



THE FOURTH UNITED NATIONS ENVIRONMENT ASSEMBLY

UNEA-4

**Multi Stakeholder Dialogue: Innovative Solutions for Sustainable
Consumption**

Nairobi - March 14th, 2019

5:30 – 7:00 pm

UN Complex: Conference Room 1

Introduction

The Multi-Stakeholder Dialogue at the 2019 session of the UN Environment Assembly will provide an opportunity to present and discuss innovative solutions, including social and societal, to achieve more sustainable consumption patterns that contribute to more sustainable living.

It will build upon the Leadership Dialogues that will have been held before, engaging governments and public sector, and will incorporate the views of Major Groups and Stakeholders and the private sector. The Dialogue will take place on 14 March 2019 between 5.30 and 7 pm.

Theme

Innovative technical solutions need to be complemented by deep changes in behavior, social, cultural and business practices, and public policy. Such transformative changes need to engage all stakeholders and can often build upon existing traditional or cultural practices that are aligned with sustainability objectives.

Increasing numbers of consumers are aware of the importance of their consumption choices and care about environmental issues. For some, sustainable consumption means to purchase less, to select environmentally friendly products that are the result of fair trade or to share purchased goods. However, many do not translate their concerns into action as, for example, the purchase-decision making process is far more complicated and relies on social, political, economic and psychological factors, as well as on the price of the product. For people who want to pursue more sustainable living, in many cases, better options are not available, affordable, or effective.

A meaningful shift in lifestyles towards sustainability requires transformative changes including comprehensive public policy reforms to enable those choices and lifestyles. Such reforms need to go beyond add-on environmental policies to involve the policy areas that significantly influence citizens' lifestyles and the goods and services available to them.

In many societies - in particular, in developing and emerging contexts – there are limited if any, sustainable options that are attractive and affordable. In growing numbers, people around the world continue struggle to meet their basic needs. At the same time, the high-end consumption of the wealthy societies often has far greater impact on the environment.

In those countries and markets, re-shaping consumer demand will be a key factor in making the transition to more inclusive and sustainable economies.

Unsustainable consumption patterns increase the pressure on natural resources, and intensify the human footprint of pollution, greenhouse gas emissions, waste generation, water degradation, resource depletion and loss of biodiversity. Unsustainable consumption can also contribute to social problems, such as unfair working conditions, social disparities, reduced quality of life and wellbeing and can harm the health of consumers themselves.

Many of the economic impacts of unsustainable consumption follow directly from those impacts cited above. In addition, the choice of unsustainable products limits incentives for sustainability innovation by business, impacting their long-term viability and contributing to missed opportunities for exports and access to those markets in which demand for sustainable products is growing. Addressing these broad economic impacts requires policies, voluntary measures and accurate information to shift to sustainable production practices and enable consumers to identify and select sustainable products.

The multi-stakeholder dialogue will provide an opportunity to discuss how public policy could enable innovative solutions and products can be designed, produced and offered to achieve more sustainable lifestyles and consumption patterns. It will look at “push factors” (i.e. policy requirements for businesses or incentives for consumers and businesses) and a “pull factor” (i.e. change in culture and consumer demands) to achieve sustainable consumption and production. The dialogue will also address the need to change or in some cases reduce global consumption of natural resources and energy, respecting planetary boundaries, while at the same time ensuring that no-one is left behind. An emphasis will be on how to achieve behavioral change in society and effective commitment and action by decision makers for sustainability and the achievement of the sustainable development goals.

Participants

Participants include:

- **6 Panelists** who will present
 - A general background on sustainable consumption and sustainable living
 - Success stories from developed and developing countries, from the private and public sectors.
 - How public policies can contribute to enabling conditions for sustainable consumption
 - Push factors (i.e. regulatory requirements for businesses or incentives for consumers and businesses) and pull factors (i.e. change in culture and consumer demands) to achieve sustainable consumption.

- **Governmental discussants** preferably from ministerial level

- **Discussants from Major Groups and Stakeholders** representing the nine Major Groups, Inter-governmental Organizations, Multilateral Environmental Agreements etc.

The dialogue will be managed by a facilitator.

Setting

The multi-stakeholder dialogue will be designed in a way that allows a maximum of interaction among participants in a non-formal setting giving the opportunity to speak openly and to raise key challenges. The audience will be given the opportunity to shape and guide the discussions.

It will have the following set-up

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| 17.30 – 17.35 | Introduction by Facilitator on the theme and participants |
| 17.35 – 18.05 | Section 1: “Why are technical innovative solutions alone not enough?”: Three short interventions, followed by a facilitated dialogue with high level decision makers with a focus on the role of policy |
| 18.05 – 18.35 | Section 2: ‘Societal and business innovation as a key factor for success’: Three short interventions that showcase successful social, societal and business innovations, followed by a facilitated dialogue with high level decision makers |
| 18.35 – 19.00h | Open dialogue with the audience, conclusions |

Individual presenters will also present what can be done in the context of existing global governance frameworks to help local implementation and innovation.

The discussion among discussant will be followed by an open invitation to the audience to contribute extensively to the dialogue.

Outcome

A short summary on the content and key conclusions of the dialogue will be prepared by the facilitator and made available for the closing session of the Assembly.

Speakers

Leyla Acaroglu

Design disruptor, creative boundary pusher, and cultural provocateur, Dr. Leyla Acaroglu (A-jar-a-loo) embodies the innovation that instigates positive environmental and social change. A designer, social scientist, and sustainability expert, she is internationally recognized as a leader in tools for the circular economy and the use of disruptive design across sustainability and educational initiatives. Leyla was awarded 2016 Champion of the Earth by the United Nations Environment Programme, and her 2013 mainstage TED talk that has collected over one million views is one of the most watched TED talks on sustainability.



In 2014, Leyla completed her PhD at RMIT in change-centric disruptive design and started developing the Disruptive Design Method, which is the backbone of her unique approach to design-led systems change. She has won a host of awards for her work, was named one of Melbourne's 100 Most Influential People, and has been forging positive change through creative practice in multiple ways for over a decade. Her systems-based thinking coupled with her highly-skilled communication techniques is featured in several publications, including the New York Times.

Leyla is the founder of two design agencies, Disrupt Design in New York and Melbourne-based Eco Innovators, as well as the UnSchool, her uniquely rebellious experimental knowledge lab that is all about disrupting the mainstream way that knowledge is gained and shared. It runs innovative pop-up programs around the world, won a CORE77 Design Education Initiative Award and recently she took on an abandoned farm in Portugal to regenerate and restore as bran spa and living learning laboratory for UnSchool programs. The CO Project Farm is a bold example of sustainable design and social entrepreneurship. Leyla's expertise at the helm, each of these initiatives serve as multidisciplinary approaches to pioneering social and environmental change through design.

As a designer, her works such as Circular Classroom, Design Play Cards, Game Changer Game, Secret Life of Things, Designercise, and the Gender Equity Toolkit are at the forefront of activated experience design. She has authored several handbooks for change makers and continues to agitate for new ways of solving complex social problems through beautifully designed interventions. Leyla's creative work is highly acclaimed, having been featured in a permanent exhibition in the Leonardo di Vinci museum in Milan and earning commissions from the National Gallery of Victoria. She is an internationally respected keynote speaker and trusted expert, having led thousands of hours of workshops, lectures, activations, and educational experiences around the world. Leyla was a visiting scholar at NYU and an Innovator in Residence at the Center for Social Innovation NYC. She was also an invited Artist in Residence with Autodesk and managed the development of 'Greenfly,' one of the first online life cycle assessment tools for designers. Leyla is regularly invited to provide her professional opinions on radio and TV, having been a regular judge on the ABC TV show The New Inventors, along with a host of international programs.

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Khawla Al-Muhannadi

Khawla Al-Muhannadi was born and lives in Bahrain. She has PhD in Social Responsibility in Conservation from an Islamic Perspective and her research interests are primarily environmental in subject areas related to ethics and education amongst others. She is the President of the Environment's Friends Society in Bahrain and is active in Civil Society in fields related to community outreach and empowerment. She Co-authored a book "Understanding ISO 26000. A Practical Approach to Social Responsibility Status" published in the UK in 2011. She has contributed articles that appeared in UNESCO journals and has given numerous lectures to public audiences and special groups including postgraduate students.



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Joaq Campari

Senior professional with 20+ years of experience in international development, conservation, and the sustainability of the food system. Currently, is Global Leader of the Food Practice at WWF International, supporting the WWF network to enhance the sustainability of the global food system, including responsible production, sustainable diets, and the reduction of food waste and post-harvest loss. Prior to WWF, worked in the private sector and, in the public sector, held the position of Special Environmental and Sustainability Advisor to Brazil's Minister of Agriculture. While at the Ministry of Agriculture, served as President of the Low-Carbon Agriculture Platform and as Executive Secretary of the Agribusiness Commission on Sustainable Development. Has held technical and executive positions in multilateral and bilateral agencies (World Bank, UNDP and DFID), in the federal government of Brazil (Ministry of the Environment) and has advised national and sub-national governments (in Brazil, Argentina, Bolivia and Paraguay) on the design and implementation of regional development policies, combining socio-economic growth with conservation. Prior to the Ministry of Agriculture, worked for The Nature Conservancy as Program Director in Latin America, Executive Director in Brazil and Lead Economist of the Global Lands program. Holds a bachelor's degree in international relations and economics, master's and Ph.D. degrees in economics and a degree in General Management from the Harvard Business School. Has published two books on the economics of deforestation in the Amazon and co-authored the most comprehensive study assessing the carbon mitigation potential of low-cost improvements in land management. In 2014, was nominated among the top 100 Brazilian leaders in the agricultural



sector for the disruptive work conducted on agriculture and conservation (Isto É Dinheiro Rural magazine).

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Von Hernandez

Global Coordinator, Break Free from Plastic Movement

He is a leading and multi-awarded Filipino environmental activist, Von's career in the environmental movement covers more than 20 years of campaign leadership, strategic planning and organizational development and management.



He is currently the Coordinator of the Break Free from Plastic movement. Before taking on this latest assignment, Von was Global Development Director of Greenpeace International where he oversaw the development and performance of the Greenpeace's national and regional offices worldwide. Prior to this, he was the Executive Director of Greenpeace Southeast Asia (GPSEA), where he led programs and operations in Southeast Asia. Together with allies, he co-founded and spearheaded various environmental coalitions and partnerships at the national, regional, and global levels including the Ecowaste Coalition, Waste Not Asia, and the Global Alliance for Incinerator Alternatives (GAIA).

In 2003, he was awarded the Goldman Environmental Prize for his work, which led to the first national ban on waste incineration. Von also gained recognition from Asia Inc. magazine as one of Asia's Young Movers and Shakers in 2004, and from Time magazine as one of the Heroes for the Environment in 2007. In 2010, Reader's Digest conducted a nationwide Trust Poll, where he emerged as among the top 20 most trusted Filipinos.

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Lena Pripp Kovac

Lena has more than 20 years' experience of working with sustainability related topics in various businesses, industries and countries.

She is the Head of Sustainability at Inter IKEA Group – covering the IKEA product and food range, supply, production and franchising. In her role, she leads the global IKEA sustainability strategy, which includes transforming IKEA into a circular business, becoming climate positive, creating a fair and equal society and enabling healthy and sustainable



living. She is passionate about making sustainable living easy, inspiring and affordable for many people, and the role innovation plays in changing unsustainable consumption patterns.

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Desta Mebratu

African Transformative Leapfrogging Advisory Services (ATLAS). Desta Mebratu has more than 30 years of experience working for industries, government agencies, universities and international organizations. A chemical engineer by background, he has a PhD of engineering in Industrial Environmental Economics from Lund University, Sweden and an MBA in International Business from the American University of London. He worked for different United Nations Agencies including the United Nations Environment Programme (UNEP) where he worked for more than thirteen years and served, among others, as Head of the global Business and Industry programme (2008-11) and Deputy Regional Director for Africa (2011-2016). He has published more than 40 articles in peer-reviewed journals and Handbooks, including co-Editing a Handbook on Sustainable Development Policy and Administration published by Taylors and Francis in 2008. He is currently an Extraordinary Associate Professor at Centre for Complex Systems in Transition, Stellenbosch University. He is Fellow of the African Academy of Sciences (AAS), Stellenbosch Institute for Advanced Study (STIAS) in South Africa and Pufendorf Institute for Advanced Studies in Sweden.



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Facilitator:

Solitaire Townsend

Solitaire has been a passionate change-maker for over 30 years. As co-founder of Futerra she advises governments, charities and brands including Danone, Lancôme and Vodafone on imagining a better future, and making it happen. With Futerra offices in London, Stockholm, New York and Mexico City she admits that making the world a better place is a damn good business plan. You can watch her TEDx talks online and read her in the Guardian, Huffington Post, Forbes and more often as @GreenSolitaire.



Solitaire was named 'Ethical Entrepreneur of the Year' in 2008 and more recently was Chair of the UK Green Energy Scheme, a member of the United Nations Sustainable Lifestyles Taskforce and a London Leader for Sustainability. Her new book *The Happy Hero - How To Change Your Life By Changing The World* is out now.

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