



Promoting sustainable production & consumption in North America: An historical overview

Jeffrey Barber
Integrative Strategies Forum

North American Roundtable on Sustainable Production & Consumption

December 11, 2012, Washington, DC

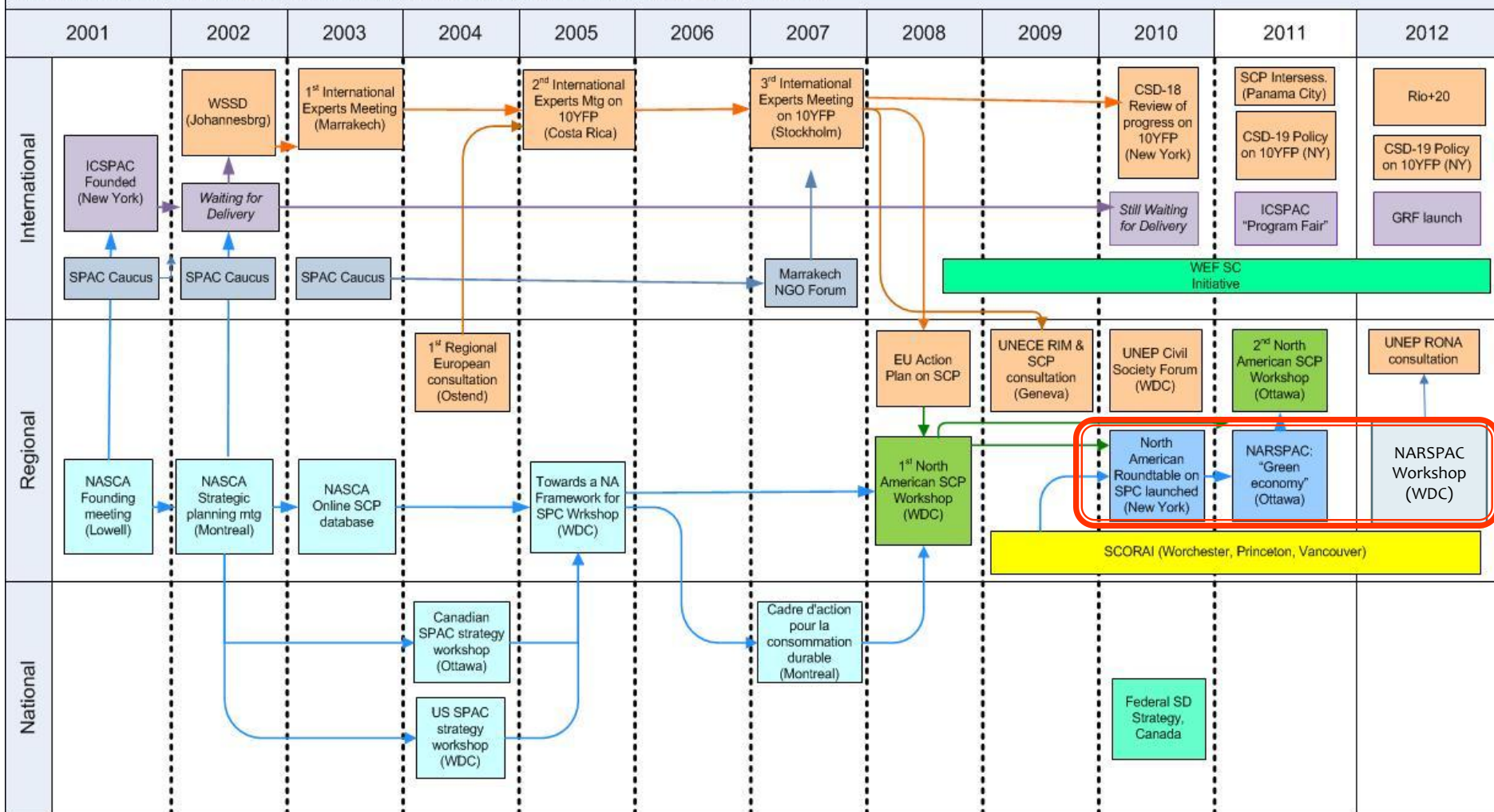


North American Roundtable on Sustainable Production & Consumption



To promote dialogue, understanding and collaboration among stakeholders in North America's transition to sustainable production and consumption.

The International Dialogue on Promoting Sustainable Production & Consumption



1972: Sustainable development defined as meeting the needs of the present without compromising the ability of future generations to meet theirs.

1992: Production and consumption identified as the **major cause** of environmental deterioration. Call for national policy frameworks. National strategies.

2002: Sustainable production & consumption an “overarching objective of sustainable development. Call for 10YFP.

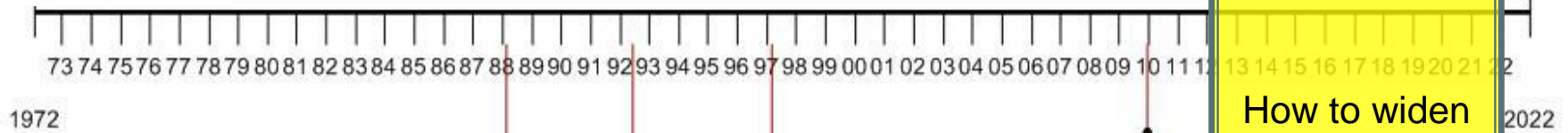
2012: Green economy + implementation of 10 Year Framework.



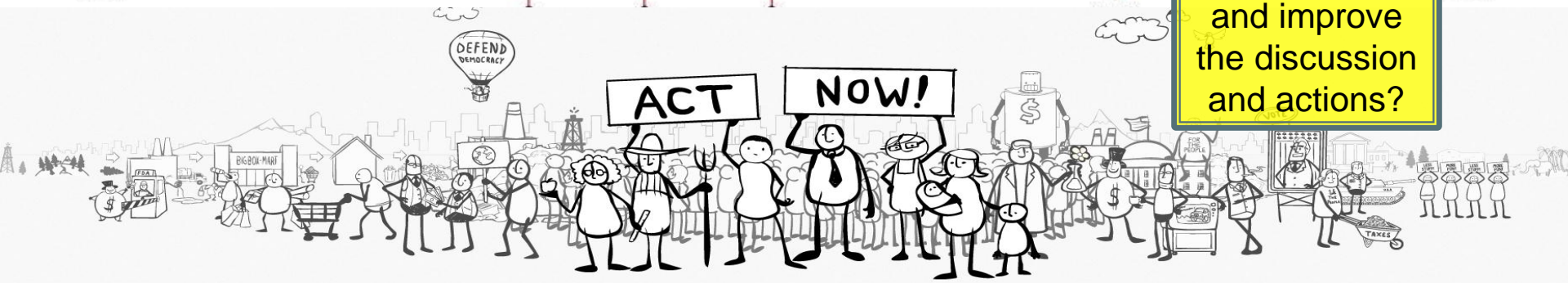
1983
World Commission on Environment & Development



2012
30th Anniversary of Rio+20



How to widen and improve the discussion and actions?



Overarching objectives



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, §2, *Plan of Implementation of the World Summit on Sustainable Development (2002)*

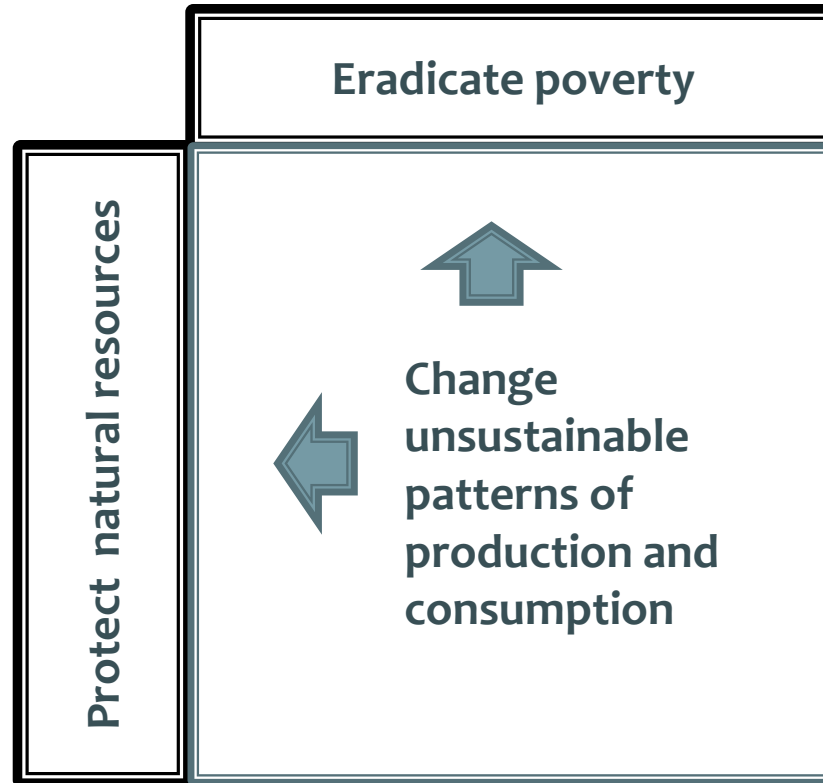
Overarching objectives



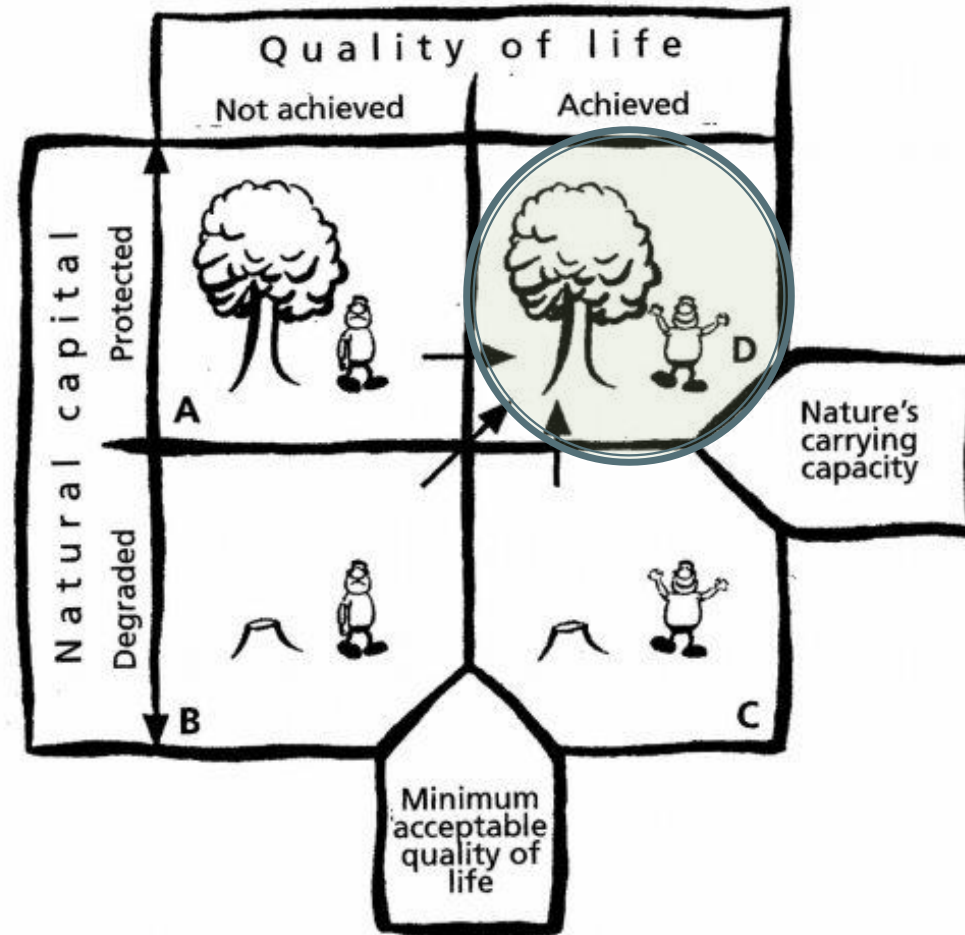
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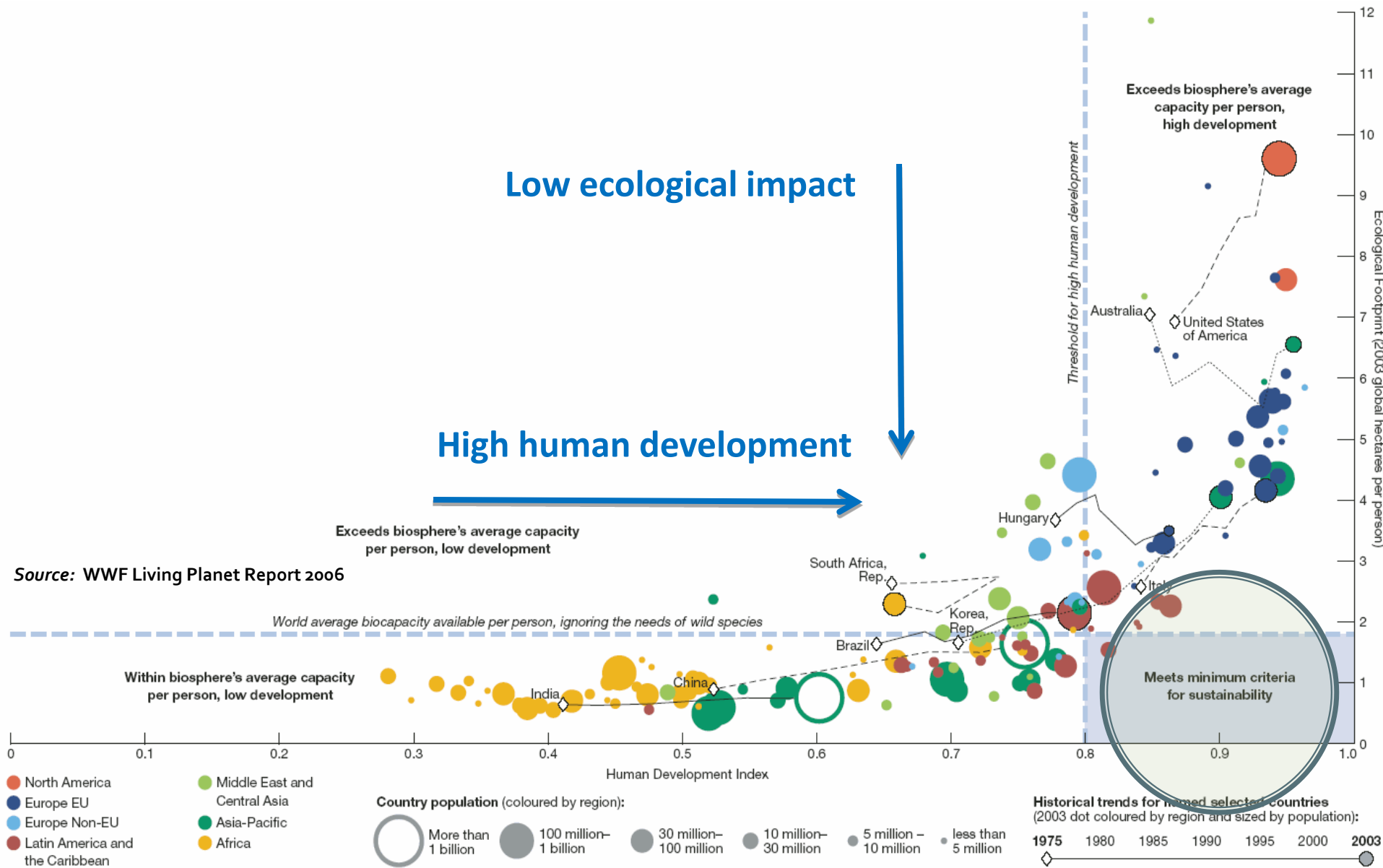
Making production & consumption sustainable is key to protecting natural resources & economic security



Transition to sustainable economy & society



Redefining "progress"



Defining our focus

Correction:

The original Oslo definition was for
“sustainable
consumption.”



Working definition of SCP:

*“The **use** of services and related products, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs of future generations”.*

*Norwegian Ministry of Environment,
Oslo Symposium, 1994*

We also need to focus on the **design, production and marketing** of goods and services, the **values** guiding **investments** in all these areas, and the **systems** within which they function.

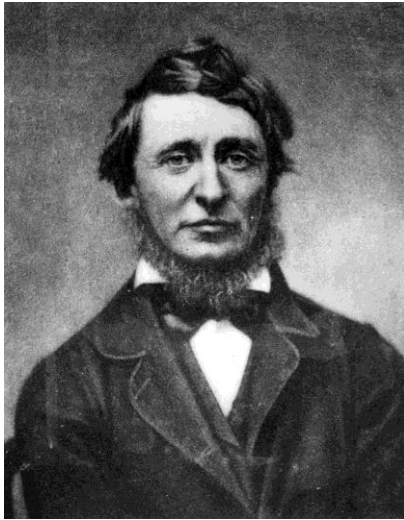
Sustainable production & consumption



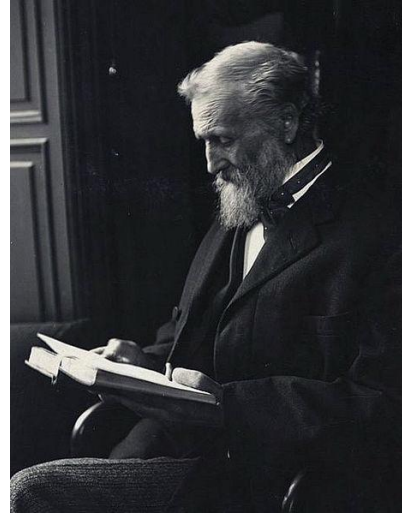
A **system** that provides for human needs, improves social and economic security and quality of life for all people, including future generations while protecting the ecosystems upon which life depends.

A convergence of discourses, practices, policies and social movements

Environmental discourse



Henry David Thoreau
(1817-1862)



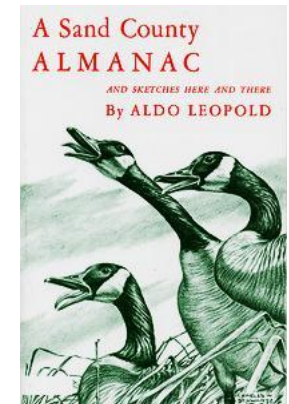
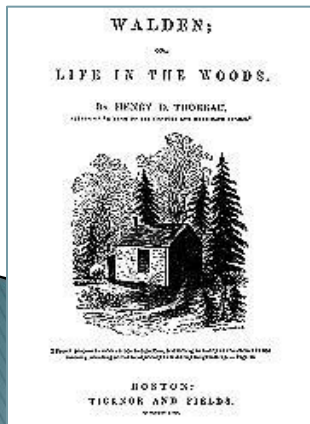
John Muir
(1838-1914)



Gifford Pinchot
(1865-1946)



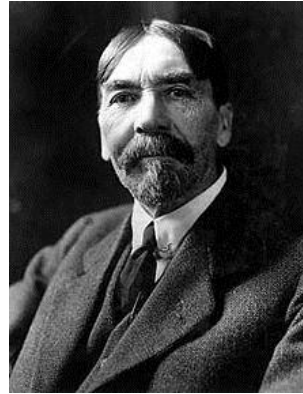
Aldo Leopold
(1887-1948)



Social discourse



Sarah Bagley
(1805-1895)



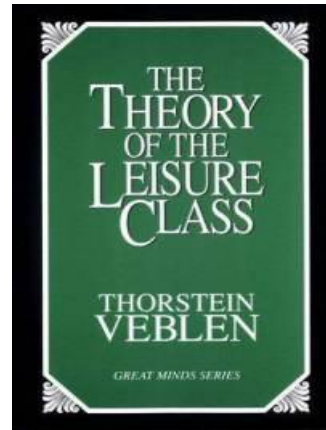
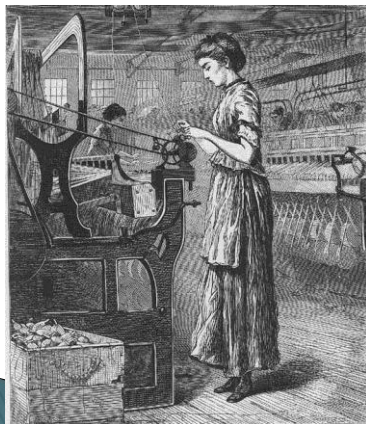
Thorstein Veblen
(1857-1929)



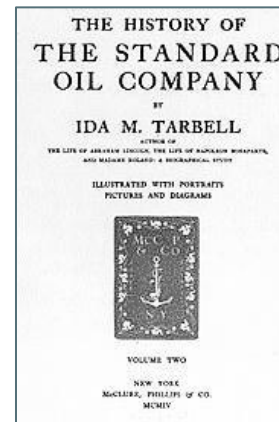
Ida Tarbell
(1857-1944)



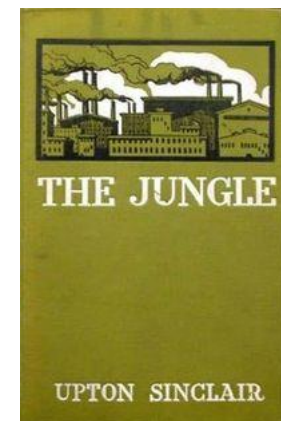
Upton Sinclair
(1878-1968)



1899

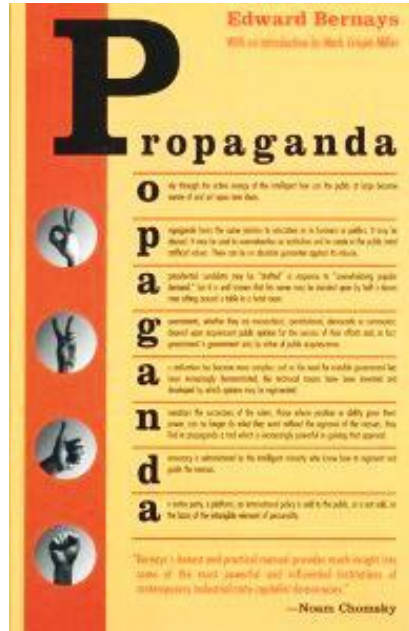


1904



1906

Marketing discourse



Edward Bernays (1891-1995)

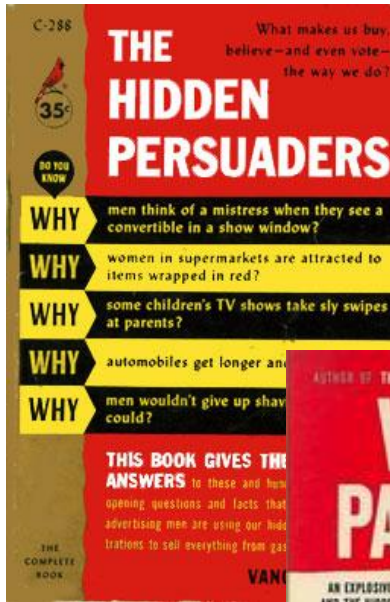


"Torches of Freedom"

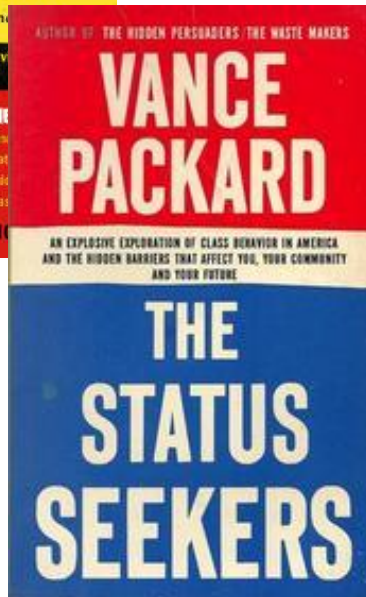
"The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element of democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country."

-- Edward Bernays, *Propaganda*, 1928

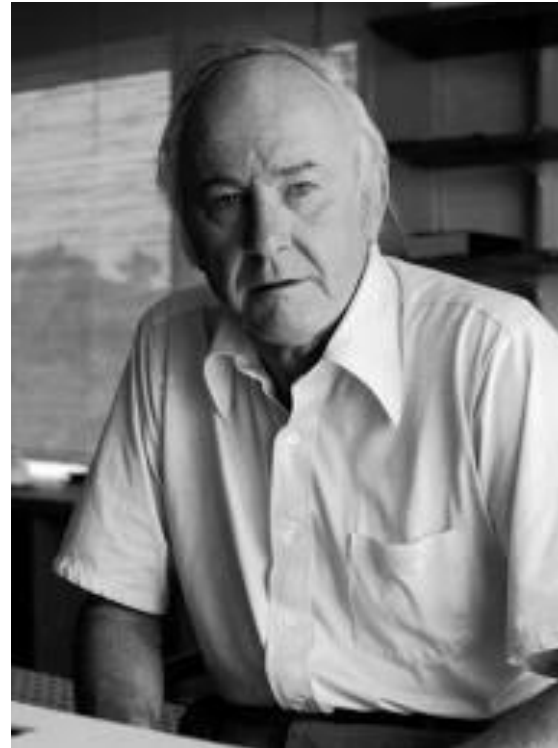
Marketing discourse



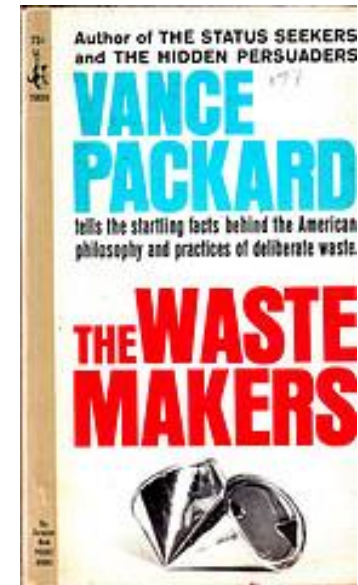
1957



1959

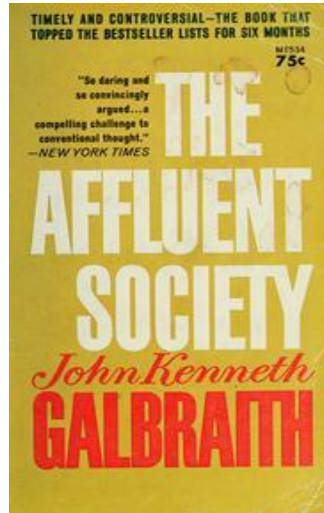
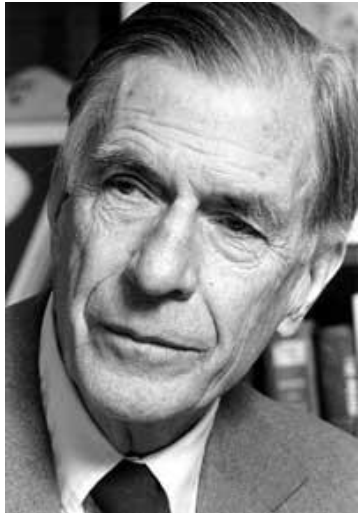


1914-1996



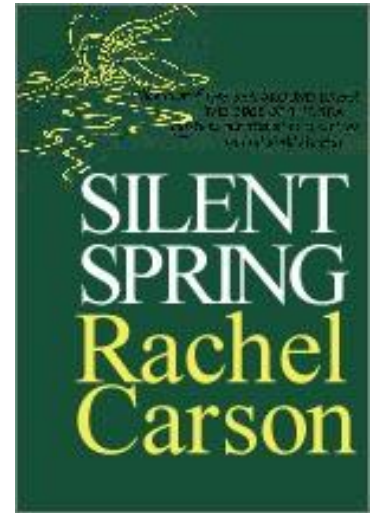
1960

How much is enough?



John Kenneth Galbraith
(1908-2006)

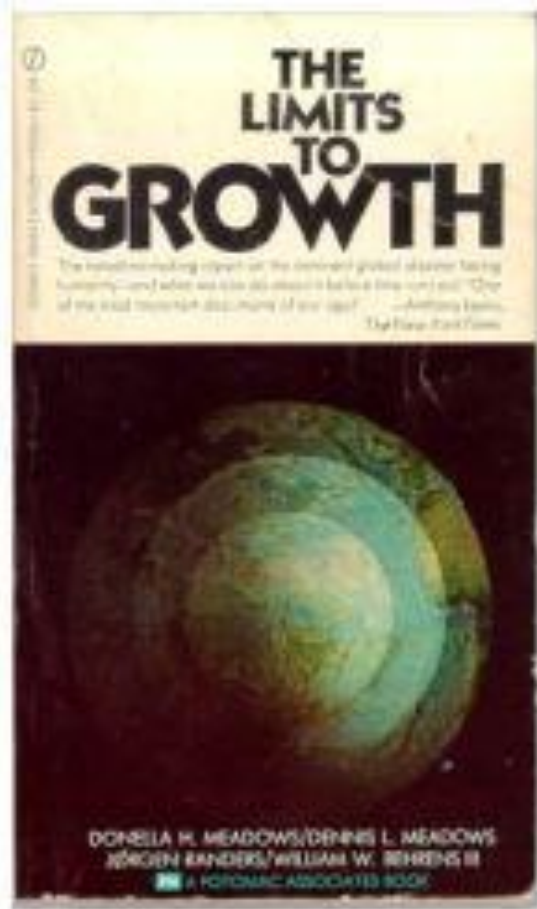
1958



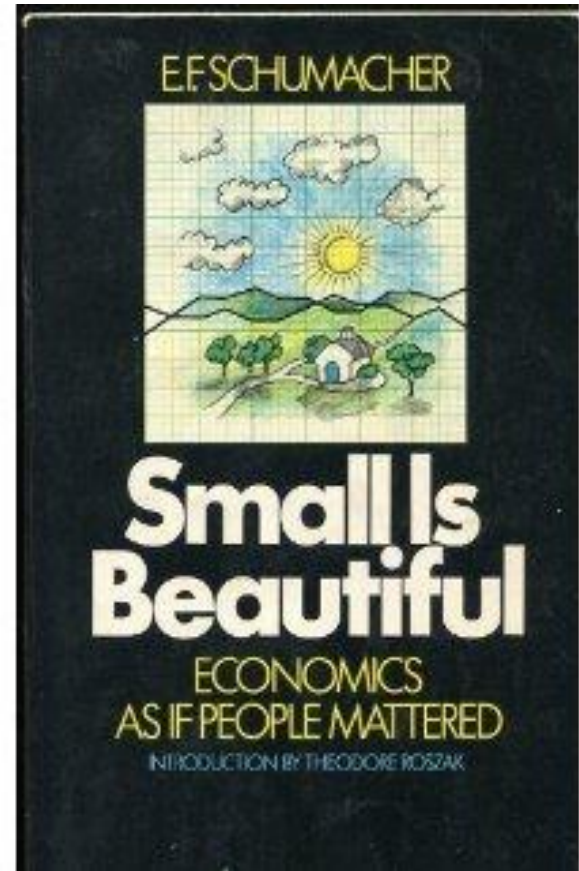
Rachel Carson
(1907-1964)

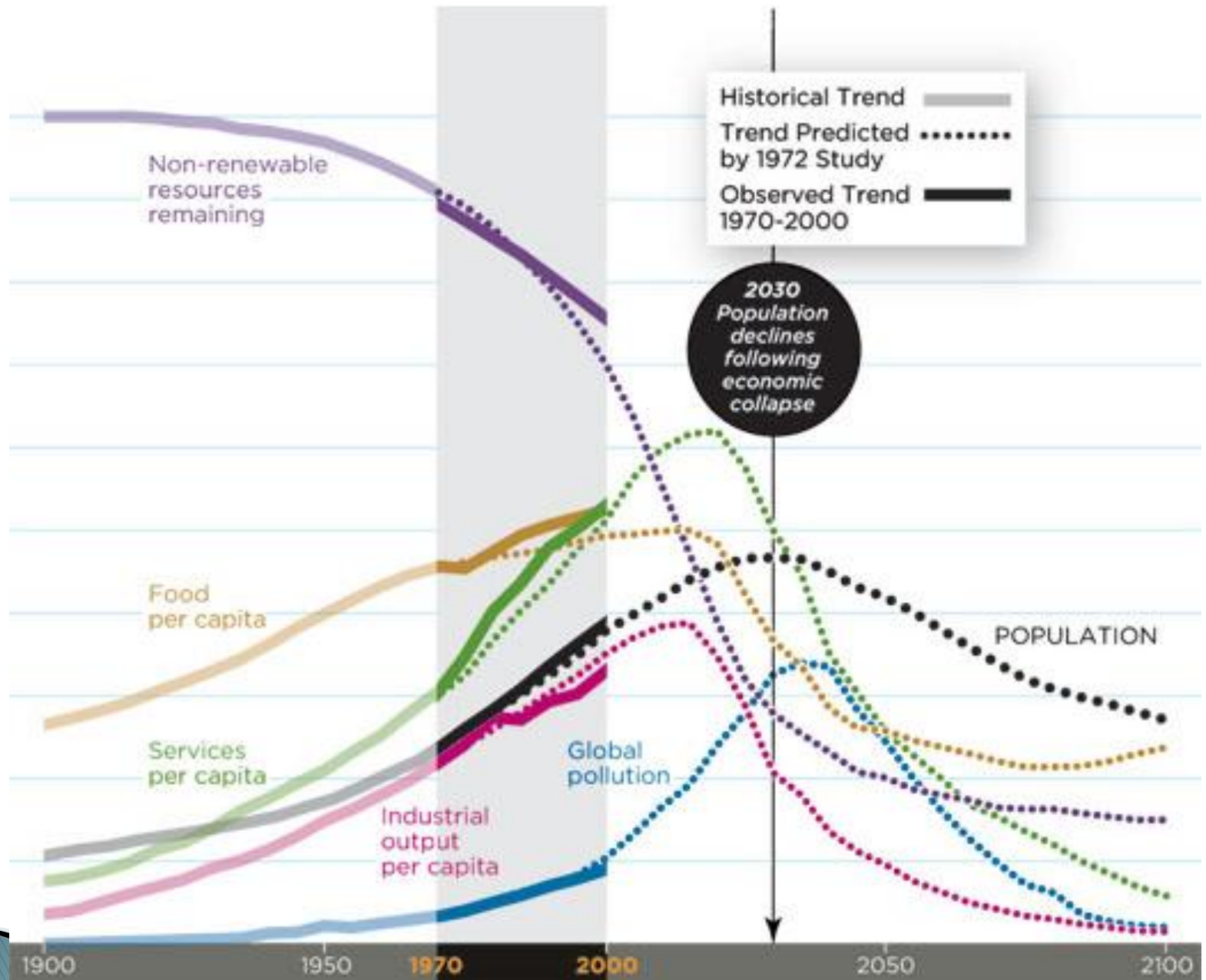
1962

1972

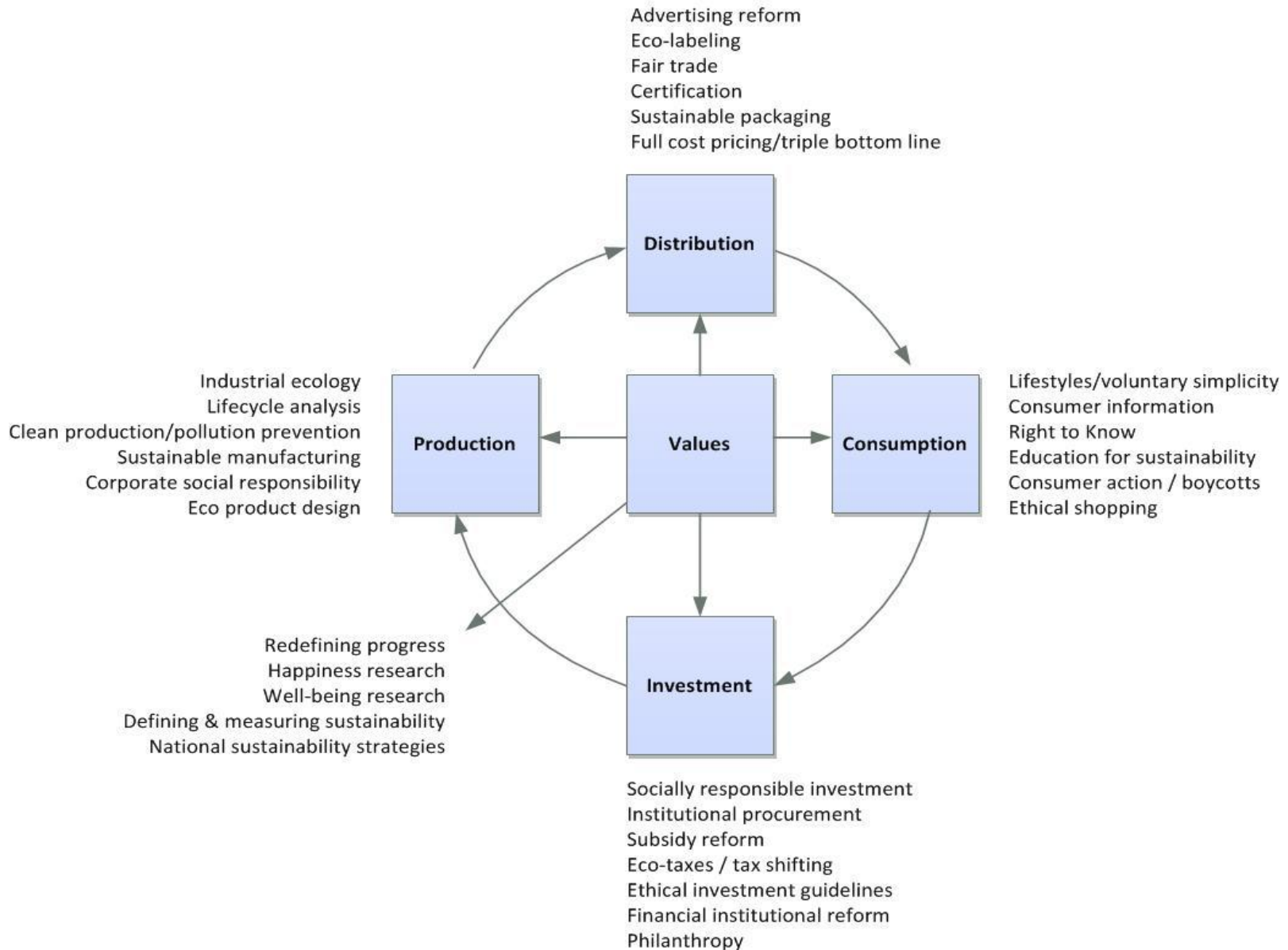


1973

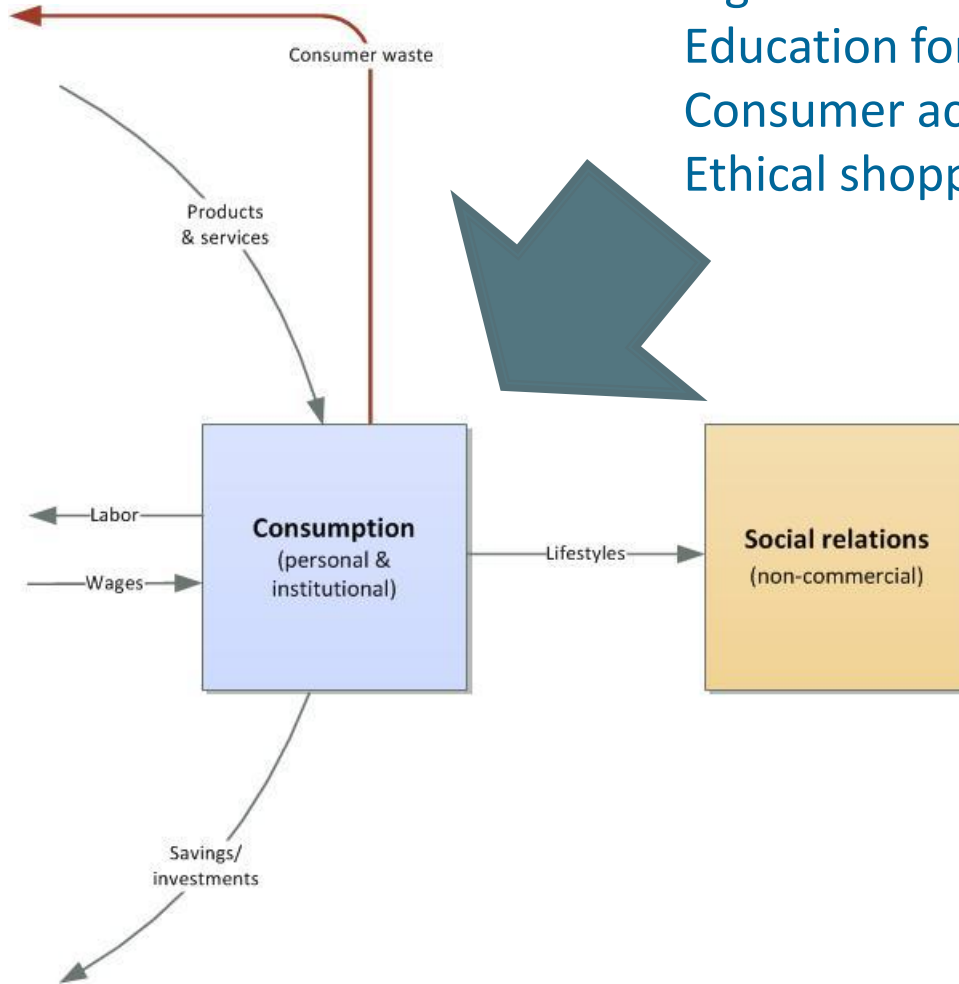




Policies, practices and communities of practice targeting critical leverage points



Lifestyles/voluntary simplicity
Consumer information
Right to Know
Education for sustainability
Consumer action / boycotts
Ethical shopping



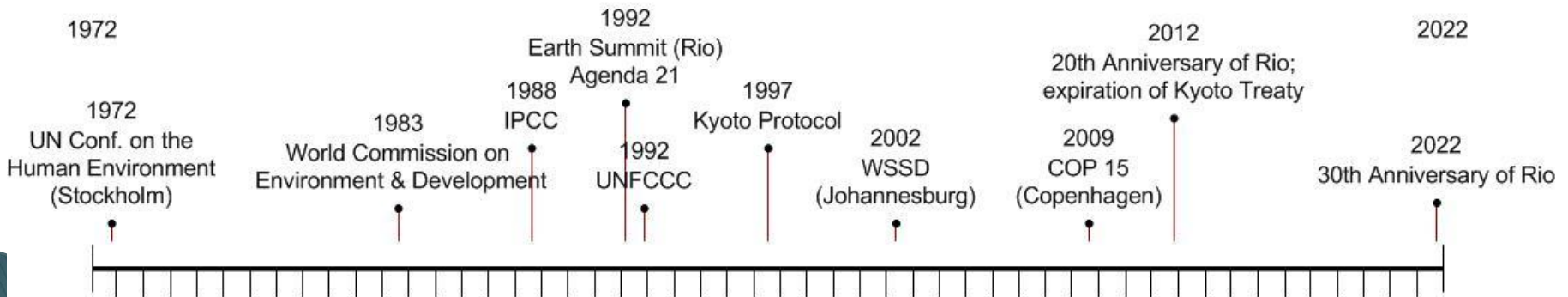
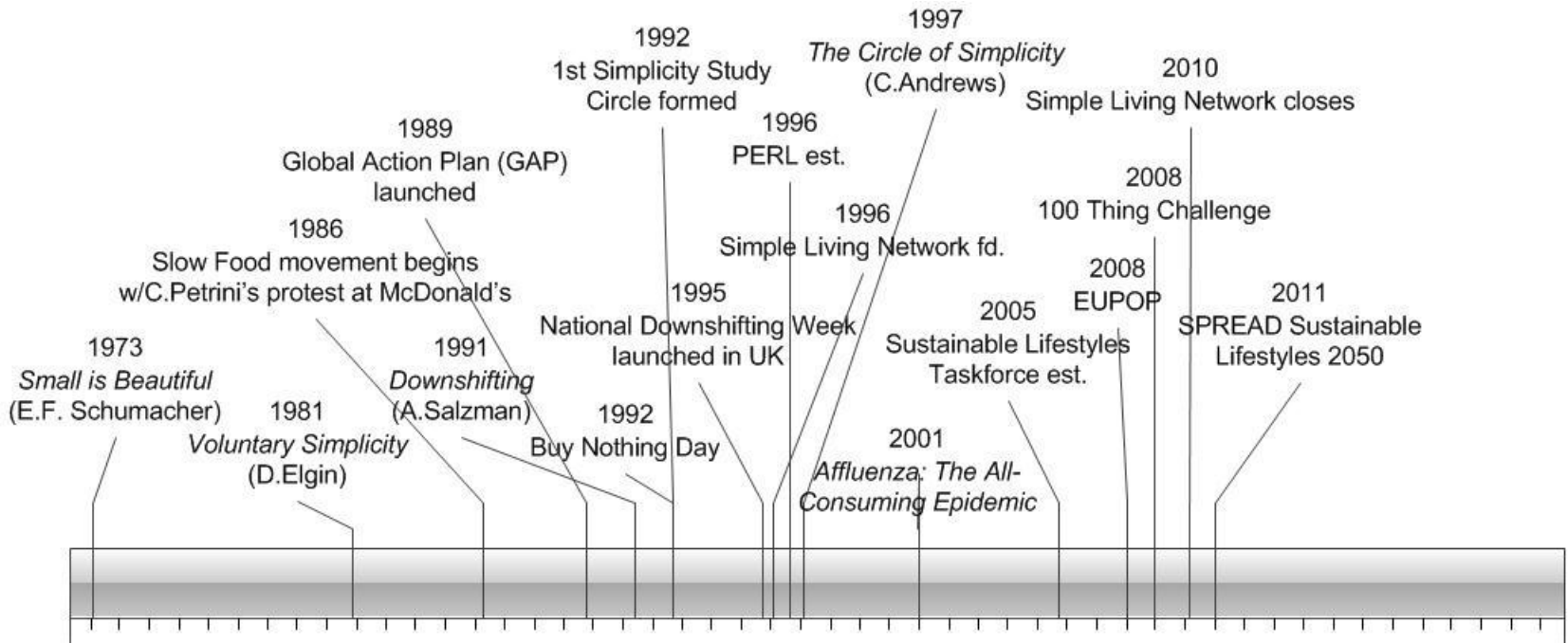
the center for a new
american dream
 more of what matters

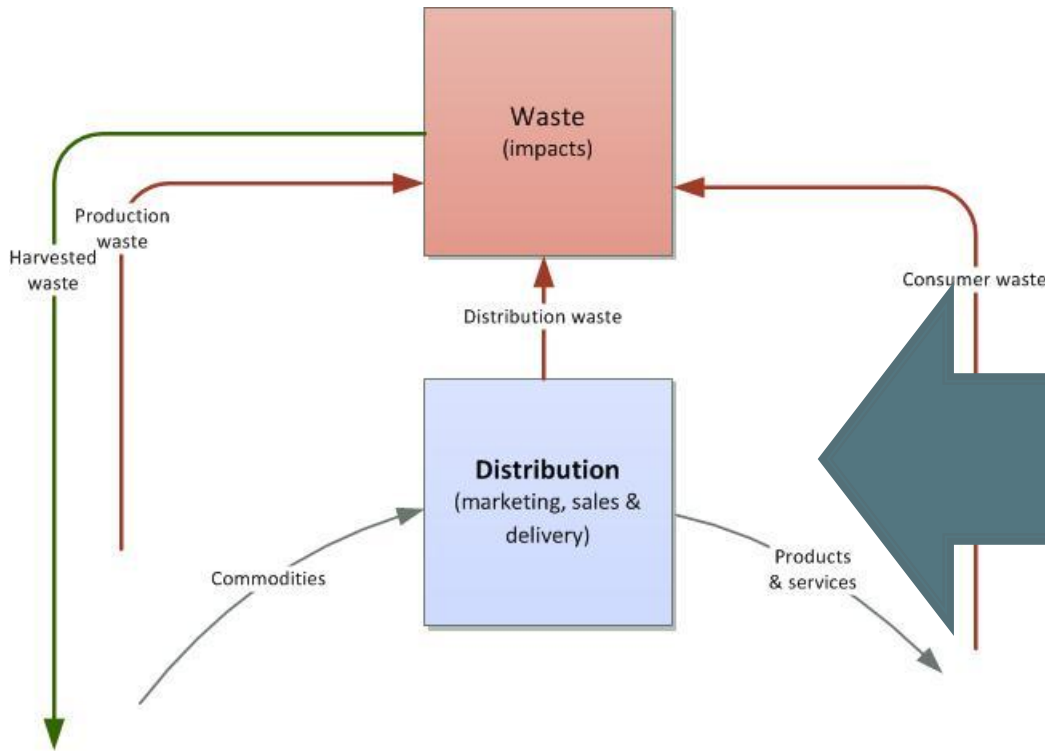


Lifestyles/voluntary simplicity
 Consumer information
 Right to Know
 Education for sustainability
 Consumer action / boycotts
 Ethical shopping

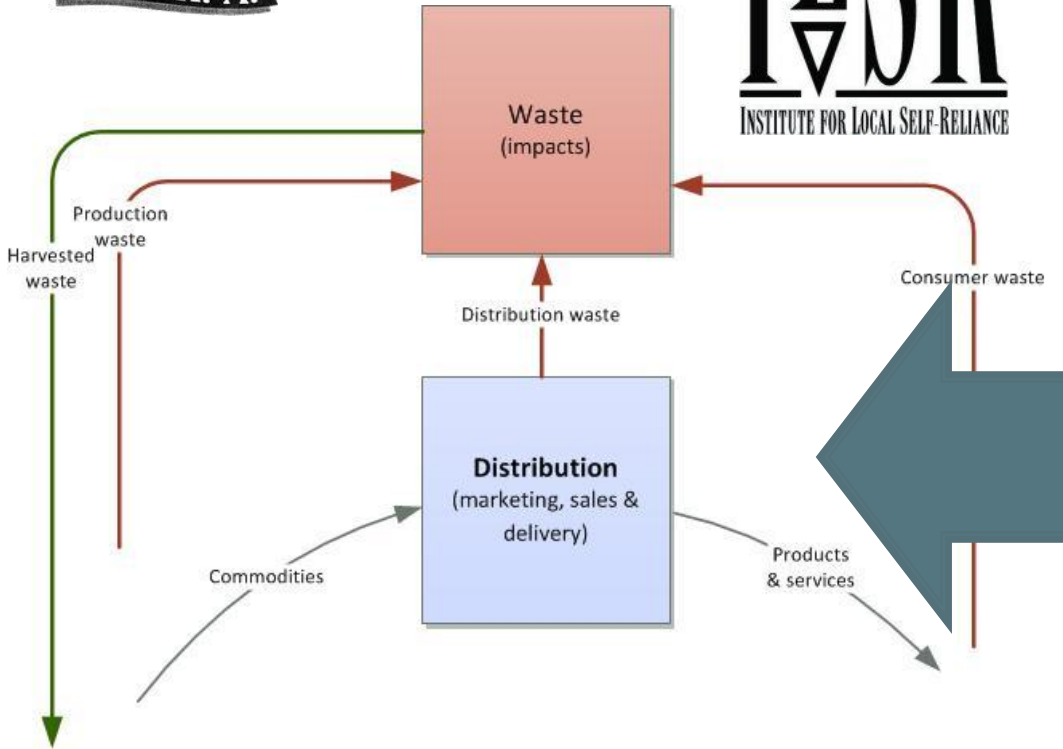


Sustainable Lifestyles





- Advertising reform
- Eco-labeling
- Fair trade
- Certification
- Sustainable packaging
- Full-cost pricing/ triple bottom line

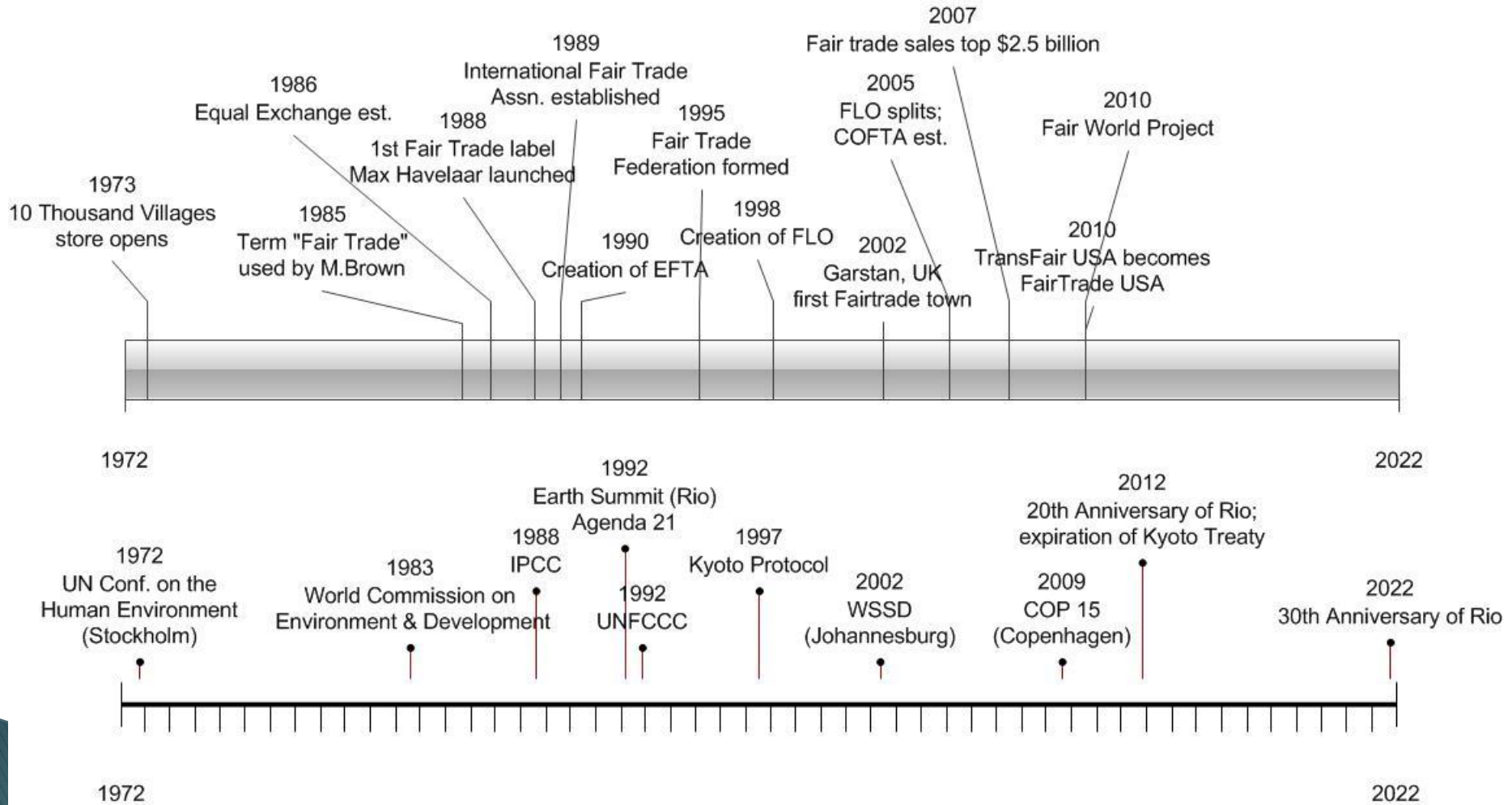


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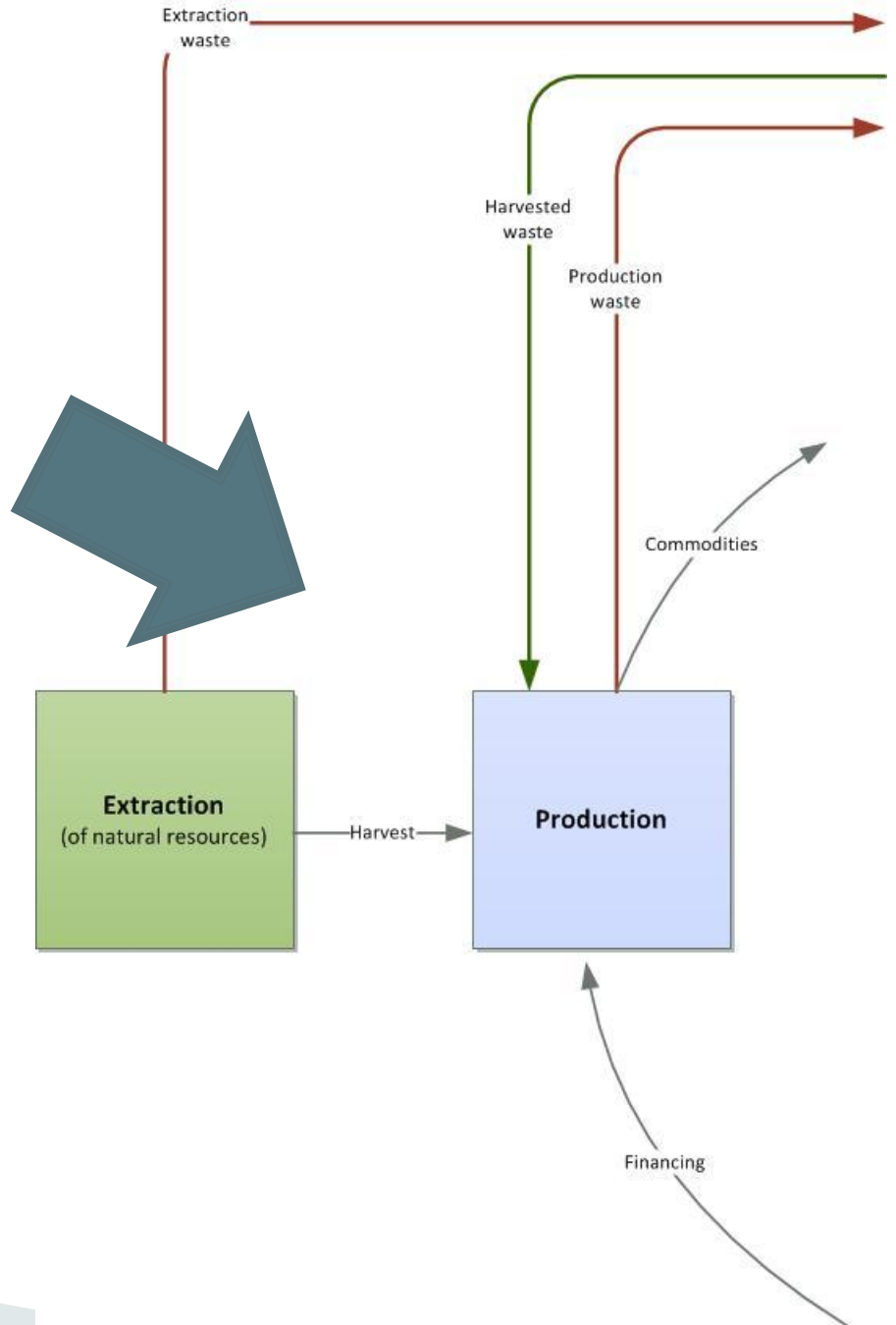


SUSTAINABLE PACKAGING COALITION*

Fair Trade



Industrial ecology
Lifecycle analysis
Clean production/pollution prevention
Sustainable manufacturing
Corporate social responsibility
Eco product design

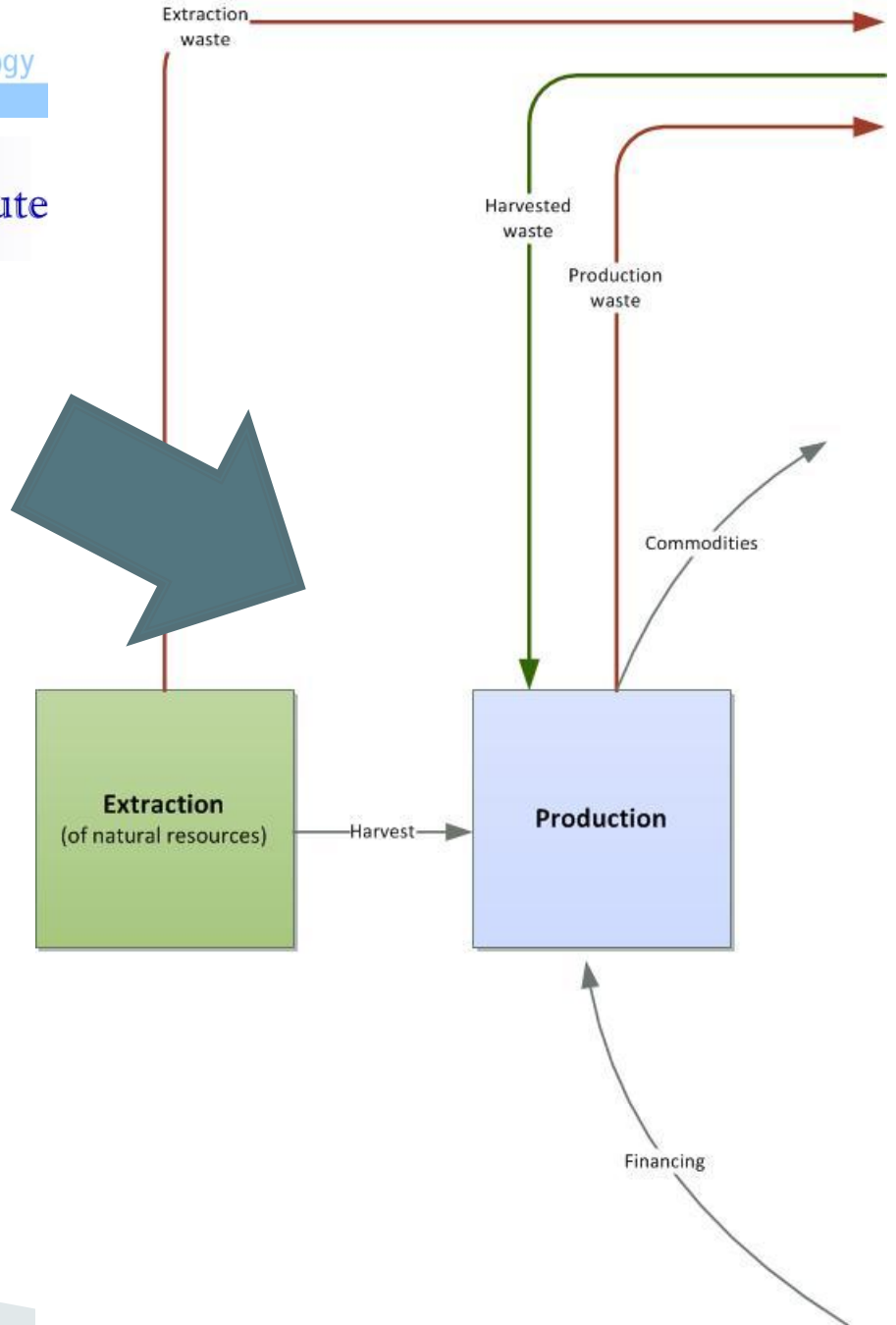




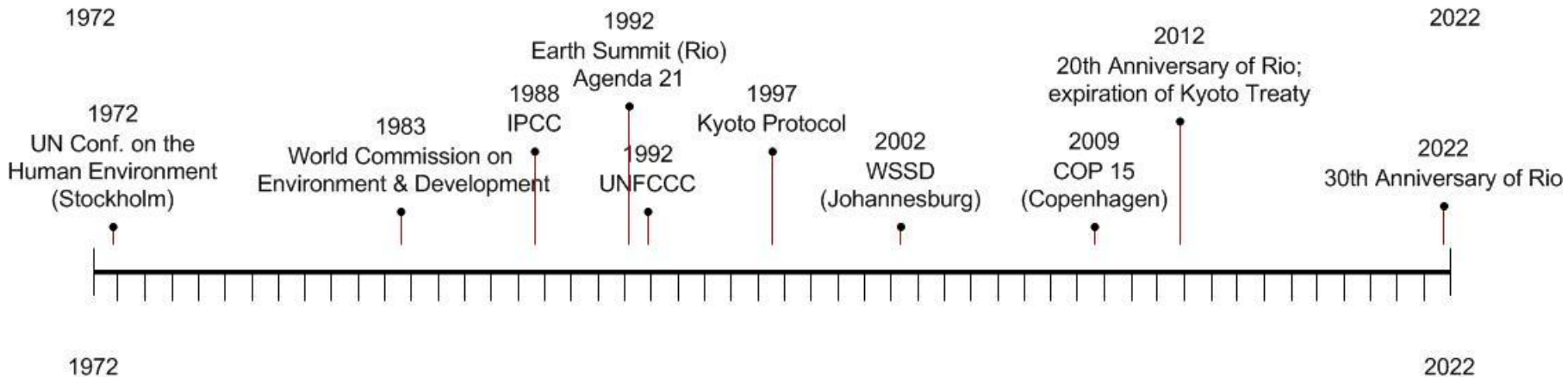
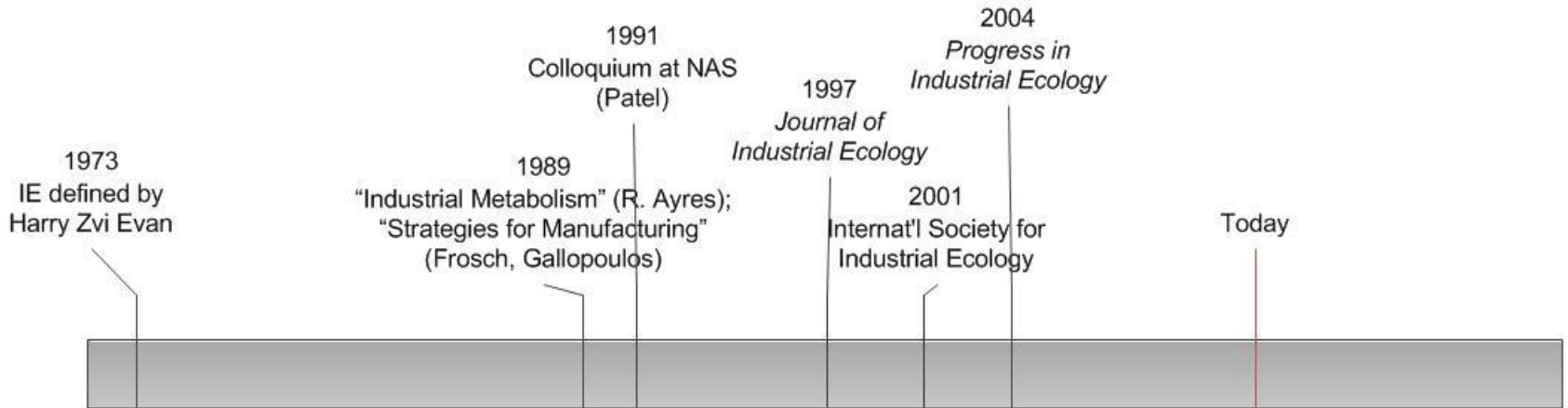
international society for industrial ecology

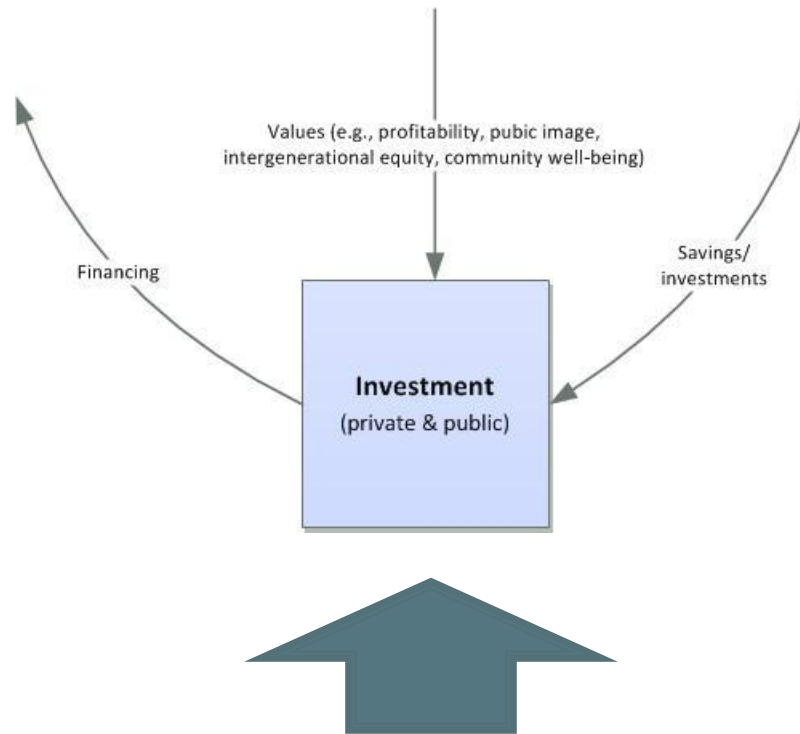


Industrial ecology
Lifecycle analysis
Clean production/pollution prevention
Sustainable manufacturing
Corporate social responsibility
Eco product design



Industrial Ecology

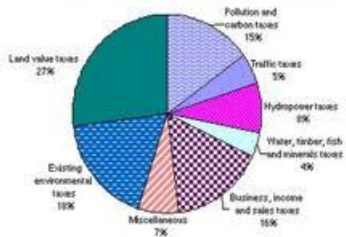




Social responsible investment
Institutional procurement
Subsidy reform
Eco-taxes / tax shifting
Ethical investment guidelines
Financial institutional reform
Philanthropy



Earth Rights Tax Shift Proposed for Pacific NW

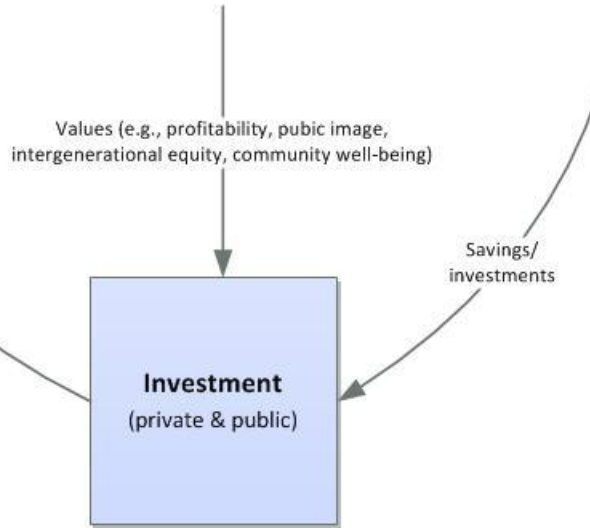


ALTERNATIVE FEDERAL BUDGET 2011

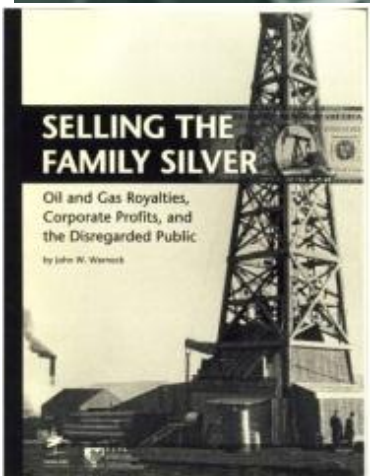
Rethink, Rebuild, Renew: A post-recession recovery plan



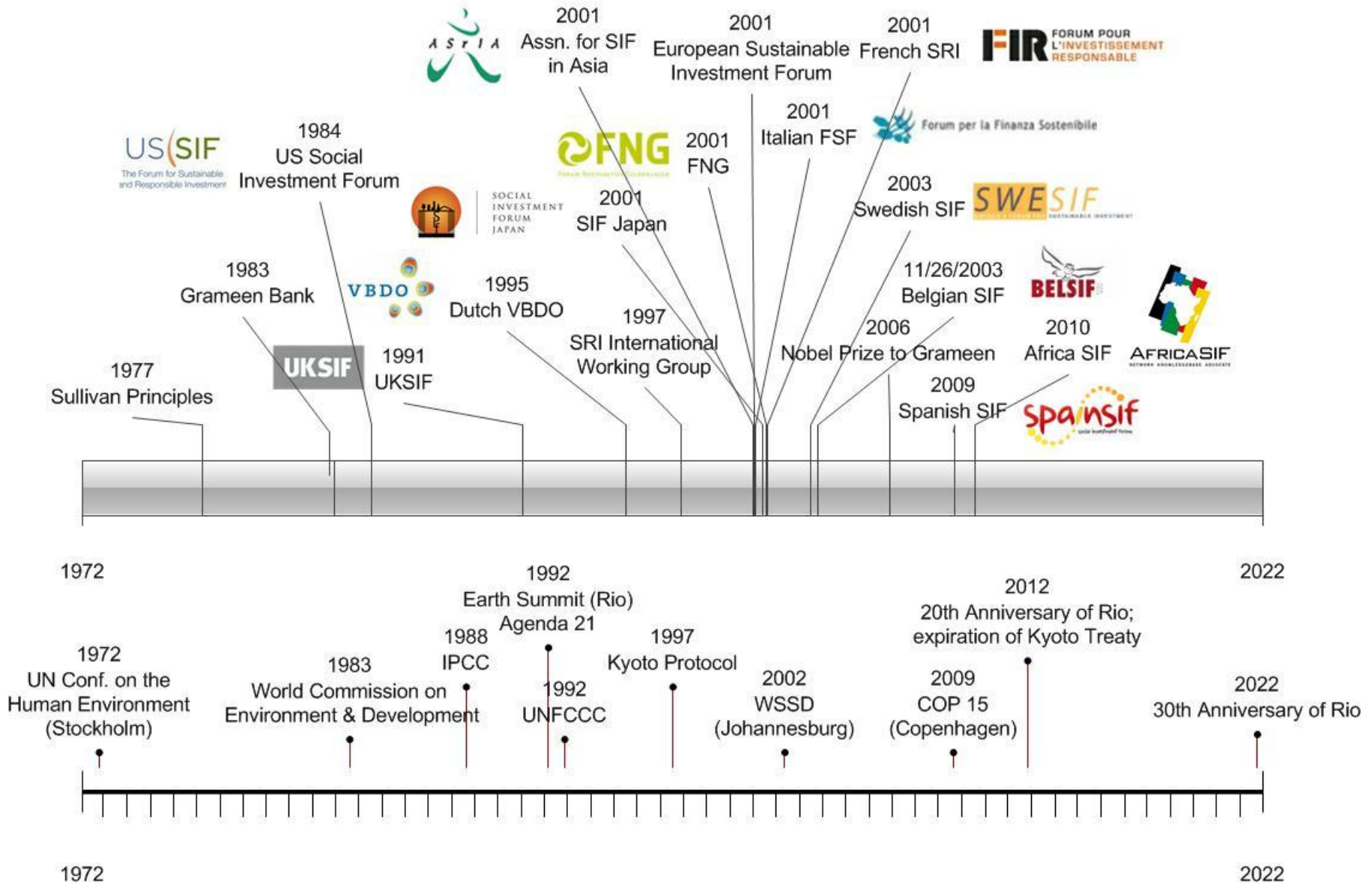
Funders Workgroup for Sustainable Production & Consumption

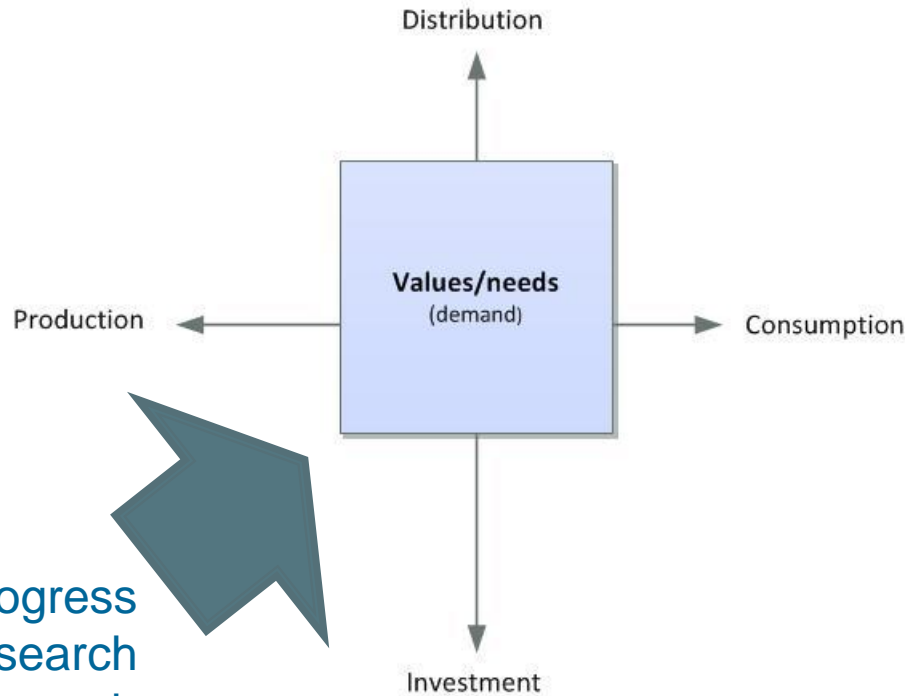


- Social responsible investment
- Institutional procurement
- Subsidy reform
- Eco-taxes / tax shifting
- Ethical investment guidelines
- Financial institutional reform
- Philanthropy



Socially Responsible Investment

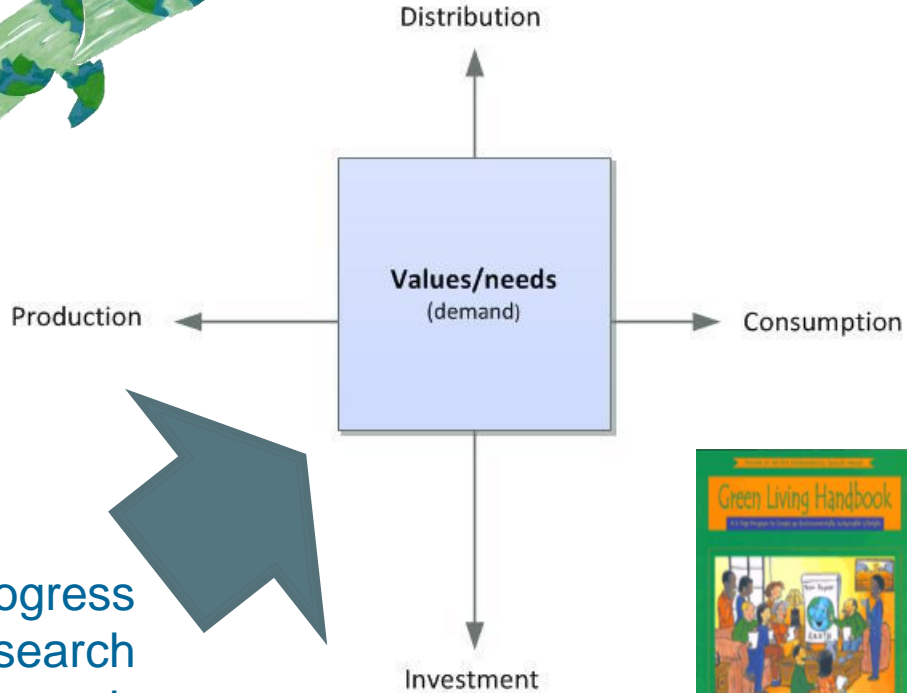
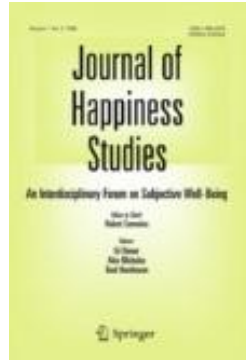
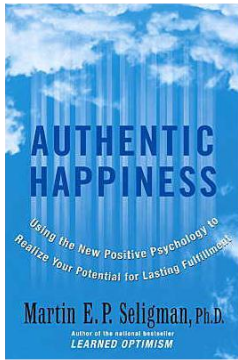




Redefining progress
Happiness research
Well-being research
Defining & measuring sustainability
National sustainability strategies

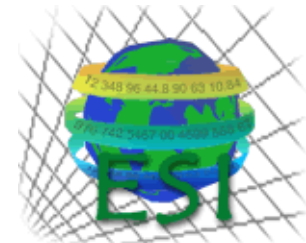
GREAT TRANSITION INITIATIVE

THE STORY OF STUFF PROJECT

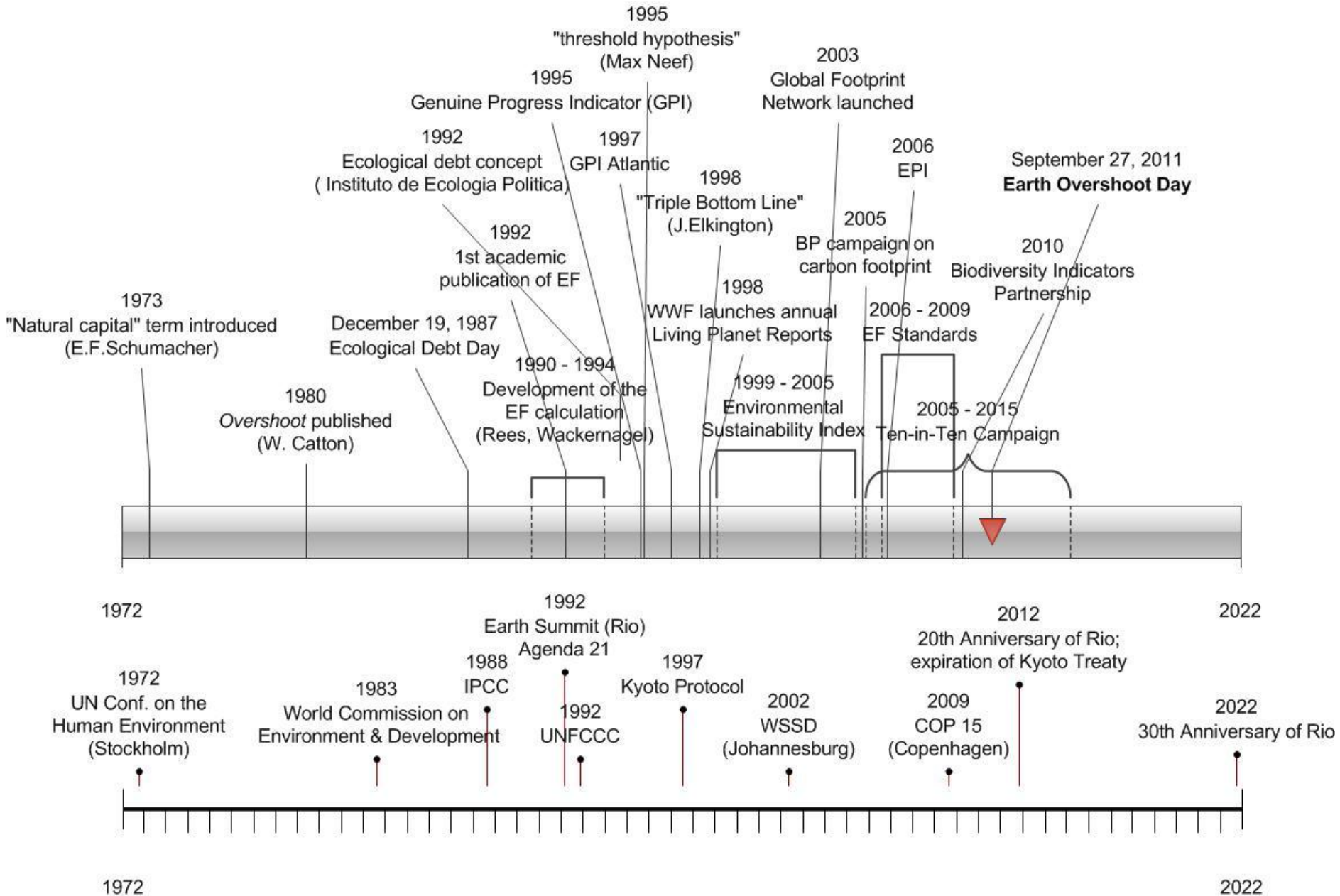


Redefining progress
Happiness research
Well-being research

Defining & measuring sustainability
National sustainability strategies



Sustainability Indicators



Sustainability initiatives

Map of Orgs



What will be North America's next steps?

