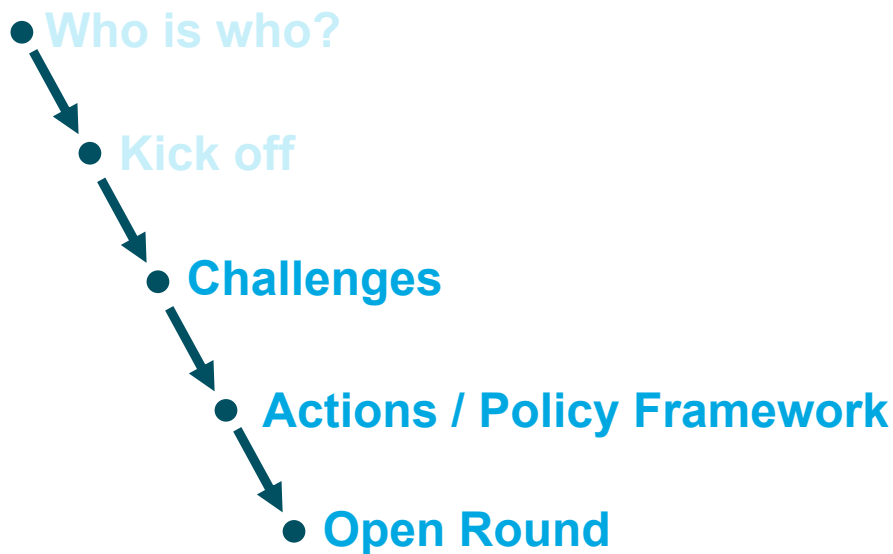



## Panellist

Lars Mortensen	European Environmental Agency
Cheryl D. Hicks	The World Business Council for Sustainable Development
Ulf Jaeckel	The German Federal Environment Ministry
Bjarne Pederson	Consumer International
Michael Kuhndt	CSCP




**Covering consumption**  
Lifestyles in developed and developing countries

<p>Germany <b>80t</b> per capita and year</p>	
<p>Japan <b>40t</b> per capita and year</p>	

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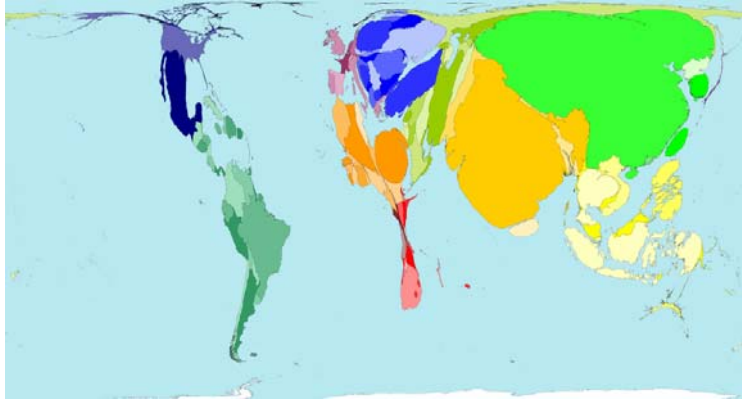
**Covering consumption**  
Lifestyles in developed and developing countries

	<p>Bhutan <b>0.5t</b> per resident and year</p>
	<p>China <b>8t</b> per resident and year</p>

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**Implications for the Global Consumer Class**  
**Global Consumer Class in Asia**

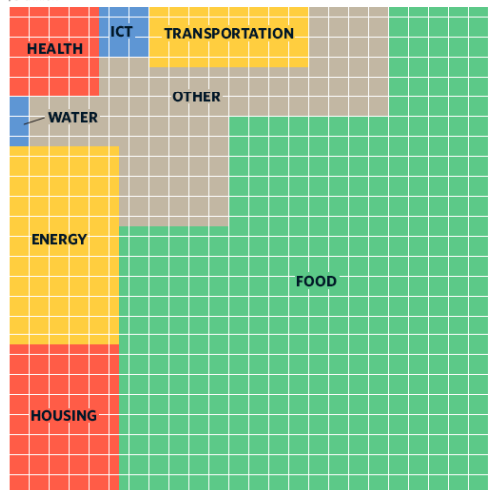
**The GCC – a new ‘lower middle-class’**



Source: Territory size shows the proportion of all people living on PPP US\$ 20-50 a day (US\$ 7000-17.800 / year) worldwide, that live there.

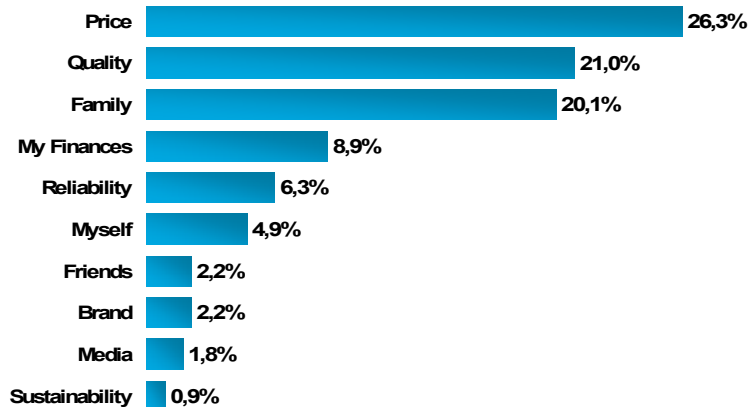
**Covering consumption**  
**Tapping the Fortune at the Base of the Pyramid**

Estimated BOP market by sector  
 \$5 trillion



**Our actions can make a difference.**  
**What drives purchasing decisions?**

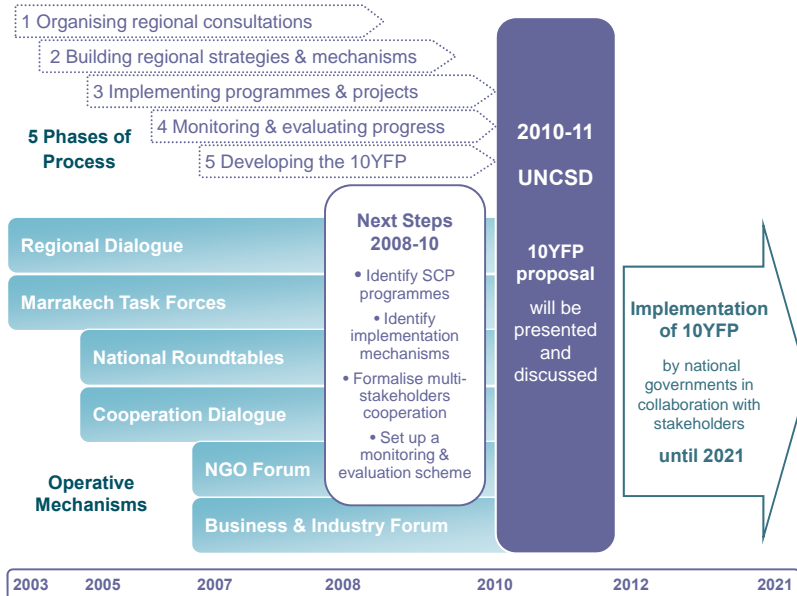
**What influences you on consumption?\***

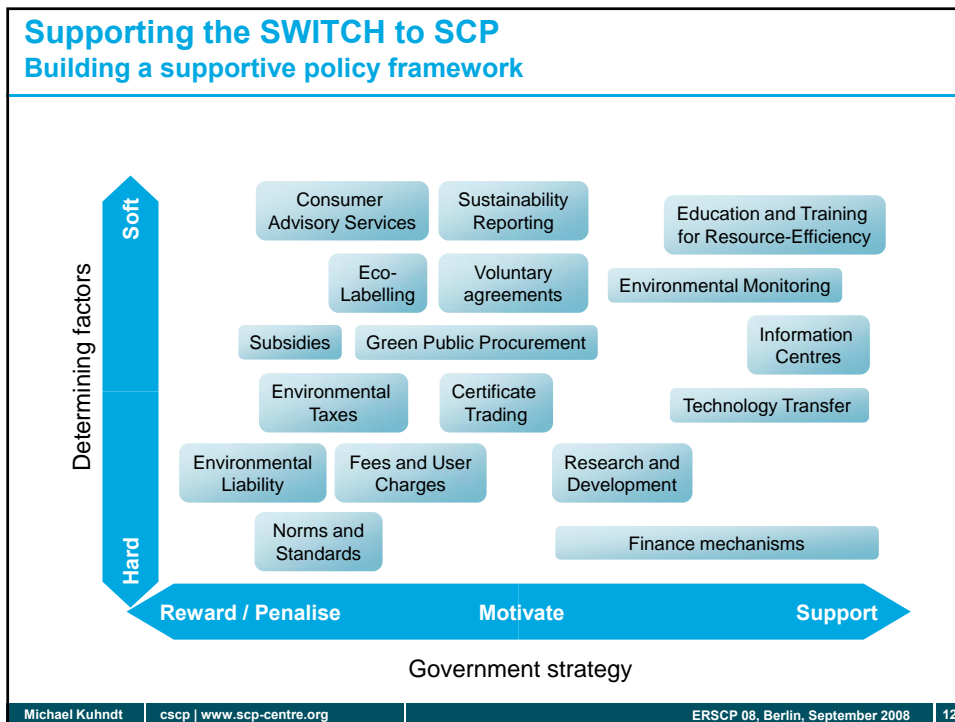
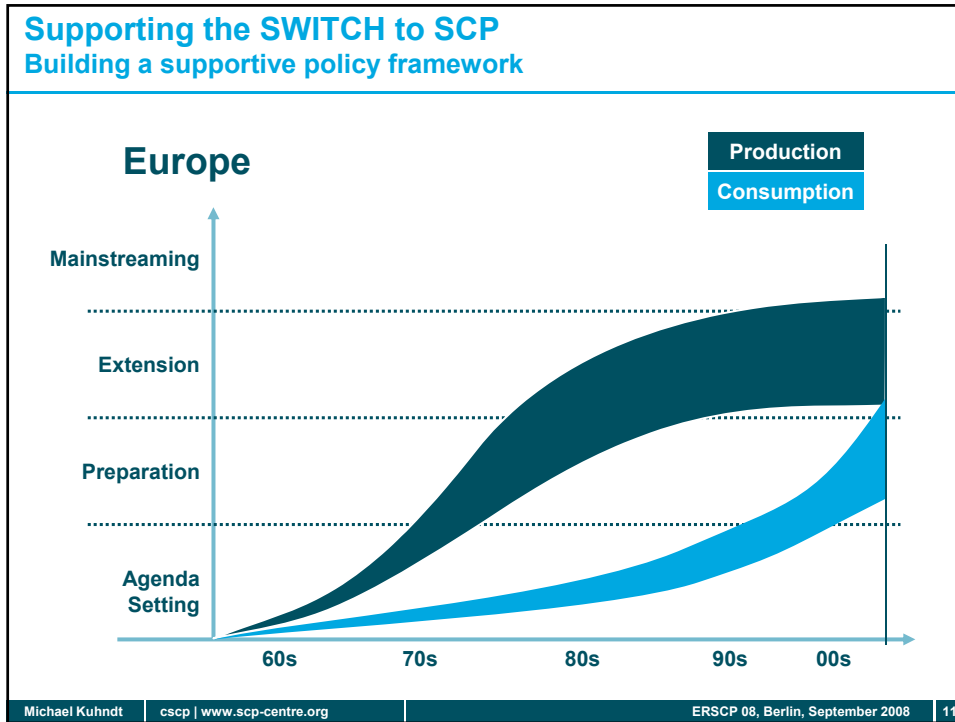


\* First choice in survey question

Source: Fien, Bentley, Neil - Young People as Agents of Change

**Sustainable consumption on the international agenda**  
**The Marrakech Process**





**Supporting the SWITCH to SCP**  
Building a supportive policy framework

**EU SCP Action Plan**  
(of the DG Environment and the DG Enterprise)

"...Build on, bring together, and improve coherence of existing policies..."

**Leveraging Innovation**

Lead Market Initiative, Networking Of Innovation Stakeholders

**Better Products**

Dynamic Performance Requirements, Sustainability Labels,  
Eco-Design Instruments, Standardisation

**Leaner And Cleaner Production**

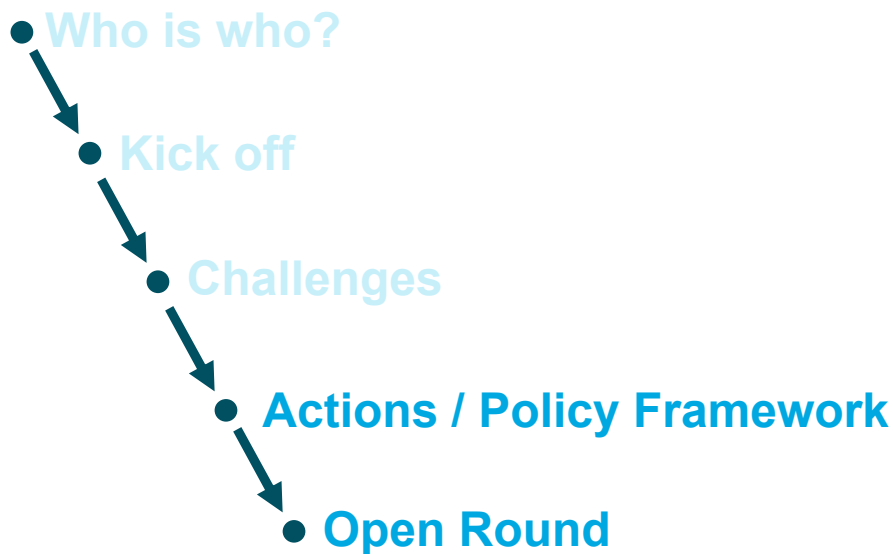
Resource Efficiency Targets, Eco-Innovation and Environmental  
Technologies, Review of EMAS, SMEs

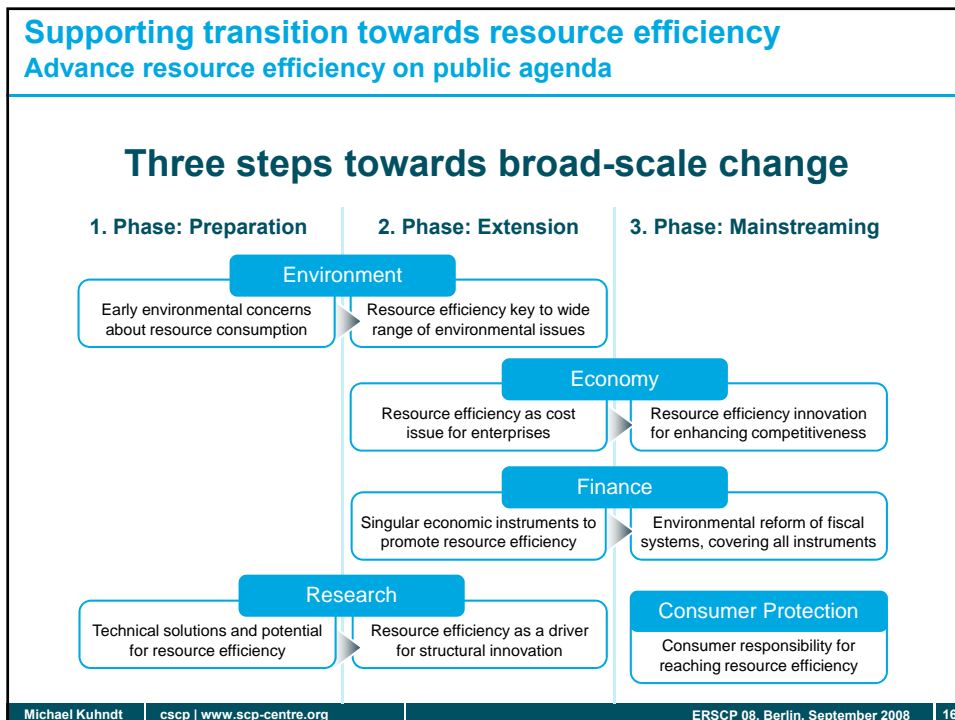
**Smarter Consumption**

Retailer agreements, Market-Based Instruments, VAT rates,  
EU Eco-Label, Advertisement, Green Procurement,

**Global Markets**

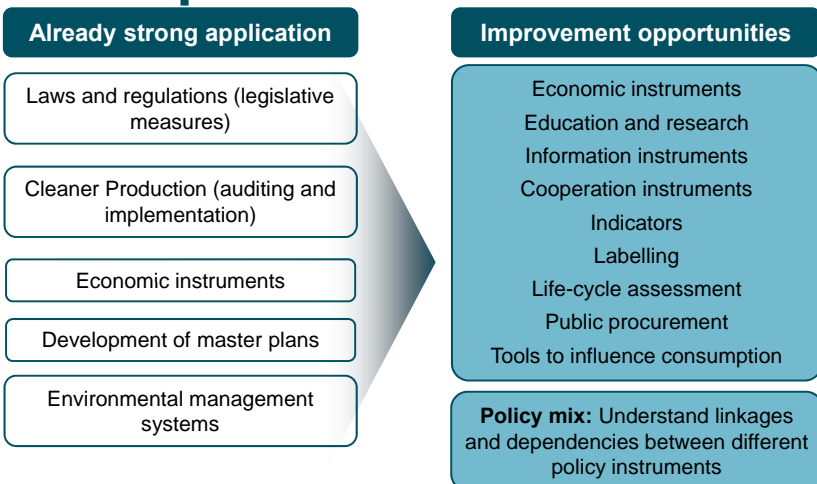
"Exploiting first mover advantages and leveling the playing field  
worldwide for sustainable technologies and products"





**Circular Economy in China**  
Current conditions and emerging opportunities

## Current policy mix focussed on production side



The diagram illustrates the current policy mix in China, divided into two main categories: 'Already strong application' and 'Improvement opportunities'. A large arrow points from the 'Already strong application' box to the 'Improvement opportunities' box, indicating a transition or focus shift. The 'Already strong application' box lists five items: Laws and regulations (legislative measures), Cleaner Production (auditing and implementation), Economic instruments, Development of master plans, and Environmental management systems. The 'Improvement opportunities' box lists ten items: Economic instruments, Education and research, Information instruments, Cooperation instruments, Indicators, Labelling, Life-cycle assessment, Public procurement, Tools to influence consumption, and a 'Policy mix' section which states: 'Policy mix: Understand linkages and dependencies between different policy instruments'.

**Already strong application**

- Laws and regulations (legislative measures)
- Cleaner Production (auditing and implementation)
- Economic instruments
- Development of master plans
- Environmental management systems

**Improvement opportunities**

- Economic instruments
- Education and research
- Information instruments
- Cooperation instruments
- Indicators
- Labelling
- Life-cycle assessment
- Public procurement
- Tools to influence consumption

**Policy mix:** Understand linkages and dependencies between different policy instruments


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## Workshop Agenda

- 14:30: Welcome
- 14:35: Introduction of the panellists
- 14:40: Introduction of the topic
- 14:50: Q&A to/from the panellist
- 15:20: Invitation to the participants to post questions
- 15:50: Final question to the panellists
- 16:00: End

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**Sustainable consumption on the international agenda**  
The four elements of the Marrakech Process



### Marrakech Process

**Organizing regional consultations**  
in all regions to identify needs and priorities for sustainable consumption and production

**Building regional strategies and implementation mechanisms**  
with regional and national ownership;

**Implementing concrete programmes and projects**  
on the regional, national and local levels;

**Monitoring and evaluating progress**  
and exchanging information and experience at the international level.

10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production

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**ERSCP 08 Workshop:  
Innovative Policy Frameworks for SCP**

Introducing the CSCP

Introducing the CSCP

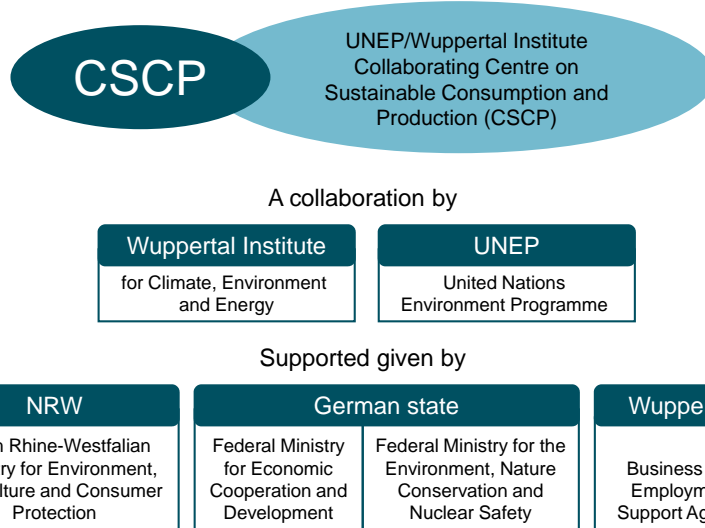
Environment and developments in global value chains

Supporting the SWITCH to SCP

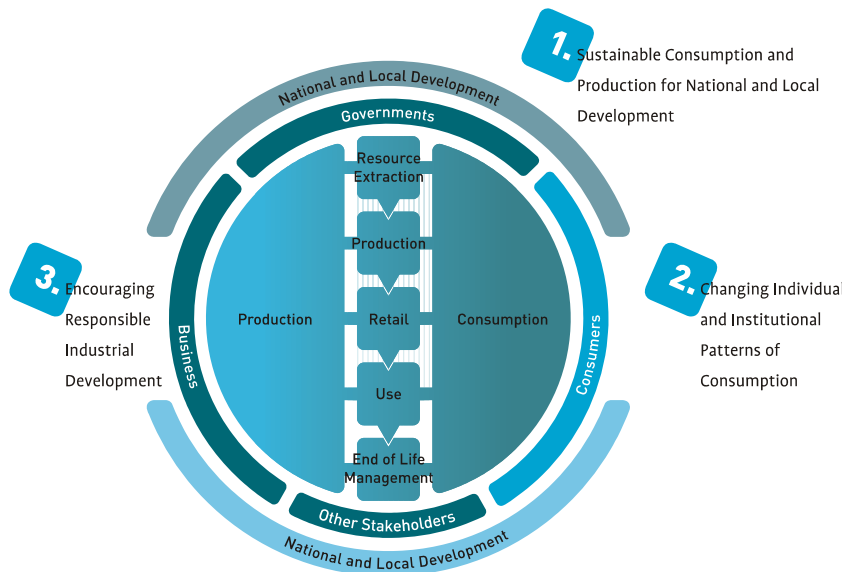


UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

**Introducing the CSCP**  
**Organisational Setup**



**Introducing the CSCP**  
**Thematic approach**



## ERSCP 08 Workshop: Innovative Policy Frameworks for SCP

Environment and  
 developments in  
 global value chains

Introducing the CSCP  
 Environment and  
 developments in global value  
 chains

Supporting the  
 SWITCH to SCP



### Environment and developments in global value chains Lifestyles



Germany  
**76t**  
 per capita and year



Bhutan  
**0.5t**  
 per resident and year

Images © Peter Menzel

**Environment and developments in global value chains**  
**Lifestyles**

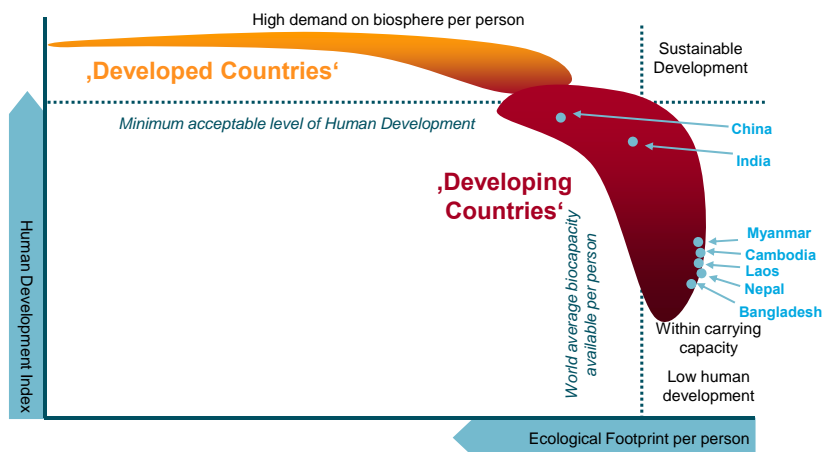


Japan  
**40t**  
 per capita and year

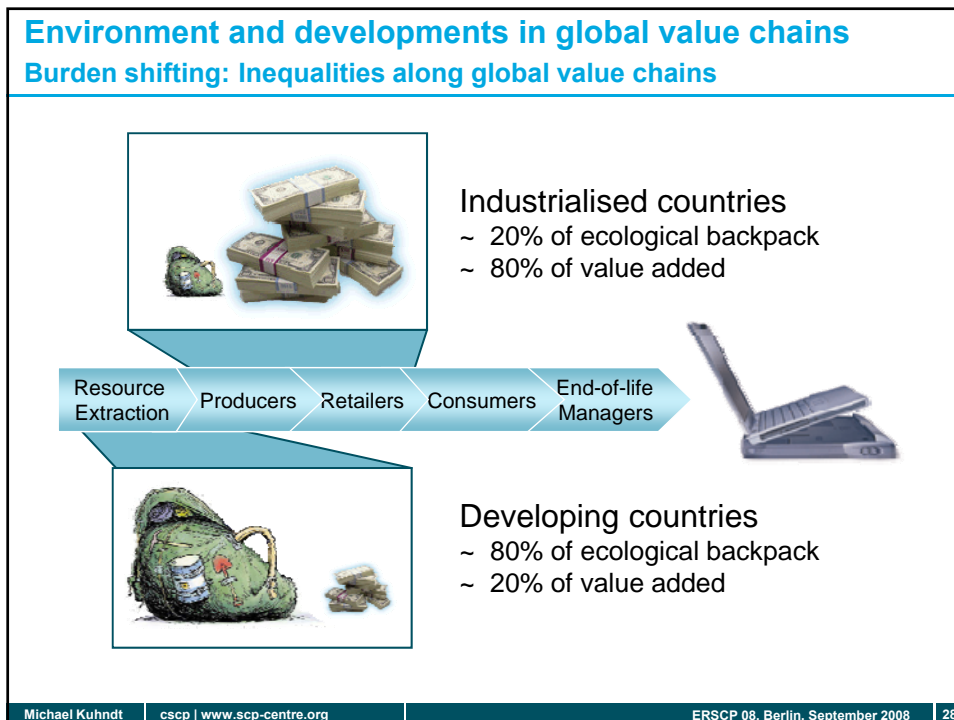
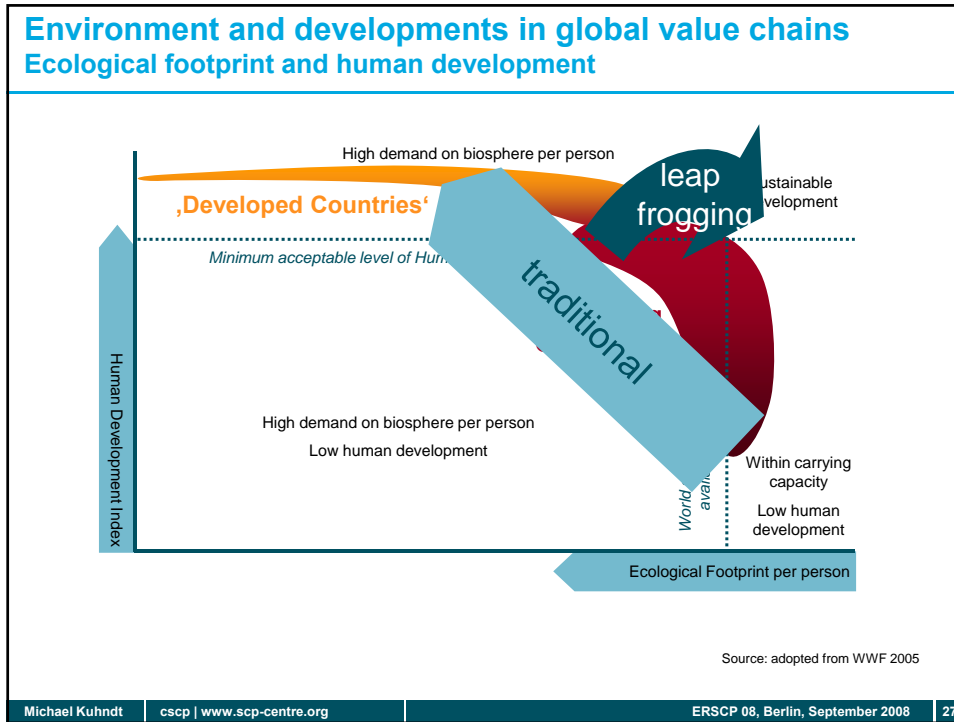
China  
**8t**  
 per resident and year

Images © Peter Menzel

**Environment and developments in global value chains**  
**Asian countries**

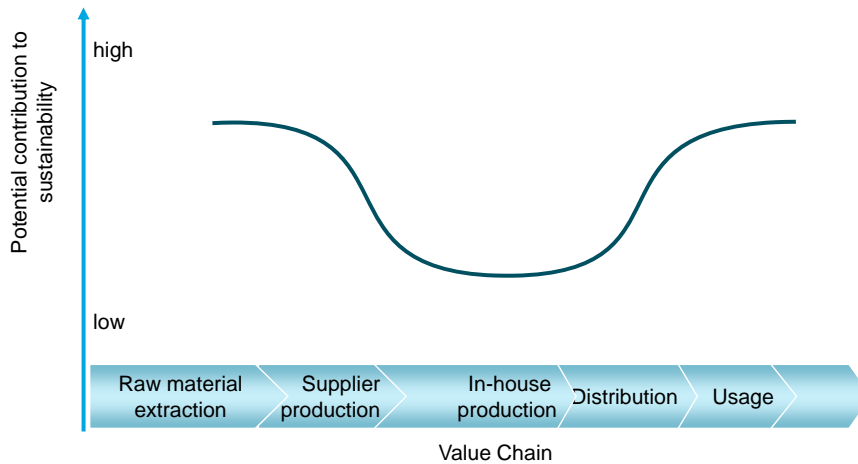


Source: Global Footprint Network 2006



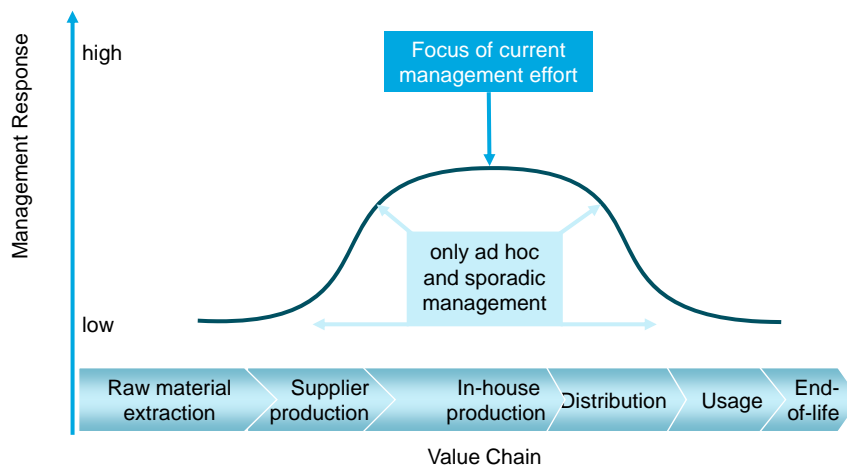
**Environment and developments in global value chains**  
**Opportunities in value chains**

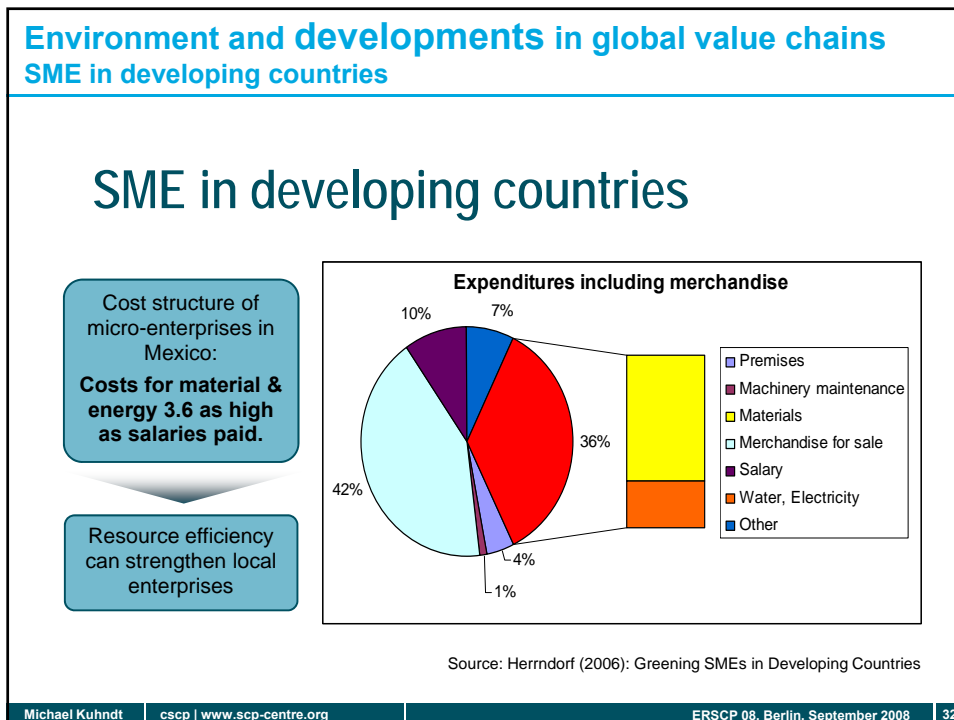
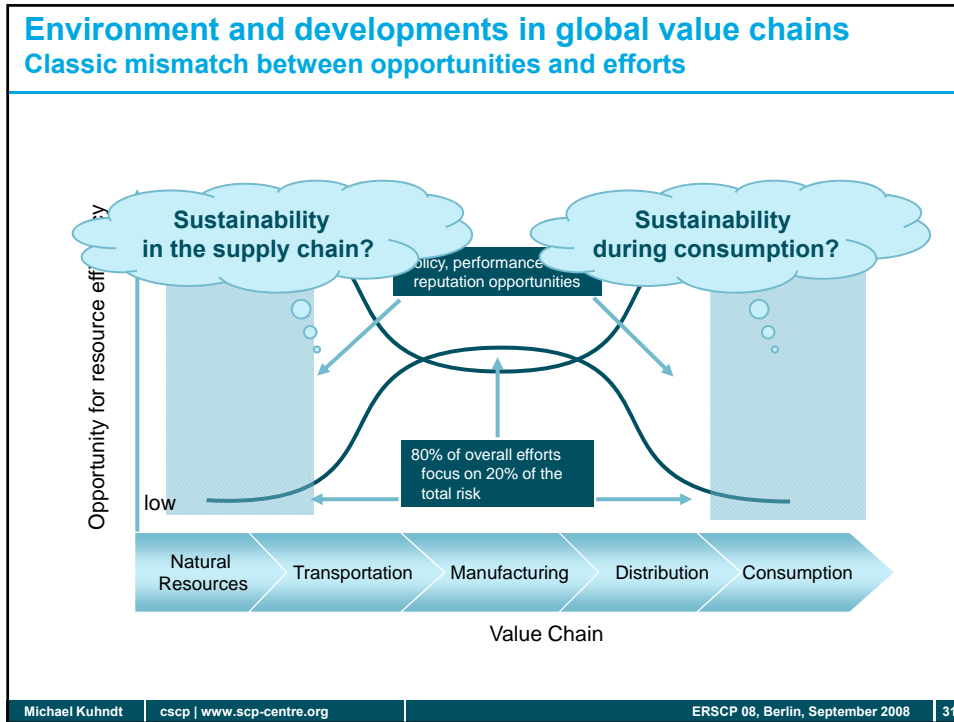
**Sustainability impact along value chains**

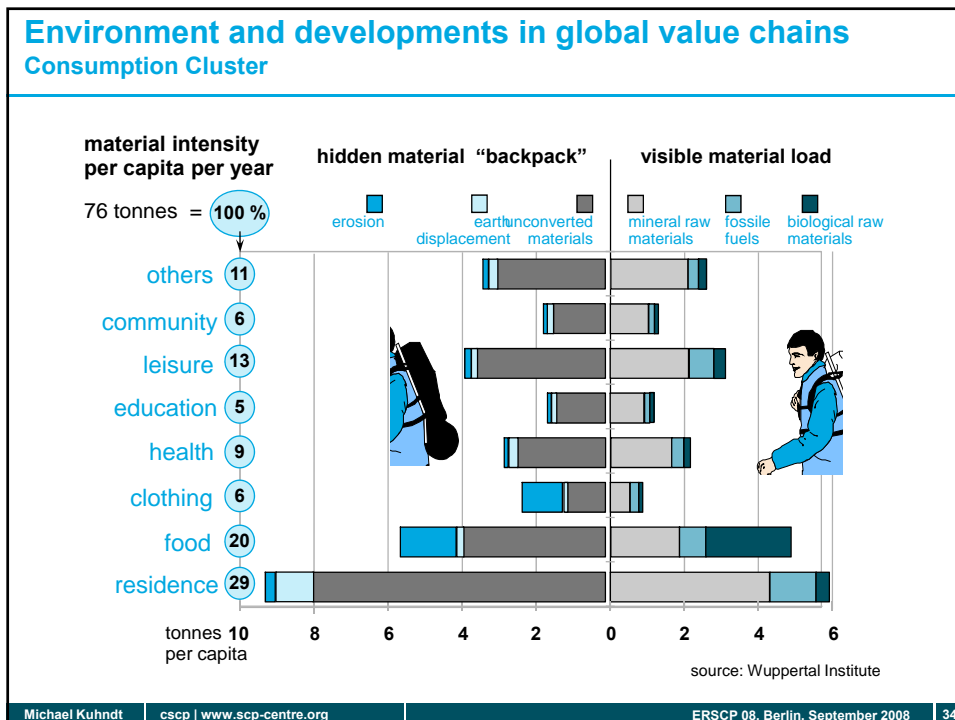
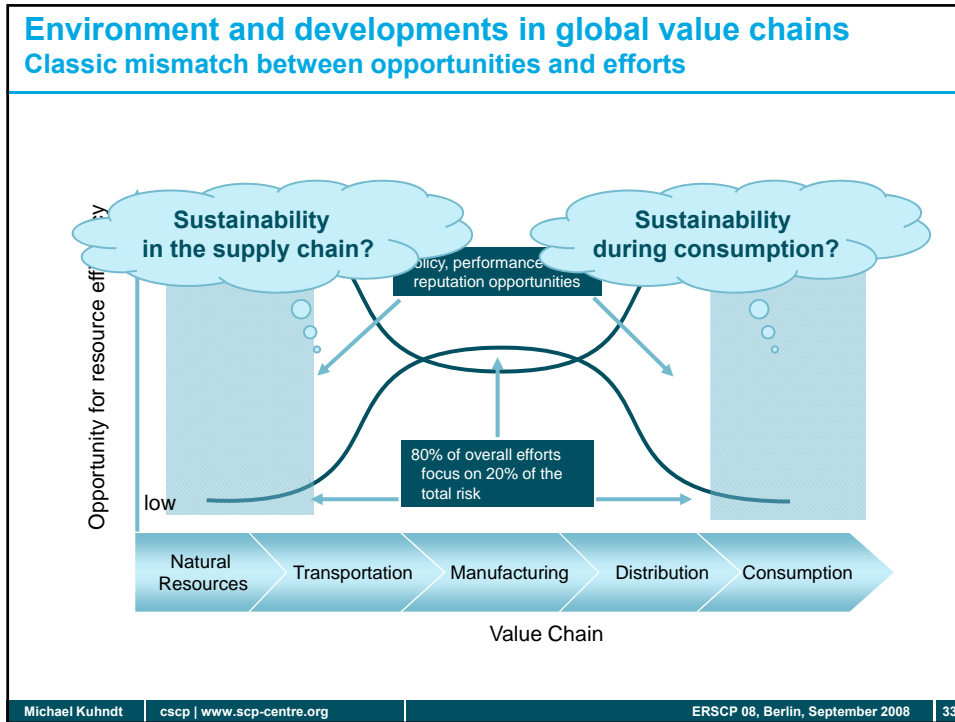


**Environment and developments in global value chains**  
**Management focus in value chains**

**Current management efforts**

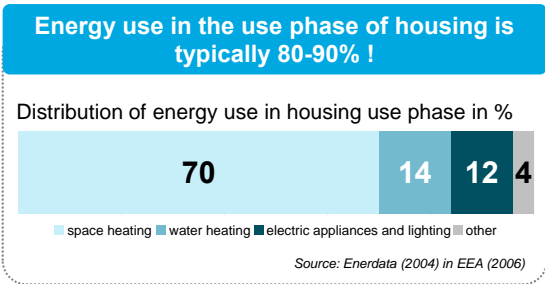




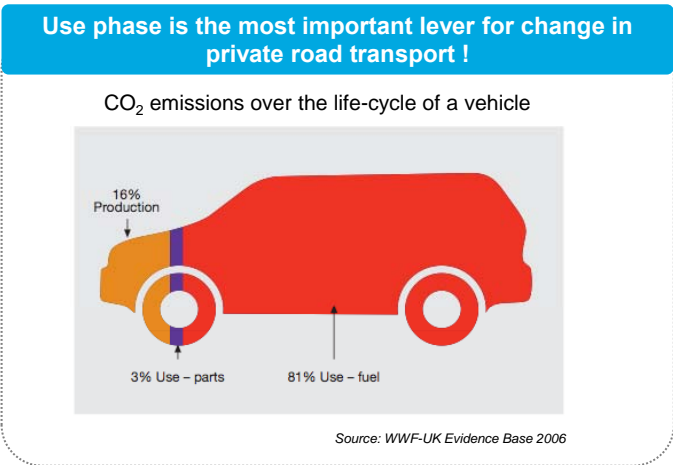


**Environment and developments in global value chains**  
**Housing: The right for more energy efficient housing**

- In countries of temperate and cold climates, **typically 80-90% of total life cycle energy use in housing is consumed during the use phase** of a building's life.
- Potential energy efficiency lies in electric appliances and lighting.

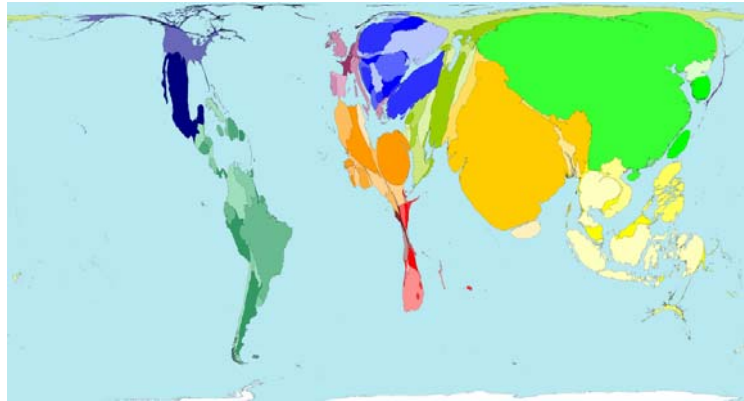


**Environment and developments in global value chains**  
**Mobility: The right to have affordable low-carbon mobility**



**Environment and developments in global value chains**  
**Global Consumer Class in Asia**

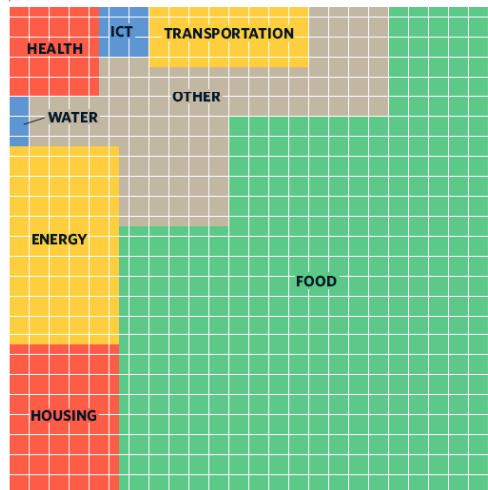
**The GCC – a new ‘lower middle-class’**



Source: Territory size shows the proportion of all people living on PPP US\$ 20-50 a day (US\$ 7000-17.800 / year) worldwide, that live there.

**Environment and developments in global value chains**  
**Tapping the Fortune at the Base of the Pyramid**

Estimated BOP market by sector  
 \$5 trillion



## ERSCP 08 Workshop: Innovative Policy Frameworks for SCP

Supporting the  
 SWITCH to SCP

Introducing the CSCP  
 Environment and  
 developments in global value  
 chains

Supporting the  
 SWITCH to SCP

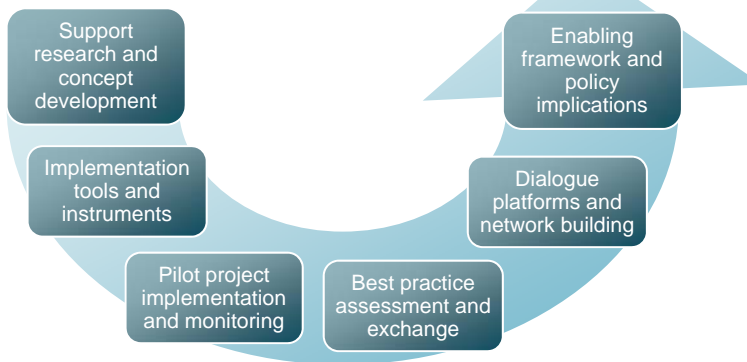


### Supporting the SWITCH to SCP How can intermediaries support SCP in SMEs?

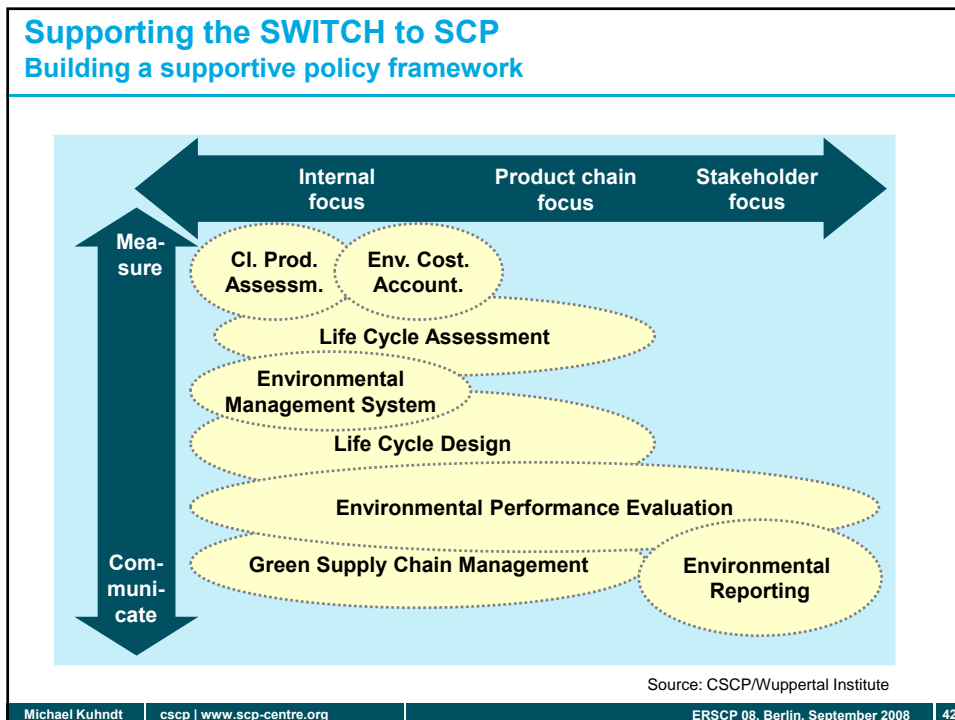
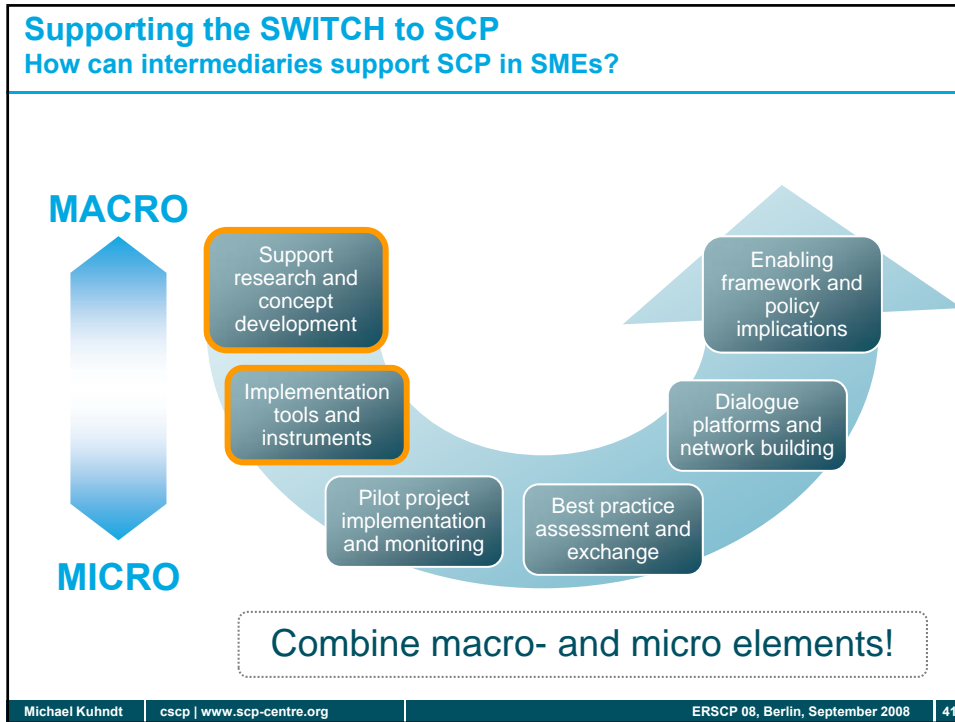
MACRO

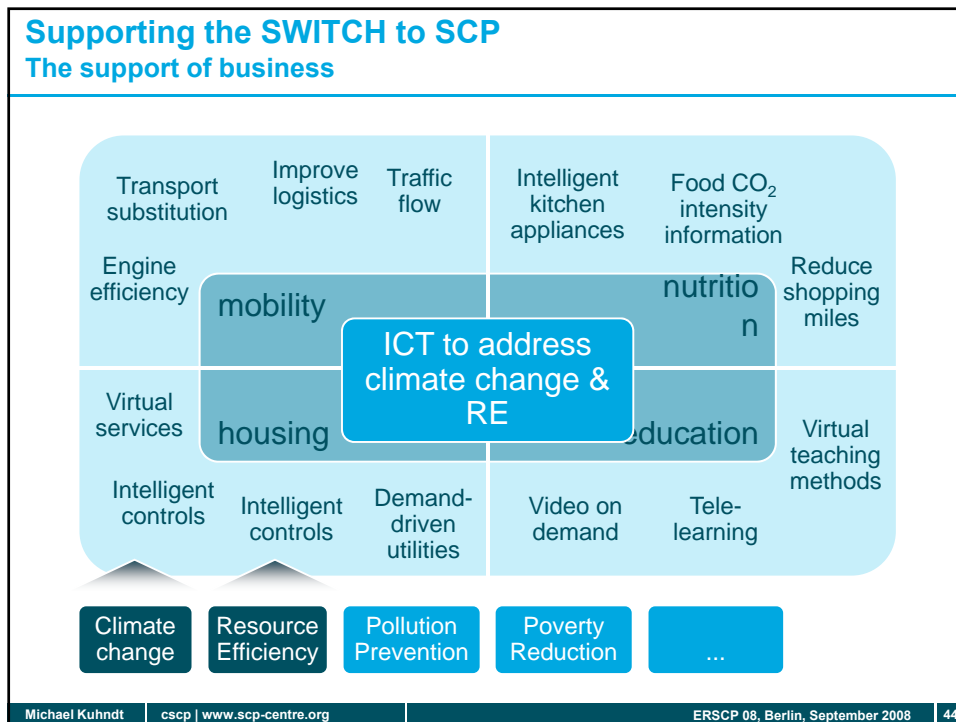
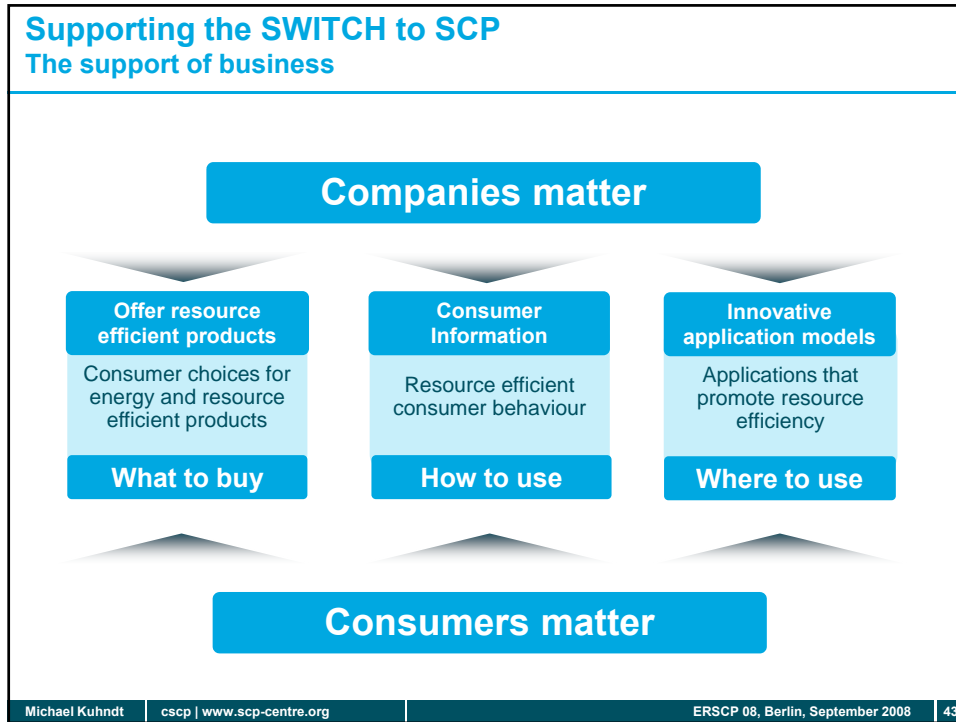


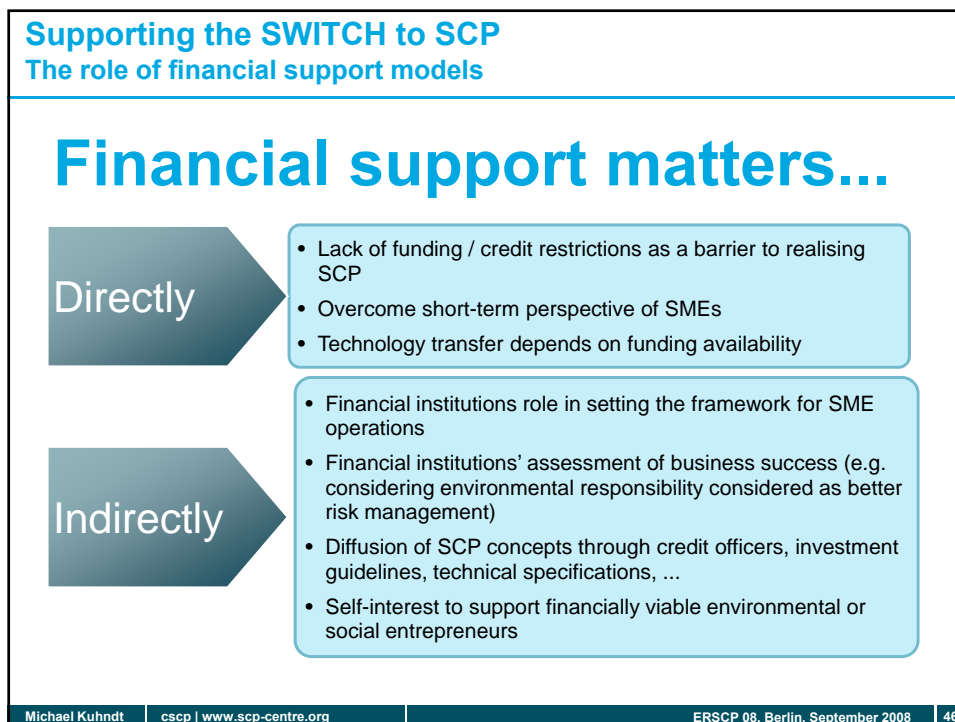
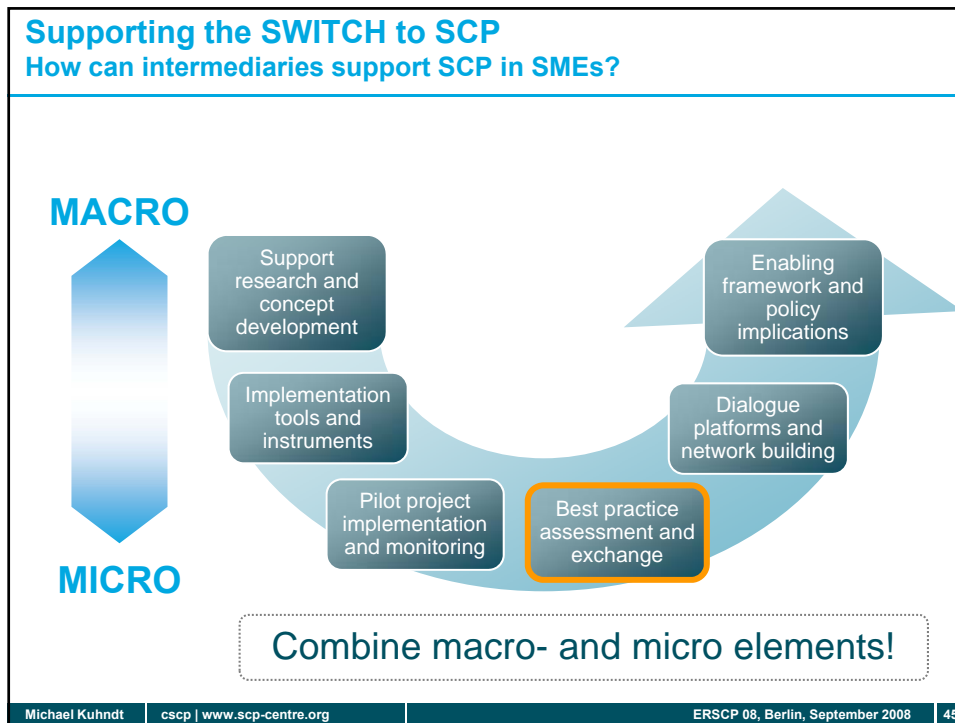
MICRO

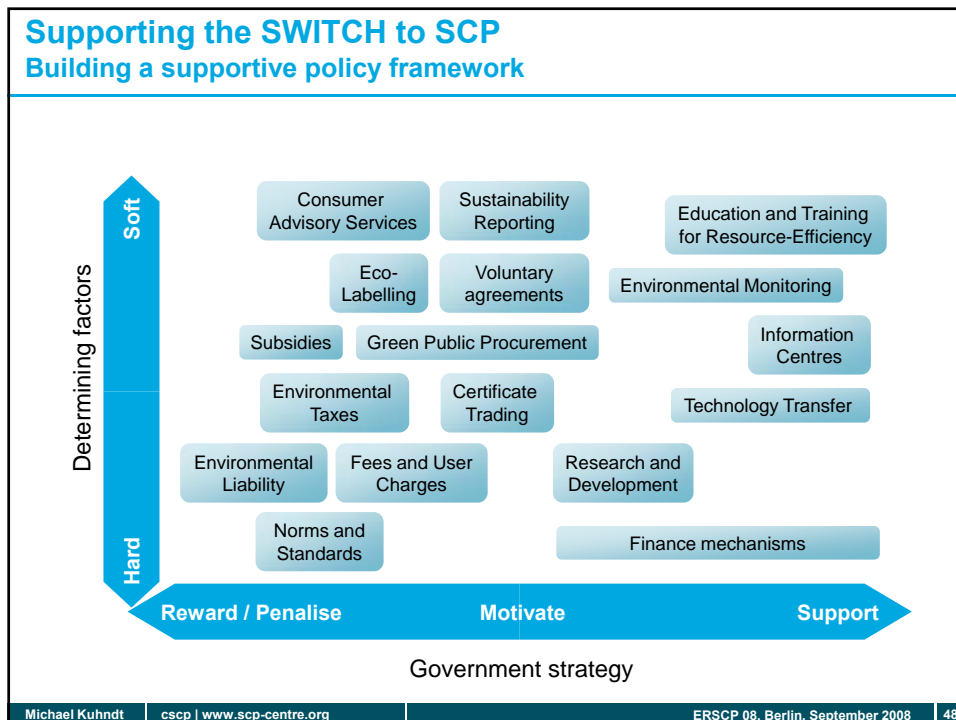
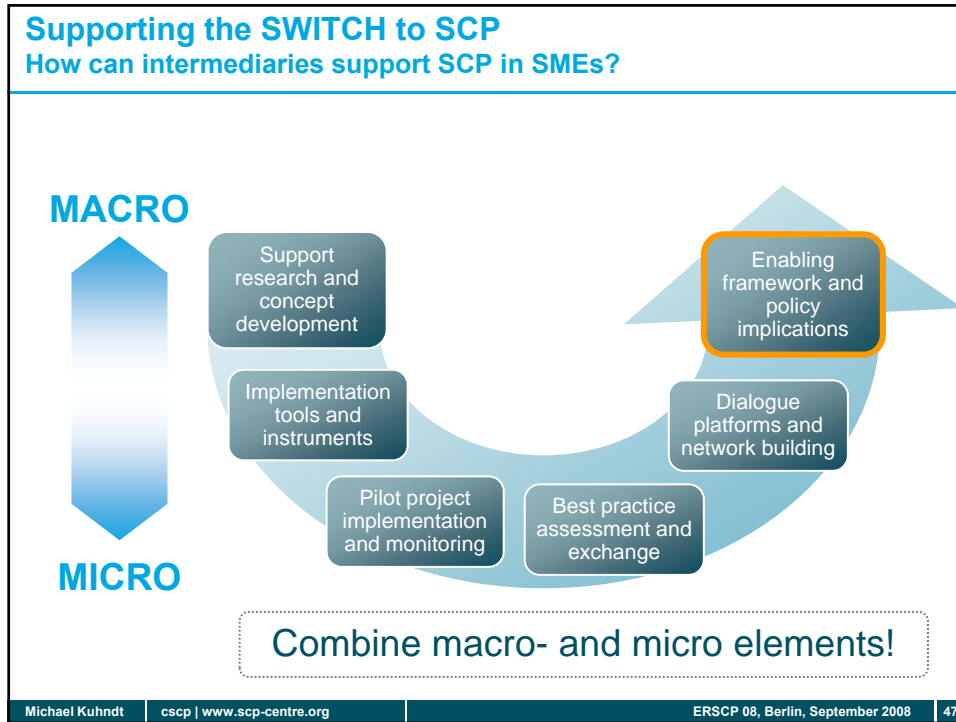


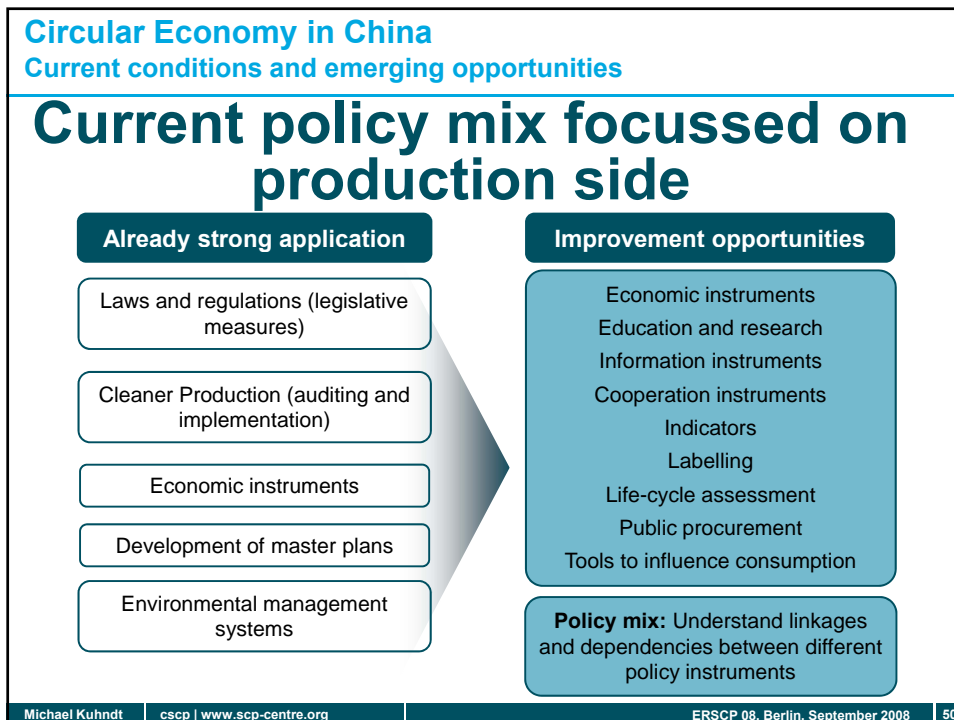
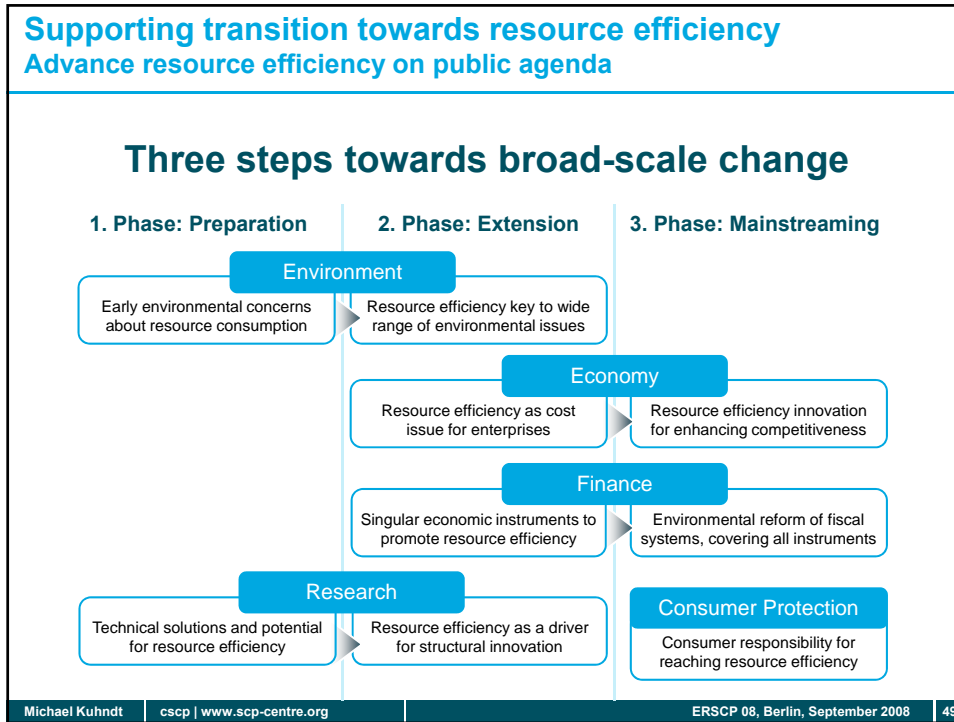
Combine macro- and micro elements!

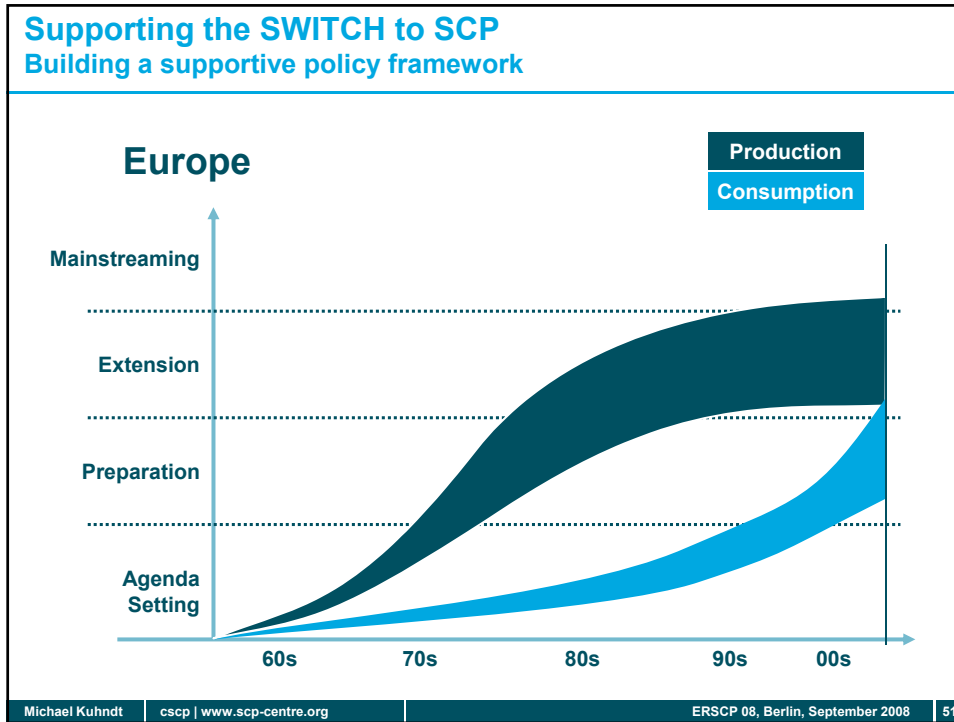












**Supporting the SWITCH to SCP**  
 Building a supportive policy framework

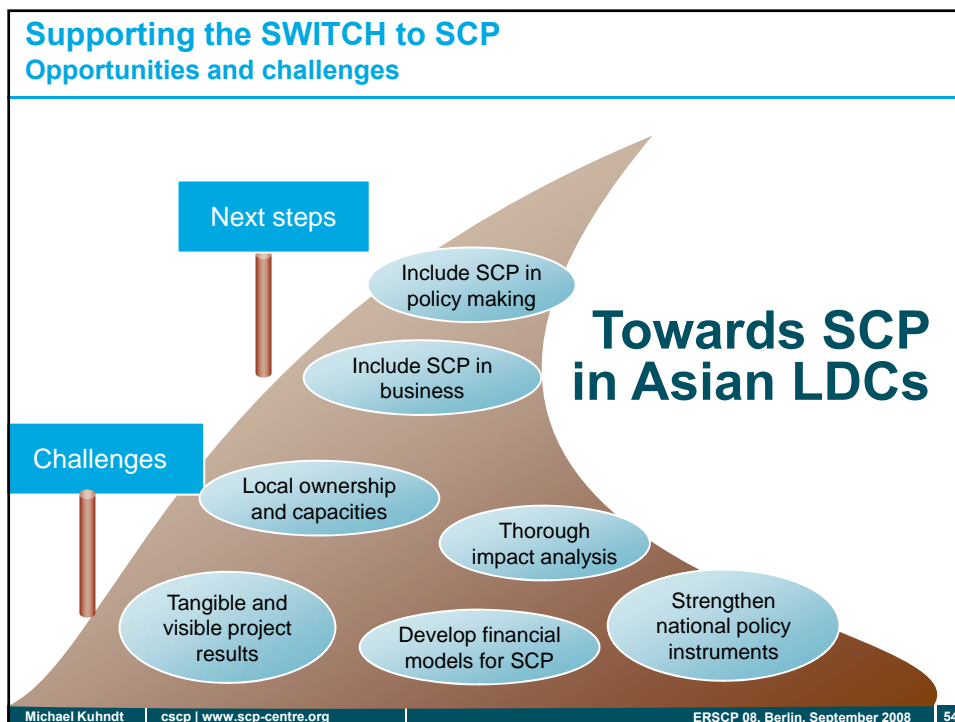
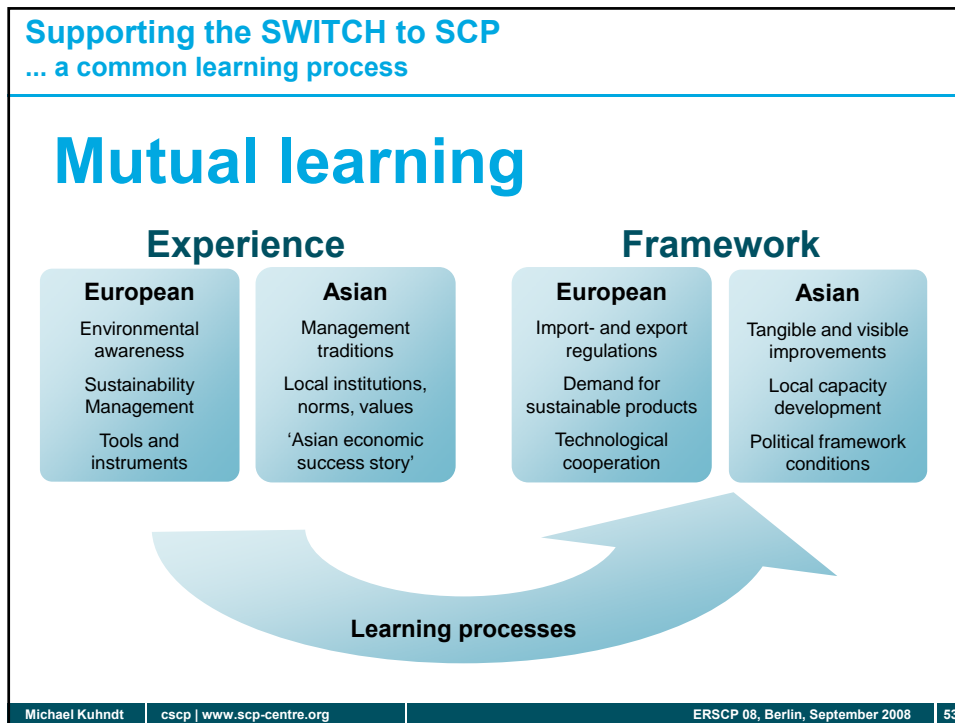
## EU SCP Action Plan

(of the DG Environment and the DG Enterprise)

“...Build on, bring together, and improve coherence of existing policies...”

- Leveraging Innovation**  
Lead Market Initiative, Networking Of Innovation Stakeholders
- Better Products**  
Dynamic Performance Requirements, Sustainability Labels, Eco-Design Instruments, Standardisation
- Leaner And Cleaner Production**  
Resource Efficiency Targets, Eco-Innovation and Environmental Technologies, Review of EMAS, SMEs
- Smarter Consumption**  
Retailer agreements, Market-Based Instruments, VAT rates, EU Eco-Label, Advertisement, Green Procurement,
- Global Markets**  
“Exploiting first mover advantages and leveling the playing field worldwide for sustainable technologies and products”

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## ERSCP 08 Workshop: Innovative Policy Frameworks for SCP

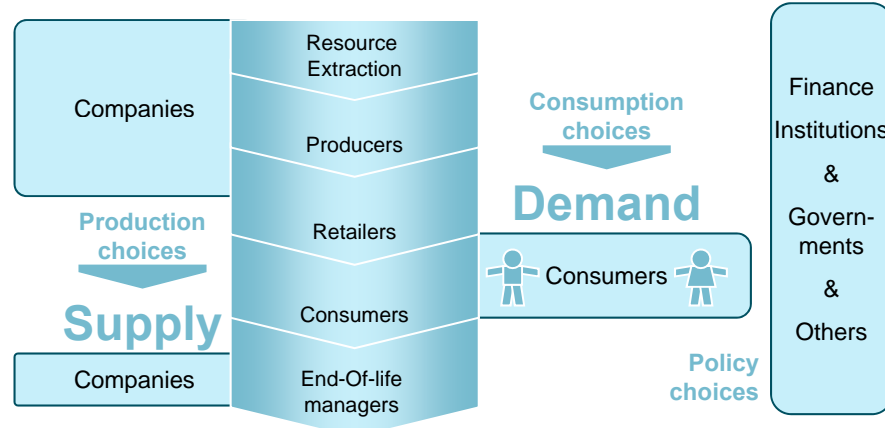
**Thank you for your attention !!!**

Michael Kuhndt  
 CSCP

Michael.kuhndt@scp-centre.org  
 Fon + 49 - 202 . 45 95 8 - 20  
 Fax + 49 - 202 . 45 95 8 - 30  
 www.scp-centre.org

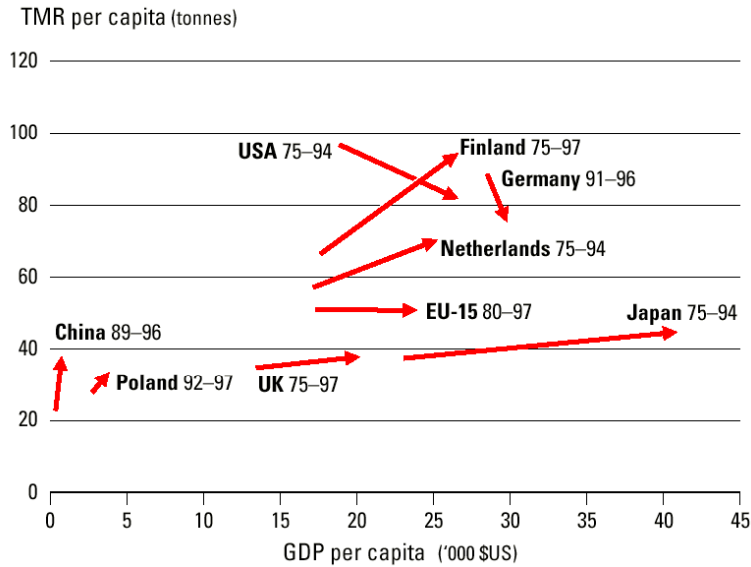


### Introducing the CSCP Consumption, production and policy choices



**Local and National Development**

**Environment and developments in global value chains**  
**Resource Consumption in different Countries**

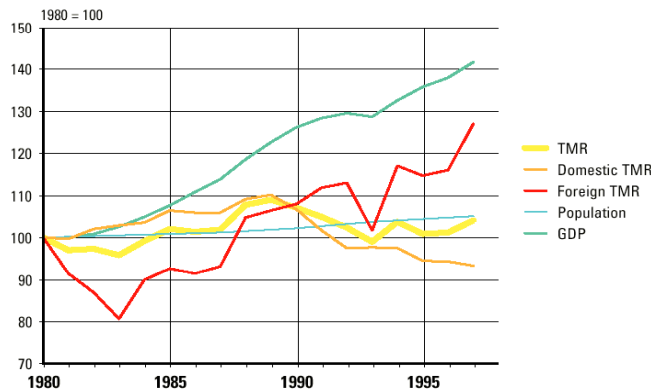


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**Environment and developments in global value chains**  
**Increasing evidence for burden shifting – an European Perspective**

**European consumption – global burden**

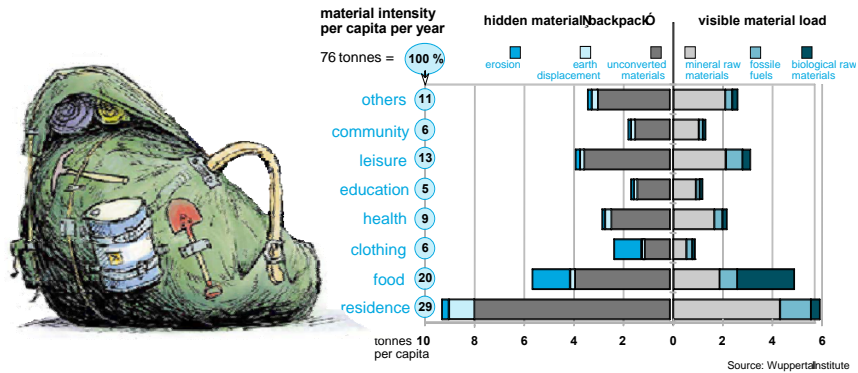
Global systems of production and consumption lead to rising resource extraction in developing countries....



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Environment and developments in global value chains  
 Ecological backpack

Most resource consumption hidden in  
 "backpack"

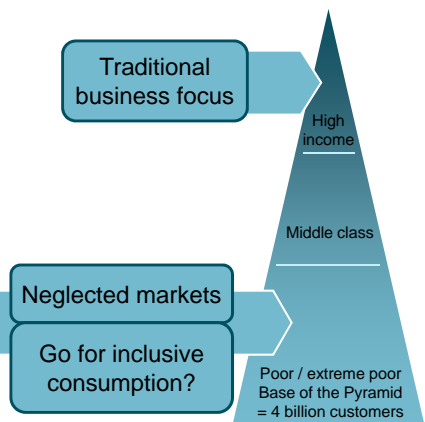


Environment and developments in global value chains  
 Fostering new markets

Base of the Pyramid




Anwara Begum,  
 a Grameen 'telephone lady'  
 (Credit: Nurjahan Chaklader)



### Supporting sector transition towards resource efficiency

Demonstrate relevance for businesses and sector organisations



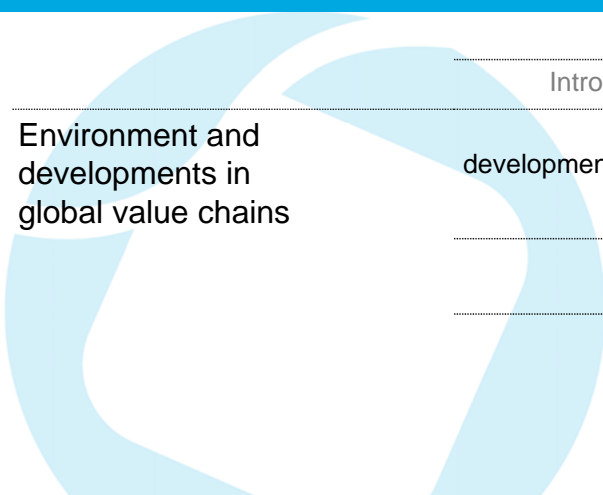
- Show resource efficiency trends
- Forecasting and scenarios
- Raise awareness on resource efficiency and company success
- Work with company stakeholders, especially from the financial sector

---


- Best practice collection and analysis
- Database on technical and organisational measures
- Tools and instruments to facilitate action
- Business roundtables and learning platforms

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## ERSCP 08 Workshop: Innovative Policy Frameworks for SCP



- Introducing the CSCP
- Environment and developments in global value chains
- Environment and developments in global value chains
- Supporting the SWITCH to SCP



## ERSCP 08 Workshop: Innovative Policy Frameworks for SCP



Wettbewerbsfähigkeit  
in globalen Produktketten


Ressourceneffizienz – ein  
globales Thema

Entwicklung durch  
Ressourceneffizienz

Die Ressourcen-Innovation in  
Unternehmen

Ressourceneffizienz für  
nachhaltigen Konsum

Ressourceneffizienz für  
nachhaltigen Konsum



### Models for poverty-oriented SCP

#### Actors and their roles in the models introduced

#### Core actors:

Local entrepreneurs / SMEs

Find locally feasible innovative solutions  
Proximity to user groups, more trusted  
person than outsiders

Political actors

Set framework conditions: good  
governance, low corruption, infrastructure  
Facilitate networks

#### Supporting actors:

Intermediaries

Chambers of  
Commerce

Insurance companies

Banks (esp.  
Microfinance)

Multinational companies

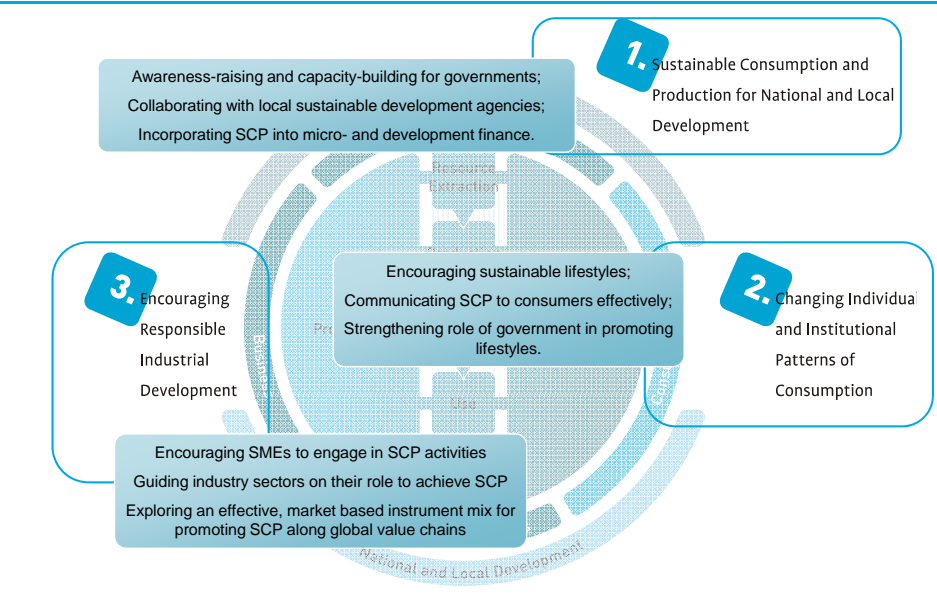
Consumer groups

Community groups, NGOs

...

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### Introducing the CSCP Strategic Priority Areas

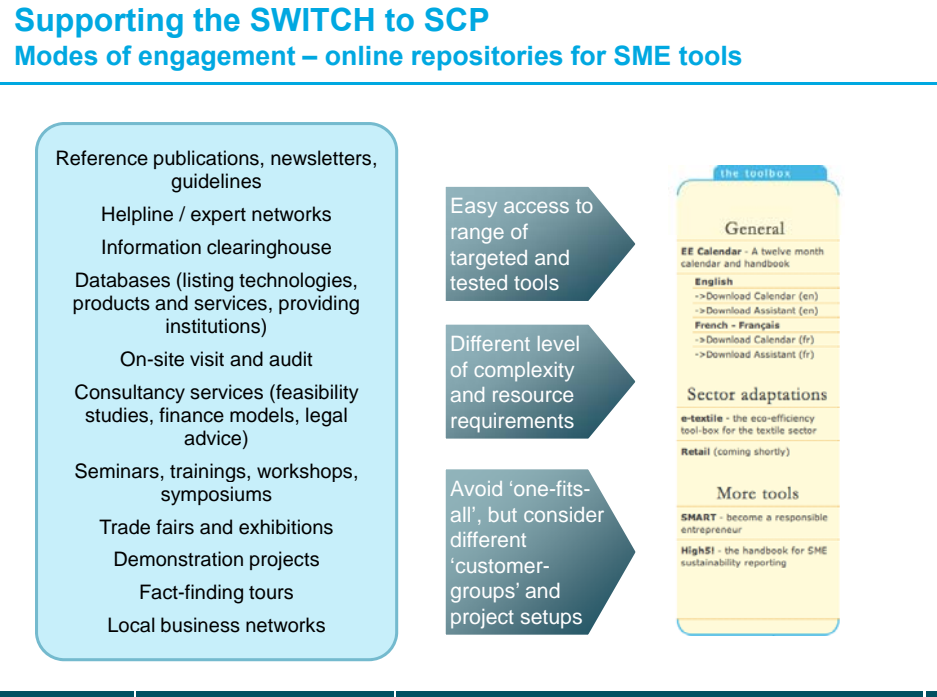


- 1. Sustainable Consumption and Production for National and Local Development**  
 Awareness-raising and capacity-building for governments;  
 Collaborating with local sustainable development agencies;  
 Incorporating SCP into micro- and development finance.
- 2. Changing Individual and Institutional Patterns of Consumption**  
 Encouraging sustainable lifestyles;  
 Communicating SCP to consumers effectively;  
 Strengthening role of government in promoting lifestyles.
- 3. Encouraging Responsible Industrial Development**  
 Encouraging SMEs to engage in SCP activities  
 Guiding industry sectors on their role to achieve SCP  
 Exploring an effective, market based instrument mix for promoting SCP along global value chains

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### Supporting the SWITCH to SCP

#### Modes of engagement – online repositories for SME tools



- Reference publications, newsletters, guidelines
- Helpline / expert networks
- Information clearinghouse
- Databases (listing technologies, products and services, providing institutions)
- On-site visit and audit
- Consultancy services (feasibility studies, finance models, legal advice)
- Seminars, trainings, workshops, symposiums
- Trade fairs and exhibitions
- Demonstration projects
- Fact-finding tours
- Local business networks

Easy access to range of targeted and tested tools

Different level of complexity and resource requirements

Avoid 'one-fits-all', but consider different 'customer-groups' and project setups

**the toolbox**

**General**

**EE Calendar** - A twelve month calendar and handbook

**English**  
 ->Download Calendar (en)  
 ->Download Assistant (en)

**French - Français**  
 ->Download Calendar (fr)  
 ->Download Assistant (fr)

**Sector adaptations**

←textile - the eco-efficiency tool-box for the textile sector

**Retail** (coming shortly)

**More tools**

**SMART** - become a responsible entrepreneur

**HighSI** - the handbook for SME sustainability reporting

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Supporting the SWITCH to SCP  
 The role of new financial models

## SCP-funds for SMEs?

### Example: TMB Bank of Thailand

**Advice** on investment planning to projects on

- energy conservation,
- environmental management,
- innovative projects,
- business for social concern, etc.

**Financing** in following programmes:

Ozone Project Trust Fund	Credit for Investment in Biogas System	Credit for Waste Treatment
Grant to SMEs for new non- CFC equipment & working capital loan for using new technology	Loan for biogas technology in industries such as tapioca, palm and huge pig farms	Loan for investment in factory waste treatment and use of cleaner production technology