in-plant pollution prevention project or critical steps of an environmental management system. The in- plant project must generate cost savings and reductions in pollution emissions or resource use. Project implementation is assisted by consultants and supported by workshops where SMEs acquire abilities in pollution prevention and environmental management, and learn to establish measure and communicate environmental performance.</p>	<p>Environment Canada - Environmental Protection Branch, Quebec Region 105 McGill Street, 4th Floor Montreal, QC H2Y 2E7 CA Telephone: (514) 283-4670 Fax: (514) 283-5836 Email: quebec.lavoieverte@ec.gc.ca Website: www.enviroclub.ca</p>
Environment	<p>Environment Canada: SDInfo Website</p>		<p>A database on sustainable development information offered by the government of Canada. It has a section entitled "The Green Consumer" which is currently under construction but has no content.</p>	<p>http://www.sdinfo.gc.ca/green_consumer/index_e.cfm</p>
	<p>Environment Canada</p> <p>Project : Extended</p>		<p>Environment Canada's Extended Producer Responsibility (EPR) and Stewardship is a database containing every Canadian policies and programs supporting sustainable development objectives by governments and businesses. Theses initiatives vary from voluntary to mandatory and also in the type of material involved. This project is intended to</p>	<p>Environment Canada, National Office of Pollution Prevention Place Vincent Massey, 351 St-Joseph Blvd. Gatineau, QC K1A 0H3</p>

	Producer Responsibility (EPR) and Stewardship		<p>provide Canadians with an inventory of EPR and stewardship programs to support waste diversion currently underway in Canada.</p> <p>Goal : To educate the Canadian people about EPR initiatives and policies across the country to avoid waste and pollution.</p>	<p>CA Telephone: (613) 953-9246 Fax: (613) 994-5030 Email: not specified Website: www.ec.gc.ca/epr</p>
Environment	Government of Canada Action Plan 2000 on Climate Change	2000	<p>April 13, 2005 – the Government of Canada launched the first phase of Project Green today by releasing an updated plan for a healthy environment and a competitive economy: Moving forward on Climate Change: A Plan for Honouring our Kyoto Commitment.</p> <p>October 6, 2000 – The Government of Canada Action Plan 2000 puts Canada firmly on the path to meeting our Kyoto commitments.</p> <p>(Also, see pdf. File)</p>	<p>For general information on climate change, including requests for publications</p> <p>Telephone: 1 800 O-Canada (1 800 622-6232) or TTY 1 800 465-7735</p> <p>http://www.climatechange.gc.ca/english/</p>
Energy	Natural Resources Canada Office of Energy Efficiency's (OEE's) programs Personal Vehicles Initiative		<p>The Personal Vehicles Initiative provides Canadian motorists with helpful tips on buying, driving and maintaining their vehicles to reduce fuel consumption and greenhouse gas emissions that contribute to climate change. Reducing fuel consumption means saving money and, more importantly, helping the environment.</p> <ul style="list-style-type: none"> • The most fuel-efficient vehicles :The annual EnerGuide for Vehicles Awards are presented by Natural Resources Canada's Office of Energy Efficiency for the most fuel-efficient vehicles sold in Canada. • The EnerGuide label : When shopping for a new vehicle, don't forget to look for the EnerGuide label found on all new light-duty vehicles sold in Canada. • Tips on buying a vehicle : What to consider when shopping for a fuel-efficient vehicle. • Incentives and Rebates 	<p>Office of Energy Efficiency 580 Booth St. 18th floor Natural Resources Canada Ottawa ON K1A 0E4</p> <p>http://oee.nrcan.gc.ca/transportation</p>
Energy	Energy Star		<p>International symbol which allow consumers to identify products that are among the most energy-efficient on the market.</p>	<p>http://oee.nrcan.gc.ca/energystar/english/consumers/index.cfm?PrintView=N&Text=N</p>

			<p>The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market. Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol. Choosing an ENERGY STAR-labelled product over a conventional model could save you hundreds of dollars in energy costs.</p>	<p>EnerGuide for Equipment Office of Energy Efficiency 580 Booth St. 18th floor Natural Resources Canada Ottawa ON K1A 0E4</p>
Energy	<p>Natural Resources Canada</p> <p>Project : EnerGuide for Houses</p>	1998-2007	<p>EnerGuide for Houses was created by the <u>Government of Canada</u> to help homeowners get independent, expert advice about the energy efficiency of their homes.</p> <p>The EnerGuide for Houses program is intended to encourage the energy improvement of 20% of the existing low-rise housing stock by 2010. The EGH evaluation is used to provide pre-retrofit advice and measure the post- retrofit results of the upgrades; the reduction in greenhouse gas emissions is also calculated.</p>	<p>Office of Energy Efficiency, Housing Programs 580 Booth Street Ottawa, ON K1A 0E4 CA Telephone: 1-800-387-2000 Fax: (613) 996-3764 energuide.houses@nrcan.gc.ca energuideforhouses.gc.ca</p>
	<p>Federation of Canadian Municipalities</p> <p>Partners for Climate Protection (PCP)</p>		<p>More than 100 municipal governments, representing approximately 50 per cent of Canada's population, are participating in PCP. A Council resolution is all it takes to start your greenhouse gas reduction program! PCP is one of several service offerings housed in the Federation of Canadian Municipalities' Centre for Sustainable Community Development. The Centre's vision is a future where Canadian communities provide a high quality of life while minimizing their ecological footprint. The Centre offers Canada's municipal governments comprehensive technical and financial services, including the \$250- million Green Municipal Funds, and tools and resources to improve quality of life through sustainable community development.</p> <p>Goal : To help municipal governments reduce greenhouse gases and advance sustainable community development.</p>	<p>FCM - Centre for Sustainable Community Development 24 Clarence Street Ottawa, Ontario K1N 5P3 CA Telephone: (613) 241-5221 ext 370 Fax: (613) 244-1515 Email: cp@fcm.ca Website: kn.fcm.ca</p>
	<p>Industry Canada</p> <p>Project : Small and Medium Sized Enterprise - Environmental Supply Chain Management Pilot Project</p>		<p>With the financial support of Industry Canada, the Environmental Supply Chain Management (ESCM) Pilot Project is exploring and developing the capacity for supply chain management to reduce greenhouse gas emissions in small and medium sized enterprises (SMEs). SMEs collectively comprise 43.7% of the Canadian manufacturing industry GHG emissions and typically are suppliers to larger companies. This is a five-year pilot program which began in May 2001 and is managed by Voluntary Challenge and Registry Inc. Two host companies (Shell and Suncor) have been established. In 2002- 2003, a successful workshop involving five SME suppliers was held, providing information on climate change and energy efficiency. Following the workshop, most of the SMEs participated in advisory services from the Pembina Institute to further develop their GHG reduction strategies. There are plans for additional workshops and engaging more host companies.</p>	<p>Industry Canada 123 2nd Avenue South, 7th Floor Saskatoon, SK S7K 7E6 CA Telephone: 306-975-5923 Fax: 306-975-5334 Email: info@vcr-mvr.ca Website: www.vcr-mvr.ca/challenge/escm_e.cfm</p>

AREA	NAME	DATE	SOCIAL ECONOMY	
			DESCRIPTION	REFERENCE
Sustainable consumption	The Things We Carry	2003	The Things We Carry is a project about youth and sustainable consumption. By looking deeper at our beliefs and values as reflected in our everyday items like clothing or food, the project helps young people make connections between the things they carry in their lives, and how these things impact other people and places around the world.	http://www.cinematheque.bc.ca/twc03.html email. education@cinematheque.bc.ca tel. 604.688.8202 fax. 604.688.8204 Pacific Cinémathèque 200 - 1131 Howe Street Vancouver, BC V6Z 2L7 Canada
Fair trade Energy Waste Food Sustainable consumption	Équiterre	Since 1993	Équiterre s'est donné pour mission de contribuer à bâtir un mouvement citoyen en prônant des choix individuels et collectifs à la fois écologiques et socialement équitables. À travers ses quatre programmes — agriculture écologique, commerce équitable, transport écologique et efficacité énergétique — l'organisme a développé des projets qui permettent au citoyen et au consommateur de poser des gestes concrets qui auront une incidence positive sur l'environnement et la société. Pour appuyer ses interventions, Équiterre développe constamment son expertise en se basant sur les plus récents développements dans ses domaines d'intervention.	www.equiterre.org Équiterre 2177, rue Masson, bureau 317 Montréal, (Québec) H2H 1B1, CANADA Téléphone: (514) 522-2000 Télécopieur: (514) 522-1227 Courriel: info@equiterre.qc.ca
Transport Environment Energy savings	Conseil regional en environnement de Montreal	Since 1996	Mission : le CRE-Montréal est un organisme à but non lucratif qui regroupe des organisations préoccupées par la réhabilitation, le maintien et l'amélioration des milieux de vie naturels, cultivés et urbains. Le CRE-Montréal agit principalement sur le territoire de l'île de Montréal. Sa mission première consiste à promouvoir l'intégration des valeurs environnementales dans le développement local et régional, en intervenant sur les enjeux prioritaires par ses membres.	www.cremtl.qc.ca 454 avenue Laurier Est Montréal (Québec) H2J 1E7 Téléphone : (514) 842-2890 Télécopie : (514) 842-6513 Courriel : info@cremtl.qc.ca
Environment Energy	Greenpeace Canada	Since 1971	Greenpeace is an independently funded organization that works to protect the environment. We challenge government and industry to halt harmful practices by negotiating solutions, conducting scientific research, introducing clean alternatives, carrying out peaceful acts of civil disobedience and educating and engaging the public. Greenpeace seeks to: <ul style="list-style-type: none"> ● Protect biodiversity in all its forms; ● Prevent pollution of the earth's oceans, land, air and fresh water; ● End all nuclear threats; ● Promote peace, global disarmament and non-violence. 	www.greenpeace.ca Toll Free: 1-800-320-7183 Main office 250 Dundas St. W, Suite 605, Toronto, Ontario M5T 2Z5 Phone: (416) 597-8408 OR 1-800-320-7183 Fax: (416) 597-8422

				<p>Montreal office 454 Laurier Est, 2me. etage Montréal, Québec H2J 1E7 Phone: (514) 933-0021 Fax: (514) 933-1017</p>
Fair Trade Social economy	Oxfam Canada	Since 1963	<p>Oxfam Canada is a non-profit international development organization that supports community programmes in food security, health, nutrition and democratic development with an emphasis on working with women. We are a member-based organization. Members help to formulate our direction, participate in governing bodies and elect representatives to the Board of Directors. Oxfam Canada is one of the 12 Oxfam organizations around the world that form Oxfam International. Together we are working to tackle the root causes of poverty, social injustice and inequality.</p>	<p>www.oxfam.ca</p> <p>National Office Oxfam Canada 250 City Centre Avenue Suite 400 Ottawa, Ontario K1R 6K7 Tel: (613) 237-5236 Fax: (613) 237-0524 Email: info@oxfam.ca</p> <p>2330, rue Notre Dame Ouest, bureau 200, Montréal, (QC) Canada</p> <p>H3J 2Y2.</p> <p>Téléphone: 514-937-1614</p> <p>Télecopieur 514-937-9452</p>
	Alberta's Industrial Heartland Association	Since 1999	<p>Mission : to develop and promote the Heartland region as a global leader in processing, manufacturing, and eco-industrial development.</p>	<p>www.industrialheartland.com</p> <p>Alberta's Industrial Heartland Association #1240 SunLife Place, 10123 – 99 Street Edmonton, AB T5J 3H1 CA Telephone: 780-414-0066 Fax: 780-497-7404 Email: inquiries@industrialheartland.com</p>
Environment	Canadian Centre for Pollution	Since 1995	<p>The Green Clean Project, a voluntary pollution prevention planning initiative for the Ontario dry cleaning industry concluded in October 1995. The project explored water based</p>	<p>www.c2p2online.com/greendrycleaner</p>

Waste	Prevention Project : Green Dry Cleaner		cleaning as an alternative to non- aqueous solvents, particularly perchloroethylene (perc). A Memorandum of Understanding (MOU) was signed by the Korean Dry Cleaners Association, Environment Canada, Ontario Fabricare Association, Ontario Ministry of the Environment, in 1994 with the goal of reducing the use of perc in the dry cleaning industry.	Canadian Centre for Pollution Prevention 100 Charlotte Street Sarnia, ON N7T 4R2 CA Telephone: 519-337-3423 Fax: 519-337-3486 Email: info@c2p2online.com
Energy	Canadian Institute for Environmental Law and Policy Green Power Initiative Project : Green Power initiative	2002	The project was aimed to promote clean energy production and give an opportunity for producers and consumers to meet together. The final product of the project was the self financed Green Power Trade Show, which had an impressive coverage in media. The Canadian Institute for Environmental Law and Policy was thanked by the Minister of the Environment for organising the Show and promoting the green power opportunities in Ontario.	www.cielap.org Canadian Institute for Environmental Law and Policy 130 Spadina Avenue, Suite 305 Toronto, ON M5V 2L4 CA Telephone: (416) 923-3529 Fax: (416) 923-5949 Email: cielap@cielap.org
Environment	Canadian Institute for Environmental Law and Policy (CIELAP) Project : The Citizen's Guide to Pollution Prevention	1998	The project compiled information on pollution and how it could be prevented. The book Citizen's Guide to Pollution Prevention was the final product of this project. The large number of publications sold indicated the success of the project.	Canadian Institute for Environmental Law and Policy 130 Spadina Avenue, Suite 305 Toronto, ON M5V 2L4 CA Telephone: (416) 923-3529 Fax: (416) 923-5949 Email: cielap@cielap.org Website: www.cielap.org
Energy Environment Waste	Canadian Organic Growers Inc Project : Certified Organic Foods and Products		Their goal is to conduct research into alternatives to traditional chemical and energy-intensive food growing practices and to promote regional food self-reliance. COG also aims to endorse practices which promote and maintain long term soil fertility, reduce fossil fuel uses, reduce pollution, recycle waste and conserve non-renewable resources.	Canadian Organic Growers (National Office) 125 South Knowlesville Road Knowlesville, New Brunswick E7L 1B1 CA Telephone: 506-375-7383 Fax: none specified Email: office@cog.ca Website: www.cog.ca
Environment	Canadian Standards Association Project : Canadian Standards		To protect the long-term viability of Canadian forests through the use of sustainable forest management practices. Measuring and reporting on progress meeting goals and targets is part of the standard.	Canadian Standards Association 5060 Spectrum Way Mississauga, ON L4W 5N6 CA Telephone: (416) 747-4000 Fax: (416) 747-2473

	Association Sustainable Forest Management Standard			Email: webmaster@csagroup.org Website: www.csa.ca
Social economy Environment	Centre for Indigenous Environmental Resources Project : Green Procurement Database and Workshop		The goal is to facilitate the adoption of green procurement practices by the largest group of purchasers in Canada – government. The success of Procara is measured by the traffic on the Procara web site, and the success of the workshop is measured via evaluation by participants.	Centre for Indigenous Environmental Resources 3rd Floor, 245 McDermot Avenue Winnipeg, MB R3B 0S6 CA Telephone: 204-956-0660 Fax: 204-956-1895 Email: earth@cier.ca Website: www.cier.ca
Environment	Certified Organic Associations of British Columbia Project : Certified Organic Associations of British Columbia		To practice, promote and certify organic agriculture in British Columbia in order to restore, maintain and enhance ecological harmony.	COABC Office #8-A 100 Kalamalka Lake Road Vernon, British Columbia V1T 9G1 CA Telephone: (250) 260-4429 Fax: (250) 260-4436 Email: office@certifiedorganic.bc.ca Website: www.certifiedorganic.bc.ca
	Clean Nova Scotia Project : Home Tune-Up Program		This program, delivered by Clean Nova Scotia to 2000 homes in Halifax Regional Municipality, helped homeowners identify and reduce the impact they have on climate change in their homes and daily lives through energy and water consumption, transportation choices and other purchasing decisions. Over a period of two years, Clean Nova Scotia expects a 10-percent reduction in energy and water consumption in the homes visited, as well as a reduction in the creation of solid waste.	Clean Nova Scotia 126 Portland Street Darmouth, Nova Scotia B2Y 1H8 CA Telephone: (902) 420-3474 Fax: (902) 424-5334 Email: agriffiths@clean.ns.ca Website: www.clean.ns.ca
Social economy Environment	Corporate Knights Magazine		Corporate Knights aims to be a resource for citizens (both human and corporations) on the topic of responsible business, taking into account to importance of economics, being socially responsible and being environmentally friendly.	Corporate Knights 1071 King Street West, Suite 204 Toronto, Ontario M6K 3K2 CA Telephone: (416) 203-4674 Fax: (416) 364-5914 Email: info@corporateknights.ca Website: www.corporateknights.ca

Environment Energy Waste	Diocese of Charlottetown - The Enviro Church Conservation Program (ECCP)		<p>Goal : To reduce energy consumption and reduce pollution.</p> <p>Major improvements were made, related to energy conservation, including reducing or eliminating the heating of churches during periods of non-use. Some churches went beyond the recommendations of the energy assessment report and have undertaken initiatives to reduce lawn size by planting bushes and shrubs, replacing hazardous household cleaners with safer alternatives and establishing a church rideshare program (car pooling) for their congregation. A variety of benefits have resulted from the Diocese of Charlottetown's efforts including the cut back of an estimated 59 000 kilograms of carbon dioxide and air quality improvements due to the reduced use of furnace oil fuel. Reducing the amount of cleaners, pesticides and fertilizers used around church properties have also yielded savings. In addition, there have been ongoing requests for presentations on environmental action to various church related groups.</p>	<p>Diocese of Charlottetown P.O. Box 907 Charlottetown, Prince Edward Island C1A 7L9 CA Telephone: (902) 368-8005 Fax: (902) 892-1253 Email: rc@dioceseofcharlottetown.com Website: www.dioceseofcharlottetown.com/projects/envirochurch.html</p>
Environment	Ecole Polytechnique de Montreal Project : NSERC (Natural Science and Engineering Research Council of Canada) Industrial Chair in Site Remediation and Management		<p>The research is focus on the development of a site bioremediation technique. A major emphasis is also put on the development of environmental management software along with process and product's life cycle analysis (LCA).</p> <p>Development of environmental management software along with process and product's life cycle analysis (LCA).</p>	<p>École Polytechnique de Montréal C.P. 6079, succursale Centre-ville Montréal, QC H3C 3A7 CA Telephone: (514) 340-4711 extension #5925 Fax: (514) 340-5913 Email: rejean.samson@polymtl.ca Website: www.site.polymtl.ca</p>
	Ecole Polytechnique de Montreal Project : Interuniversity Reference Center for the Life Cycle Assessment, Interpretation and Management of products, processes and services (CIRAIG)		<p>CIRAIG was created with the goal of joining the expertise of some Canadian and foreign universities in the field of life cycle assessment and management and making them available to companies and governments.</p> <p>As a Canadian leader in this research field, the CIRAIG's mission is described as follows: « As an interuniversity reference center, generate, integrate and interpret relevant knowledge in the fields of life cycle assessment and management of products, processes and services, with the objective of supporting industries and government in their transition towards sustainable development ».</p>	<p>École Polytechnique de Montréal, Chemical Engineering Department C.P. 6079, succursale Centre-ville Montréal, QC H3C 3A7 CA Telephone: 514-340-4711 extension #5925 Fax: (514) 340-5913 Email: not specified Website: www.polymtl.ca/ciraig</p>
Waste Recycling	Electronics Product Stewardship		<p>Electronics Product Stewardship (EPS) Canada is a not for profit organization targeting electronic and electrical waste recycling programs in Canada.</p>	<p>Electronics Products Stewardship Canada 130 Albert Street, Suite 500</p>

Environment	Canada		<p>“Our goal is to develop a national program with standard environmental handling fees and reporting across the country while still allowing for provincial flexibility. (EPS Canada)</p> <p>A national plan for this EPR project is expected to be implemented early in the year of 2004. The project targets are to be determined.</p>	<p>Ottawa, ON K1P 5G4 CA Telephone: (613) 238-4822 Fax: (613) 238-7967 Email: info@espc.ca Website: www.epsc.ca</p>
Energy	Energy Solutions Centre/ Yukon Development Corporation Project : Fridge Exchange Program		<p>The Fridge Exchange Program is part of a broader energy efficient appliances project jointly funded by the Energy Solutions Centre, the Yukon Development Corporation and Natural Resources Canada. The Fridge Exchange Program replaces older, inefficient refrigerators by offering incentives to encourage Yukoners to switch to energy efficient models. In addition to promoting the considerable energy and cost savings (up to 1200 kWh per year) incentives include free delivery of the new fridge and removal and proper disposal of the old one.</p> <p>Goal : To provide many services and programs that encourage environmentally sustainable practices such as energy conservation in order to reduce greenhouse gas emissions.</p>	<p>Energy Solutions Centre/ Yukon Development Corporation 206A Lowe St., 1st Floor Whitehorse,, Yukon Y1A 1W6 CA Telephone: (867)-393-7062 Fax: (867) 393-7061 Email: info@nrgsc.yk.ca Website: www.nrgsc.yk.ca</p>
	Environmental Defence Canada, The Canadian Institute for Environmental Law and Policy, The Canadian Environmental Law Association Project : PollutionWatch		<p>source for information and analysis on the toxic pollution that industries release in your community. The pollution data on the web site is provided through the federal government’s national pollution reporting program – National Pollutant Release Inventory. The web site also provides the following information: health effects of released pollutants; regulatory information; chemical profiles; educational resources and maps. PollutionWatch encourages Canadians to take action by contacting federal officials and reporting facilities to reduce pollution in Canada.</p> <p>Goal : To promote the reduction and /or elimination of harmful toxic chemicals by providing access to online information and analysis on toxic chemicals released in communities across Canada</p>	<p>Environmental Defence Canada 615 Yonge Street, Suite 500 Toronto, Ontario M4Y 1Z5 CA Telephone: (416) 323-9521 Fax: (416) 323-9301 Email: info@edcanada.org Website: www.pollutionwatch.org</p>
	GIPPER (Governments Incorporating Procurement Policies to Eliminate Refuse)		<p>GIPPER’s goal is to investigate, develop and promote effective governmental purchasing policies and practices which will contribute to the continued reductions of waste generations. They focus on reducing the quantity of waste by government bodies and associated agencies, boards, commissions and their suppliers, provide markets necessary to sustain and promote waste reduction, reuse, recycling and recovery of materials initiatives, and develop a process to facilitate cooperative or joint-purchasing among different levels of government. GIPPER’s Guide to Environmental Purchasing is a tool to help purchasers incorporate environmental consideration into their purchasing process.</p> <p>Goal : To investigate, develop and promote effective governmental purchasing policies and practices which will contribute to the continued reductions of waste generations.</p>	<p>Finance Department, Purchasing and Materials Management Division 100 Queen Street West, City Hall, 18th Floor West Tower Toronto, Ontario M5H 2N2 CA Telephone: (416) 392-7313 Fax: (416) 392-0801 Email: lpagano@toronto.ca Website: www.fcm.ca/scep/support/PCP/pcp_pdfs/GIPPER.pdf</p>

	<p>Greenest City</p> <p>Project : Greenest City- Cool Shops</p>	<p>Greenest City's Cool Shops program is a free service that assists retailers to identify and implement their best energy-saving measures to help businesses save money, improve building standards, benefit the community and become well-known as a leading edge business that is working to improve the environment. Cool Shops identifies appropriate energy saving measures for each retailer by conducting a free energy audit. Retailers implement some of the recommendations to become Cool Shops such as lighting retrofit to energy efficient T8 fluorescent lamps, weather stripping doors and windows, insulating hot water pipes and installing a timer for outdoor lights. Cool Shop's energy efficiency initiatives improve buildings, operations in addition to reducing impact on smog and climate change.</p>	<p>Greenest City 39 Lisgar St Toronto, Ontario M6J 3T3 CA Telephone: 416-922-7626; 1-866-588-0788 Fax: (416) 922-7636 Email: coolshops@greenestcity.org Website: www.greenestcity.org/indexnetw.html</p>
Environment	<p>International Council for Local Environmental Initiatives - Local Governments for Sustainability</p> <p>Project : Partners for Climate Protection (PCP)</p>	<p>The PCP is a performance-oriented campaign that offers a framework for local governments to develop a strategic agenda to reduce global warming and air pollution emissions, with the benefit of improving community livability. Five hundred local governments are participating in the Campaign, representing 8% of global greenhouse gas emissions, and the numbers are growing. In Canada, the municipalities involved represent 61 percent of the population of Canada. PCP is one of several service offerings housing in the Federation of Canadian Municipalities' Centre for Sustainable Community Development.</p> <p>PCP is part of an international network of over 500 local governments participating in ICLEI's Cities for Climate Protection (CCP) Campaign.</p>	<p>ICLEI, World Secretariat City Hall, West Tower 16th Floor, Toronto, Ontario M5H 2N2 CA Telephone: (613) 241-5221 ext 370, 416-392-1480 Fax: (613) 244-1515, 416-392-1478 Email: mjamieson@iclei.org Website: www.iclei.org/co2/</p>
	<p>Labour Environmental Alliance Society</p> <p>Project : Cleaners, Toxins and the Ecosystem Project</p>	<p>The Labour Environmental Alliance Society (LEAS) works with joint union-employer Occupational Health and Safety Committees in industrial and institutional worksites to identify toxic cleaning products and replace them with safer, environmentally preferable products. LEAS' Cleaners, Toxins and the Ecosystem Project engages environmentalists in providing the basic research on the product Material Safety Data Sheets and then mobilizes health and safety committees to coordinate product changes and monitor future ordering of cleaning products. Supported by Environment Canada, the project delivered nine workshops to a total of 143 participants and follow up assistance to institutional worksites in order to help them identify toxic cleaning products and substitute them with non-toxic alternatives. Many of the participants were representatives from hospitals, schools, long-term care facilities, hotels, restaurants, transit operations, mills and recreation centres.</p> <p>Goal : To decrease the use of toxic cleaning products, reduce endocrine-disrupters and ozone depleting chemicals. The multiplier effect is estimated to be as high as 100 meaning that the project likely impacted in excess of 14,000 people. More than 20,000 litres annually of cleaning products containing toxic chemicals have been eliminated as a direct result of this project. In addition, one of the indirect results to come from this project is the implementation of green purchasing policies including centralized, controlled cleaning product purchasing, for many facilities.</p>	<p>Labour Environmental Alliance Society 106-131 Water Street Vancouver, British Columbia V6B 4M3 CA Telephone: (604) 669-1921 Fax: (604) 730-0451 Email: <u>not specified</u> Website: www.leas.ca</p>

	<p>New Brunswick Lung Association</p> <p>Project : Healthy Lawn Program</p>		<p>The Healthy Lawn program is an initiative to inform homeowners about how to have a pleasant green space around their homes without the use of cosmetic pesticides. Through Healthy Lawn Lunch and Learns, in-home Get-Togethers, and community group talks, trained presenters from around the province provide tips and demonstrate techniques on such subjects as improving soil, mowing, weed and chinch bug control, alternative ground covers and composting.</p> <p>Goal : To reduce the use of harmful pesticides for cosmetic purposes, that would endanger public and environmental health.</p>	<p>New Brunswick Lung Association 65 Brunswick Street Fredericton, New Brunswick E3B 1G5 CA Telephone: (506) 455-8961, 1-800-565-LUNG. Fax: fax (506) 462-0939 Email: info@nblung.nb.ca Website: www.nb.lung.ca/programs/hlthy_lawns/index.html</p>
Energy Social economy Environment	<p>Pollution Probe</p> <p>Project : S.M.A.R.T. Movement Trip Reducing Program (Save Money and the Air by Reducing Trips)</p>	2002-2005	<p>Pollution Probe's S-M-A-R-T Movement Program is a workplace-based trip reduction program designed to guide large organizations in reducing employee single occupant vehicle (SOV) trips. Pollution Probe works with organizations to better help their employees increase their travel options by supporting the use of more sustainable modes of transportation. These options include: group commuting (public transit, carpool); schedule changes (telework, flex time); and active commuting (walking, cycling). S-M-A-R-T is designed to be a practical, solution-oriented education and action program that follows the key principles of community-based social marketing to maximize the likelihood of changing individual behavior. It is both an information resource and support service program, customized to best meet the needs of individual organizations. A Pollution Probe program coordinator is available to assist S-M-A-R-T companies conduct and assess a baseline transportation survey, develop a customized transportation reduction plan and assist in planning and delivering information sessions for workplaces.</p> <p>Goal : to reduce the number of single occupant vehicles traveling to/from the workplace and increase awareness on the harmful health and environmental impacts of single occupancy vehicles commuting to work. Transportation alternatives are explored to reduce the impact car emissions have in creating air pollutants, smog and climate change.</p>	<p>Pollution Probe 625 Church Street, Suite 402 Toronto, ON M4V 2G1 CA Telephone: (416) 926-1907 Fax: (416) 926-1601 Email: smart@pollutionprobe.org Website: www.pollutionprobe.org</p>
Waste	<p>Quebec-Labrador Foundation/Atlantic Center for the Environment (QLF)</p> <p>Project : Coastal Labrador Waste Action Plan</p>	2000-2002	<p>The Coastal Labrador Waste Action Plan worked with residents in Labrador's isolated communities to change attitudes towards waste and the environment. The major objective was to discuss Labrador-specific issues and obstacles in relation to pollution, waste management, alternatives, prevention and recycling. The campaign was promoted by the Labrador Inuit Association, town councils, university students, and Green Team youth from the Newfoundland and Labrador Conservation Corps. The program has employed a total of 27 local residents, and university and high school students as front line waste management workers in these communities.</p> <p>Goal : The program's main goal is to help these non-native, Metis, and Inuit communities find solutions to their waste management and pollution issues.</p>	<p>Quebec-Labrador Foundation 1253 McGill College Avenue, Suite 680 Montreal, QC H3B 2Y5 CA Telephone: (514) 395-6020 Fax: (514) 395-4505 Email: atlantic@QLF.org Website: www.QLF.org</p>

	<p>RiverSides Stewardship Alliance</p> <p>Project : RiverSafe Car Wash Campaign</p>		<p>The RiverSafe Carwash Campaign aims to promote “RiverSafe carwashing” which allows for community and municipally based initiatives to implement environmentally friendly carwash methods that protects rivers, lakes and aquatic habitat from automobile run-off pollutants (oil and grease) and surfactant chemicals used in car wash detergents. Certified RiverSafe Carwashes are held either at approved commercial carwashes or in parking lots using an run-off containment pad. RiverSafe Carwash Campaign encourages municipalities, hotels, youth groups, universities, and home owners to use Certified RiverSafe Carwashes by encouraging individuals to use RiverSafe Certified commercial car washes that meet the highest waste water pre-treatment standards or by supplying contaminant pads and appropriate wastewater disposal of toxic free detergents for use by community fundraising car wash events.</p> <p>Goal : To promote “Certified RiverSafe Carwashes” as an integral part of a municipal/commercial run-off pollution prevention strategy to protect rivers, lakes and aquatic habitat from non-point source pollutants (oil and grease) and toxic detergent surfactants and other cleaners.</p>	<p>RiverSides Stewardship Alliance 590 Jarvis Toronto, Ontario M4Y 2J4 CA Telephone: (416) 392-1983 Fax: (416) 392-1757 Email: riversafe@riversides.org Website: www.riversides.org/riversafe/</p>
	<p>Saint Mary’s University</p> <p>Project : Innu Nation Guardian Program</p>	<p>Since 2001</p>	<p>In Autumn 2001, the Gorsebrook Research Institute, in collaboration with Environment Canada, Ecosystems Division, Atlantic Canada, began to work with the Innu Nation in the development of a proposed Innu Environmental Guardians Training Program. A group of Innu, referred to as Environmental Guardians, together with select other participants with related responsibilities or interests (such as Band Council land management staff), will be the core participants in the program. The Environmental Guardians work in the areas of fisheries, forestry, wildlife, mining, and environmental research. “This training is intended to enhance the capacity of the Innu Nation to design, implement and carry out environmental management, research, and monitoring in accordance with present commitments under the Voisey’s Bay impact-benefits agreement (IBA) and other agreements. In the longer term, this training program will build Innu capacity to assume increasing environmental management responsibilities as progress is made towards a final land rights and self- government agreement.” The program would be delivered over a five-year period, with initial modules delivered beginning in April, 2003.</p> <p>Goal : The goal of the program is to establish a comprehensive environmental training program for a group of Innu referred to as Environmental Guardians. “Specific goals of the training program are to enable the Environmental Guardians to: monitor, plan, survey, advise, and conduct environmental research, projects and impact assessments, and enforce laws and regulations relating to the environment and its resources within the Innu land claim district; communicate their own traditions, environmental philosophy, concerns, and research to a wide range of scientists, government agents, economic developers, and the general public using scientific language and methods and forms of documentation and media that is understandable, acceptable, and valid to their audience from a western scientific perspective; conduct community consultations and communicate important environmental and scientific information to their own communities in a way that is understandable and accessible to people of their own culture; work effectively in</p>	<p>Gorsebrook Research Institute Saint Mary’s University Halifax, NS B3H 3C3 CA Telephone: (902) 420-5668 Fax: (902) 496-8135 Email: gorsebrook@stmarys.ca Website: www.stmarys.ca</p>

			partnership with other agencies and organizations while protecting and promoting their own environmental values and the knowledge and traditions that have sustained the Innu culture over time." (Labrador Project, 2003)	
	<p>Sierra Youth Coalition</p> <p>Project : Sierra Youth Coalition's Sustainable Campuses Project</p>		<p>Sustainable Campuses Project is a national youth directed initiative that inspires, informs, trains, and supports Canadian students promoting environmental responsibility and sustainability in post- secondary institutions. The Sustainable Campuses Program was not only founded to change environmental and social practices on university campuses but also aims to give youth empowerment, information, and skills to influence decision-makers. A campus provides a smaller scale for students to address problems so they are more likely to see concrete ways of taking action and produce tangible outcomes and victories. Through this direct experience, concrete changes, and positive reinforcement youth gain the confidence and will to influence decision-making beyond their campus for example in municipal, provincial, or federal government policy. The program also provides skills to balance theoretical concepts students learn in university and prepare them for the job market.</p> <p>Goal : To aid in the development of environmental and social practices on university campuses while also giving youth empowerment, information, and skills to influence decision-makers.</p>	<p>Sierra Youth Coalition Suite 412 Nicholas Street Ottawa, Ontario K1N 7b7 CA Telephone: 1-888-790-7393 Fax: not specified Email: info@syc-cjs.org Website: www.syc-cjs.org</p>
	<p>TerraChoice Environmental Services Inc.</p> <p>Project : Environmental Choice Program</p>	since 1988	<p>Environment Choice Program in Canada was established in 1988 by <u>Environment Canada</u>. Since 1995, TerraChoice Environmental Services Inc., an environmental program and consulting services firm, has managed the Environment Choice Program (ECP) in Canada under a license agreement with Environment Canada. ECP is Environment Canada's eco-labelling program. This program provides a market incentive to manufacturers and suppliers of environmentally preferable products and services, and thereby helps consumers identify products and services that are less harmful to the environment. The Program's official symbol of certification - the EcoLogo^M - features three stylized doves intertwined to form a maple leaf, representing consumers, industry and government working together to improve Canada's environment. A key aspect of the certification process is the requirement for third party verification (provided by TerraChoice Environmental Services Inc.) of compliance to ECP certification criteria as a condition for certification and licensing.</p> <p>Goal : To encourage the supply of products and services that are more environmentally responsible, and to help consumers and organizations buy "green". Verification process before and after eco- logo award.</p>	<p>Environmental Choice Program, c/o TerraChoice Environmental Services Inc. 1280 Old Innes Road, Suite # 801 Ottawa, ON K1B 5M7 CA Telephone: (613) 247-1900 Fax: (613) 247-2228 Email: ecoinfo@terrachoice.com Website: www.terrachoice.ca</p>
	<p>TerraChoice Environmental Services Inc.</p> <p>Project :</p>		<p>a) The goal is to have as many Canadian hotels serving as world leaders in environmental performance which continually introduce new policies and practices for other in the industry. b) The goal is to ensure marinas are following environmentally sound practices and protecting the waterways. c) The goal is to improve the overall environmental performance of participating golf courses.</p>	<p>TerraChoice Environmental Services Inc. 1280 Old Innes Road, Suite 801 Ottawa, ON K1B 5M7 CA Telephone: (613) 247-1900</p>

	Tourism Eco-Rating Programs			Fax: (613) 247-2228 Email: ecoinfo@terrachoice.com Website: www.terrachoice.ca
Social economy	The Otesha Project		<p>The Otesha Project was created to enable and empower our generation to take action towards a sustainable future. Members of the Otesha Project aim to make presentations and developing action plans with youth across the country about the alternatives to our consumer society. The Otesha Project's education programs - which are hope and action based - involve emotional multi-media presentations, humourous skits, fun games, and interactive workshops, for a wide range of age groups. They focus on re-evaluating our daily choices to reflect the kind of future we'd like to see - rethinking what we really need, conserving resources, and voting with our dollars. The Otesha Project recently completed their first project - mobilizing 33 youth to bike across Canada (8,866 km!) making over 250 presentations to a total of over 12,000 young people directly! They have inspired young and old, from coast to coast to take action. Congratulations Otesha team.</p> <p>Their goal is to show youth the positive effects their everyday choices can have - empowering them to consume sustainably and ultimately, to believe that they can and do change the world.</p>	<p>The Otesha Project 20 Banting Crescent Kanata, Ontario K2K 1P4 CA Telephone: (613) 591-3607 Fax: Not Specified Email: info@otesha.ca Website: www.otesha.ca/sustainable.htm</p>
Social economy Environment	The Pembina Institute for Appropriate Development Project : MyKyoto.ca – Stop Climate Change!		<p>This project is an interactive website for the general public to learn about Climate Change and Canada's role/actions along with the ratification of the Kyoto protocol. This interactive website focuses on educating the public to persuade them to participate in environmental issues/actions in Canada and world-wide. This website wants to show that every Canadian can make a real difference by reducing global climate change.</p> <p>To educate the general public about global climate change Measuring and reporting on progress in meeting goals and targets as part of website.</p>	<p>The Pembina Institute for Appropriate Development Box 7558 Drayton Valley, AB T7A 1S7 CA Telephone: (780) 542-6272 Fax: (780) 542-6464 Email: info@mykyoto.ca Website: mykyoto.ca</p>
	The Pembina Institute for Appropriate Development Project : Life Cycle Value Assessment		<p>Life Cycle Value Assessment is a decision making/analysis tool to assess existing or potential impacts, and to design improvements to ensure eco-effectiveness and sustainability. This methodology developed by Pembina Institute is effective to guarantee that the major environmental, economic, and social impacts of a certain project are fully considered across the entire life-cycle of a product or production system. Pembina Institute offers LCVA staff orientation and training, targeted partial LCVA reviews on greenhouse gas emissions profiles, and air quality emissions for projects, facilities, and corporate operations.</p> <p>To help businesses increase their profits and competitiveness while reducing their environmental impacts. In June 2002, Pembina Institute published a 170-page LCVA document on Fuel Supply Options for Fuel Cell Vehicles in Canada. This document elaborates on the life-cycle environmental and economic factors of a variety of technically</p>	<p>The Pembina Institute for Appropriate Development Box 7558 Drayton Valley, AB T7A 1S7 CA Telephone: (780) 542-6272 Fax: (780) 542-6464 Email: lcva@pembina.org Website: www.lcva.ca</p>

			advanced options for operating buses and automobiles in Canada.	
	<p>The Regional Municipality of Durham</p> <p>Project : Water Efficient Demonstration Community</p>	Since 1997	<p>Since 1997, each summer, a team of six university and college work with a specific neighbourhood to reduce their lawn watering and improve their lawn health. The neighbourhood size has grown from 200 homes to 3,000 in the summers of 2002 and 2003. The students (wearing project t-shirts, hats and photo ID) visit each home three times over a ten week period. Each time, they try to obtain a greater commitment to water reduction by giving a prompt (a brochure, booklet, rain gauge, faucet tag etc.) and asking for behaviour change in return. The program has always obtained over 80% participation.</p>	<p>The Regional Municipality of Durham Box 623, 105 Consumers Drive Whitby, ON L1N 6A3 CA Telephone: (905) 668-7721 Fax: (905) 668-2051 Email: glen.pleasance@region.durham.on.ca Website: www.region.durham.on.ca</p>
	<p>UBC Sustainable Communities Program, Smart Growth BC, and the Real Estate Institute of BC</p> <p>Project : Smart Growth on the Ground</p>	2/2003 – 3/2006	<p>This unique partnership aims to assist three communities with the preparation and implementation of neighbourhood plans that are smarter and more sustainable. The intent is to broaden the program to include ten communities over ten years. Smart Growth on the Ground will use inclusive design tools, extensive public consultation, and capacity building that engages the development community.</p> <p>In sustainable community design, we measure a number of targets, including Vehicle Km Travelled, population density, potable water usage, energy consumption, and number of local jobs. We are currently measuring baseline data in our first partner community.</p>	
	<p>University of British Columbia – Campus Sustainability Office</p> <p>Project : Green Building Design</p>	Since 1996	<p>The design and construction of "green buildings" is an integral part of sound environmental practices, and UBC sets aggressive green targets for all new buildings on campus. The university's first green structure was the C.K. Choi Building for the Institute of Asian Research. Opened in 1996, it set new green building benchmarks for the world, has won several awards, and continues to be an inspiration.</p> <p>The goal is to reduce energy consumption, protect the ecosystems and occupant health; reducing pollution on campus by green building design.</p>	<p>University of British Columbia – Campus Sustainability Office 2329 West Mall Vancouver, BC V6T 1Z4 CA Telephone: (604) 822-0273 Fax: (604) 827-5629 Email: sustain@interchange.ubc.ca Website: www.sustain.ubc.ca/greenbuilding.html</p>
	<p>University of Waterloo</p> <p>Project : Residential Energy Efficiency Project (REEP Waterloo Region)</p>		<p>This project seeks to educate the public about climate change issues and link these to residential energy consumption. It aims to change unsustainable energy patterns in the Waterloo Region (Ontario), in part, through the implementation of a comprehensive Residential Energy Efficiency Project (REEP) using Natural Resources Canada's computerized EnerGuide for Houses* home energy appraisal system (an energy-use modeling system that provides a comprehensive report of heat loss and ventilation in homes, and recommendations for energy improvement). Extensive program evaluation and residential energy efficiency research are also integral components of the REEP project. The project is a joint venture of the Faculty of Environmental Studies at the University of</p>	<p>Centre for Core Area Research and Design 70 King Street East Kitchener, ON N2G 3K6 CA Telephone: (519) 774-9799 Fax: (519) 569-8807 Email: waterloo@thereep.ca Website: www.thereep.ca</p>

			Waterloo, and the Elora Centre for Environmental Excellence.	
	<p>Victoria Transport Policy Institute</p> <p>Project : Transportation Demand Management</p>		<p>Transportation Demand Management (TDM) is a term used for strategies resulting in more efficient use of transportation resources. It is an important component of sustainable transport and land use planning. The Victoria Transport Policy Institute has an Online TDM Encyclopedia was a resource of information concerning management solutions to transport problems. TDM strategies can improve travel options (walking, cycling, ridesharing, public transit) and incentives to change travel timing, route, destination or mode in order to increase transportation system efficiency.</p> <p>Goal : To inform consumers on planning, evaluation and implementing of TDM strategies for transport problems in an efficient way. “TDM reflects sustainability principles of efficiency and integration, and can help achieve sustainability objectives including resource conservation, equity, environmental protection, efficient land use, and public involvement..</p>	<p>Victoria Transport Policy Institute 1250 Rudlin Street Victoria, BC V8V 3R7 CA Telephone: (250) 360-1560 Fax: (250) 360-1560 Email: info@vtpi.org Website: www.vtpi.org</p>