

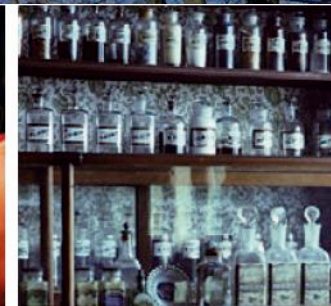
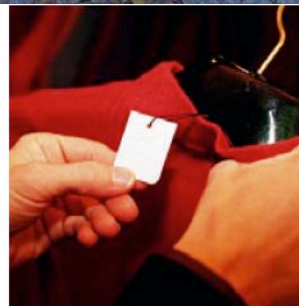
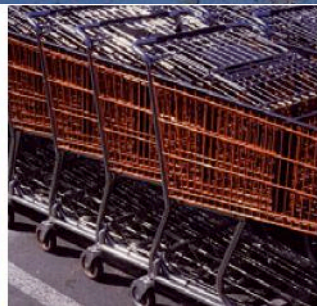
Terveisiä Keski-Euroopasta!

Kestävä kulutus nousussa

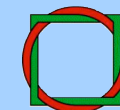
Kepeää elämää! Helsinki 17.4.2008



Konsumstraße



Michael Lettenmeier



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für Klima, Umwelt, Energie
GmbH



Visions for the 21st century

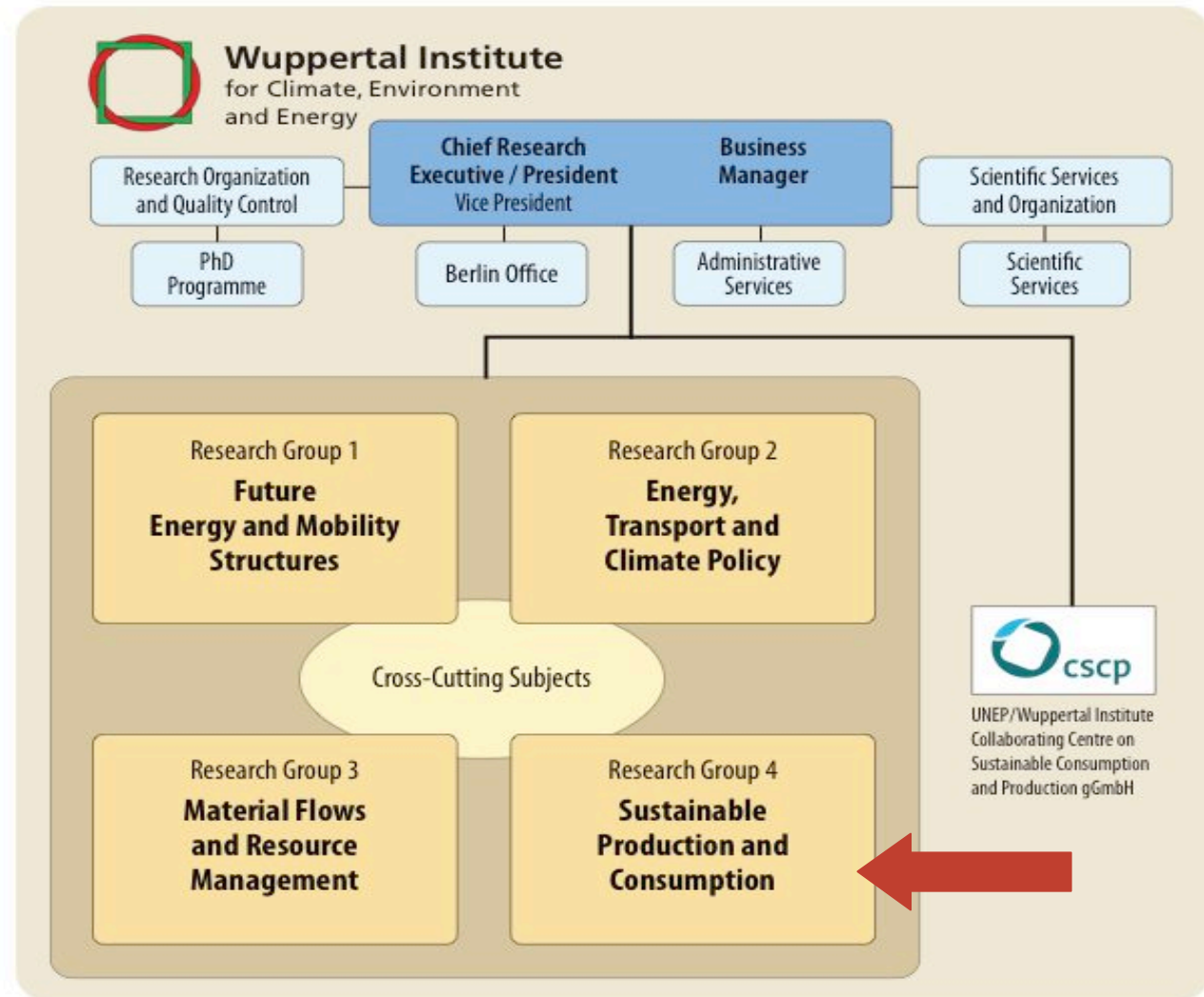
A scientific understanding

- The Wuppertal Institute searches for and develops environmental policy guidelines, strategies, and instruments in order to promote sustainability at the regional, national and international level.
- The main focus is centred on ecology and its interrelation with the economy and society. Special emphasis is put on decoupling the use of natural resources from the expansion of wealth.



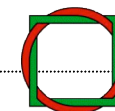


Wuppertal Institute: Organisation





Research Group 4: Sustainable Production and Consumption - Team Members





RG4 Sustainable Production and Consumption

Mission and Approach

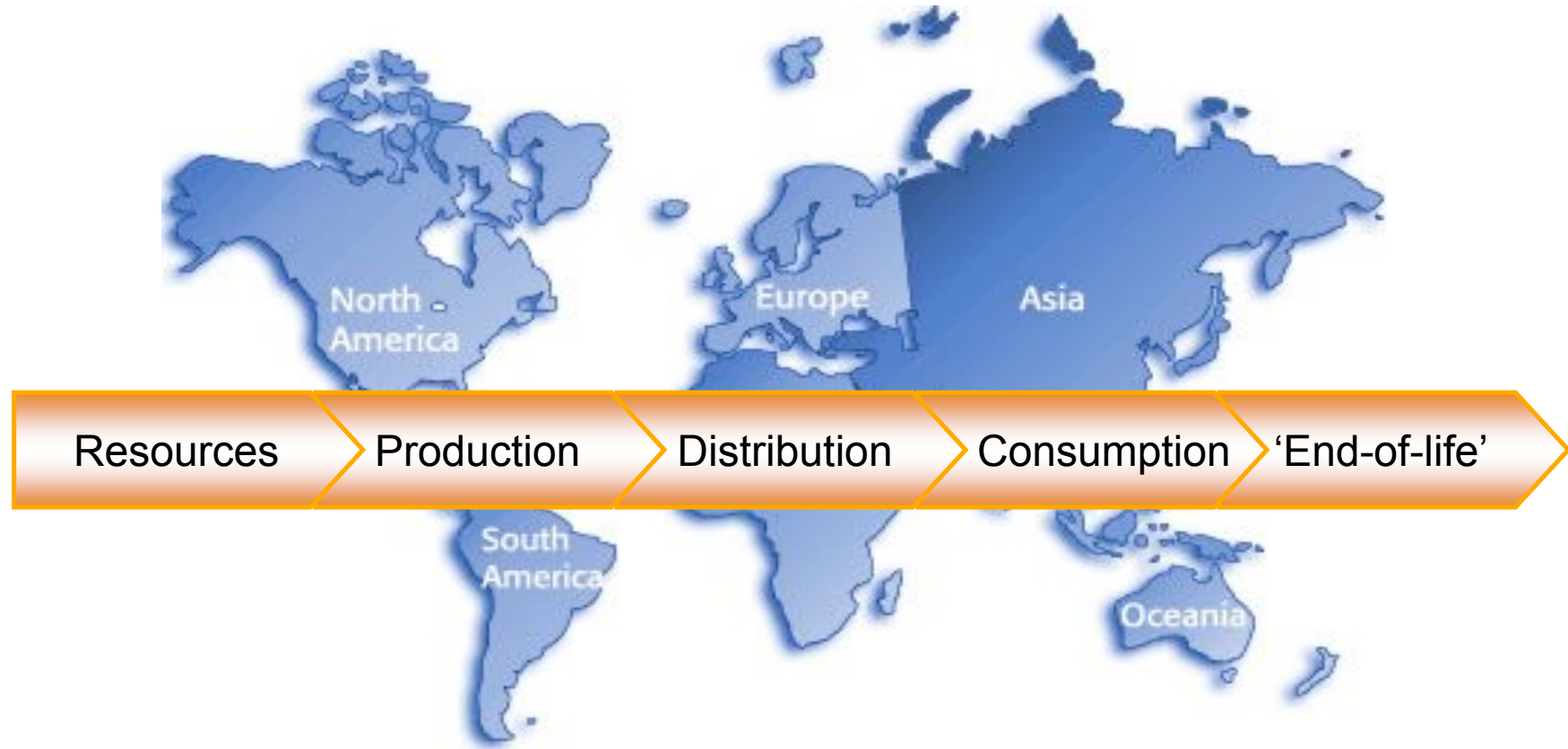
Mission and Approach of RG Sustainable Production and Consumption is to contribute to the further development and implementation of sustainable production and consumption systems based on **applied research** and **scientific policy advice**.

Main research question

How can individual actors, organizations and institutions be enabled to design more sustainable Production- and Consumption-Systems?



RG4 Approach (2): Research along global value chains



Analysing material flows, structural conditions and developing options for action:
Product-service chains or systems, industries and areas of need



Hyvinvoinnin jakautuminen globaaleissa tuoteketjuissa



Teollisuusmaat

- ~ 20% ekologisista selkärepuista
- ~ 80% arvonlisäketjusta

Raaka-aineet

Tuotanto

Jakelu

Kulutus

Jätehuolto



Kehitysmaat

- ~ 80% ekologisista selkärepuista
- ~ 20% arvonlisäketjusta



Elämäntapamme leviää: Ylikansallinen kuluttajaluokka



Golden Resources Shopping Mall, China

Ketkä?

Ihmiset, jotka kuluttavat teollisuusmaiden väestön tavoin (>7000 USD / v.)

Missä?

- 1.7 miljardia ihmistä, joista
- puolet asuu kehitysmaissa
 - 362 miljoonaa Kiinassa ja Intiassa, enemmän kuin Euroopassa

Lähivuosina ylikansallinen kuluttajaluokka kasvaa eniten kehitysmaissa.

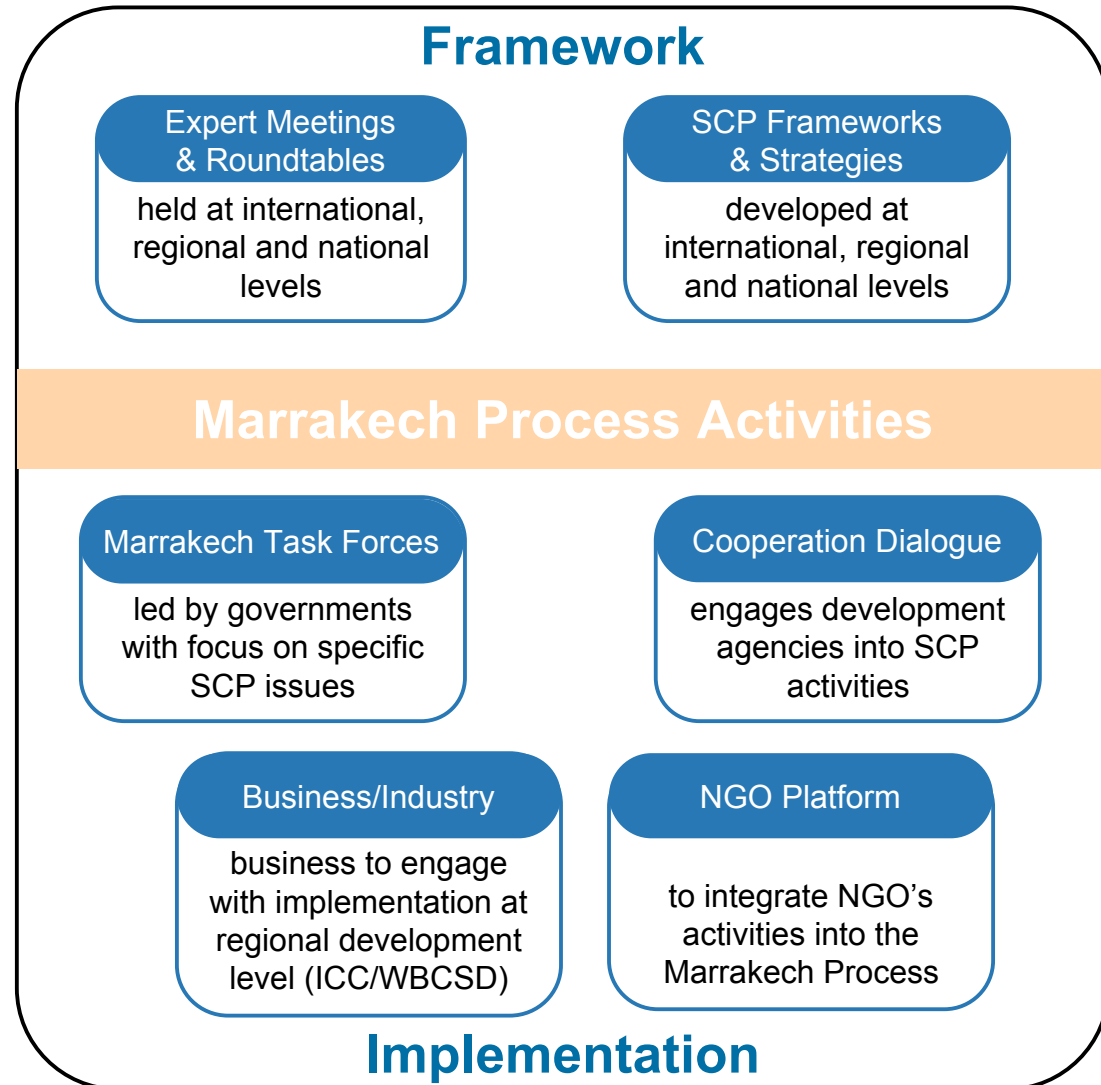
Lähde: Bentley 2003: Leading consumer classes in countries, 2002



10-Year Framework of Programmes on SCP (The Marrakech Process)

The Marrakech Process is a 10-Year Framework of Programmes on Sustainable Consumption and Production, named after the location of its inaugural meeting in 2003. The Marrakech Process is a global UN initiative to support regional and national actions to promote the **shift towards sustainable consumption and production (SCP) patterns**. It responds to the call of the Johannesburg Plan of Implementation to develop a **10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**. UNEP and UN-DESA are the leading agencies of this global process with the active participation and support of national governments, development agencies, the private sector, civil society and other stakeholders.

Quelle: EEA et al. 2008





Potential application of selected instruments

Voluntary Agreements

- Greening of standards
- Environmental performance Agreements with retailers
- EMAS
- Green public procurement*
- Global Sectoral Approaches*

Information Instruments

- Eco-labelling revision
- Data centre for products
- Env. product declarations
- Networking of innovation stakeholders
- Consumer information campaigns

Regulatory Requirements

- Broaden eco-design*
- Dynamic performance requirements for products
- Review of regulations to promote eco-innovation uptake

Market-based Instruments

- Forum on Market-based instruments
- Environmental tax reform
- Incentives beyond BAT
- Differential V.A.T.

Support Programmes

- Lead market initiative*
- Eco-innovation and environmental technologies*

Quantitative Targets

- Resource efficiency target of 3% per year
- Targets for eco-innovation and uptake of environmental technologies

Note: The symbol * indicates that characterisation particularly depends on final shaping of the instrument.

Quelle: EEA et al. 2008



Stakeholders affected by the instruments

To what extent might the different stakeholder groups at the conference be affected by the different actions mentioned in the background document to the consultation on the action plans? Who needs to get involved for the approach to be effective?

	Leveraging Innovation	Better Products	Leaner and Cleaner Production	Smarter Consumption	Global Markets
Business	Highly affected/influential	Highly affected/influential	Highly affected/influential	Involved but not main stakeholder	Involved but not main stakeholder
Consumers /Civil society		Involved but not main stakeholder		Highly affected/influential	
Governments	Involved but not main stakeholder	Reasonably affected/influential	Reasonably affected/influential	Highly affected/influential	Reasonably affected/influential

Note: highly affected/influential reasonably affected/influential involved but not main stakeholder

Quelle: EEA et al. 2008



Recommendations to the European Commission

Consider to include in the EU Action Plan:

EU directive on green public procurement

Make responsible purchasing mandatory for all public authorities

Concrete steps to “get the prices right”

A range of economic instruments should be worked out in order to ensure that the ecological consequences of using natural resources and pollution are reflected in the prices

Clear sustainability targets at the EU and at national levels

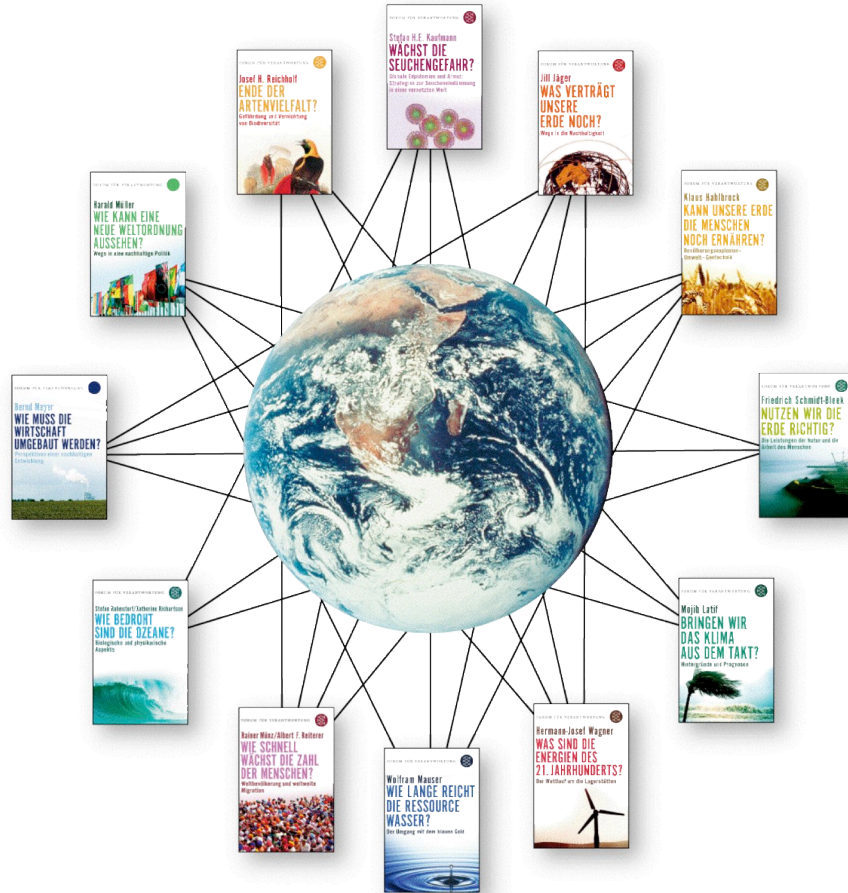
For example on resource use, emissions, green public procurement, products etc.

Quelle: EEA et al. 2008



Initiative "Encouraging sustainability" (1): 2 pillars

12 Books about our planet's future



Educational Program "From knowledge to action"

The educational program consists of nine didactic modules, each with a cover titled "Mut zur Nachhaltigkeit" (Courage for Sustainability). The covers are arranged in a 3x3 grid. The top-left cover is highlighted with an orange border. Each cover features a central image of the Earth and a smaller image related to the module's topic. The modules are:

- Nachhaltige Entwicklung** (Sustainable Development)
- Konsum** (Consumption)
- Ressourcen Energie** (Resources Energy)
- Klima Ozeane** (Climate Oceans)
- Ernährung Bevölkerung Wasser** (Nutrition Population Water)
- Wirtschaft Neue Weltordnung** (Economy New World Order)

Each cover includes the text "VOM WISSEN ZUM HANDELN DIDAKTISCHE MODULE" and the logo of the Wuppertal Institute for Climate, Environment, and Energy.



Initiative: "Encouraging Sustainability" (2)



The target is to generate a broader public interest in the implementation of sustainable development and to stimulate adequate changes in behavioural patterns.

Products: professional teaching/communication materials for adults.

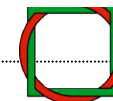
The topics of the project are rather broad - as climate change, demographic explosion; energy and resource efficiency; turn-around in food problem; use of water resources; future of the oceans; biodiversity a.o.



Target groups for Sustainable development – Cross-national: Sinus-Meta-Milieus

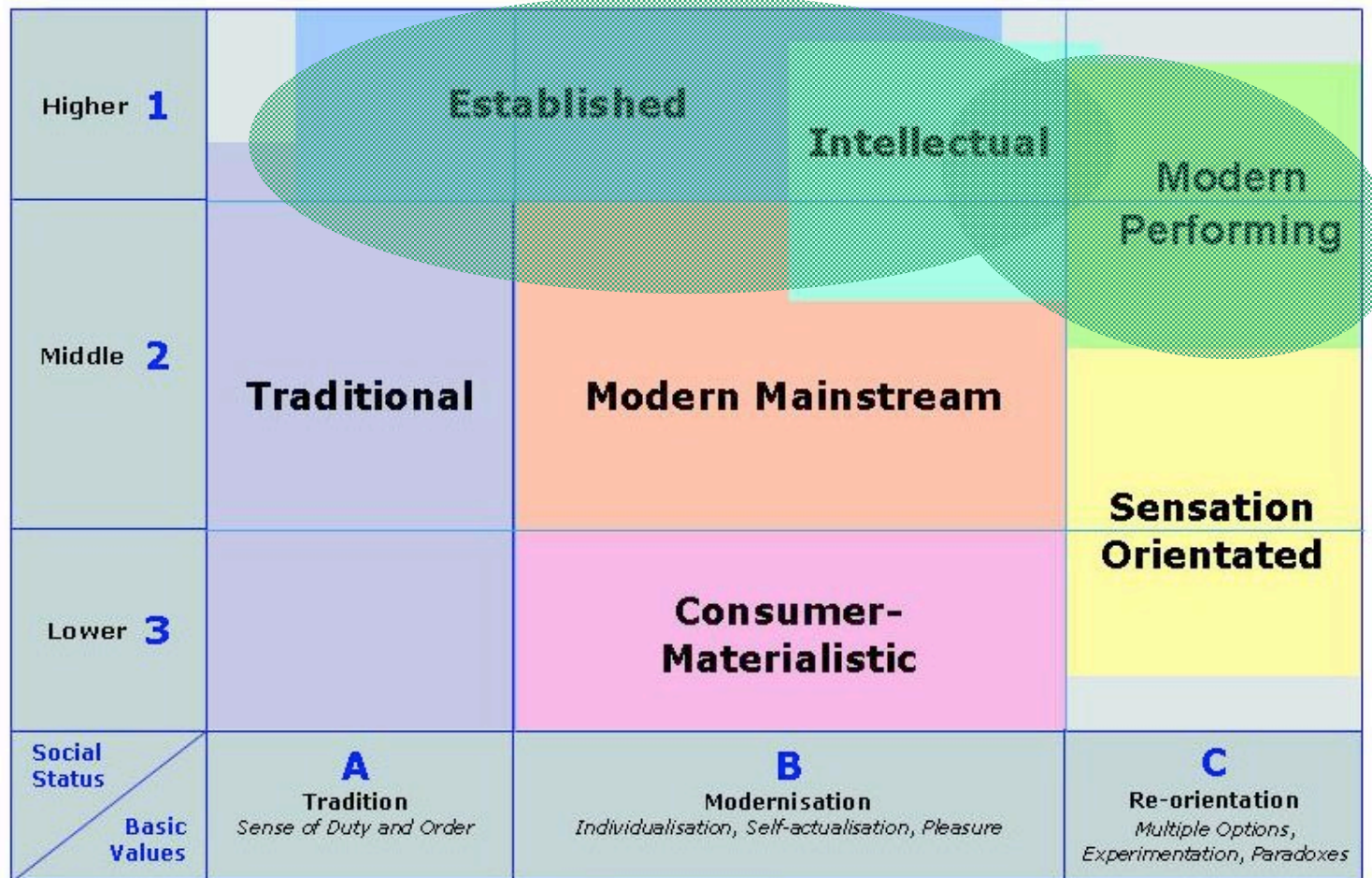
Higher 1		Established	Intellectual	Modern Performing
Middle 2	Traditional	Modern Mainstream		Sensation Orientated
Lower 3		Consumer-Materialistic		
Social Status Basic Values	A Tradition <i>Sense of Duty and Order</i>	B Modernisation <i>Individualisation, Self-actualisation, Pleasure</i>	C Re-orientation <i>Multiple Options, Experimentation, Paradoxes</i>	

© Sinus Sociovision





Target groups for Sustainable development – Cross-national: Sinus-Meta-Milieus



© Sinus Sociovision

Source: (adapted from) econcept, BMBF Researchproject ecobiente



KulturSPIEGEL: Saksalaiset vuonna 2020

09

KONSUM-
MATERIALISTEN



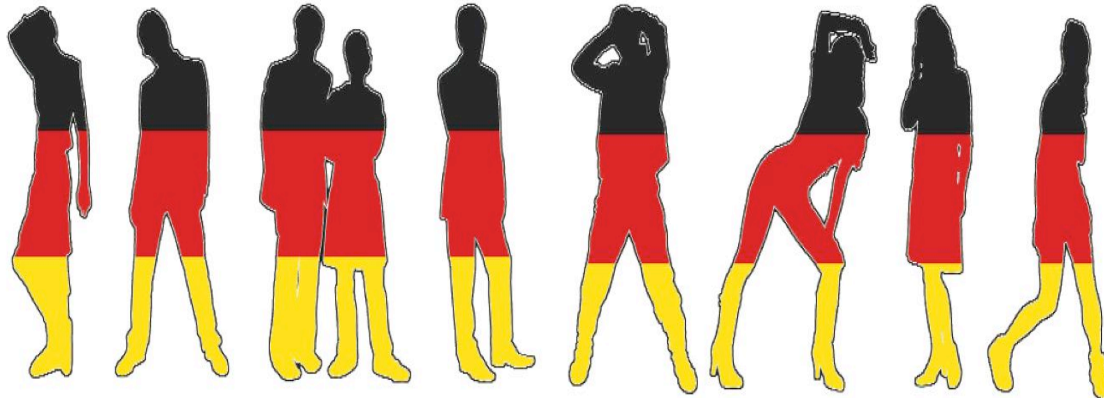
07

TRADITIONS-
VERWURZELTE

WIR WERDEN DEUTSCHLAND

Wer die Deutschen sind, wird derzeit heftig diskutiert. Aber: Wer werden sie im Jahr 2020 sein? Wie werden sie leben? Auf Basis einer soziologischen Studie hat der KulturSPIEGEL sich die schöne neue Welt einer Gesellschaft selbstbestimmter Bürger ausgemalt.

FOTOS: AXEL MARTENS



Wer sind die Deutschen, wer werden sie im Jahr 2020 sein und wie werden sie leben?

Quelle: Kulturspiegel (Heft 7, Juli 2006), auf der Datenbasis von Sinus Sociovision

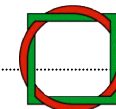
04

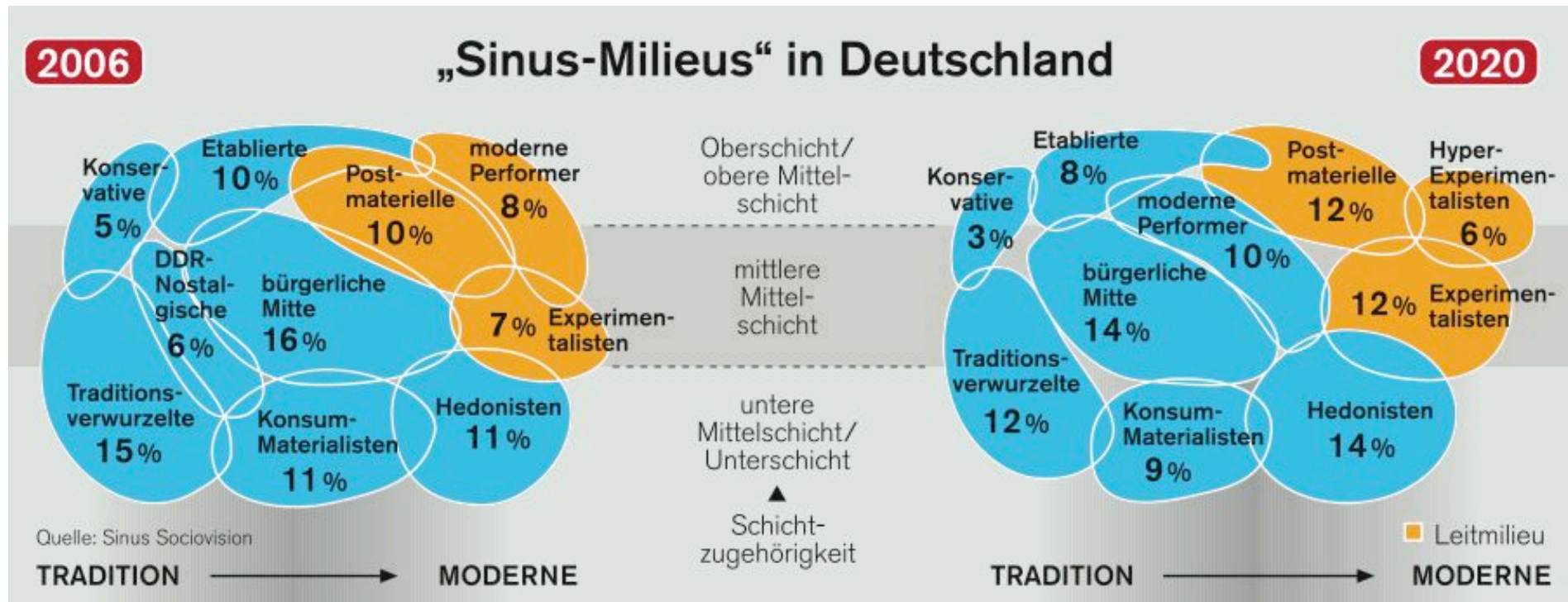
MODERNE
PERFORMER



01

HYPER-EXPERI-
MENTALISTEN





Quelle: Sinus Sociovision



Metamorphosisyhteiskunta vuonna 2020 (1)

Valtio

- Enemmän investointeja koulutukseen ja tutkimukseen (Koulutus = Innovaation perusta = yhteiskunnan tehtävä)
- Verorakenteen muutos
- Verotuksen keventäminen yhteiskunnallisella osallistumisella

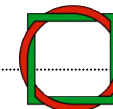
Arkipäivä

- Ihmisten arkipäivä vähemmän säädeltyä
- Yhteiset asiat kilpailun etusijalle
- Lähes jokaisen talon katossa on aurinkokeräin tai pihassa tuulimylly
- Joustavat rajat työelämän, eläkkeen ja vapaaehtoistoiminnan välillä

Koulutus

- Paremmiin koulutettuihin ihmisiin, vähemmän työttömiä
- Enemmän kokopäiväkouluja, yhtenäiskoulun paluu
- Pisatutkimus 2020: Saksa sijalla 2

Lähde: Kulturspiegel (Heft 7, Juli 2006)



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Metamorphosisyhteiskunta vuonna 2020 (2)

Talous

- Corporate Citizenship
- Kolmas sektori nousussa
- "Ethical Lead Award"

Autoteollisuus

- Kolmannes tuotantokuluista innovaatioihin: energiansäästö ja turvallisuus
- Customizing: Asiakkaiden henkilökohtaiset toiveet etusijalla, tuotekehitys asiakkaan kanssa

- 2020: Yhteisöllisyys
- Ihmiset immärtävät itseään osana maataan, yritystään, ryhmäänsä jne.
- Elämänmalli "parvi" (samoin ajattelevien ryhmä) korvaa yksittäisen perheen mallin vuoteen 2050 mennessä



Quelle: www.autostadt.de

Lähde: Kulturspiegel
(Heft 7, Juli 2006)

Vielen Dank für Ihre Aufmerksamkeit!

Konsumstraße

Wuppertal Institute for Climate, Environment and Energy
Sustainable Production and Consumption

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www.wupperinst.org

