



North American Roundtable on Sustainable Production & Consumption

WORKSHOP REPORT

Strategic Opportunities for Sustainable Production and Consumption in North America

Thursday, December 5, 2013: 8:30am – 4:30pm

**Venue: UNEP Regional Office of North America, 900 17th Street Northwest,
Suite 506, Washington, DC 20006**

FINAL VERSION

Table of Contents

I. Executive Summary	3
II. Workshop Agenda	5
III. Notes from the Meeting	8
A. Welcoming Remarks	8
B. Introductions and Interactive Dialogue	9
C. Global Perspective	9
D. NARSPAC Region-Wide Strategy	17
E. NARSPAC Working Groups – Promising Areas for Joint Activity	19
F. Sustainable Purchasing	19
G. Life Cycle Assessment	26
H. Cities and Sustainable Production and Consumption	26
I. Green Building	27
J. New Narratives and Communicating Sustainable Production and Consumption	28
K. Evaluation of the Workshop	32
L. Opportunities and Next Steps	33
IV. Workshop Participant List	36

I. Executive Summary

This workshop was a sharing and strategy session among stakeholders engaged in advancing sustainable consumption and production (SCP), including US and Canada government representatives, civil society, academia, private sector and international organizations. This meeting was organized by the North American Roundtable on Sustainable Production and Consumption (NARSPAC) in cooperation with the United Nations Environment Programme – Regional Office for North America (UNEP RONA). It included representatives of the Global Research Forum on Sustainable Production and Consumption (GRF-SPaC) from the North American region. The workshop participants included members of the **Strategic Working Group on Sustainable Production and Consumption in North America** which was launched at the December 2012 workshop and which has been regularly interacting on conference calls and in-person meetings throughout the year.

The **goals** of this meeting were:

- 1. To share goals and activities of existing sustainable production and consumption initiatives in North America, including the Strategic Working Group on Sustainable Production and Consumption in North America,**
- 2. To explore opportunities to engage in the international implementation** of the 10 Year Framework of Programmes on Sustainable Consumption and Production (SCP Programmes, SCP Clearinghouse, post-2015 Agenda),
- 3. To develop strategic plans with key actions in promising areas** (e.g., Sustainable Development Goals, Sustainable Purchasing, Cities and SPAC, Sustainable / Green Building, Life Cycle Assessment, New Narratives, Communications), identify other strategic areas of collaboration, and clarify next steps.

There were a number of activities and objectives defined during the workshop:

- **10 Year Framework of Programs on Sustainable Consumption and Production** – there are opportunities to
 - Clarify the role of the national focal points and the engagement of the Canadian and US Federal Governments in implementing the 10YFP in North America
 - Nominate and connect with the stakeholder focal points
 - Highlight key activities in North America through the SCP Clearinghouse
 - Link directly to 10YFP programs such as on public procurement
 - Advance the work on Life Cycle approach at the international level
- Other **international opportunities** include:
 - Participating in the **Global Research Forum on Sustainable Production and Consumption** including the international [conference](#) in Shanghai in June 2014.
- **NARSPAC** – there is interest in
 - Continuing the **Strategic Working Group** including the listserv, conference calls and in-person meetings
 - Engaging in a **Strategic Planning** process in order to define both short-term and long-term vision, goals, objectives and actions, and engagement of multiple

- stakeholders (government, international organizations, business and industry, civil society, academia, faith based groups, youth, media etc.)
- Continuing to **animate networks** in Canada and the US around sustainable production and consumption
 - Engaging in **key related events** including the Open Working Group toward sustainable development goals and the Green Build conference.
 - **Working Groups** are active or developing on the following topics:
 1. Communicating SPaC and new narratives – a new **Working Group on Communicating Sustainable Production and Consumption** was formed
 2. **Life Cycle Assessment**
 3. **Cities and sustainable consumption and production**
 4. **Sustainable purchasing**
 5. **Indicators and sustainable development goals**

The North American activities on sustainable consumption and production are going to be further developed at the upcoming [Global Research Forum on Sustainable Production and Consumption](#) conference in June 2014 in Shanghai and at the workshops and events of the Sustainable Consumption Action and Research Initiative ([SCORAI](#)).

II. Workshop Agenda

8:30-9:00 **LIGHT BREAKFAST**

9:00-9:15 **INTRODUCTIONS AND WELCOMING REMARKS**

- *Vanessa Timmer, Executive Director, One Earth; Co-Founder of the North American Roundtable on Sustainable Production and Consumption (NARSPAC) - Facilitator*
- *Hilary French, Programme Officer, UNEP Regional Office for North America*
- *Jeffrey Barber, Executive Director, Integrative Strategies Forum (ISF); Co-Founder of the North American Roundtable on Sustainable Production and Consumption (NARSPAC)*

Participant introductions

9:15-10:00 **INTERACTIVE DIALOGUE IN SMALL GROUPS**

- What outcomes from today would make this workshop a success?
- What possibilities engage and energize you?

10:00-11:00 **A GLOBAL PERSPECTIVE WITH Q&A**

Adriana Zacarias Farah, Project Officer, Sustainable Consumption and Production, UNEP Division of Technology, Industry and Economics (by phone)

- 10 Year Framework of Programmes on Sustainable Consumption and Production
- Global Activities and Programmes
- SCP Clearinghouse

Briefing from the National SCP Focal Points

- *Hodayah Finman, Senior Adviser for International Organizations, US Environmental Protection Agency, (US EPA)*
- *Georgina Wainwright-Kemdirim, Manager, Sustainability Policy and CSR Strategic Policy Branch, Industry Canada (by phone)*

Philip Vergragt, Fellow, Tellus Institute; Professor Emeritus of Technology Assessment, Delft University of Technology; Research Professor, Clark University

- Global Research Forum on Sustainable Production and Consumption and Towards Reductions Project
- Post 2015 Agenda – Sustainable Development Goals on SPaC

11:00-11:15 **BREAK (COFFEE AND TEA)**

11:15-11:30 **NARSPAC WORKING GROUP – PROMISING JOINT ACTIVITIES**

SUSTAINABLE PURCHASING

Alicia Culver, Executive Director, Responsible Purchasing Network

Jason Pearson, Executive Director, Sustainable Purchasing Leadership Council

LIFE CYCLE ASSESSMENT

Angie Leith, U.S. Environmental Protection Agency, Office of Resource Conservation and Recovery

CITIES AND SUSTAINABLE PRODUCTION AND CONSUMPTION

Babe O'Sullivan, Co-chair Working Group on Sustainable Consumption, Urban Sustainability Directors Network (USDN); Sustainability Director, Eugene, Oregon

11:30 – 12:30 BREAK-OUT GROUPS

- Sustainable Purchasing
- Cities and Sustainable Production and Consumption / Green Building
- Life Cycle Assessment
- New Narratives / Communicating Sustainable Production and Consumption
- International engagement

(Captured on flipcharts)

*What should be our [NARSPAC] key **objectives** in this area (1) for 2014 (2) for the next 10 years?*

*Which are the **opportunities** and **barriers**?*

*What **activities** should our “roundtable” engage in (1) this coming year (2) the next 10 years?*

*Who is or needs to be involved? What’s the **compelling story** to enroll others?*

12:30-1:15 LUNCH

1:15-1:30 SUMMARY OF BREAK-OUT GROUP DISCUSSIONS

Vanessa Timmer, One Earth, Co-founder of NARSPAC – reviewing flipcharts

1:30 – 2:10 OVERVIEW OF NARSPAC – STRATEGIC WORKING GROUP

Jeffrey Barber, Executive Director, Integrative Strategies Forum (ISF), Co-founder of NARSPAC

BRIEFING ON THE ROLE OF BUSINESS

*Greta Twombly, Campaigns Manager, American Sustainable Business Council
On behalf of David Levine, Co-Founder and Executive Director and the staff of the American Sustainable Business Council*

BRAINSTORM ON NARSPAC REGION-WIDE STRATEGY

2:10 - 2:30 BRIEFINGS – GREEN BUILDING

- *Maggie Comstock, Policy Associate, Advocacy and Public Policy, U.S. Green Building Council*

2:30 - 2:45 BREAK (COFFEE AND TEA)

2:45 - 4:00 NEW NARRATIVES / COMMUNICATING SPAC

Interactive Small-Group Dialogue

- What are our needs in terms of creating a new narrative around SPaC?

- What works? What doesn't work?

Group Dialogue

Presentations:

- ***Anna Awimbo***, Director of Collaborative Communities, Center for a New American Dream
- ***Solange Tremblay***, President, SUSTAINABILITY/COMMUNICATION Group and Associate Professor at the Department of Social and Public Communication at Université du Québec à Montréal (UQAM) (by phone)
- ***Erik Assadourian***, Senior Fellow, Worldwatch Institute

Discussion

4:00-4:20

OPPORTUNITIES AND NEXT STEPS

What are other strategic opportunities?

What are our next steps?

How can we support each other?

4:20-4:30

CLOSING REFLECTIONS

III. Notes from the Meeting

A. Welcoming Remarks

Vanessa Timmer, Executive Director, One Earth; Co-Founder of the North American Roundtable on Sustainable Production and Consumption (NARSPAC)
Facilitator

- This meeting is hosted by NARSPAC.
- There is a decades-long history of engaging on sustainable production and consumption issues at a North American scale from the late 1990s. You can review this history in the synthesis document which summarized previous meetings and participants in the NARSPAC work.
- Thank you to Karen Onthank and Jeffrey Barber for their continued leadership and to Jack Luskin who was one of the original founders.
- The purpose of this workshop is in part to explore opportunities to implement the 10 Year Framework of Programmes on Sustainable Consumption and Production, which was successfully adopted at the UN Conference on Sustainable Development in Rio in June 2012.
- We want to get our hands dirty, try some things and see what can be done in North America.

Hilary French, Programme Officer, UNEP Regional Office for North America

- A warm welcome to everyone – both those who have been with us before and the new participants.
- Introduction of Alexander Juras who is in Washington DC for the Major Groups and Stakeholder Consultation for the UNEP Regional Office of North America.
- UNEP sees a lot of links between overall outreach to stakeholders and SCP and especially a link with implementing the 10YFP on SCP.
- Thank to everyone involved in NARSPAC and especially to Vanessa for her tremendous effort, to Karen who has been organizing teleconferences and the whole informal steering group and to Jeffrey.

Jeffrey Barber, Executive Director, Integrative Strategies Forum (ISF); Co-Founder of the North American Roundtable on Sustainable Production and Consumption

- NARSPAC mission: To promote dialogue, understanding and collaboration among stakeholders in North America's transition to sustainable production and consumption.
- In 2008, the first North American SCP Workshop took place, organized by the US and Canadian governments. However, there was no follow-up mechanism to implement the various recommendations made in the final report. In response to this need, a number of organizations came together to address this need and promote an expanding dialogue on developing a regional framework and processes promoting sustainable practices, actions and policies.
- NARSPAC is not so much an organization as a growing community.
- This year we want to develop a strategic plan as to how best to assist and promote the stream of sustainable production and consumption activities that are continually emerging and evolving → A major focus is on the opportunities for accelerating these efforts over the next ten years.

- How do we achieve more continuity and build this community?
- In North America, a range of meetings and exchanges have taken place in an evolving regional discourse, paralleling those taking place in other regions and internationally (e.g., UN Summit and Marrakech meetings).
- In developing our strategy we need to clarify our goals and objectives:
 - First, there is the “overarching goal” of the global community in achieving sustainable consumption and production patterns highlighted by the World Summit on Sustainable Development
 - Then there are the objectives and challenges for NARSPAC, such as (1) building awareness and cooperative action, (2) developing a vision/framework, (3) fostering responsible practices, and (4) reducing the impacts of unsustainable production and consumption on health and ecosystems. →
 - Right now the question is: what are our next steps? That is our challenge for today.

B. Introductions and Interactive Dialogue

The participants each introduced themselves and then discussed the following two questions in small groups:

- What outcomes from today would make this workshop a success?
- What possibilities engage and energize you?

The following are some notes from the small group and plenary discussion:

- We need to define sustainable production and consumption – define a chain of logic of how the goals for advancing SCP are connected to bigger goals (and how to get from A to B)
- It is important to look at cultural values and the need to shift from current unsustainable consumption and production patterns.
- We need to look at a better way to communicate SCP – better way to describe it and to talk about it → the first step is to be able to do something about advancing sustainable production and consumption as it is viewed negatively by a lot of people.
- Tie SCP to more conceptualized topics – obesity, food waste, credit card debt as a result of overconsumption (especially topics that have a health aspect can be used to stir the debate)
- Focus on the concrete outcomes that can be measured (partnership, actions, etc.)
- There is an importance of emphasizing values → and how to tie it to popularized issues

C. Global Perspective

Adriana Zacarias Farah, Project Officer, Sustainable Consumption and Production, UNEP Division of Technology, Industry and Economics (by phone)

- **10 Year Framework of Programmes on Sustainable Consumption and Production**
 - We are squeezing the earth and overconsuming earth’s resources → We need a more effective resource use and the creation of different lifestyles.
 - UN has been working on SCP for over 30 years
 - 10YFP finally adopted at Rio+20
 - Framework that is trying to bring different SCP programs together
- It is a global framework for action in both developed and developing nations

- Includes north-south cooperation and best practices in both
- Open platform where we can create a collective impact for a shift to SCP patterns
- Multi-stakeholder framework (encompassing all governments and all stakeholders)
- **Main Objectives**
 - Accelerate shift towards SCP but also supporting regional and national needs and provide tools
 - Different activities that increase resource efficiency and decouple economic growth
 - Main function: capacity-building and facilitate technical and financial assistance for developing countries (but also developed countries)
 - Information and knowledge sharing platform on SCP
- **Organizational Structure**
 - Governance (board, secretariat, financial mechanism; however, the core is comprised of the programs)
 - 10 member board
 - 2 year period
 - Inaugural meeting on 1 and 2 October 2013 in NY
 - Election of chair (Mexico) and Vice-Chair (Indonesia)
 - National Focal Points (NFPs)
 - Over 108 countries that have nominated NFPs
 1. Usually appointed ministers → positive signal as it emphasizes the importance of SCP
 2. US has played significant role → positive signal
 - Inter-ministerial group/dialogues established to support 10YFP
 - Participation in the SCP Clearinghouse
 3. Some NFPs are already taking action:
 - Coordinating country's participation in 10YFP
 - Stakeholder Focal Points Nomination Process
 - Want to have regional engagement → decided that each of the major groups will choose one global Focal Point but also 5 regional Focal Points
 - Nominations already received from:
 1. Children and Youth
 2. Farmers
 3. Nongovernmental Organizations – NGOs
 4. Workers and Trade Unions
 5. Women
 - But not yet from Business and Industry, Indigenous Peoples, Local Authorities, Science and Technological Community
- **Global Activities and Programmes**
 - 10YFP is a global mandate
 - Inter-agency coordination group established
 1. 19 agencies have joined
 2. First meeting in May 2013
 3. Terms of Reference (TORs) appointed
 - Regional Activities:
 - 4th Arab Roundtable
 1. Newly National focal points have met with other stakeholders
 2. Capacity workshop in a few weeks in order to clarify 10YFP
 - 7th Latin American

1. Commitment of region for 10YFP
2. Business sector very active
3. Want three more programs: innovation, food and waste
4. Have created recommendations
 - WEOG (Western European and Others Group) meeting of national focal points in Paris
 1. Highlighted need for national, inter-ministerial dialogues to implement 10YFP
 2. Called for launch of programs asap (acceleration needed!)
 - First 10YFP Regional Meeting in Asia and the Pacific
 1. Developing regional roadmap
 - Africa workshop on regional initiatives on SCP and the global 10YFP
 1. Received funding to start activities
- Programmes are at the core:
 - Flexible, initial and non-exhaustive list

“A flexible, initial and non-exhaustive list ... This indicative list builds on the experience gained through the Marrakech Process, including those areas identified in the regional SCP roundtables, strategies and action plans, inter alia: “

- i. Consumer information;
- ii. Sustainable lifestyles and education;
- iii. Sustainable public procurement;
- iv. Sustainable buildings and construction;
- v. Sustainable tourism, including ecotourism.

- Programmes will serve as umbrellas bringing together existing and/or develop new initiatives, partnerships, etc. to fill gaps for collective impact
 - They will build synergies and cooperation between stakeholders, and allow scaling up and replication of policies, voluntary measures, management practices, and partnerships promoting the shift to SCP patterns
 - Meant to be multi-stakeholder platforms
 - Will deliver most of the capacity-building and financial support
- **Programme criteria:**
 - (a) Contribute to the **three dimensions** of sustainable development – economic, social, and environmental
 - (b) Respond to **national and regional needs, priorities and circumstances.**
 - (c) Be based on the **life cycle approach.**
 - (d) Be based on a **solid scientific and policy knowledge base.**
 - (e) Encourage the involvement of **all relevant stakeholders.**
 - (f) Will have **clear objectives and measures of success.**
 - How to develop the 10YFP Programmes
 - 5 step model
 1. Stock-taking analysis & consultation to see what is already out there, what are the needs what are the gaps
 2. Key partners develop program proposals
 3. Submit proposal to secretariat for final comments
 4. Secretariat validates and board confirms
 5. Launching and implementation
 - Status of the 10YFP programs development
 - Different programs are at different stages, e.g.:

- Step 1: Sustainable Lifestyles & Education, Sustainable Buildings & Construction, Sustainable Tourism
 - Step 2: Consumer Information
 - Three areas to focus on concerning the Consumer Information concept note:
 1. Quality of consumer information
 2. Look at drivers for change
 3. Behavioural change
 - Step 3: Sustainable Public Procurement
-
- **SCP Clearinghouse**
 - Information knowledge platform of the 10YFP – serve as the information hub for the 10YFP Framework of Programmes on SCP (10YFP)
 - Regional clearinghouse for North America - Looking for partners to co-manage and help to develop
 - Focus on research – partnering with the Global Research Forum on Sustainable Production and Consumption
 - Strengthen contribution of the US
 - Promote SCP – inspire policy makers, the business sector and civil society around the globe to share experience and take action
 - Collect and disseminate information, knowledge, tools and best practices on SCP through user-friendly worldwide databases and communities
 - Networking and partnerships – build cooperation at all levels through a cooperation market place, directory of experts and working groups
 - Track news and events – learn about and share latest news and events on SCP initiatives worldwide
 - Development of communications and outreach strategy
 - Quarterly newsletter
 - New website – unep.org/10YFP
 - Global SCP Clearinghouse launched – 1,100 members, 300 initiatives, 100 experts from 500 institutions in more than 100 countries
 - Global and regional networks of national focal points

Briefing from the National SCP Focal Points

- **Georgina Wainwright-Kemdirim, Manager, Sustainability Policy and CSR Strategic Policy Branch, Industry Canada (by phone)**
 - Mandate of Industry Canada is to promote sustainable development, support economic growth and innovation for business including small and medium sized enterprises (SMEs)
 - Economic oriented department of the Federal Government – focused on economic prosperity, jobs and growth and linking how sustainable development and SCP can drive innovation, competitiveness and capture interest
 - 2008: first Federal Sustainable Development Act in Canada → second federal strategy this past October will go into 2016 and has a greater economic and social centered emphasis – the first one was more of environmental strategy but now we are collecting inputs from all departments to include the social and economic aspects

- Strong goals and targets related to clean industry and clean technology - air quality, climate change, biodiversity, water quality and quantity
 - 35 targets and 100 implementation strategies – because Industry Canada is an economic department the focus is on the industry side – supporting greening of aerospace, sustainable manufacturing, product service systems
 - Targets and goals of which most fall under Environment Canada but also a lot under Industry Canada
 - Over the next three years: try to strengthen engagement and make an analysis of all Industry Canada programs to see which ones incorporate sustainability aspects – weave the targets into the Departmental Strategy so that there are commitments to SCP
 - Where those aspects are not yet integrated, need to see how we can get them into the Federal Sustainable Development Strategy
 - **Corporate Social Responsibility (CSR)**
 - Encourage companies to adopt CSR measures
 - Developed toolkit on CSR as well as SME sustainability roadmap and guide to help companies (also green economy toolkit) → among the most downloaded docs
 - Promote CSR standards under their work as well as OECD Guidelines, Global Reporting Initiative and ISO 26,000 Canadian National standard
 - Strategic Environmental Assessment Process & public statements are required to when a program or policy is announced – link SEA Departmental Advisor in Industry Canada with SCP components.
-
- **Hodayah Finman**, Senior Adviser for International Organizations, US Environmental Protection Agency, US EPA
- Presented by Ted MacDonald**, Office of Global Affairs and Policy, Office of International and Tribal Affairs, U.S. Environmental Protection Agency, US EPA
- Engage with 10YFP on SCP
 - Placed the sustainable development objectives in the EPA strategy for 2014-2018
 - As focal point have set up inter and intra-agency process to disseminate what is happening under the 10YFP
 - Question about the architecture of the 10YFP – how do we connect with stakeholder focal points?
 - People don't use the term sustainable consumption and production and sustainable consumption is a hot topic
 - Focus on key areas where US can contribute to global efforts
 - **Sustainable public procurement initiative** (advance innovation for greener products and services for substantial spending on public procurement and by using government span on procurement → furthest advancement of the programs which will hopefully be fully launched in the near future)
 - How to promote use of **product service systems** (instead of purchasing things, buying their function/service (e.g. chemicals where a move to the product-service model has led to a 30% reduction in the use of chemicals) – GSA is going to experiment with car sharing as well.
 - Public procurement is a significant lever as it comprises 12-25% of GDP; it is a significant lever to promote

- **Life-cycle Assessment** agenda expected to fall under Consumer Information agenda under SCP. Governments are supporting the development of full life cycle impacts of products and services – lead toward product legally (Good Guide – Dara O’Rourke) make information available related to LCA digital commons across the government through an international collaboration and support governments to set up databases and expand them and make them interoperable within International Consumer Guidelines (hopefully launch in March under 10YFP) – at the moment we don’t have all the data but are still pushing things
- Pull together information from other federal agencies to see what are the efforts under the different programs domestically → national database – sustainable materials management that falls under the objectives of the 10YFP
- Important effort to strengthen the SCP clearinghouse to make it more attractive and pilot a national profile where countries take responsibility
- Some interest in agriculture and food waste

Q from Babe O’Sullivan: Is the work on LCA going to feed into product labeling criteria?

A from Angie: No, at the moment it is more to consolidate all the different data to close all the gaps and mainstream the data

A from Ted: Idea here is to make sure that there is inter-operability and standardization between the different systems

Philip Vergragt, Fellow, Tellus Institute; Professor Emeritus of Technology Assessment, Delft University of Technology; Research Professor, Clark University

- **Global Research Forum on Sustainable Production and Consumption and Towards Reductions Project**
 - GRF-SPaC was created by and for the community of researchers and practitioners engaged in research on the worldwide transition to sustainable production and consumption systems.
 - GRF-SPaC strives to develop and strengthen methods of fundamental and applied research to achieve a deeper understanding of the possibilities and barriers to systemic change.
- GRF-SPaC activities
 - GRF-SPaC launched in 2011, initially as part of 10YFP of UNEP: organized several side events
 - Inaugural workshop Rio de Janeiro 2012: 90 participants; 40 papers; JCP Special Volume Jan 2014
 - October 2012 Beijing workshop as part of World Resources Forum
 - March 2013 workshop GRF-SPC REDUCTIONS project at Wuppertal Institute
 - July 2013 launch GRF-S. Africa at ISDRC19, Stellenbosch, S. Africa
 - October 2013 session at WSSF conference Montreal, Canada
 - 8-11 June 2014 2nd International conference, Fudan University, Shanghai

- Next biennial international [conference](#) in 2014 in Shanghai, China - will be a forum to present and discuss new research outcomes from the Asia-Pacific region as well as from Latin America, Africa, Europe, and North America. The conference will take stock of new issue framings and explore emerging research questions.
- Special Issue Journal of Cleaner production, Jan. 2014: “Sustainable production, consumption, and livelihoods: global and regional research perspectives”
- Listserv
- Website <http://grf-spc.weebly.com/>
- Co-sponsored by SCORAI, ISF, One Earth, WRF, IGES, and many others
- **Towards absolute Reductions project**
 - Reducing Environmental Degradation and Unsustainable Consumption Trends & Impacts On Nature & Society: *Research, Policy and Practice*

Objectives

- To identify, describe and analyze approaches to reduction in material throughput in production-consumption systems.
- To demonstrate material and energy reductions that could be applied to different sectors and intervention nodes,
- To highlight effective characteristics and implementation mechanisms of reduction policies and/or practices,
- And suggest approaches on how to measure reductions.

Focus on three intervention nodes:

1. Reduction in resource extraction and production (e.g. to achieve de-coupling or resource efficiency, capping, non-use)
 2. Reduction in (quantity of material) use & consumption (e.g. sustainable lifestyles, non-use)
 3. Reduction of waste generation (e.g., through design for environment (DfE), or 3Rs)
 - Factors from the above are then embedded in a larger macro framework driving consumption, in order to understand the role of institutions, design of processes and infrastructure, and broader system dynamics in which consumption is entrenched.
 - Relative decoupling is not going to work → need absolute decoupling
 - Highlight effective characteristics needed for absolute decoupling
 - Next step – Special Volume of Journal of Cleaner Production; Policy and Technical briefs and publications
 - Work packages: framing, targets and indicators, case studies, sustainability transitions, policy and governance, economic system, institutions and culture, communication and outreach
 - An activity of Institute for Global Environmental Strategies (IGES), the Global Research Forum on SPaC (GRF), the World Resources Forum, Wuppertal Institute, Clark University, Tellus Institute, SERI, One Earth
- **Post 2015 Agenda – Sustainable Development Goals on SPaC**

SDGs will likely be structured in the following manner:

 - Overall vision and objectives to guide implementation
 - A limited number (probably not more than 10) of integrated main goals
 - A set of subsidiary goals under each of the integrated goals
 - Targets and indicators for each goal or subsidiary goal
 - A monitoring framework for tracking progress during implementation.
 - SCP can be framed as having two broad and interrelated objectives (Akenji, 2013):

- Achievement of well-being for all people (Human Development Index or equivalent), and
- Keeping negative environmental impacts of socio-economic activities to within carrying capacity (Ecological Footprint measurement or equivalent).
 - For developing countries: increase well-being while not overshooting ecological footprint beyond fair earth share
 - For developed countries: reduce ecological footprint while maintaining well-being
- A possible formulation of a SDG Goal:
“Production of material goods, and consumption patterns and lifestyles, should be transformed, to ensure human well-being for all including future generations, to create sustainable livelihoods for all, while remaining within the earth’s carrying capacity. This necessitates addressing the cultural and economic drivers of unsustainable consumption patterns, to achieve a transformation to a post-consumerist culture as well as a transformation beyond the economic growth paradigm”
- Targets could be formulated along the three major sectors: food, housing and transportation - Look at main sectors of activity and for each of them targets can be formulated
- Need to look at ourselves! Very favorable to establish a stand-alone goal → Double goal: improved well-being & keep impact down
- Stand-alone goal desirable?
 - Yes, because of the following:
 1. Ensures high visibility
 2. Communicates non-material wellbeing
 3. Addresses consumers directly
 4. Provides target for 10YFP
 - No because:
 1. SCP is cross-cutting
 2. Overlaps with other goals
 3. SCP could become “silo”
 4. Overlap with 10YFP

Comment from the audience:

- Possibility for a cross-cutting goal as well as the integration of SPaC into the other goals

Break-out Group on Opportunities at the International Level

- What should be our [NARSPAC] key **objectives** in this area (1) for 2014 (2) for the next 10 years?
- Which are the **opportunities** and **barriers**?
- What **activities** should our “roundtable” engage in (1) this coming year (2) the next 10 years?
- **Who** is or needs to be involved? What’s the **compelling story** to enroll others?

D. NARSPAC Region-Wide Strategy

Jeffrey Barber, Executive Director, Integrative Strategies Forum (ISF), Co-founder of NARSPAC

- Mission: To promote dialogue, understanding and collaboration among stakeholders in North America's transition to sustainable production and consumption.
- Overarching objective: Poverty eradication, **changing unsustainable patterns of production and consumption** and protecting and managing the natural resource base of economic and social development are overarching objectives of, and essential requirements for, sustainable development. - Introduction, *Plan of Implementation of the World Summit on Sustainable Development (2002)*
- What are our next steps?
 - 10 Year Framework of Programs on SCP:
 - 2014 – 2016 – NARSPAC Strategy Phase I: Outreach and dialogue
 - 2017 – 2019 – NARSPAC Strategy Phase II: Adoption of SPC priorities
 - 2020 – 2022 – NARSPAC Strategy Phase III: Transition to SPC Systems
 - Note the UNEP Mid-Term Strategy timeline – 2014 – 2017; Strategic Plan for Biodiversity 2012 – 2020; Future Earth.
 - Four areas of activity:
 1. Build awareness and cooperative action
 2. Develop vision / framework
 3. Foster responsible practices
 4. Reduce impact on health and environment

BRIEFING ON THE ROLE OF BUSINESS

David Levine, Co-Founder and Executive Director, American Sustainable Business Council

Presented by Greta Twombly, Campaigns Manager, American Sustainable Business Council

- Small green chambers of commerce and they bring in members from across the country
- The focus on production and consumption issues
- Provide business voice to campaign issues – there has been an empty space for business voice – sustainability issues on four key areas:
 - **Climate & energy** – how it is produced & used and how companies – how businesses can create their own energy – Climate Action Campaign → highlight projects to address the energy issues – there was a Panel during fashion week with Eileen Fisher and Etsy looking at how to address consumption and apparel; Roundtable in California on how to green banks and reduce energy consumption – solar panels and better lighting with different industries.
 - **Domestic chemicals production & use** – Safe chemicals production and labeling – one of their biggest projects – Ben & Jerry's one of the biggest partners → coordinate businesses to add voice to Safe Chemicals Act – businesses want reform, they want to produce safer chemicals – some connection to international groups
 - **Workplace issues** – minimum wage; paid sick days, more responsible production of goods, big businesses paying a decent wage – medical leave insurance – if feel cost too much then coordinate to add a different voice; Family Act introduction in January then

- there will be National Legislation to address and bring laws from the local level to the national scale
- **Taxes** – how fund innovation and initiatives working on – the family act supplements cost to businesses so that each individual business – supplement the costs for that – how fund that
- How to implement systematic change? How do we coordinate businesses to do this – we see that with companies like Stonyfield Farms it is not a hindrance but positive – this approach lies at the core of operations
- Area of potential significance for sustainable consumption – paid vacation and paternity and maternity leave – not just employee wellbeing but systematically take people out of the workforce which reduces pressure to overproduce
- What is the business case? Hire and training – give an incentive and foster better employees they are saving money in the long term – saving themselves the training and wasting less resources in terms of employee retention
 - Calculate and communicate the benefits – tracking the success of existing state laws
 - California Law – small, medium and large – to analyze growth numbers
 - Reported a positive or no impact
 - We can track success by tracking state laws
- Different levels of business (dependent on size in terms of employees and return / level of profits)
- 3 qualifications to join – there are other business associations that are members Mexico Chamber of Commerce, Social Venture Network, Green America
- Any business that wants to join needs to file a lengthy application → goes to board which reviews the application for approval
- Big networking component to connect business members – they pair businesses together – not just the cost of something but seeing the best place to get solar panels for a small business – they can connect them together
- They also do events on the ground in states
- Cooperative purchasing – can they get better demand? –They have helped form state based councils such as in Maryland but in some states businesses work together through state-based organizations.

E. NARSPAC Working Groups – Promising Areas for Joint Activity

The following areas were discussed as being promising areas for joint activity and working groups within NARSPAC. These notes provide an overview of the presentations made in each area as well as the responses to the following questions:

- What should be our [NARSPAC] key **objectives** in this area (1) for 2014 (2) for the next 10 years?
- Which are the **opportunities** and **barriers**?
- What **activities** should our “roundtable” engage in (1) this coming year (2) the next 10 years?
- **Who** is or needs to be involved? What’s the **compelling story** to enroll others?

F. Sustainable Purchasing

Alicia Culver, Executive Director, Responsible Purchasing Network

- Responsible Purchasing Network is a non-profit that has an international network to share best practices, tools, etc. to incorporate sustainable procurement in their organization
- Key elements of a successful sustainable procurement program
 - Clear policy
 - Program infrastructure
 - Planning & prioritization
 - Strong specifications
- Engagement of environmental agencies and contract users is crucial (team sport!)
- Planning and prioritization → what is important to your jurisdiction (is it protecting workers from hazardous wastes, is it improving energy efficiency, is it reducing waste?)
- Just a policy is not enough → need to make sure that we get great discounts to get green baskets (way to drive prices down and increase availability of green products)
- Negotiation of green contracts → sends clear message to vendors and manufactures
- Verification of green claims is important to avoid greenwashing (GreenSeal and EcoLogo)
- Start with low-hanging fruit
 - Energy-efficient appliances & office equipment
 - High-efficiency lighting equipment (LEDs)
 - Certified green cleaning products
 - Recycled paper products
 - Local food
- Collaborate!
 - A lot of best practices and tools out there
 - Share specifications and success stories

Jason Pearson, Executive Director, Sustainable Purchasing Leadership Council

- Focus of the Sustainable Purchasing Leadership Council is on leadership – what are the high-priority actions that should be taken?
- SPLC came out of the Green Products Roundtable (The Keystone Center)
- SPLC came out of confusion about all the eco-labels (which one is the best, what is a credible claim – development of knowledge documents, developed prioritization framework)

- Identified challenges facing organizations, especially with respect to the lack of standardization
- What is a credible claim?
- 2012: creation of a group to come to a common standard for the procurement industry

CHALLENGES

Related to **Program GUIDANCE**

Policy inconsistency

Similar-but-different policies at every organization

- Sends suppliers mixed signals • Difficult to share training costs
- Policies are rarely updated
- Focus is on easy over impactful • Development cost is prohibitive

Lack of program guidance

Holistic *program* guidance hard to find; scattered resources don't add up and are expensive to corral; challenges integrating social and environmental

Product label growth & gaps

Both purchasers and suppliers need better labels *and less confusion*

Inertia of standard practices

Standard procurement practices do not always support sustainable purchasing (e.g., lowest-bid vs Total Cost of Ownership)

Related to **Performance MEASUREMENT**

No standard methodology

for measuring the *social, economic, and environmental impacts* of a given organization's spend

Silo-ed accounting practices

make it difficult to assess *all spend* on goods and services

No standard process

for tracking, reporting and benchmarking the performance of an organization's overall *sustainable purchasing program*

Software not optimized

Measurement conforms to limitations of current business process software; if a common standard existed, software could evolve to support it

Lack of ROI for program

Return on investment (ROI) has been demonstrated in certain product categories, but is still lacking for sustainable purchasing *as a program*.

Related to **Leadership RECOGNITION**

No recognition framework

- Difficult to get recognition for progressive improvement (good, better, best)
- 3rd party acclaim tends to be product focused, rather than *purchasing program* focused (e.g., green power)
- Leadership recognition currently depends on marketing
- Rarely based on open data shared on common platforms

No professional distinction

Nothing like LEED AP to signal expertise and proficiency in sustainable institutional purchasing.

Lacking multi-sector forum

Need a gathering place for the sustainable purchasing movement where passionate professionals can share thought leadership *across sectors and stakeholder groups*. Many would like to participate in such a “community of purpose.”

Root Challenge: The lack of standardization in how sustainable purchasing is defined, guided, measured, and rewarded.

Could we collaborate to launch a shared program for guiding, measuring, and recognizing leadership in sustainable purchasing?

Analogy – US Green Building Council before and after LEED

BEFORE (early 1990’s) → **AFTER** (early 2010’s)

Market fragmented by inconsistent guidelines → LEED provides buyers and suppliers with common language

No shared training program for green building → LEED AP makes training accessible to everyone

Can’t differentiate credible from greenwash → LEED identifies credible standards and eco-labels

Leadership recognition based on marketing → Leadership recognition based on performance

Shared challenges solved project by project → Shared challenges addressed through LEED versioning

Documentation is expensive and rare → Documentation costs steadily decrease

Creativity consumed reinventing the wheel → Creativity focused on innovation

ROI demonstrated on case by case basis → ROI of LEED approach consistently documented

Green building is expensive → Building LEED-certified adds negligible cost

“A common standard is impossible.” A common standard is widely embraced and used.

“Green building will always be niche.”

Vision: We envision a world where the production, use, and disposal of goods and services enhance the long-term health and vitality of people and the planet.

OPPORTUNITY

- \$15.2 trillion industry – Households are \$10.7 trillion; Govt \$2.6 trillion; Exports \$1.9 trillion
 - in the Households portion – Services are \$7.5 trillion and goods are \$2.4 trillion – services like: health care, housing, financial services and insurance, food services, transportation services, recreation services, education services, communications services, personal care services, hospitality services
 - Combine services with government spending – you get \$10.1 trillion in institutional purchasing
 - That is approximately 100 million US jobs (70% of US employment) and \$4 billion Mt CO2 emissions (10% of global GHG)
 - Federal government is 14% of this
- Public procurement is a big piece, but all other sectors are very important as well
- Procurement professionals are making very important decisions (worth 100s of consumers worth of purchasing)

Purchasing organizations

- .are uniquely positioned to demand transparency into the upstream and downstream impacts of goods and services.
- ...are capable of incorporating sustainability criteria into purchasing decisions at a scale that can shift markets.

- ...are specially equipped to drive down the cost of sustainable products and services so that everyone can afford them.
- ...are already responsible for ensuring that end-users understand, like and adopt new products and services.

Marketplace Stakeholders

- Suppliers
- Policymakers
- Public Interest Advocates
- Professional Societies
- Trade Associations
- Certifiers
- Standards Developers
- Consultants
- Researchers

ACTIVITIES

- Sustainable Purchasing Leadership Council – will collaborate to launch a shared program to serve as a platform for guiding, measuring, and recognizing leadership in sustainable purchasing – aka LEED for Purchasing or USGBC for Purchasing
Approach - The Council will support and incentivize organizations to:
 1. **Analyze** the impacts associated with their total goods and services spending and uncover hotspots within it,
 2. **Action Plan** proven and cost-effective strategies for meeting the organization's goods and services needs in ways that mitigate impacts and increase the financial sustainability of the organization,
 3. **Implement** their action plan within their incumbent procurement processes and tools,
 4. **Measure** the action plan's performance in ways that efficiently track and demonstrate improvements in outcomes, support benchmarking, and allow for assurance, and
 5. **Earn Leadership Recognition** for their sustainable purchasing efforts from a credible third party.
- Pilot: Higher Education Purchasing:
 - 5 purchasing categories represent 64% of total spending and 83% of estimated impacts
 - Insight: analysis and prioritization sharpens focus and reduces complexity
- Hope that council will help convene the conversation
- Identified projects from short- to long-term
- Benefits for key stakeholders
 - Shape the future
 - Reduce costs
- Work in parallel with GSA
- Launch event: July 23 2013 – Moderator Joel Makower, GreenBiz with Alison Kinn Bennett (US EPA), Chris O'Brien (American University), Jason Pearson (SPLC), and Yalmaz Siddiqui (Office Depot)
- Founding Summit – 27 – 28 August 2013

PROJECTS

- **1. Definition/Principles of Leadership**

A high-level definition (or set of principles) for leadership in sustainable purchasing for use by the Council to guide its work and by individual organizations to set goals and priorities.

- **2. Sustainable Purchasing Program Guidance**

A program to integrate existing hotspot-specific and product-specific guidance with spend management and procurement processes found in a variety of contexts.

- **3. Guidance on Spend Analysis**

Guidance on the range of datasets and methodologies available or under development for use by large institutions to evaluate the impacts associated with their total spend.

- **4. Guidance on Prioritization and Action Planning**

Guidance to help organizations to: 1) identify priority areas of spend; 2) identify proven strategies for addressing those priority areas; and 3) bundling those strategies into an action plan that produces an overall ROI.

- **5. Solicitation-Ready Category Guidance**

Guidance for specific purchasing categories, leveraging the work of the Green Products Roundtable and other organizations.

- **6. Rating System v1.0**

An initial version of the Council's rating system for institutional leadership in sustainable purchasing, developed through a voluntary standard development process.

Within 6 months:

- Final version of definition and principles of leadership
- Landscape scan of existing guidance programs
- A support infrastructure for the community of practice

Within 12 months

- Handbook of spend analysis options
- Early draft of action planning guidance
- Solicitation-ready guidance for high-priority categories
- Pilot-ready draft of rating system
- Training and credentialing pilot program

Within 2 years

- Refined guidance for action planning and implementation
- Solicitation-ready guidance for additional categories
- Operating version of rating system
- An API for eProcurement, ERP and other software

LONG TERM

Program Plan

- Membership – leadership network and community of practice
- Guidance & Tools – technical working groups, publications, resources
- Professional Development - training curricula, certification
- Convenings - conference, expo, workshops, technical expert gatherings
- Leadership Recognition Programs - awards, rating system
- Outreach - raise visibility of sustainable purchasing movement

Governance

- Independent - non-governmental, non-profit
- Multi-stakeholder - balanced, representative, and non-capturable
- Collaborative – some of the proposed activities may be executed by partners (e.g., training delivery)

BENEFITS FOR KEY STAKEHOLDERS

1. SHAPE THE FUTURE
2. REDUCE COSTS & RISKS
3. INCREASE BUSINESS VALUE
4. ACCESS PEOPLE & INFORMATION

Purchasers

- **Shape the Future** – help redefine the procurement profession the way USGBC redefined the building professions
- **Reduce costs and risks** – enhance efficiency of staff; **reduce need** for consulting; **share costs** of training and supplier engagement; **avoid mistakes**
- **Increase business value** – find improved solutions for end users; **exceed mandates** cost-effectively; **receive recognition** for leadership
- **Access people and information** – gain access to trustworthy, ready-to-use guidance; **gain insight** into peer efforts & market direction; **develop networks** of peers and reliable suppliers

Suppliers

- **Shape the future** – Be at the table when guidance is being developed for products or services you sell
- **Reduce costs and risks** – reduce costs associated with market confusion; **harmonize data requests** to address “survey fatigue”
- **Increase business value** – align offerings to expressed market needs; **align brand** with Council’s sustainability leadership
- **Access people and information** – gain insight into needs and expectations of leading large organizations; **develop networks** of peers and valued customers

Public Interest

- **Shape the future** – Help raise the standards used in trillions of dollars worth of purchasing decisions
- **Reduce costs and risks** – reduce cost of promoting new science and best practices; **lower risk** that guidance and tools will be under-utilized
- **Increase business value** – improve outcomes by getting upstream of downstream impacts; **expand reach** of existing efforts
- **Access people and information** – gain insight into procurement processes and current challenges; **develop relationships** with potential partners

Q&A

- Rebound effect when talking about cost-savings → how to ensure that savings are not used to buy more

A from **Jason**:

- One example of how they handled this is the paper cut program in Seattle
- Take energy savings and put it into further energy savings

Q from **Philip**:

- How are Alicia and Jason working together?

A from **Alicia**:

- Alicia is more working on the ground while Jason is more working on the leadership side

Ted – Sustainable purchasing – we can focus on institutional purchasing

Moving beyond public procurement – what opportunities might exist to broaden thinking around institutional procurement to include private sector and other institutions?

Sarah – we need more collaboration with government institutions – direct what NARSPAC is doing to connect with the State Department and other Departments?

- **Sustainable Purchasing objectives:**

- Influence big institutions such as the World Bank
- Design purchasing programs that are relevant
- Try to identify priority product categories on a global level that align with the Sustainable Public Procurement Program as part of the 10YFP on SCP - identify leverage points
- Link the Life Cycle Assessment work
- Establish program and develop tools to make it easier to identify them
- Develop tools that enable us to target purchasing initiatives and low-hanging fruit, e.g., eliminating charcoal
- Develop a common definition of what we mean by sustainable purchasing (to capture, e.g., rebound effect)

G. Life Cycle Assessment

Angie Leith, US Environmental Protection Agency, Office of Resource Conservation and Recovery

- Provided an overview of activities on LCA
- USDA Data Commons – assembling a life cycle inventory of information compiled from a lot of different commodities – get people from the outside who are also doing LCA to link into it
- EPA is working with an Open LCA and get our data into the data commons
- The idea is that all federal agencies would line up the data – have a format so start sharing the federal data and same format on the federal level
- UNEP under the SCP is engaging in an LCA Dialogue to have the data come together within International Consumer Guidelines

H. Cities and Sustainable Production and Consumption

Babe O’Sullivan, Co-chair Working Group on Sustainable Consumption, Urban Sustainability Directors Network (USDN); Sustainability Director, Eugene, Oregon

- My paradigm from local government which is very different
- There are lots of opportunities but they are very diffuse
 - SCP as an acronym is not really relevant but sustainable consumption as an idea is just emerging as relevant – how do we land these concepts?
- There are key drivers at the local government scale
 - Framing around existing city priorities: economic development, how to deal with waste, climate action planning, infrastructure investment and green building policy
 - In terms of climate action → EPA West Coast Forum on Materials Management and Climate Change which focuses on the upstream sustainable consumption issues of the climate change issue and has a forum, resources and webinars
 - Broader notion of resilience – it is the new sustainability → preparing for climate change which affects citizen resilience and communities. There is a lot of interest in mitigation
 - With the sustainable consumption activities that a city can engage in there is often the co-benefit of bringing people together at neighborhood scale (e.g., around resilience and sustainable consumption)
 - Urban Sustainability Directors Network is a network of a 130 cities that has been in place since 2009 (sustainable consumption consumer group)
 - There is an emerging Sustainable Consumption User Group that is not in every city
 - There is also an effort focused on packaging waste and how that can be avoided by buying in bulk
 - Sustainable Consumption piece within the Urban Sustainability Directors Network is mainly pertaining to activities happening in the West Coast of the US and Canada at the moment – Vancouver, Seattle, Portland, Eugene, San Francisco – cities participating in a 5 year initiative which is concentrated on the west coast (with the Garrison Institute)
 - Consumption not used as a term in the East Coast
 - What is the appropriate way to connect the dots and consumption patterns and sustainable city concerns?
 - A lot of work left to do in the urban sustainability profession
 - Consolidation in some cities, but often cities are configured differently (agency-fragmentation)

Vanessa on Cities:

- Definitions are crucial and we can link our field to the priorities of cities
- We have identify number of ways to combine resources (West Coast Forum on Materials Management (January meeting on reduce, reuse, share))
- Link common resources (Urban Sustainability Directors Network → sustainable economic measures, sustainable consumption metrics (repair, reuse, share, borrow), etc.)
- Q from audience: Do the sustainable consumption metrics take into account impact of services (according to Jason Pearson, services industry has a far bigger impact in terms of emissions as opposed to goods) – A from Vanessa: not yet
 - We can measure consumption services as opposed to materials – our banking, financials, insurance, hotels, hospitals – ultimately how can we have a higher impact in reducing environmental burdens
 - EPA did a 2009 GHG impacts survey of the stuff we buy and 42% as a nation is attributed to goods and food – which stuff holds the biggest footprint in terms of the use phase?

I. Green Building

Maggie Comstock, Policy Associate, Advocacy and Public Policy, U.S. Green Building Council

- Green buildings are the highest resource users
- 2/3 of GHGs, 14% of potable water, 40% of solid waste streams in developing countries, etc. IPCC says buildings are where we can have the biggest impact in the least costly way = next to energy generation and transportation
- USGBC developed LEED Green Building Rating System
- Promote green building through construction, design and policy
- One building at a time is too slow and the issue is urgent. 200 cities are larger than Paris – connecting the councils with local governments – they have the technical expertise to assist cities How to developed increased
 - Sustainable cities initiative → connect cities with local governments (work closely with C40 network and their leadership)
 - Commitment to improve their climate efforts # of projects that have GHG emissions
 - Did a survey of their policies with 1 pagers on each of them in a celebration of what they are doing and showing the gaps – they have an opportunity to share best practices
 - Data transparency is key
 - NYC → municipal building policy
 - Work closely with ICLEI Local Governments for Sustainability
 - In Warsaw, announced second biannual green leadership awards to honour regeneration (this year: Vancouver... Abu Dhabi, Shanghai, etc.)
 - Generated a lot of motivation and change → interesting how huge the impact actually is at a city level
 - Solicit good sound green building initiatives on urban regeneration and innovative finance policies
 - USGBC is moving to post-occupancy performance? → review after 5 years
 - Development of dynamic plaque to track real-time performance → healthy competition (benchmarking and data transparency (NYC → publicize energy standards online)

J. New Narratives and Communicating Sustainable Production and Consumption

How do we communicate sustainable production and consumption? How do we frame this conversation?

Karen Onthank:

- It is important to frame conversations to communicate with specific audiences. The same message/story will not work for every group; it is necessary to craft messages/stories to targeted audiences.
- In response to a concern about “stereotypes,” we need to think more about “market segmentation.”

Peter Adriance:

- Taking it as a partisan issue does not work → need to work together and have a language that attracts people
- Requires knowing your audience and making it inclusive

Eileen Naples:

- Healthy-high performing community and resilient communities

Jason Pearson:

- Cannot talk about sustainable consumption with business community → we will lose many of them if we use that language
- Need to use “value” as a term as it opens up the conversation – supplier to deliver value and purchasers → have a conversation about what is valuable
- The best value is something that they have – how do we define what is valuable – everyone is willing to have that conversation – consumption is very politically loaded

Derry Allen

- We should pick things where there are interests in wellbeing more generally – and what is sustainable
- In buildings, if we are building better living space which happen to have certain qualities that are more sustainable
- We talk about healthy diets vs. obesity → all about reframing - red meat eat the right kinds of foods – and these healthy foods tend to have a lot less impact on the environment

Maurie Cohen:

- Guiding narrative in US culture → built around life course of baby boomers (American style consumer society, suburbanization, automobile-dependency, consumerism) → millennial generation will have a different narrative (iPhones, social media)
- New stories emerging by new generations
- As the baby boomers reach the stages of life course – space opens up for new narratives
- And new stories organizational cultural stories to be told
- We have been organized around suburbanization and material accumulation
- Gen Y group has very little interest – they’ve traded in their cars for iPhones – engage socially than by face-to-face communications – suburban lifestyles don’t have the same

- Demographic trends – baby boomers and children of baby boomers – distinct preference for urbanized non auto dependent – large scale macro social

Jeffrey Barber

- There are many different audiences which require messages and approaches specifically addressing their interests and frames of references. The question is who are we trying to reach and connect with? Everyone? People like us? People who are skeptical or perhaps even hostile to the idea of “sustainability?” We need to consider the different types of audiences and stakeholders we need to engage and develop the appropriate means to including them in this dialogue.
- This roundtable provides a great opportunity to launch a new working group to further discuss and explore these ideas and aims.

Sarah Dayringer

- Let’s look at past campaigns that have worked - why don’t we litter? – imprint phase of next generation
- See cultural shift to happen with generation

Presentations:

- **Anna Awimbo**, Director of Collaborative Communities, Center for a New American Dream
 - Storytelling & narratives – 4 core themes that stories are centered around
 - Triumphant individual (personal success story) – we are the ones we’ve been waiting for
 - Benevolent community (work together for the common good)
 - The mob at the gates (NIB)
 - The rot at the top (negative)
 - If you can fit your story along the first two narratives → success and it’s easier for people to digest
 - Look at how one person changed their lifestyle, became vegan and changed their community by creating an NGO – or how a benevolent community came together to work for a common good – put in positive threads
 - Objective:
 - Expand the notion of community to include everyone – when we talk about the New Dream we mean the dream for everyone and we want to keep it that way
 - Redefine dream that is all-inclusive (all the different groups)
 - Highlight conversations around middle-class life
 - New generation and their values that are very different from previous generations – their values are different
 - Unpack how we measure success (go away from GDP, housing starts and housing stats – growth is not necessarily building)
 - Change mass media messages – we are over-advertising and targeting young children so how do we change that?
 - Frame dominant narratives and integrate them and emphasize the positive ones
 - Barriers:
 - Combat old narratives (e.g., Exxon is bad) and shift to positive narratives
 - We have to combat old labels and stereotypes

- Center for New American Dream
 - Redefining the dream project → people are telling their own personal stories about how they changed their lives
 - They are creating animations
 - The Get-Together Initiative (IOB – in our backyard → capacity-building)
- Book: Spendthrift – is a book that looks at the basis of the new narrative
- Ecoteam concept that was active in the EU → teambuilding and great for behavior change, being active and sharing in a neighbourhood, reviving this idea of team building and accomplishing things on the local level – this is the best way to get behavior change to happen
- There is an opportunity to create a NARSPAC Working Group on Sustainable Communication

- **Solange Tremblay**, president of SUSTAINABILITY|COMMUNICATION Group, and Associate Professor, Department of Social and Public Communication, Université du Québec à Montréal (by phone)
 - Participated in the Global Survey of Sustainable Lifestyles (GSSL) – UNEP
 - Communications in sustainability
 - **Communication is scarce** in terms of sustainable development – communication of sd is a new responsibility in many organizations – change is only starting to take place in the new millennium in Canada
 - Issues related to sd not on the Canadian organizations' agenda
 - Communications **professionals** were rarely consulted – even if ethical issues were considered
 - Communications professionals that were in these organizations were still learning in their new roles
 - Effective communication goes beyond – re-examined in all of its facets

 - **We need a holistic vision** – relations and open and fluid – values, transparency and dialogue and participation
 - Information channels are not about quantity
 - The role of communications – is to focus on the **human factor** – To be truly human need to be focused on humankind
 - 2002 – successful organizations built their organizations based on continuous recommendation on their organization with activists – **good communications / citizen participation** overlapping in this definition – common understanding of goals
 - Information is not communication – communication is not transmission
 - **Information is the message and communication is the relation**
 - Information development of knowledge – communication equality between individuals and legitimacy of dialogue
 - Citizens that are well-informed can influence of the world
 - Since they have multiple status from **multiple perspective** like consumer, voter, worker, homemaker – formal and informal groups
 - Constitute – refer to latest studies – citizens participation in political decision-making it is a strong social value that goes beyond a consultation of population

- Global Survey on Sustainable Lifestyles (GSSL) – if told youth individualistic – young generation want to work collectively
 - Young people want to be a source for change – collective action – beyond simple information to responsible problems like climate change
 - She ran the Canadian survey for GSSL – there were high participant levels – and those youth were more directly involved in decision-making in social change
 - Participatory values are intrinsic to sustainable development – people want to reach their full potential
 - Responsible communication – beyond content of message, definition of sd itself
 - We often have unrealistic goals, stakeholders – 3 objectives 1) information and awareness 2) modifying attitudes 3) behavioral objectives
 - Have to remember what happens between first exposure and modification and the third level
 - Just because message is sent / received – changes and attitude modifies behavior
 - Research in communications – new social values to a new definition of development
 - People can not be developed
- **Erik Assadourian, Senior Fellow, World Watch Institute**
 - What is the path to degrowth in overdeveloped countries – minority view it is not a positive frame?
 - If you look at the Vital Signs Report – it's not just about staying positive – we're going to hit a wall
 - Massive contraction whether proactive or because of degrowth
 - The latest State of the World report – had an article about One Planet Lifestyle
 - Fleet 2,500 cars for 600,000 people – taxis and delivery drones
 - We will not have a private car
 - Democracy might lose it if we hit that wall
 - We need to rethink the environmental movement – move from thinking as our role not stop coal powered plant – learn from missionary movements
 - We need to be eco-centric social service providers – how do we live on this planet?
 - Think way beyond the box

Founded the Club for Degrowth – it's a challenge and take that stance of provoking a response

- Erik is raising his son to be an Ecowarrior – how is he going to survive a 4 degree future
- What skills will he need not what taught in average school?
- Plant identification – what ways learn true wisdom and understanding of the planet?

Erik is creating a new TV series called America's Next Top Farmer – Worldwatch's entrée into reality television

- Six recent college graduates to convert their parents' lawns or neighbourhood land into a small farm

- 50-60% unemployment in Spain for youth
- How to live an informal livelihood? – we need to make better use of suburban areas
- Multi-generational way of living, multi-revenue stream, and more resilient
- Shift the 4th largest crop in America (the lawn) into a useful sufficiency farms in a fun way
- Homeowner into a garden and have a challenge a way to talk about degrowth in a less threatening way
- Our future whether want it or not is informal economic and localized and harder work future than it could be
- Japan is already in a post-growth culture

Dialogue

- What are our needs in terms of creating a new narrative around SPaC?
- What works? What doesn't work?

K. Evaluation of the Workshop

What worked in this workshop?

- What always works well is the chance to meet new people and share ideas – thank you so much for structuring this in!
- Building relationships, cross-fertilization of ideas, diversity of contributions, strong resources, great organization and flow
- Great mix of people, good conversation, good mixing of people – moving around, moved along well
- Clear meeting objectives
- Met some new people
- One-on-one short breakout dialogues
- Small group discussions
- Small break-out groups
- Intentional interaction with all the other participants and opportunity to interact with every person in the room
- 'Speed dating' approach to encourage small group discussions
- Multiple subjects
- Background on international goals and UN activities
- Connecting with experts, resources
- Adriana, Georgina, Ted, Angie, Jason and Alicia
- Discussions about reframing and new narratives
- Connecting cultural and communications professionals with policy and tech wonks
- The breakout session identifying specific strategies for action was the most helpful
- Strong presentations for Sustainable Purchasing
- Update on activities as well as meeting new peoples and discussing practices

What could be improved?

- Phone presentations are difficult to hear and understand – we need faster moving bulleted ideas and main points particularly at the end of the day
- Remote presentations – too long and hard to hear

- There are infinite connections to be made in the realm of SCP but I'd suggest a more focused dialogue for a one-day meeting
- Despite efforts at the outset to formulate a series of goals for the day, it remains rather nebulous what the continuing actions will be.
- Larger meeting space that has more room to move and gather in small groups
- SWOT analysis or something similar to identify where groups have assets or leverage
- Some other presentations
- Too many short presentations – thoughtful presentations take longer
- Need to define 2-3 deliverables and move forward
- Clarity of desired outcomes
- More stakeholder input is needed
- Clearer communication up front about the goals and next steps of the meeting to understand what the discussions sessions were aimed at achieving
- Shorten lengthy presentations, especially remotely (no control over presenter, no interaction with audience)

L. Opportunities and Next Steps

NARSPAC Strategy

- Doing a strategy – start with the long-term goals. We need to clearly define where we are going otherwise people involved will become disengaged
- Translate the 10YFP on SCP to the North American scale
- Develop a learning network and support cross-cutting interaction
- Take advantage of windows of opportunity
- Help create a North American Sustainable Development Council that develops long term goals, strategies, and implementation and connects with bottom-up grassroots initiatives

Who:

- Canada needs to get its own network going
- Work more with USDA
- Engagement with West Coast Forum on Materials Management and Climate Change – webinars, joint consultation with the leadership forum

10YFP on SCP

- Roadmap for implementing the 10YFP in North America

SCP Metrics / Sustainable Development Goals

- Identify SDGs and indicators for the sustainable consumption and production field

NARSPAC Summit

- The 'sustainable consumption and production' community in the US tends to be quite fragile and could easily collapse. Engagement in its nascent institutions has been facilitated largely on the basis of voluntarism. An event focused on how to create more durable institutions at the public policy / civil society / business interface is an important requirement. Perhaps a summit involving philanthropic foundations would be a valuable activity.

Other Events

- Open Working Group on 10YFP and SCP on the sustainable development goals
- Be a “Master Speaker” at Green Build 2014 in New Orleans (October) – transition topic – how are we taking SCP into the future?

Narratives and Communications

- Establish a NARSPAC Group on Communications
- Create a NARSPAC Communications Working Group that can work with other groups both within and outside of NARSPAC
- Hold a workshop on the new narrative and communication tools that can help spread the message and enlist broader participation
- Actualizing sustainable consumption and production and communicating these objectives and actions with individuals, communities, private sector, government etc.
- Discussions around new narratives / inclusivity around sustainable strategies
- Focus on new narratives for sustainability – ask each person for their best ideas and then write them up and circulate to others

Purchasing

- Strategic focus on Strategic Public Procurement including
 - Identification of 1-3 priorities
 - Development of tools
- Strong opportunity to direct sustainable purchasing agenda into the NAFTA CEC Greening North American Economy Agenda
- Look at the North American effort to explore expanding Sustainable Public Procurement to focus on institutional purchasing
- NARSPAC can support efforts to achieve harmonization of Sustainable Public Procurement approaches by leveraging existing North American SPP efforts (Sustainable Purchasing Leadership Council, Responsible Purchasing Network etc.) that align public procurement with non-public procurement activities e.g., institutional purchasing.

Life Cycle / Purchasing

- Linking North American sustainable purchasing and LCA / eco-labeling initiatives

Cities and Sustainable Consumption and Production

- City engagement in Federal priority setting
- A paper on SCP and cities
- Workshop on sustainable cities and sustainable consumption and production with SCORAI and the Urban Sustainable Directors Network
- Learn from the Urban Sustainable Directors Network project on sustainable consumption metrics and separate project on sustainable economic development project, and emerging project on cities and the sharing economy

Thank you to UNEP RONA for hosting the workshop and particularly to Hilary French, Jenna Gustafson and Olga Horn.

IV. Workshop Participant List

Name	Position/Organization
1. Alexander Juras	Chief, Major Group and Stakeholder Branch, United Nations Environment Program
2. Alicia Culver	Executive Director, Responsible Purchasing Network
3. Angie Leith	U.S. Environmental Protection Agency, Office of Resource Conservation and Recovery, (US EPA)
4. Anna Awimbo	Director of Collaborative Communities, Center for a New American Dream
5. Babe O'Sullivan	Urban Sustainability Directors Network - Co-Chair of the Working Group on Sustainable Consumption and Director of Sustainability Eugene Oregon
6. David Levine	Co-founder and Executive Director, American Sustainable Business Council
7. Derry Allen	Counselor, Office of Strategic Environmental Management Office of Policy, U.S. Environmental Protection Agency, (US EPA)
8. Dianne Dillon-Ridgley	SCP and Sustainability Expert; Director, Interface Carpets
9. Erik Assadourian	Senior Fellow, Worldwatch Institute
10. Elise Golan	Director of Sustainable Development, United States Department of Agriculture, (USDA)
11. Eileen Naples	Office of Resource Conservation and Recovery, Resource Conservation and Sustainability Division, US Environmental Protection Agency (US EPA)
12. Greta Twombly	Campaigns Manager, American Sustainable Business Council
13. Hilary French	Programme Officer, Climate Change and Resource Efficiency, United Nations Environment Program, (UNEP RONA)
14. Hodayah Finman	Senior Adviser for International Organizations, US Environmental Protection Agency, (US EPA)
15. James Rochow	President, Trust for Lead Poisoning Prevention
16. Jason Pearson	Executive Director, Sustainable Leadership Purchasing Council

- 17. Jeffrey Barber** President/ Executive Director, Integrative Strategies Forum (ISF)
- 18. Jenna Gustafson** Consultant, United Nations Environment Programme Regional Office for North America, (UNEP RONA)
- 19. Karen Onthank** Deputy Director, Integrative Strategies Forum, (ISF)
- 20. Liz Lord** Foreign Affairs Officer, Office of Environmental Quality and Transboundary Issues, Bureau of Oceans and International Environmental and Scientific Affairs, US State Department
- 21. Maggie Comstock** Policy Associate, Advocacy and Public Policy, U.S. Green Building Council
- 22. Maurie Cohen** Associate Professor of Environmental Policy and Sustainability, New Jersey Institute of Technology
- 23. Olga Horn** Environmental Policy Intern, United Nations Environment Programme Regional Office for North America, (UNEP RONA)
- 24. Peter Adriance** Representative for Sustainable Development, Office of Public Affairs, Baha'is of the U.S.
- 25. Peter Denton** Instructor in Ethics and Sustainability, Red River College of Applied Arts, Science and Technology
- 26. Philip Vergragt** Fellow, Tellus Institute; Professor Emeritus of Technology Assessment, Delft University of Technology; Research Professor, Clark University
- 27. Robert Reynolds** Foreign Service Officer, Office of Environmental Quality and Transboundary Issues, Bureau of Oceans and International Environmental and Scientific Affairs, US State Department
- 28. Sarah Dayringer** SustainUS
- 29. Stephan D. Sylvan** Senior Policy Advisor, Office of Policy, U.S. Environmental Protection Agency, (US EPA)
- 30. Stefanie Bowles** Advisor, Regulatory Cooperation Council Secretariat, Privy Council Office, Government of Canada
- 31. Ted MacDonald** Office of Global Affairs and Policy, Office of International and Tribal Affairs, U.S. Environmental Protection Agency, (US EPA)
- 32. Vanessa Timmer** Executive Director, One Earth
- 33. Wendy Philleo** Executive Director, Center for a New American Dream

By Phone:

- 34. Adriana Zacarias Farah** Project Officer, Sustainable Consumption and Production, UNEP
Division of Technology, Industry and Economics
- 35. Georgina Wainwright- Kendirim**
Manager, Sustainability Policy and CSR Strategic Policy Branch,
Industry Canada
- 36. Solange Tremblay** President, SUSTAINABILITY|COMMUNICATION Group and
Associate Professor at the Department of Social and Public
Communication at Université du Québec à Montréal (UQAM)