



UNITED NATIONS ENVIRONMENT PROGRAMME

# PAVING THE WAY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

## THE MARRAKECH PROCESS PROGRESS REPORT



***Towards a 10 Year Framework  
of Programmes on Sustainable  
Consumption and Production***

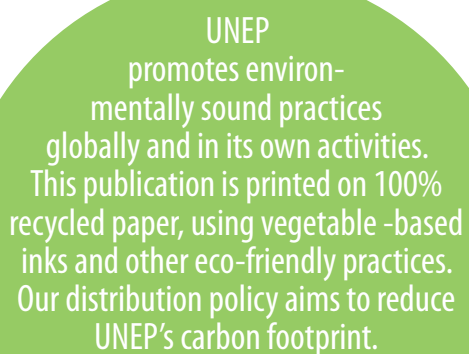
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# PAVING THE WAY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

## THE MARRAKECH PROCESS PROGRESS REPORT

*Towards a 10 Year Framework of Programmes  
on Sustainable Consumption and Production*

# Acknowledgements:

We would like to thank everyone that has contributed to the Marrakech Process over the years. The Process benefited from the contributions of so many different actors, be it government representatives, civil society organizations, experts and business, that it would be impossible to thank everyone personally in this report.

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*And also colleagues at the United Nations Environment Programme:*

Josephine Bauer, Stefanos Fotiou, Hilary French, Patrick Mwesigye, Carlos Andres Enmanuel Ortiz, Elodie Perrat, Fabienne Pierre, Luc Reuter, Helena Rey, Guido Sonnemann, Elisa Tonda, Rie Tsutsumi, Geneviève Verbrugge, Farid Yaker.

# Foreword from the Executive Director of UNEP



Humankind has made extraordinary progress over the past century, but this has been linked to increasingly unsustainable exploitation of natural resources. Yearly consumption of biomass has more than tripled; use of fossil fuels, metals and minerals increased 12 to 27 fold; and in respect to construction materials, consumption has grown 34 fold. A recent report of the International Resource Panel indicates that a large proportion of environmental impacts can be linked to everyday household consumption of goods and services, in particular food, shelter and transport.

There is an urgent need for systematic change. This requires re-thinking current models for macro and microeconomics and social development in order to catalyse a transition to far more sustainable and low carbon economies and societies.

UNEP has been actively promoting and implementing policies and initiatives on sustainable consumption and production (SCP) and resource efficiency for many years. The Marrakech Process represents one of our important efforts. It was launched in 2003 together with the UN Department for Economic and Social Affairs in cooperation with a wide range of stakeholders, including governments, the private sector, NGOs, and academia, among others.

The main objectives of the Marrakech Process are to support the implementation of SCP policies and to provide inputs to the elaboration of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP), which is being considered by the Commission on Sustainable Development (CSD) during its 2010-2011 implementation cycle.

This report provides an insight into the diverse and wide-ranging activities that have been undertaken during the last eight years by the Marrakech Process, providing highlights and lessons learned from the work of its thematic task forces, and progress at the regional and national levels.

It includes over 30 examples of innovation and cooperation, ranging from local to global levels, and including projects on education and lifestyles, such as SCP clubs for children in Tanzania and a global survey on sustainable lifestyles; the development of regional and national SCP strategies and action plans; the implementation of sustainable public procurement at the national and local levels; an Eco-labelling Mechanism for Africa; campaigns and policy recommendations for sustainable tourism; and best practices for sustainable buildings and construction.

It is clear that the Marrakech Process constitutes a unique voluntary and multi-partner experience, providing effective mechanisms to enhance cooperation at all levels to deliver change towards sustainable consumption and production and resource efficiency. The 18<sup>th</sup> Session of the CSD and the Intergovernmental Preparatory Meeting for CSD 19 last March stressed the need for an ambitious 10YFP and acknowledged the work of the Marrakech Process, recognising that it serves as a sound basis to build the 10YFP.

The challenge now is to accelerate and scale-up the activities developed by the Marrakech Process. The CSD 19 represents an important opportunity to do so, consolidating and channelling technical and financial resources in order to deliver a shift to sustainable consumption and production patterns. In doing so, the 10YFP can lay an important foundation towards success at the United Nations Conference on Sustainable Development, or Rio+20, in 2012.

A handwritten signature in black ink that reads "Achim Steiner". The signature is fluid and cursive, written in a professional style.

**Mr. Achim Steiner**

UN Under-Secretary General and Executive Director  
United Nations Environment Programme

# Foreword by Viveka Bohn



The United Nations Conference on the Human Environment, held in Stockholm, in 1972, adopted the principle that *“the non-renewable resources of the earth must be employed in such a way as to guard against the danger of their future exhaustion and to ensure that benefits from such employment are shared by all mankind”*. However, the quest for rapid industrialized development has so far overshadowed this principle. Although much work has been undertaken to promote sustainable consumption and production (SCP), and awareness has increased, there is an ever growing urgency to make the transition to sustainable development and a green economy a reality.

It was with this in mind that Sweden together with like-minded countries suggested the development of a ten year action plan for SCP to be discussed at the World Summit on Sustainable Development (WSSD), held in Johannesburg in 2002. The negotiations were difficult. The conflict of interests were, however, not what they had been in the past between industrialized and developing countries. They were rather more of an ideological nature. The fact that a wide range of countries were prepared to agree to our proposal was encouraging. At the end, the Johannesburg Plan of Implementation (JPOI) made a call to *“encourage and promote the development of a 10 Year Framework of Programmes (10YFP) in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, delinking economic growth and environmental degradation”*.

It was an important achievement, but then the Commission on Sustainable Development (CSD) decided to review the proposal for a 10YFP only in 2010/11. Our Earth could not wait a decade for a 10YFP to be developed and implemented. Hence we - a small group of people from governments together with UNEP, UNDESA and a number of NGOs - organized an International Expert

Meeting on the 10YFP in June 2003 in Marrakech, Morocco. There, the strategic working mechanisms were outlined: international review meetings every second year, regional SCP consultations; the development of regional and national SCP strategies, etc. This was the beginning of the Marrakech Process.

At the second international meeting in Costa Rica the establishment of informal task forces was recommended. Sweden established the first task force and we chose the theme Sustainable Lifestyles. Not the easiest of tasks, but a prerequisite for sustainable development. The dynamic work of the task forces demonstrates a creative and effective mechanism to build cooperation and work on the ground.

Today, almost nine years since its launch, I am pleased to see how the Marrakech Process has grown to involve thousands of people from all over the world in the implementation and promotion of SCP. It shows the commitment and readiness of a large number of stakeholders working together, building alliances, networks and partnerships to contribute to resource-efficient and low carbon economies, sustainable societies and poverty eradication.

The results of the Marrakech Process offer a solid foundation for the development of the 10YFP, that should inspire the greening of our economies and our consumption and production habits, assist us in the transition to sustainable development and the eradication of poverty. We need an increased level of commitment and action from all governments as well as the active participation of all stakeholders.

This is our window of opportunity. We cannot hesitate any longer!

**Viveka Bohn**

Former Swedish Ambassador for Environment, winner of UNEP's champions of the Earth Awards, 2007, and Co-chair of the Marrakech Process, 2003-2007.

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# Introduction

*“The major cause of the continued deterioration of the global environment are the unsustainable patterns of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances”* - this is one of the statements made at the United Nations Conference on Environment and Development held in Rio de Janeiro in 1992, when sustainable consumption and production (SCP) was recognized as an overarching theme to link environmental and development challenges.

Ten years after the Rio Conference, world leaders signed the Johannesburg Plan of Implementation (JPOI) at the World Summit on Sustainable Development (WSSD). Chapter III of the JPOI is devoted to Changing Unsustainable Patterns of Consumption and Production and declared that *“fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. At Johannesburg, states agreed to “encourage and promote the development of a 10 year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production to promote social and economic development within the carrying capacity of ecosystems by addressing and, where appropriate, delinking economic growth and environmental degradation through improving efficiency and sustainability in the use of resources and production processes and reducing resource degradation, pollution and waste. All countries should take action, with developed countries taking the lead, taking into account the development needs and capabilities of developing countries, through mobilization, from all sources, of financial and technical assistance and capacity-building for developing countries”*.

**The Marrakech Process** was launched in 2003 in order to respond to this call. Since its establishment, the global, multi-stakeholder process has supported the implementation of SCP in all regions and has played a key role in providing inputs for the elaboration of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP), to be considered by the Commission on Sustainable Development (CSD) during its 2010-2011 implementation cycle.

UNEP and UNDESA are the Secretariat of this global process, with an active participation of national governments, development agencies, business and industry, civil society and other stakeholders. The first meeting devoted to developing the 10YFP took place in Marrakech, Morocco in June 2003, hence the name of the process.

This report presents the activities and outcomes of the Marrakech Process and provides some highlights and lessons learned. It examines the key outcomes of the Process from three main perspectives:

1. The work of the seven **Marrakech Task Forces**: Cooperation with Africa, Education for Sustainable Consumption, Sustainable Buildings and Construction, Sustainable Lifestyles, Sustainable Products, Sustainable Public Procurement, Sustainable Tourism (Chapter 2)
2. The activities undertaken at the **regional level**: in Africa, West Asia, Asia and the Pacific, Latin America and the Caribbean, Europe, and North America (Chapter 3)
3. Actions at the **national and local levels** (Chapter 4)

The review includes **23 case studies** highlighting concrete projects and good practices implemented by the Marrakech Process worldwide. In reviewing all these actions it is clear that the Marrakech Process constitutes a global effort in which all stakeholders are taking action, coming together to build cooperation and support the transition towards sustainable consumption and production.

**Chapter one** examines why SCP is needed and provides an overview of the Marrakech Process, describing its objectives, mechanisms, and activities, highlighting some of its concrete outcomes.

**Chapter two** presents the work of the Marrakech Process Task Forces – voluntary multi-stakeholder initiatives, each focusing on a specific SCP theme. It describes their objectives, activities and achievements, providing examples of the range of projects and initiatives implemented.

**Chapter three** focuses on the promotion of SCP and increased institutional and political commitment at the regional level. A positive outcome in most regions is the development and endorsement of regional SCP Strategies, which identify SCP priorities for the region, and have gained political, and to some extent, financial and technical support. However, the challenge remains in increasing this support for the replication and scaling up of good practices.

**Chapter four** outlines efforts made at the national and local levels, in particular with the implementation of national SCP strategies or programmes and city-level SCP action plans. It shows the increasing commitment of national governments to become part of the change towards SCP and resource efficient economies.

Finally, **Chapter five** offers some conclusions, lessons learned and ideas for the way forward.

# 1. The Marrakech Process - a Global Effort Towards Sustainable Consumption and Production

## 1.1 What is Sustainable Consumption and Production, and why do we need it?

The world faces an unprecedented challenge from the emergence of multiple and interlinked global crises related to vital activities and resources, including the environment, climate, food, water, finance and the economy. The effects are felt worldwide and have important implications for the achievement of sustainable development and the Millennium Development Goals. A fundamental shift in the way goods and services are produced and consumed is required if we are to avoid aggravating the state of the environment, including the disruption of the climate and depletion of natural resources.

***“We can no longer consume the world’s resources without regard to effect. For the world has changed, and we must change with it”.***

US President Barack Obama during his inaugural speech, January 2009, Washington DC.

The global economy is based on resource-intensive consumption and production patterns, and despite important improvements in resource efficiency, the overall use of resources continues to increase<sup>1</sup>. Goods and services in both developed and developing countries need to be produced and consumed using fewer resources and generating less waste and pollution.

There is a clear need to rethink how we pursue economic growth and apply business models, in order to shift towards sustainable patterns of consumption and production that are in harmony with communities, our ecosystems and stocks of finite and renewable natural resources.

Action is required now to reorient production and consumption patterns so that they can contribute to sustainable development while meeting the needs of the poor, decreasing environmental degradation and resource depletion, and their long-term economic and social costs. In order to achieve the above, innovative, concerted efforts to decouple economic growth from natural resource depletion and environmental degradation are needed. This will require social and technological innovation, new policies and policy reforms, public and private investments, multi-stakeholder cooperation, and improved private-sector management practices. Re-orienting consumer choices and lifestyles will also have a crucial role to play.

<sup>1</sup> For details see: Review of implementation of Agenda 21 and the Johannesburg Plan of Implementation (JPOI): 10 Year Framework of Programmes in support of Sustainable Consumption and Production, E/CN.17/2010/8. UN: New York, 2010; and Trends in Sustainable Development Towards Sustainable Consumption and Production, Department of Economic and Social Affairs, UN: New York: 2010.

***“The major cause of the continued deterioration of the global environment are the unsustainable patterns of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances”.***

Agenda 21 (Chapter. 4.3), Earth Summit, Rio 1992

Sustainable patterns of consumption and production are essential to the achievement of a green economy, defined as one that results in *“improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities<sup>2)</sup>”*. A green economy is driven by market-based instruments, including public and private investments, that support the development of low carbon and socially inclusive activities, enhanced resource efficiency, as well as preserving biodiversity and ecosystem services as a critical economic asset and a source of public benefits, especially for poor people whose livelihoods and security depend on nature.



## **What is Sustainable Consumption and Production?**

Sustainable consumption and production (SCP) is a holistic approach to minimizing the negative environmental impacts from consumption and production systems while promoting quality of life for all. Through a life-cycle perspective, SCP increases the sustainable and efficient management of resources in all stages of the supply-chain of goods and services. SCP encourages the development of processes that use less materials and less hazardous substances, and generate less waste, yielding environmental benefits. Such processes can also improve the competitiveness of enterprises by reducing production costs, thus turning environmental and social challenges into business and employment opportunities. SCP also works to encourage the capture and reuse or recycling of valuable resources within waste streams.

The main objective of shifting to SCP is to decouple economic growth from environmental degradation. SCP aims at doing *more and better with less*, by reducing resource use, environmental degradation, waste and pollution along the whole life cycle of goods and services, while at the same time increasing quality of life for all.

Achieving SCP requires a significant paradigm shift throughout entire societies, and needs across-the-board cooperation and engagement including from policy makers, business, retailers, consumers, workers, researchers, scientists, media, civil society organizations and development cooperation agencies. In short, it involves everyone, from governments to citizens, and from designers and producers to final consumers.

2) See: Towards a Green Economy. Pathways to Sustainable Development and Poverty Eradication. A Synthesis for Policy Makers, UNEP, 2011

### SCP benefits for development

In 1987 the Brundtland Commission recognized the social dimension of sustainable development and its linkages to nature's limits, stressing that "long before these are reached, the world must ensure equitable access to the constrained resources and reorient technological efforts to relieve the pressure<sup>3</sup>". Meeting basic needs in a sustainable way lies at the heart of SCP. Attaining the Millennium Development Goals (MDGs) requires the production and consumption of more goods and services to meet the basic needs and aspirations of the world's poorest while keeping within the limits of our already stressed ecosystems. SCP offers opportunities to attain the Millennium Development Goals by delivering more products in a cleaner and safer way while using fewer materials and less energy.

SCP offers opportunities such as the creation of new markets, green and decent jobs (e.g. markets for organic food, fair trade, sustainable housing, renewable energy, sustainable transport and tourism) as well as more efficient, equitable, and welfare-generating natural resources management. SCP also offers the possibility for developing countries to "leapfrog" to more resource-efficient, environmentally sound and competitive technologies, bypassing inefficient and polluting phases of development. For example, the production of solar energy in rural areas decreases the import of fossil fuels and the pollution associated with their use, without the need to connect to the centralized electricity grid.

### The key principles of SCP\*:

1. Improving quality of life without increasing environmental degradation, and without compromising the resource needs of future generations.
2. Decoupling economic growth from environmental degradation by:
  - reducing material / energy intensity of current economic activities, and reducing emissions and waste from extraction, production, consumption and disposal; and
  - promoting a shift of consumption patterns towards groups of goods and services with lower energy and material intensity without compromising quality of life.
3. Applying life-cycle thinking, which considers the impacts from all life-cycle stages of production and consumption process.
4. Guarding against the rebound effect, where efficiency gains are cancelled out by resulting increases in consumption.

## 1.2 The Marrakech Process: responding to the global challenge on SCP

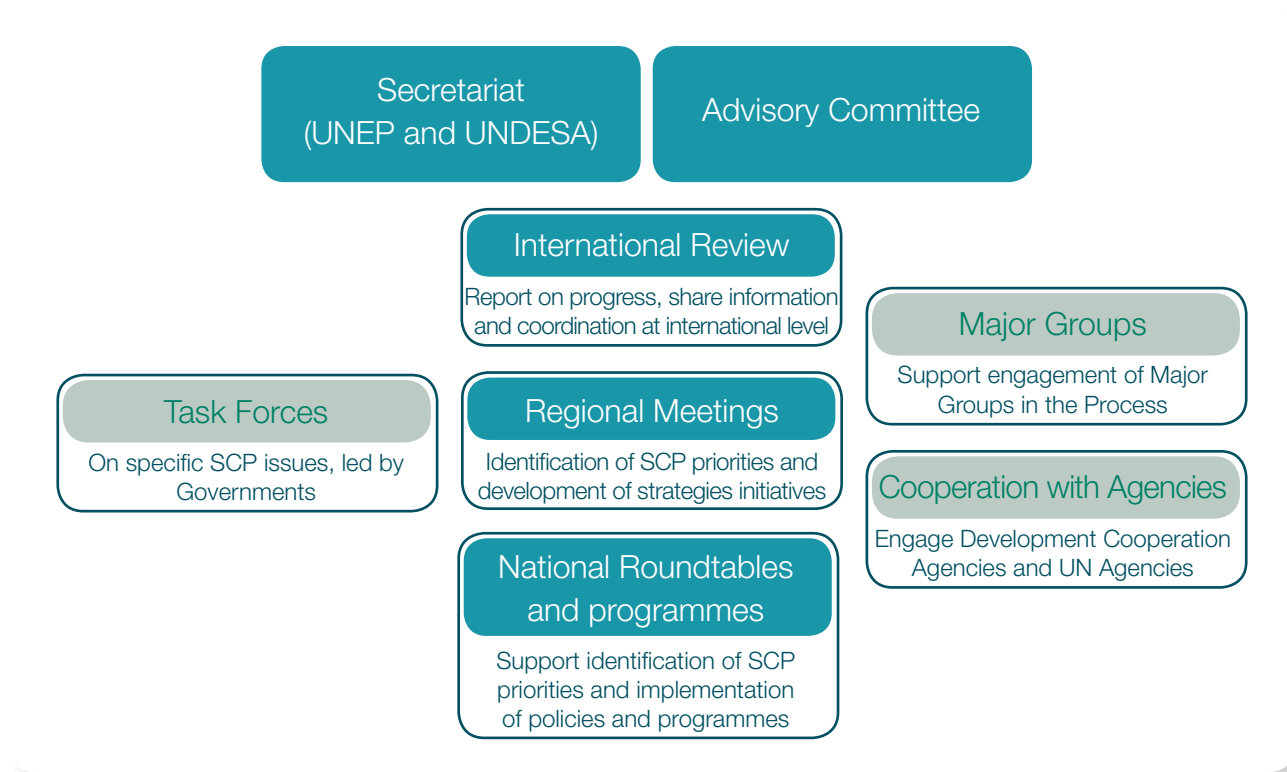
At the World Summit on Sustainable Development (WSSD) in Johannesburg, 2002, delegations recognised that sustainable consumption and production is an overarching objective of and essential requirement for sustainable development<sup>4</sup>.

3) UN. 1987. Our Common Future. Report of the World Commission on Environment and Development. Chapter 2, paragraph 10.

4) Johannesburg Plan of Implementation, paragraph 2.

\*Adapted from : European Topic Centre on Sustainable Consumption and Production: <http://scp.eionet.europa.eu/themes/scp>

**Figure 1: Marrakech Process Mechanisms**



The Johannesburg Plan of Implementation (JPOI), in its Chapter III, calls for the development of a 10 Year Framework of Programmes (10YFP) *“to accelerate the shift towards sustainable consumption and production, promoting social and economic development within the carrying capacity of ecosystems, by de-linking economic growth from environmental degradation<sup>5</sup>”*.

The Marrakech Process is a global and informal multi-stakeholder process. Launched in 2003, in response to Chapter III of the JPOI, it inherits its name from the host city of its first international meeting.

The Process has two main objectives; the first is to promote the development and implementation of policies, programmes and projects on SCP, providing support for governments, the private sector and other actors in implementing SCP activities at the national or

regional levels. The second is to provide inputs for the elaboration of a 10 Year Framework of Programmes on SCP, meant to provide a coordinated and cost-effective framework for international cooperation and capacity building to support the transition to SCP.

To achieve its objectives, the Marrakech Process has developed various mechanisms (see figure 1): international and regional review meetings (three international and twenty-six regional meetings have been hosted), national roundtables (nine have been organized), seven task forces that focus on specific SCP themes, a multi stakeholder Advisory Committee, and dialogues with major groups as well as, to a limited extent, with development cooperation agencies and UN agencies.

<sup>5</sup> Ibid, Chapter III, Paragraph 15.

### 1.3 Mechanisms of the Marrakech Process:

i) The United Nations Environment Programme (UNEP) and the United Nations Department of Economic and Social Affairs (UNDESA) jointly host the **Secretariat** of the Marrakech Process. The Secretariat's main function is to facilitate and coordinate the various activities under the Process, identifying synergies and building cooperation at the national, regional and international levels.

ii) **A Marrakech Process Advisory Committee** was established in May 2008 with members including government representatives from the different regions (Africa, Asia Pacific, Europe, Latin America, North America and the Arab region), representatives of the Marrakech Task Forces and of three Major Groups (Business and Industry, NGOs and Workers and Trade Unions). The main objectives of the Advisory Committee are to provide expert advice and guide its activities, as well as to assist in securing political and financial support for the Process.

#### III) International Review Meetings

With the participation of various stakeholders, such as governments, business and industry, NGOs, development agencies, researchers, and experts on SCP, have been organized to report on progress, share experiences, establish and coordinate cooperation, and launch new mechanisms and joint activities. Biennial meetings have taken place in Marrakech, Morocco (2003), San Jose, Costa Rica (2005) and Stockholm, Sweden (2007). A fourth international meeting was planned for 2010, but it was decided instead to focus the input of Marrakech Process stakeholders on the High-Level Intersessional Meeting of the Commission on Sustainable Development (CSD) that took place in Panama City, in January 2011, with the aim of providing an informal dialogue on the 10YFP.

*“The Marrakech Process is a substantive dialogue and forum for cooperation on SCP issues among and between governments and other stakeholders at international and regional levels”.*

Dr. Paul Hofseth, Senior Adviser, Ministry of Environment of Norway, at the 3<sup>rd</sup> International Meeting of the Marrakech Process, Sweden, 2007.

#### IV) Regional Meetings:

Sustainable consumption and production has different foci and presents different challenges in each region of the world. Therefore the first phase of the Marrakech Process was to hold regional consultations with the main objective of identifying key regional priorities and needs for SCP and to support the development of regional and national SCP strategies or programmes, building cooperation and partnerships among different stakeholders.

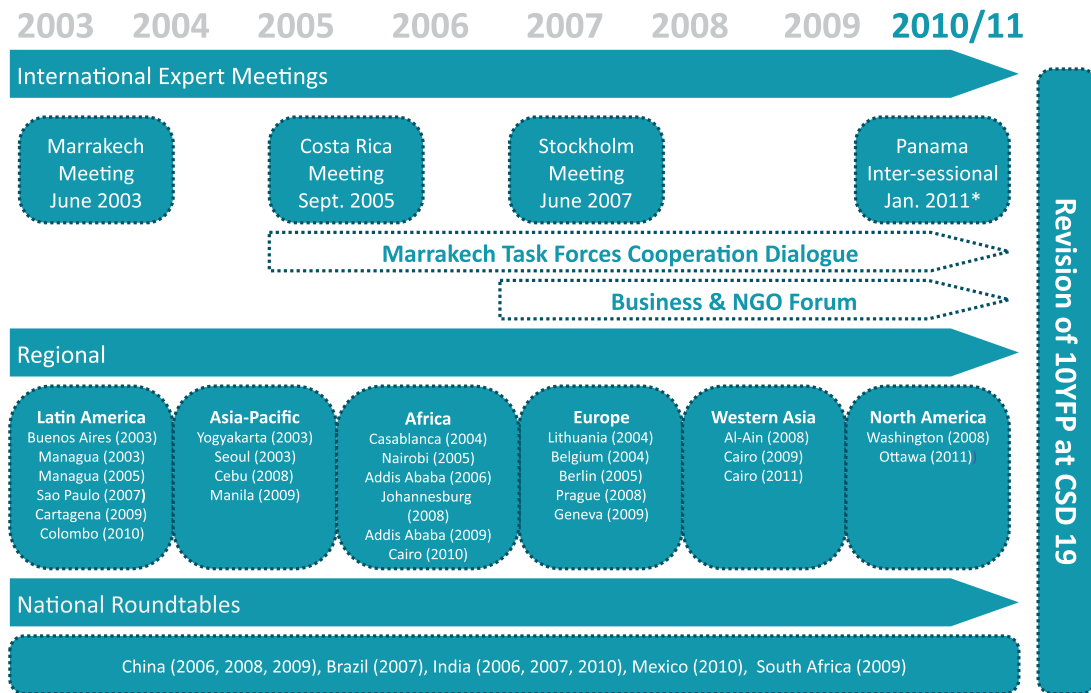
*For further information on SCP in the regions, see chapter III.*

#### V) National Roundtables and Programmes

National Roundtables on SCP have taken place in countries with emerging economies: Brazil, China, South Africa, India and Mexico. These roundtables were organized with the aim to: i) raise awareness on SCP, ii) identify country-specific SCP priority areas and iii) define policies and means to promote the effective implementation of SCP. The Marrakech Process has also supported the development of National SCP Programmes and the mainstreaming of SCP in national development strategies; to date over 30 countries have a national SCP programme and/or are in the process of mainstreaming SCP in their national development plans.

*More detailed information on national SCP activities can be found in chapter IV.*

**Figure 2: Overview of the Marrakech Process Meetings and Roundtables, including international expert meetings, regional consultations and national roundtables**



\* Formal Inter-sessional meeting of the Commission on Sustainable Development on the 10 Year Framework of Programmes on Sustainable Consumption and Production which involved many of the key actors of the Marrakech Process, 13-14 Jan. 2011, Panama city



**VI) Marrakech Task Forces:** The seven Marrakech Task Forces are important implementation mechanisms of the Marrakech Process, building North-South cooperation and conducting concrete projects at national, regional and global levels. They are voluntary initiatives led by governments, focusing on specific themes of SCP, namely: sustainable products,

sustainable lifestyles, education for sustainable consumption, sustainable building and construction, sustainable tourism development, sustainable public procurement, and cooperation with Africa (see figure 3). The Marrakech Task Forces are developing and piloting SCP tools, sharing knowledge and good practices and building capacity to support the shift towards SCP.

**Figure 3: Themes of the Task Forces**



*A comprehensive presentation of the activities of the Task Forces can be found in chapter II.*

**VII) Cooperation Dialogues and Forums:** Beside the mechanisms listed above, the Marrakech Process has developed platforms for dialogue and cooperation with other relevant stakeholders such as: development agencies, UN Agencies, business and industry, and other major groups. These platforms are not as formalised as the Task Forces or the regional consultations. They are rather arenas for exchanging information, expertise and finding synergies to work on the promotion of SCP.

**a) Cooperation dialogue with Development Agencies**

While not carried out under a SCP label, many development agencies are working on SCP-related issues, such as energy and resource efficiency, waste management, water and sanitation, food and sustainable agriculture and rural development. They are therefore already contributing in a concrete way to implementing SCP on the ground. The Cooperation Dialogue is a space offered by the Marrakech Process to engage development agencies, regional banks, and SCP experts from both developing and developed countries in promoting a holistic SCP approach and in exploring and realizing the benefits of SCP for poverty reduction. The cooperation dialogue was established at the international meeting in Costa Rica in 2005, and has held two workshops since, in Stockholm in 2007 and Paris in 2010, the latter in cooperation with the OECD.

**b) United Nations Inter-Agency Network**

The purpose of the United Nations Inter-Agency Network is to increase awareness of the Marrakech Process and its activities among the United Nations Agencies; highlight their potential role and the benefits for all stakeholders of the involvement of these agencies in promoting and implementing SCP; and engaging UN Agencies in the formulation of the 10YFP. One meeting was held in December 2008 with the participation of 12 Agencies (including UNIDO, UNFCCC, UNITAR, UNDP, UNESCO, ITU, UNWTO, UNESCAP, UNEP and UNDESA). This is an important activity of the Marrakech Process that needs to be strengthened to enhance coordination and collaboration among UN agencies on SCP.

**c) Dialogues and Forums with Major groups:** this includes the Business and Industry Forum and the Civil Society Forums.

- **Business and Industry Forum:** Leading companies and business networks are key players in the promotion of SCP. They are involved in ongoing efforts to invest in and exploit renewable energies, improve resource management, develop and manage their supply chains in accordance with codes of conduct on social and environmental responsibility and accountability, and innovate and promote sustainable goods and services among consumers. During the Third International Expert Meeting of the Marrakech Process (Stockholm, June 2007) the Business and Industry Forum was launched in order to broaden business engagement in Marrakech Process. This forum was organized and co-facilitated by the International Chambers of Commerce (ICC) and the World Business Council for Sustainable Development (WBCSD). As a result of the meeting this group was invited to be part of the new Marrakech Process Advisory Committee.

- **Civil Society Forum:** Non-Governmental Organisations (NGOs), including environmental and consumer organizations, youth, women and researchers are active in advocating SCP and in implementing projects and initiatives on SCP. A range of civil society organisations have been participating in the Marrakech Process through the regional consultations and international meetings, with a large number also taking an active role in the Marrakech Task Forces and national level activities. At the Third International Expert Meeting of the Marrakech Process, a Civil Society Forum was organized with active participation of civil society organizations. Representatives of NGOs, and trade unions, were subsequently invited to join the recently established Marrakech Process Advisory Committee.

**“Viable partnerships and collaboration are needed at national, regional and global levels to support the 10 Year Framework of Programmes on Sustainable Consumption and Production. It is also necessary to ensure that the Marrakech Process continues to complement the activities of the 10 Year Framework Programmes on SCP”.**

Statement by Nigeria at CSD 18, Ministerial interactive discussion including dialogue with other stakeholders on identifying key issues to be focused on during the IPM and CSD 19, May 2010, New York.

## 1.4. Outcomes of the Marrakech Process

Since its inception in 2003, the various activities of the Marrakech Process have resulted in a number of good practices being identified to promote and implement SCP. These activities have been undertaken at international, regional and national levels. Some examples of their outcomes are listed below.

### 1.4.1 Task Forces: supporting the implementation of SCP<sup>6</sup>

As mentioned in the previous section, the seven Task Forces (see figure 2) are a dynamic mechanism of the Marrakech Process. They are voluntary initiatives led by governments which - in cooperation with multi-stakeholder partners from both developing and developed countries - focus on a specific SCP theme. The activities of the Task Forces have created an innovative model of multi-stakeholder cooperation, engaging national and regional partners in jointly setting clear objectives and undertaking SCP activities.

### Some key highlights from the Task Forces include:

- A practical methodology for designing and implementing policies on sustainable public procurement, involving Ministries of Environment and of Finance, applied through regional and national training workshops and the implementation of 11 pilot projects (Task Force on Sustainable Public Procurement).
- Development of policy recommendations on sustainable tourism development, and a Green Passport campaign for awareness-raising among tourists (Task Force on Sustainable Tourism).
- Development of an African Eco-labelling Mechanism (Task Force on Cooperation with Africa).
- Implementation of 9 projects on sustainable lifestyles, including demonstration and capacity-building projects, research, toolkits and publications, reaching 43 countries and a Global Survey on Sustainable Lifestyles conducted among 8000 young adults from 20 countries (Task Force on Sustainable Lifestyles).
- Recommendations and Guidelines on Education for Sustainable Consumption (ESC) (*Here and Now! Education for Sustainable Consumption*), guiding policy-makers and educators on how best to integrate ESC into national formal education systems and curricula (Task Force on Education for Sustainable Consumption).
- A baseline study on buildings and climate change mitigation, looking at energy efficiency in buildings and construction and identifying related policies and tools (Task Force on Sustainable Buildings and Construction).
- Contribution to the establishment of a significant formal agreement for international action to raise the efficiency of energy-using products - *International Energy Agency Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment* (“4E”) (Task Force on Sustainable Products).

6) For more information please refer to: [www.unep.fr/scp/marrakech/taskforces](http://www.unep.fr/scp/marrakech/taskforces)

### **1.4.2. Regional SCP strategies/programmes: identifying priorities and developing SCP strategies and initiatives**

Through its regional consultations, the Marrakech Process has raised awareness and stimulated interest in SCP, promoting commitment towards achieving sustainable consumption and production in both developed and developing countries. Guided by a global perspective, yet acting through a bottom-up approach, it led to the organization of 26 regional meetings around the globe from 2003 to 2011 in all regions (Africa, Asia-Pacific, Europe, Latin America and the Caribbean, North America and the Arab Region). These meetings involved hundreds of stakeholders, from international organizations to national administrations, and from industry associations to NGOs, developing capacities on SCP and encouraging the elaboration and implementation of regional SCP strategies and programmes.

#### **Some key highlights from the regions:**

- The African 10 Year Framework of Programmes on SCP, developed in 2003-2004 and formally launched in Addis Ababa in May 2006, with the support of the African Union, the African Ministerial Conference on Environment (AMCEN), the New Partnership for Africa's Development (NEPAD), the United Nations Economic Commission for Africa (UNECA), UNEP and UNDESA.
- The Latin American and Caribbean Regional SCP Strategy, developed in 2003 and endorsed by the Forum of Environment Ministers of Latin America and the Caribbean the same year.
- The Arab Regional Strategy on SCP, launched in September 2009, supported by the League of Arab States, the United Nations Economic and Social Commission for Western Asia and UNEP, and endorsed by the Council of Arab Ministers Responsible for the Environment (CAMRE) in November, 2009.
- In addition to these strategies, developed within the context of the Marrakech Process, a Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan was established by the European Union in 2008 and a Green Growth initiative was launched in Asia and the Pacific in 2005, contributing to the common challenge of promoting SCP and resource efficiency.

### **1.4.3. Mainstreaming SCP into national development plans: taking action at the national and local levels**

As part of the Marrakech Process, UNEP has produced guidelines for developing national SCP programmes and action plans and has supported the mainstreaming of SCP in national development strategies. The Process has also supported the organization of capacity building workshops and national roundtables and provided advisory services at national level. Activities on mainstreaming SCP in national development plans and on developing SCP programmes at the national level have been implemented in Brazil, Burkina Faso, Colombia, Côte d'Ivoire, Croatia, Dominica, Ecuador, Ghana, Indonesia, Kazakhstan, Mali, Mauritius, Senegal, St Lucia, Tanzania, Uganda, Zambia. Two strategies have been developed at city level: in Maputo, Mozambique, and Cairo, Egypt.

#### **Some key highlights at country-level:**

- Workshops promoting mainstreaming SCP and/or the development and implementation of national SCP programmes have been held in Azerbaijan, Bhutan, Burkina Faso, Côte d'Ivoire, Croatia, Kazakhstan, Ghana, Mali, Mauritius, St Lucia and Dominica.
- Countries with emerging economies have been engaged through the convening of national roundtables on SCP in Brazil, China, India, Mexico and South Africa, with the main objective of identifying SCP priorities and developing action plans and concrete projects for implementation.
- Regional workshops on mainstreaming SCP and developing National SCP Programmes were held in Latin America with the Andean Community (Peru, 2008), in South Asia (Nepal, 2008), in Africa (Senegal and Kenya, 2009), and in the Caribbean (Guyana, 2010).

An online Clearinghouse on National SCP Programmes, launched by UNEP in 2006, has identified 30 countries that have either developed SCP action plans or have integrated SCP in their existing national strategies<sup>7</sup>.

<sup>7</sup> [www.unep.fr/scp/nap/clearinghouse](http://www.unep.fr/scp/nap/clearinghouse)

#### 1.4.4. Providing inputs for the development of a 10 Year Framework of Programmes on Sustainable Consumption and Production, contributing to the 19<sup>th</sup> session of the Commission on Sustainable Development

The second main objective of the Marrakech Process is to provide inputs for the elaboration of the 10 Year Framework of Programmes on Sustainable Consumption and Production (or 10YFP), which is one of the themes (together with chemicals, mining, transport and waste) being considered by the United Nations Commission on Sustainable Development (CSD) during its two-year cycle (2010 -2011).

Based on its multi-stakeholder consultations, the Marrakech Process has provided inputs for the 10YFP, including:

- **Three public drafts on Proposed Inputs to the CSD on a 10YFP on SCP** for consideration of the CSD.

The Marrakech Process Secretariat together with the Advisory Committee, through a broad, participatory consultative process with stakeholders from all regions, produced three public drafts on elements for the 10YFP. Inputs were received from Governments, regional institutions and other stakeholders involved in the Marrakech Process Advisory Committee, major groups (in particular businesses, non-governmental organizations and trade unions), SCP experts and United Nations agencies. The proposed elements for a 10YFP produced by the Marrakech Process included suggestions for the vision, goals, objectives and functions of the 10YFP and proposed potential programmes based on the outcomes of the regional consultations of the Marrakech Process and the Regional Implementation Meetings (RIMs) for CSD 18-19, held in late 2009<sup>8</sup>.

- **A background paper for CSD18** was prepared by the Secretariat (UNEP and UNDESA) called *Paving the Way to SCP: Marrakech Process Progress Report including Elements for a 10YFP on SCP*<sup>9</sup>.

- **Background papers for the High Level CSD Intersessional meeting on the 10YFP**, held in Panama City, January 2011. Including a *Review of Options for the Institutional Structure* (Background paper 1)<sup>10</sup>; *Identifying Potential Programmes* (Background paper 2) and *Annex: Programmes/initiatives submitted by member states, agencies and major groups*<sup>11</sup>.

**“We continue to emphasize the need to build a 10 Year Framework of Programmes on SCP based on the work that we have done in this area, including national, subregional and regional strategies and the Marrakech Process. The Marrakech Process should remain an important forum for dialogue and cooperation on SCP issues among Governments and other stakeholders at all regional levels”.**

Statement by the Group of 77 and China during the high level segment of the 18<sup>th</sup> session of the Commission on Sustainable Development, May 2010, New York.

The CSD acknowledged the work of the Marrakech Process during its eighteenth session (review year of the cycle, May 2010), and during the Intergovernmental Preparatory Meeting (IPM) for its nineteenth session, which was held in New York, 28<sup>th</sup> February - 4<sup>th</sup> May 2011. Representatives recognized that the Process has led to significant initiatives, has raised awareness of sustainable consumption and production in all regions and has provided valuable policies, mechanisms and capacity-building activities which could contribute major elements to a 10YFP. Broad support was expressed for the inputs to the framework developed through the Marrakech Process. In the summary of CSD18, the Chair noted that a number of SCP solutions had been developed through the Marrakech Process, and that those efforts needed to be scaled up and replicated, possibly as part of the framework.

8) Documents available at: <http://esa.un.org/marrakechprocess/> and [www.unep.fr/scp/marrakech/10yfp.htm](http://www.unep.fr/scp/marrakech/10yfp.htm)

9) Background document No. 4 to CSD 18 (CSD18/2010/BP4), available at: [www.un.org/esa/dsd/resources/res\\_pdfs/csd-18/csd18\\_2010\\_bp4.pdf](http://www.un.org/esa/dsd/resources/res_pdfs/csd-18/csd18_2010_bp4.pdf)

10) Available at: [www.un.org/esa/dsd/csd/csd\\_pdfs/csd-19/Review-of-Models\\_BGpaperFinal\\_31\\_12\\_10clean.pdf](http://www.un.org/esa/dsd/csd/csd_pdfs/csd-19/Review-of-Models_BGpaperFinal_31_12_10clean.pdf)

11) Documents available at: [www.unep.org/scp/marrakech/](http://www.unep.org/scp/marrakech/) and [www.un.org/esa/dsd/dsd\\_aofw\\_scpp/scpp\\_tenyearframprog.shtml](http://www.un.org/esa/dsd/dsd_aofw_scpp/scpp_tenyearframprog.shtml)

In summary, the Marrakech Process has proved effective in supporting the implementation of SCP policies at the regional and national levels and building international cooperation. It has brought together communities of interest and practice and has facilitated the sharing of knowledge and information throughout countries and regions. Through its consultations and various activities, the Process has linked the knowledge of practitioners and experts in SCP with the needs and priorities of policymakers and the societies that they represent. Its limited resources notwithstanding, it has been able to raise strong interest in SCP and the 10YFP among governments and other stakeholders. The Process has played a significant role in identifying gaps and needs

in moving forward on sustainable consumption and production. The flexibility of its structure has allowed the organic growth of initiatives such as the establishment of regional SCP roundtables, which in turn have led to the development of regional and national strategies and programmes for SCP. The challenge now lies in finding the most suitable mechanisms for scaling up and replicating these successful activities.

The 10YFP could provide a platform for international and inter-agency cooperation and the sharing of good practices for extending, replicating and scaling up the broad range of SCP activities and initiatives that exist today, including those of the Marrakech Process.

***“Since the Johannesburg Summit, very substantial preparatory work for establishing the 10 Year Framework of Programmes has been undertaken in the so called Marrakech Process. This is actually quite remarkable and I do not think that in the history of the CSD it has ever been the case before that a parallel process has been ongoing for several years to prepare one particular topic on the agenda of the CSD. Clearly, this puts us all in the comfortable situation of being able to build on the work***

***of the Marrakech Process in developing the 10 Year Framework of Programmes. The topics which have received particular attention under the Marrakech Process in form of a Task Force certainly give a good indication for what should be key subjects of the 10 YFP”.***

Statement by Switzerland during the thematic discussions on Sustainable Consumption & Production Patterns, at the 18<sup>th</sup> session of the Commission on Sustainable Development, May 2010, New York.

Table 1. Summary table of the Marrakech Process Activities

Summary of Marrakech Process Activities	
Marrakech Process mechanisms	Highlights of current and planned activities
Marrakech Task Forces	<b>Cooperation with Africa</b> <ul style="list-style-type: none"> <li>Supported the regional process on SCP: the elaboration and implementation of the African 10YFP, as well as the African Roundtable on SCP (ARSCP)</li> <li>Supported the development of national/city SCP Action Plans</li> <li>Supported the development of an Africa-wide eco-labelling mechanism</li> <li>A report developed on <i>Opportunities and Challenges of Promoting SCP through Leapfrogging in Africa</i></li> <li>A report developed on <i>Best Practices in African countries</i></li> </ul>
	<b>Sustainable Products</b> <ul style="list-style-type: none"> <li>Sought practical cooperation for more innovation on product eco-design</li> <li>Established Global Sustainable Products Networks on various areas such as lighting and electronic motors</li> <li>Supported a movement towards more formal international cooperation, which is now established under a formal International Energy Agency (IAE) implementing agreement entitled: IEA Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment ("4E")</li> </ul>
	<b>Sustainable Lifestyles</b> <ul style="list-style-type: none"> <li>Developed demonstration projects with a focus on how to guide and enable sustainable lifestyles in social innovation, communication, education, marketing, advertising and business</li> <li>Organized training activities of the UNEP/UNESCO YouthXchange programme</li> <li>Developed information and capacity building tools for communications, marketing and business experts/practitioners on sustainability and the business case; conducted research and identified gaps; supported the development of social innovation case studies (Creative Communities on Sustainable Lifestyles)</li> <li>Developed with UNEP the Global Survey on Sustainable Lifestyles, conducted among 8,000 young adults from 20 different countries</li> <li>Built close cooperation with the former Consumer Citizenship Network, the Marrakech Task Force on Education for Sustainable Consumption, UNESCO, UNEP and other key partners which resulted in the creation of the Partnership for Education and Research about Responsible Living (PERL)</li> </ul>
	<b>Sustainable Public Procurement</b> <ul style="list-style-type: none"> <li>Development of a comprehensive approach to sustainable public procurement t the Marrakech Task Force Approach to SPP</li> <li>Development and implementation of a project "Capacity building for Sustainable Public Procurement (SPP) in Developing Countries" including capacity building efforts ( six regional trainings that benefited 130 procurement experts from 50 countries ) and testing the MTF Approach in 11 pilot countries</li> <li>Policy recommendations to be delivered by the Marrakech Task Force on Sustainable Public Procurement to the Commission on Sustainable Development in 2010/11</li> </ul>
	<b>Sustainable Buildings &amp; Construction</b> <ul style="list-style-type: none"> <li>Published the report <i>Buildings and Climate Change: Status, Challenges and Opportunities</i> (in cooperation with UNEP SBCL)</li> <li>Published a report of best policy practices <i>Buildings for a Better future</i></li> <li>Published a Sustainable Development Innovation Brief with a checklist of issues to be considered in sustainable buildings and construction</li> <li>Published POINTS with Elements of the 10YFP for the Built Environment</li> <li>Compiled a capacity-building package jointly with the Cooperation with Africa –Task Force</li> </ul>
	<b>Sustainable Tourism Development</b> <ul style="list-style-type: none"> <li>Developed a set of policy recommendations building on the projects of the Task Force and on key lessons learned</li> <li>Launched a communication campaign on sustainable holidays, the <i>Green Passport</i></li> <li>Established the Sustainable Investment and Finance in Tourism (SIFT) Network</li> <li>Supported the establishment of the Global Sustainable Tourism Council (GTSC)</li> <li>Developed manuals on Sustainable Tourism: <i>Raising Awareness on Tourism and Climate Change; Promoting Natural and Cultural Heritage as Assets for Sustainable Tourism Development; Capacity Building for environmental management of small and medium enterprises in the accommodation sector; Sustainable Coastal Tourism: Integrated Coastal Zone Management (ICZM)</i></li> <li>Task Force members have transformed the Task Force into a UN type II partnership called The Global Partnership for Sustainable Tourism</li> </ul>
	<b>Education for Sustainable Consumption (ESC)</b> <ul style="list-style-type: none"> <li><i>Here and Now! Education for Sustainable Consumption</i>, including guidelines and recommendations aimed at policy-makers and educators:</li> <li>A collection of good practices and a database</li> <li>Guidelines on the introduction of ESC into formal learning processes</li> <li>An overview of relevant resources on ESC and teaching materials providing references to theoretical research and practical materials, as well as web links</li> <li>The Task Force is continuing its work in cooperation with the Partnership on Education for Responsible Living (PERL), through a project conducted in three pilot countries with the objective of promoting the integration of ESC into formal education systems</li> </ul>

<b>Regional Consultations</b>	<b>Latin America</b>	<ul style="list-style-type: none"> <li>The Regional Strategy on SCP was developed and important elements of the strategy were endorsed by the Forum of Environment Ministers of Latin America and the Caribbean</li> <li>The Regional Council of Governments Experts on SCP was established</li> <li>A regional information network on SCP (Red PyCS) has been developed</li> </ul>
	<b>Africa</b>	<ul style="list-style-type: none"> <li>The African 10YFP was launched and the African Roundtable on SCP (ARSCP) was institutionalized</li> <li>An African Eco-labelling Mechanism (AEM) under the general guidance of the African Union Commission and with a secretariat based at the African Organization for Standardization (ARSO)</li> <li>National SCP Programmes in Mauritius, Tanzania and at the city level in Cairo and Maputo</li> </ul>
	<b>Asia-Pacific</b>	<ul style="list-style-type: none"> <li>A regional SCP Help Desk on SCP was established</li> <li>An official linkage between the Green Growth Initiative and the Marrakech Process was established</li> </ul>
	<b>Europe</b>	<ul style="list-style-type: none"> <li>The EU SCP and Sustainable Industrial Policy Action Plan, launched in 2008, was catalysed by the Marrakech Process</li> </ul>
	<b>Arab region</b>	<ul style="list-style-type: none"> <li>The Regional Strategy on SCP was launched and approved by the Council of Arab Ministers Responsible for the Environment (CAMRE) in 2009</li> <li>The regional SCP Roundtable was institutionalised and a temporary secretariat was set up in 2009</li> </ul>
	<b>North America</b>	<ul style="list-style-type: none"> <li>Held two regional workshops on SCP and defined SCP priorities for the region</li> </ul>

<b>National SCP programmes</b>	<ul style="list-style-type: none"> <li>An Online Clearinghouse for National SCP Programmes has been launched by UNEP, identifying 30 countries that have developed or are developing national SCP programmes</li> <li>UNEP's Guidelines for National SCP Programmes - <i>Planning for Change</i>, providing direct advice to governments and other stakeholders on how to plan, develop, implement and monitor a national SCP programme</li> <li>Elaboration of national SCP programmes or the mainstreaming of SCP in national development strategies in 20 countries, and 4 cities</li> <li>National Roundtables have taken place in Brazil, China, India, Mexico and South Africa</li> <li>4 Regional workshops on SCP programmes were conducted in Latin America, Africa, South East Asia and the Caribbean</li> </ul>
<b>Cooperation Dialogue</b>	<ul style="list-style-type: none"> <li>3 dialogue sessions have been held with development agencies/banks</li> <li>Review - <i>SCP: How Development Cooperation Agencies Make a Difference</i></li> <li>First joint OECD-DAC/ENVIRONET - UNEP workshop on Sustainable Consumption and Production for Development: Building Cooperation and Synergies Towards Rio +20, Supporting Poverty Reduction and Green Growth (10-11 June 2010, Paris)</li> </ul>
<b>Civil Society and Stakeholders Forums</b>	<p><b>BUSINESS AND INDUSTRY FORUM:</b></p> <ul style="list-style-type: none"> <li>ICC and WBCSD serve as a platform to broaden business engagement</li> <li>ICC is the Business and Industry representative at the Marrakech Process Advisory Committee</li> <li>As follow up of the Forum, UNEP's Annual Business &amp; Industry Meeting (Paris, October 2008) focused on SCP/Marrakech Process and the Business and Industry Global Dialogue (Paris, April 2011) explored the contribution that the 10YFP could make in the transition to a Green Economy</li> </ul> <p><b>CIVIL SOCIETY FORUM:</b></p> <ul style="list-style-type: none"> <li>Held meetings at the 3<sup>rd</sup> International Expert Meeting (Stockholm 2007) and contributed to regional meetings through NGO participation</li> <li>Launched a website to engage more NGOs in the Marrakech Process</li> </ul>
<b>UN Inter-Agency Network</b>	<ul style="list-style-type: none"> <li>Established in December 2008 with the participation of 12 UN Agencies</li> <li>Highlights the potential role and the benefits of getting engaged in promoting and implementing SCP and consulted with UN agencies on the development of the proposed inputs to the CSD on a 10YFP</li> </ul>
<b>Advisory Committee</b>	<ul style="list-style-type: none"> <li>Comprised of government representatives of each region, representatives of the Marrakech Task Forces, Business and Industry, and NGOs. UNEP and UNDESA are the Secretariat of the Advisory Committee</li> <li>Provide advice on the development of the 10YFP and to bring more political support to the Marrakech Process.</li> </ul>



## 2. The Task Forces: building multi-stakeholder cooperation and taking action on SCP

*“The Marrakech Task Forces took the lead in the elaboration of some specific elements of SCP, showing to all of us that a change to more sustainable consumption and production patterns is possible and can even be economically beneficial. Some of them are now turning into successful partnerships”.*

Statement by the European Union at the 18<sup>th</sup> session the Commission on Sustainable Development, Multi-stakeholder Dialogue on Partnerships, May 2010, New York.

The seven Task Forces are a dynamic, collaborative mechanism of the Marrakech Process. They are voluntary initiatives led by governments which - in cooperation with multiple stakeholders from both developing and developed countries - focus on a specific SCP theme.

The Marrakech Task Forces:

1. **Cooperation with Africa**
2. **Education for Sustainable Consumption**
3. **Sustainable Buildings and Construction**
4. **Sustainable Lifestyles**
5. **Sustainable Products**
6. **Sustainable Public Procurement**
7. **Sustainable Tourism Development**

Most of the Task Forces were launched between 2005 and 2006. They have engaged national and regional partners in collaboratively setting clear objectives and undertaking SCP activities. This has given ownership to governments and other stakeholders of the capacity building activities and policy tools delivered by the Task Forces.

The Task Forces have helped design SCP policies and tools, provided capacity building, and demonstrated the implementation of SCP tools and practices. These experiences have allowed them to develop policy recommendations as well as collect good practices and lessons learned. The work of the Task Forces includes cooperation and dialogues with a wide range of key stakeholders. The Task Forces have also taken part in national roundtables and regional meetings on SCP, sharing their work, innovating and building synergies and cooperation.



Task Force Leaders meeting, May 2010

**The Marrakech Task Forces have several unique features:**

- **The Task Forces are new and innovative multi-stakeholder partnerships:** The Task Forces are voluntary initiatives engaging a diverse set of stakeholders, including governments, regional institutions, civil society organizations, UN entities, the private sector and academia from both developing and developed countries. These groups have set clear objectives and have implemented SCP activities at the national and regional levels.
- **The Task Forces have demonstrated initiative, while giving ownership to partners:** The Task Forces are driven by governments and stakeholders developing a joint work plan and implementing specific projects. They have reported and provided inputs at the international review meetings and given advice on the development of the Marrakech Process through their work as well as their participation in the Marrakech Process Advisory Committee.
- **The Task Forces actively support regional SCP strategies:** The work of the Task Forces supports the implementation of regional SCP priorities and strategies. For example, the Task Force for cooperation with Africa supports African countries in implementing the regional 10 Year Framework of Programmes on SCP, the Task Force on Sustainable Public Procurement is supporting capacity building and implementation activities in all regions and 24 countries where SPP has been identified as a priority.

- **The Task Forces build cooperation with other initiatives:** The Task Forces have built synergies (in the development of tools, projects and policy recommendations) to support and complement existing initiatives. For example, the Task Force on Sustainable Buildings and Construction works in partnership with UNEP's Sustainable Building and Climate Initiative (SBCI). The experiences and synergies are also created and shared among Task Forces - the Task Force on Education for Sustainable Consumption works together with the Task Force on Sustainable Lifestyles and have supported the creation of PERL – Partnership on Education for Responsible Living.

**The Task Forces generate concrete outcomes:**

The Task Forces support the development of tools and the implementation of projects on specific SCP-related issues. The Task Forces have together generated around 70 initiatives including:

- Five sets of policy recommendations (sustainable public procurement, sustainable tourism, sustainable lifestyles, sustainable building and construction, education for sustainable consumption)
- Thirty three SCP tools and methodologies for capacity building
- Twenty seven demonstration projects/good practices

## 2.1 Cooperation with Africa

The Marrakech Task Force on Cooperation with Africa<sup>12</sup> is coordinated by the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU). Its members include the African Roundtable on Sustainable Consumption and Production (ARSCP, co-chair); African Union (AU); the German Federal Environmental Agency; the Belgian Ministry of Foreign Affairs, Foreign Trade and Development Cooperation; the United Nations Industrial Development Organisation (UNIDO); the United Nations Environment Programme (UNEP); and the UNEP/Wuppertal Collaborating Centre on Sustainable Consumption and Production (CSCP). The work of the Task Force is supported by UNEP's Regional Office for Africa (ROA).

It is important to take the specific context of Africa into account in order to succeed in shifting to a sustainable consumption and production (SCP) system within the regional reality. By leapfrogging to clean, safe and efficient technologies, and mainstreaming SCP policies, Africa can avoid environmentally harmful experiences of industrialized countries and gain economic and social benefits from more resource efficient and competitive production practices.

The Task Force was launched in September 2005 during the Second International Meeting of the Marrakech Process, held in Costa Rica, and is the only Task Force that has a regional focus. The main aim of the Task Force is to support African countries in implementing the African 10 YFP on SCP. Linking SCP with the challenges of meeting basic needs and the provision of sustainable livelihoods is central to the work of the Task Force.

### Objectives

- Strengthen existing organizational structures and establish new structures to promote SCP in Africa;
- Develop and support projects for implementing SCP in Africa;
- Support the integration and mainstreaming of environmental education in African schools and universities;
- Promote sustainable public procurement through training courses and awareness-raising; and
- Support the development and deployment of an African Eco-labelling Mechanism.

### Activities and accomplishments

A key accomplishment of the Task Force has been the support of the policy process for the development of the African 10 Year Framework Programme SCP. This included the planning and organization of four regional technical forum meetings, before approval of the regional framework of programmes by the African Ministerial Conference on the Environment (AMCEN) in March 2005 in Dakar, Senegal. The Task Force has also contributed to several other concrete initiatives including the support to the development of eight national and local SCP programmes and mainstreaming of SCP into development planning (ongoing) and establishment of an African ecolabelling mechanism (see case study below for more information).

An important success factor has been the emphasis given to the importance of linking SCP with the challenges of meeting basic needs and provision of sustainable livelihoods<sup>13</sup>, which are of high priority for the Africa Region. A review paper was conducted exploring opportunities and challenges of promoting SCP through leapfrogging in Africa.

12) [www.unep.fr/scp/marrakech/taskforces/africa.htm](http://www.unep.fr/scp/marrakech/taskforces/africa.htm)

13) The sustainable livelihoods approach (SLA) is a way to improve understanding of the livelihoods of poor people. It draws on the main factors that affect poor people's livelihoods and the typical relationships between these factors. It can be used in planning new development activities and in assessing the contribution that existing activities have made to sustaining livelihoods. [www.ifad.org/sla/index.htm](http://www.ifad.org/sla/index.htm)

## Outcomes

The Task Force has generated over twenty initiatives on policy support, designing SCP tools and methodologies for capacity building, and identifying best practices to promote SCP in Africa.

### A. Policy support initiatives:

**1. Support to the regional process on SCP:** this includes the support to the regional preparatory work for the fourth implementation cycle of the Commission on Sustainable Development for Africa (preparing for CSD 18 and 19) as well as technical and financial support to the African Roundtable on Sustainable Consumption and Production (ARSCP) for implementation of the African 10 YFP (including support for the Secretariat, regional meetings, research and demonstration projects on SCP).

### 2. National and local action plans on SCP in Africa:

support to the development of eight SCP plans at the national and local levels in Africa. This includes a first phase where the development and implementation of SCP action plans were implemented at the national level in Tanzania, and city level in Cairo, Egypt and Maputo, Mozambique. A second phase includes four additional countries: Burkina Faso, Ghana, Uganda and Zambia. They have completed the development of SCP programmes and identified priority pilot projects. UNEP is supporting the implementation of some of those pilot projects. There is an important demand in the region for national/local SCP action plans, hence a great potential to replicate these efforts.

### B. SCP tools and methodologies for SCP and capacity building:

#### 1. The development of an African Eco-labelling Mechanism (AEM):

support for the development of this tool, which is planned to be operational within the coming two years, with the African Organization for Standardization (ARSO) functioning as its Secretariat, under the guidance of an Executive Board chaired by the African Union Commission (AUC). The initial priority sectors of the AEM are agriculture, fisheries, forestry and tourism. At a later stage, the scope of the AEM could be expanded to include additional sectors (see case study below).

The structure and functions of the AEM were developed in consultation with AUC and ARSO. The strategy document was finalised on the basis of the input obtained from ARSCP-5 and a programme document for the establishment of the Secretariat of the AEM prepared. The modalities for implementation of the AEM have been discussed, the work programme has been developed and key technical staff of the AEM Secretariat have been recruited. A stakeholders meeting of the AEM, held in December 2009, reviewed the strategy, plan and implementation modalities and confirmed the Executive Board members of the AEM. Funding to initiate implementation of this mechanism has been secured through the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

#### 2. Collection of best practices on SCP in African countries:

development of a compendium of good practices in the area of water, energy and waste management. This includes:

- A regional workshop on African Beverages Industries Water Savings Initiative (ABIWSI) was held in March 2010 that shared knowledge and experience and included the official launch of the programme. Technical support and advice has been provided to 18 companies that participate in the ABIWSI programme in Egypt, Ethiopia, Kenya, Rwanda, Tanzania, Uganda and Zimbabwe.
- A national workshop on ABIWSI was held in January 2011 in Addis Ababa, Ethiopia where participants from five companies and relevant stakeholders shared experiences and challenges encountered during implementation of the programme.
- The participating companies have been able to reduce water usage. For example, a soft drinks company in Uganda reduced water consumption from 4.15 to 3.64 hectolitres (hL) per hL of product. A brewery company in Zimbabwe saved 2.34 hL of water per hL of beer, and in an Ethiopian brewery company the usage of water has been reduced from 11 to 8 hL of water per hL of beer.

**3. Leapfrogging in Africa:** development of an overview of leapfrogging<sup>14</sup> opportunities and challenges for SCP in African countries. The report covers the potential role of leapfrogging in promoting SCP in Africa; existing cases of leapfrogging in Africa and other relevant economies as well as the most promising sectors for leapfrogging; and the key enabling conditions for leapfrogging to SCP in African countries.

### C. Best practices directory

**1. Sustainable Building and Construction in Africa:** development of a guide to show best practices in Africa and to give guidance on how to implement, where to find potential partners and resources, and on sustainable construction and building techniques. This guide was developed jointly by the Task Force on Cooperation for Africa and the Task Force on Sustainable Buildings and Construction<sup>15</sup>.

#### Cooperation with other initiatives

- ARSO, AUC, ARSCP, UNECA, UNIDO, and UNEP have been involved in the development of the African Eco-labelling Mechanism.
- National and local SCP programmes: National governments, NCPCs, UNEP and UNDP-UNEP Poverty and Environment Initiative (PEI).
- Inter-Task Force collaboration: Marrakech Task Forces on Sustainable Public Procurement, Sustainable Tourism, Sustainable Buildings and Construction. Concept notes have been developed for collaboration with the other Marrakech Task Forces and with the African Local Sustainable Consumption and Production Initiative (ALSCPI) promoted by the Taskforce on Sustainable Buildings and Construction and the International Council for Local Environmental Initiatives (ICLEI)-Africa.

- Trainings and working groups on sustainable public procurement, sustainable education and lifestyles, sustainable tourism and sustainable buildings and construction have been delivered by the Task Forces during ARSCP-5 and other regional or sub-regional meetings.
- African Roundtables on SCP have been supported by the Task Force on Cooperation with Africa and have been organized in collaboration with UNEP, UNECA, AUC, AMCEN and the United Nations Industrial Development Organisation (UNIDO).

.....  
14) Leapfrogging is the realization of the possibility to bypass inefficient, polluting, and ultimately costly phases of development followed by most developed countries. For example, the use of solar energy in rural areas avoids the need to build an electricity grid, import fossil fuels and prevents pollution associated with their use. Providing more water efficient irrigation techniques, or enhancing traditional water harvesting methods, helps farmers conserve and more efficiently use these resources in arid areas. Sustainable forest management maintains watersheds and soil resources and offers opportunities to harvest wild, non-timber food and fibre crops.

15) For more information see: [www.unep.org/roa/Programmes/IndustryProgramme/](http://www.unep.org/roa/Programmes/IndustryProgramme/)

## Development of an African Eco-labelling Mechanism (AEM)

### Project partners:

UNEP, German International Cooperation (GIZ), Federal Environment Ministry, Germany (BMU), African Roundtable for Sustainable Consumption and Production (ARSCP), United Nations Economic Commission for Africa (UNECA), African Union, United Nations Industrial Development Organisation (UNIDO), African Organization for Standardization (ARSO).

### *In one sentence*

To develop an African eco-labelling mechanism that promotes appropriate environmental and social standards for the design and production of African products, and helps secure better market access for sustainable African products in regional and global markets.

### Aiming at

The purpose of this project is to establish an African Eco-label that promotes appropriate environmental and health related standards to guide the design and production of sustainable African products and helps secure better markets access for those sustainable products in regional and global markets. The project lays the substantive and organisational foundations for a functioning labelling system in Africa. This includes establishing an organisational structure, a benchmarking system against which to assess existing sustainability standards, and a strategy to ensure financial self-sufficiency.



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## Where & for whom

The African Eco-labelling project covers the whole Africa region and will initially include the following sectors: agriculture, forestry, tourism and fisheries. The project presents benefits for producers and service providers, who will employ sustainable methods of production, in addition to gaining access to markets for sustainable products. Additional beneficiaries include African standardisation organisations and environmental bodies who will receive support in their work on sustainable production patterns, and consumers, who will have clear and harmonised information about labelled products.



## The story

The project builds on the preliminary work undertaken by the Task Force on Cooperation with Africa. It has a clear ownership by the region, being established as a result of regional political processes and consultations, and with the Secretariat hosted by the regional standardisation body (ARSO), and the Executive Board chaired by the African Union. The African Ecolabelling Mechanism (AEM) establishes a recognition system for sustainability standards which functions as a quality assurance mechanism. A set of threshold benchmarking criteria

will be defined including ecological, social and climate-relevant requirements as well as credible implementation mechanisms. This is using the benchmarking tool as a reference for the validation of different sustainability standards. National and international standard systems fulfilling these requirements will be able to use the AEM eco-label alongside theirs. This way, the AEM will not be working in competition with existing standard systems but rather complementing them.

### The key steps of the project:

- A *regional assessment*<sup>16</sup> on existing Ecolabelling initiatives in the region was conducted providing policy recommendations.
- A regional Expert Meeting was organized in collaboration with the African Union and UNECA which reviewed the assessment report and made recommendations on the way forward (for more information see *summary outcomes*)<sup>17</sup>.
- The structure and function of the AEM were developed in consultation with the African Union Commission (AUC) and the African Organisation for Standardisation (ARSO).
- The establishment of the Secretariat of the AEM was done on the basis of the strategy document and funding for the implementation was secured through the German Ministry of Environment.
- The General Assembly of ARSO supported the launching of the AEM as a mechanism related to the African Standards Harmonisation Model (ASHAM) that was endorsed by the Council of African Ministers of Industries (CAMI) on 2007.



16) [www.unep.org/roa/docs/pdf/RegionalAssessmentReport.pdf](http://www.unep.org/roa/docs/pdf/RegionalAssessmentReport.pdf)  
17) [www.unep.org/roa/docs/pdf/OutcomesJune2007.pdf](http://www.unep.org/roa/docs/pdf/OutcomesJune2007.pdf)

- A series of consultations was carried out with the key partners and promoters of the mechanism and a consensus has been reached to manage the AEM through a board that will be chaired by the AUC, supported by the secretariat of the mechanism, to be based under ARSO.
- The “Johannesburg Declaration on Environment for Sustainable Development in Africa”, adopted by the 12<sup>th</sup> Session of AMCEN held in June 2008 requested the AUC to work with all relevant stakeholders on the development and launching of the AEM.
- Funding for the launching and implementation of the AEM has been secured from the German Climate Change Fund through the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). GIZ has been commissioned to implement the project on behalf of BMU.

## Outcomes

Conclusions and Recommendations from the Assessment on the AEM

1. The development of an African ecolabelling scheme would make significant contribution to expand market access of African products in a global market which has increasingly become conscious of environmental considerations, while also enhancing the Region’s ability to achieve the MDGs.
2. The political ownership and guidance of the African Union in the development and implementation of the Regional Ecolabelling mechanism is vital for the success of the initiative and a consolidated effort required in order to secure such backing.
3. The development of the African Ecolabelling Scheme has to be responsive to the priorities of the AU/ NEPAD Initiatives, in particular to NEPAD’s priorities on expanding market access for African products and the NEPAD Environmental Initiative.
4. The Regional Ecolabeling scheme should be incorporated in the Region’s development agenda by working through the relevant ministerial forums of the African Union such as the Council of African Ministers of Industry (CAMI), Council of African Ministers of Trade (CAMT) and AMCEN.
5. The mechanism should to ensure the active engagement and participation of the business community, consumer organizations and other relevant stakeholders.

Several board meetings have been held for the coordination and implementation of the AEM. This includes a stakeholder meeting to inform and discuss future activities of the AEM including the sectoral working groups, discussions of the standard-setting process of the AEM and a draft AEM logo and name has been developed.

## Looking forward

The project will continue until November 2012 and it is expected that the AEM logo will be developed for all the four priority sectors by mid 2011. In order for the project to succeed, there is need for buy-in by the African Union (AU) at its highest political level, acceptance by the voluntary standards organizations such as FSC and MSC to be part of the African Ecolabelling Mechanism, as well as active involvement of the private sector and consumer organizations. Creation of ecolabelling champions/ ambassadors in each of the eight regional economic communities of the African will help raise awareness of the mechanism.

***“Recognising the complementarity of the African Ecolabelling Mechanism (AEM) with the African Standards Harmonisation Model (ASHAM), calls upon the Secretariat of the African Organization for Standardisation (ARSO) to continue cooperating with UNEP and other related bodies on the harmonization of the African Ecolabelling Mechanism in accordance with ASHAM”.***

4<sup>th</sup> African Standardisation Forum and 16<sup>th</sup> General Assembly of ARSO.

## For more information

Website: [www.unep.org/roa/Programmes/IndustryProgramme/AfricanEcolabellingMechanism/tabid/51358/Default.aspx](http://www.unep.org/roa/Programmes/IndustryProgramme/AfricanEcolabellingMechanism/tabid/51358/Default.aspx)



## Developing a Sustainable Consumption and Production Programme for the City of Cairo



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Within the framework of the African 10YFP on SCP, Cairo has been selected as an example of a mega city in Africa where a coherent action plan for the promotion of sustainable consumption and production can be developed. Through collaborative efforts among relevant stakeholders, the Egyptian Environmental Affairs Agency, the Cairo Governorate and the Egyptian National Cleaner Production Centre established a working group to prepare a SCP programme document for Cairo<sup>18</sup>. The Governorate of Cairo together with other partners has identified four thematic areas that are among the most important areas for sustainable development, and which are of high priority for the city. These fall within the African 10YFP, and are: solid waste management, industrial development, urban development (with a focus on slum areas), as well as transportation and its emissions.

The SCP programme document for Cairo was prepared following the general methodology formulated by UNEP, which is based on reviewing and analysing relevant, available policies, strategies, action plans and programmes on national, sectoral and local levels. In addition to this a number of formal interviews had been conducted with official representatives and stakeholders. The process of developing the SCP programme for Cairo built on existing political and strategic frameworks, enhancing ongoing efforts and

bridging gaps. The main objectives of developing and implementing a SCP programme were to raise awareness of SCP, and implement a number of pilot projects through consultation with different stakeholders. The aim is also to support the preparation of a national programme on SCP.

A number of pilot projects were identified and proposed for each thematic area after consultation with local authorities. In the solid waste sector the priority was source segregation in a selected district; in the industrial development sector it was integrated industrial waste management; and in the transport sector it was bus priority lanes. Subsequently, promoting the implementation of an Integrated Solid Waste Management programme in the Heliopolis district as well as communicating the SCP programme (briefing of the National Sustainable Development Council, a seminar for Cairo City Council, and a media seminar and awareness raising activities in district schools) were selected as initial pilot activities and implemented with financial support from UNEP.

As a recommendation of the project, it was recognized that there is a need for further actions to be implemented in other areas than the four selected priority areas. It was also recommended to establish a permanent national committee on SCP for policy formulation as well as to carry out activities at national and local levels with a focus on economic growth and social changes that improve the quality of life.

1. An ISWM programme has been developed and implemented in the Heliopolis district for further replication both within Cairo and other cities in the region.
2. The state of environmental hygiene in the project area has been improved and additional economic and social benefits have been obtained from the reduction and recycling of waste.
3. Improved understanding of the SCP programme of key decision-makers, providing a basis for mainstreaming SCP in sectoral policies and strategies, and awareness of key stakeholders has been enhanced on the benefit of promoting SCP in general and ISWM in particular.

18) [www.unep.org/roa/Docs/pdf/SCPPProgramme-Egypt.pdf](http://www.unep.org/roa/Docs/pdf/SCPPProgramme-Egypt.pdf)

## 2.2 Education for Sustainable Consumption

Consumption choices are decisions that have tremendous impacts on natural resources, ecosystems, and communities worldwide. These choices play a key role in climate change, since almost everything we consume demands energy. Education for Sustainable Consumption is a key instrument to achieve resource efficiency and low-carbon lifestyles. It also gives citizens the means to influence markets and production patterns in a positive way.



The Task Force on Education for Sustainable Consumption (ESC) is led by the Italian Ministry for the Environment, Land and Sea. Members include eleven countries (Argentina, Armenia, Croatia, Greece, Latvia, Mauritius, South Africa, Sweden, United Arab Emirates, and the US), six international and regional organizations, twelve NGOs and private-sector organizations and nine representatives from academia<sup>19</sup>. ESC is an essential part of Education for Sustainable Development (ESD). Through informal and formal education, it aims at stimulating the awareness of individuals as well as organisations, and at empowering them to choose socially responsible, resource efficient, and environmentally friendly lifestyles. As a key formal education field and objective, ESC has gained international and national support, and initiatives exist at the national level in Norway, Portugal, Japan, Mexico, and Mauritius. At regional level activities are undertaken through the United Nations Regional Economic Commissions for Europe, Latin America and the Caribbean, Asia and the Pacific and Africa (UNECE, UNECLAC, UNESCAP, UNECA).

### Objectives

The main objective of the Task Force is to promote the role of formal learning processes in providing knowledge, awareness, and competencies to enable sustainable consumption. The efforts are targeted towards the achievement of three objectives:

1. Mapping, exchanging and networking initiatives and good practices on ESC;
2. The advancement of ESC in formal curricula; and
3. Approaching ESC as a support to other education, environmental and sustainable development policies (e.g. education for sustainable development, environmental protection, including energy and climate policies, consumer protection).

### Activities

The Task Force promotes political initiatives, research activities, and pilot projects in education. It highlights the necessity of linking education and sustainable consumption, and it contributes to the work of the UN Decade of Education for Sustainable Development.

### These efforts are, in particular:

- To introduce SCP issues at all levels of formal curricula in a lifelong learning perspective and keeping under consideration *education for all* principles, namely: early childhood care and education, access for all to primary education of good quality and to appropriate learning and life-skills programmes, improvement in levels of adult literacy, especially for women, achieving gender equality in education, recognized and measurable learning outcomes achieved by all, especially in literacy, numeracy and essential life skills;
- To advance research on specific and appropriate learning and teaching methodologies and on didactic technologies and materials oriented towards a multi-disciplinary approach;
- To create knowledge and competencies in order to provide adequate professional skills and suitable capabilities to respond to the challenges of sustainability;
- To contribute to the 10YFP with concrete policy options, actions and initiatives to be integrated into SCP strategies and action plans;

<sup>19</sup> [www.unep.fr/scp/marrakech/taskforces/education.htm](http://www.unep.fr/scp/marrakech/taskforces/education.htm)

- To develop monitoring tools and criteria for quality evaluation so as to ensure an adequate follow-up of the Task Force initiatives.

The Task Force has recently launched a new project aimed at strengthening institutional capacity building on Education for Sustainable Consumption in countries that are at different levels of economic development, so as to test the most suitable approaches to ESC. The project will have four different phases: i) policy analysis, ii) national roundtables on ESC, iii) designing national recommendations for ESC, monitoring, results analysis and iv) communication.

### Accomplishments

The Task Force has concentrated its efforts on the development of the manual *Here and Now! Education for Sustainable Consumption*, which has received attention from potential users, including policy-makers. The manual provides guidelines and recommendations to introduce ESC into formal education. The publication is the first of its kind to be focused on formal education, both aimed at policy-makers and educators and to join together three fields of study, namely consumer, environmental and civic education.

Countries are starting to incorporate these aspects into their national policies, and provide inspiring examples to further implement *Here and Now!*. For example, in Mauritius the Ministry of Environment, in collaboration with UNEP, has developed a National Programme and Action Plan on SCP (2008-2013) with Education and Communication for Sustainable Lifestyles (ECSL) being one of the five priorities. The Ministry of Education, Culture and Human Resources is responsible for the implementation of the project on ECSL.

### Outcomes

The Task Force has generated five initiatives in the form of tools and methodologies for capacity building and demonstration projects / good practices for education on sustainable consumption.

## A. Tools and methodologies for capacity building

### • **Here and Now! Education for Sustainable Consumption:**

The aim of this project is to demonstrate to policy makers the importance of ESC so that they integrate it into their education and sustainable development strategies. The publication is also intended to help educational authorities and educators to include ESC in their curricula and teaching activities, with a series of inspiring case studies from all over the world. *Here and Now!* is available in English, Spanish, Chinese, soon in French, and partially in Japanese and Korean.

### • **Partnership on Education and Research about Responsible Living (PERL):**

The Task Force on ESC together with the Task Force on Sustainable Lifestyles, UNEP and UNESCO have supported the establishment and development of the Partnership on Education and Research about Responsible Living (PERL) - **a network of about 100 Higher Education Institutions from 40 countries** - which functions also as a platform to disseminate the work of the Task Force on ESC.

## B. Demonstration projects and good practices

### • **Institutional strengthening on Education for Sustainable Consumption (ESC): Advancing ESC policy and implementation strategies.**

The Task Force together with UNEP is developing a project on the institutional strengthening of ESC aimed at advancing its implementation and related strategies at the national level. The project will be implemented in three pilot countries from different regions and of different economic development levels. The main objectives of this project will be to advance ESC within national sustainable development, SCP and education strategies, organize national and multi-stakeholder consultations on ESC and support the development, adaptation and implementation of the recommendations for ESC developed in *Here and Now!*, at the national level.

### **Building cooperation with other initiatives**

- The Task Force has encouraged synergies between the Marrakech Process and the UN Decade for Education for Sustainable.
- The work with *Here and Now!* results from the partnership between the Task Force, UNEP, UNESCO, and the former Consumer Citizenship Network (CCN) led by Hedmark University College in Norway.
- The Task Force shared its outcomes with OECD experts on consumer policies, during a Joint Conference organized by the OECD Committee on Consumer Policy in Paris in October 2008. Task Force members discussed the recommendations and guidelines with educational authorities and experts during various workshops organized in cooperation with UNEP, UNECE, and UNESCO, including the International Conference on Education for Sustainable Development that took place in October 2008 in Bordeaux as well the UNESCO World Conference on Education for Sustainable Development in Bonn in March – April 2009. As a result, the Bonn Declaration on Education for Sustainable Development (ESD) acknowledged SCP patterns as essential objectives of ESD.
- The implementation of the new Task Force's project on the institutional strengthening of ESC in three pilot countries will involve close cooperation with various organizations and actors, including PERL and its regional networks, UNESCO, Consumers International or the United Nations University.

## Here and Now!

### Project partners:

- United Nations Environmental Programme (UNEP)
- Marrakech Task Force on Education for Sustainable Consumption led by the Italian Ministry for the Environment, Land and Sea
- United Nations Decade on Education for Sustainable Development
- Hedmark University College (Norway)
- United Nations Educational, Scientific and Cultural organisation (UNESCO)



### In one sentence

The publication *Here and Now!* provides recommendations and guidelines towards integrating Education for Sustainable Consumption (ESC) into formal education, from primary school to higher education programmes.

### Aims at

... motivating and providing concrete tools towards addressing ESC challenges and finding new opportunities in formal learning processes.

### Where & for whom

The project is implemented at a global scale. It focuses on formal education and addresses teacher trainers and headmasters, teachers and educators, as well as educational authorities and policy-makers involved in the design of education strategies and school curricula.

### The story

*Here and Now!* is the outcome of the joint efforts of the Marrakech Task Force on ESC and UNEP, developed in cooperation with the UN Decade of Education for Sustainable Development (DESD), the Consumer Citizenship Network and various experts from different backgrounds. The Marrakech Process supported the recognition of ESC as an integral part of ESD and provided a platform for spreading and sharing the *Here and Now!* model and ideas.

### The project focused on three aspects:

1. the importance of ESC in supporting other policy goals, notably citizenship and democratic participation, as well as environmental protection including energy and climate policies;
2. the integration of ESC into existing educational and sustainable development strategies; and
3. tools and instruments assisting educators in their efforts to include ESC in curricula.

### Outcomes & Lessons learned

The publication provides guidelines and recommendations that contribute towards increased ethical reflection, curriculum commitment, interdisciplinary cooperation, active student-related learning and change in attitudes and behaviour. The publication has provided guidance on how to look holistically on environmental, consumer and civic education.



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## Looking forward

The objective of the Task Force is to help advancing ESC policy and implementation strategies within formal education through a new project on the “Institutional strengthening for ESC” to be conducted in three pilot countries and completed by December 2011. One of the objectives of this project will be the adaptation of *Here and Now!* based on consultations with policy-makers, curricula experts and educators, and the publication of national recommendations and guidelines for ESC. This project will build on cooperation with PERL and key international or regional organizations including UNESCO, UNU or Consumers International.

### Key findings relevant to policy makers:

1. Teachers are willing to include sustainable consumption in their classes but have no time to do so, hence educational authorities and policy-makers should make relevant adjustments to fit ESC in school curricula.
2. ESC implies motivating and empowering by giving skills, therefore should be addressed within formal learning processes and not be confused with awareness and information activities.
3. Action towards integrating ESC in formal education should start now, since a long term process is required to influence or change education.



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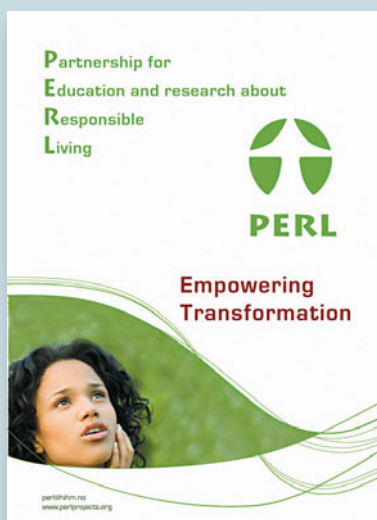
***Here & Now! is an excellent framework for education for sustainable consumption. The well thought out and defined recommendations, identified core competencies, case examples, and resources all provide information on what must be taught to move our global society toward sustainable consumptive behaviors at the consumers, product designers, manufacturers, and policy levels.***

Jim Fava, co-founder, Five Winds International; and Chair of the UNEP/SETAC Life cycle

## For more information

Website: [www.unep.fr/scp/marrakech/taskforces/education.htm](http://www.unep.fr/scp/marrakech/taskforces/education.htm)

## Partnership for Education and Research about Responsible Living - PERL



### Project partners:

- Hedmark University College (coordinator)
- Over 100 institutions from more than 40 countries, Italy, Sweden, UNEP, UNESCO, Consumers International

The Partnership for Education and Research about Responsible Living (PERL) links together researchers, experts, educators and practitioners, with the aim to advance education for responsible living. It builds on the work of the Consumer Citizenship Network, focusing on consumer citizenship, education for sustainable consumption, social innovation and sustainable lifestyles.

PERL partners undertake research, provide training, contribute to the international discussion on responsible lifestyles and develop teaching methodologies and material, with the Marrakech Process facilitating networking and dissemination of their work. The partnership takes sustainable lifestyles one step forward, by testing and evaluating the methods that have already been developed, notably as regards active learning and alternative approaches, such as Looking for Likely Alternatives (LOLA) and Images and Objects – ways to use images and objects to assist people understand Sustainable Lifestyles, or using the UNEP/UNESCO YouthXchange programme on sustainable lifestyles. PERL bases its work on updated research and on the involvement of a large number of actors in the implementation process, addressing the need for practical, interdisciplinary and active learning. So far PERL has assisted the implementation of sustainable lifestyles training projects at schools in France, China, Colombia, Italy and the USA. PERL has also elaborated both training material and supportive reports, including country case studies on the implementation of ESC, in Mauritius, Japan and Mexico.



PERL, conference 2009

For more information

Website: [www.perlprojects.org](http://www.perlprojects.org)

## 2.3 Sustainable Buildings and Construction

The Task Force on Sustainable Buildings and Construction (SBC) was coordinated by the Ministry of the Environment of Finland (from 2006 to 2010) with participation from China, Finland, France, India, Lithuania, Mexico, Sweden, USA, and the city of Cape Town (South Africa). It also included nearly 500 observers from around the world and the Finnish National Advisory Group (40 members representing different ministries, the real estate and construction industries, and academia)<sup>20</sup>. The experience from the Task Force highlights the need for effective awareness-raising to encourage the development of public policies on sustainable construction, use, maintenance, and refurbishment of buildings.

Hundreds of millions jobs all over the world are located in the buildings and construction sector. Worldwide, roughly 40 per cent of all energy produced is consumed in buildings, which translates into about 30 per cent of all CO<sub>2</sub> emissions. The IPCC report (4<sup>th</sup> Assessment, 2007) makes it clear that buildings are one of the “low-hanging fruit”, where huge emission savings can be implemented cheaply and in the short-term.

### Objectives

The main goal of the Task Force was to encourage the development of innovative local and national policies that will mainstream sustainability in construction, use, maintenance, and renovation of buildings. The priority was to raise awareness of the potential of the public sector to promote energy efficiency, energy savings, access to energy, and use of renewable energy in the built environment.

### Activities

The Task Force focused on the links between energy, buildings, and construction especially in relation to Climate Change, and was active in initiating research projects such as providing baseline data about the climate change impacts of buildings. It organized several workshops and seminars, has done advocacy work and published best policy practices and SBC guidelines. A core component of the work of the Task Force was the cooperation on the above mentioned

issues with other initiatives, notably UNEP’s Sustainable Buildings and Climate Initiative (SBCI). The SBCI is now taking forward the work of the Task Force, and will develop projects that link directly to the legacy of the Task Force, for example, the Project on Sustainable Building Policies in Developing countries (SPOD).

### Accomplishments

The Task Force has raised awareness of the sustainability of buildings and construction, and especially the energy saving potential, to policy makers and other stakeholders. It has helped translate vague concepts into concrete actions. The fundamental differences between “green building”, “energy-efficient building” and “sustainable buildings” have become more evident<sup>21</sup>.

The Task Force has been a platform for exchange and distribution of information and an advocate to bring the built environment to the SCP and climate change agendas. It has also served as a clearinghouse for Sustainable Building and Construction issues, and the core activity has been to summarize and disseminate expert advice based on research and best policy practices.

The Task Force generated five important publications including the joint publication with UNEP’s SBCI: *Buildings and Climate Change – Status, Challenges and Opportunities* (2007) which has become a landmark, widely cited report (see case studies below).

In the Task Force’s two most recent workshops, particular emphasis was put on elaboration of possible elements of the 10YFP for the built environment.

### Outcomes

The Task Force has helped to increase awareness among civil servants and other stakeholders providing better understanding of what “sustainable buildings and construction” includes as compared to more narrow definitions such as “green building” or “energy efficient buildings”.

20) [www.environment.fi/sbc](http://www.environment.fi/sbc)

21) Points about the Marrakech Task Force on Sustainable Buildings and Construction, 2010.





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#### A. information sharing and capacity building tools

- 1. Twelve newsletters to the nearly 500 observers and participants of the Task Force**
- 2. Awareness-raising/outreach events:** hosting and co-organizing side events during climate negotiations in Bali (2007, two events), Poznan (2008), and Copenhagen (2009). Task Force workshops organized in Helsinki (2006), New York back-to-back with CSD sessions (2006 - 2010), Johannesburg (2008), Delhi (2009), St Petersburg (2009) and Cairo (2010) as well within the Sustainable Building SB08 World Conference in Melbourne (2008), among others.

#### B. Publications

- 1. Buildings for a better future:** collection of best policy practices from Task Force members all over the world to illustrate the great variety of policy approaches to supporting SBC.
- 2. Buildings and Climate Change: Status, Challenges and Opportunities (2007):** baseline study, published in partnership with UNEP Sustainable Building and Climate Initiative (SBCI), covering existing data on the energy consumption in buildings and construction, disseminated worldwide.
- 3. Sustainable Buildings and Construction in Africa:** report with an introduction to the principles of sustainable buildings and construction, good practices, directories and links, published jointly with Cooperation with Africa Task Force.

**4. Sustainable Development Innovation Briefs, Issue 9, March 2010:** on Sustainable buildings and construction as tools for promoting more sustainable patterns of consumption and production<sup>22</sup>. An introduction to the principles and practices of sustainable buildings and construction.

**5. Built Environment in the Marrakech Process.** October 2010. Brochure published by the Ministry of the Environment of Finland to summarize the elements of the 10YFP for the built environment, and to analyse the Task Force as a voluntary mechanism.

#### Cooperation with other initiatives

The Task Force on Sustainable Buildings and Construction worked in partnership with several other partners and initiatives, including: Agence de l'Environnement et de la Maîtrise de l'Énergie (ADEME), Green Building Initiative of Commission on Environmental Cooperation of The North American Free Trade Agreement (NAFTA), Holcim Foundation for Sustainable Construction, International Initiative for a Sustainable Built Environment, Sustainable Building SB conferences, the Energy and Resources Institute, VTT Technical Research Centre of Finland, and the Wuppertal Institute.

The Task Force supported innovative mechanisms of SCP outreach and has contributed to international organizations and processes, especially the UNFCCC. The Task Force has also contributed to activities on the ground such as Green Pledge in India. This public-private cooperation was supported by the Task Force in partnership with UNEP SBCI and the national partner the Energy and Resources Institute (TERI)<sup>23</sup>. This initiative aims to engage the leaders of the corporate world in committing to sustainable building practices and moving towards a sustainable built environment. The appeal was announced in January 2010, and it has been initiated by the Ministry of New and Renewable Energy of India. The pledge will be taken forward by the GRIHA (Green Rating for Integrated Habitat Assessment) Secretariat.

22) [www.un.org/esa/dsd/resources/res\\_pdfs/publications/ib/no9.pdf](http://www.un.org/esa/dsd/resources/res_pdfs/publications/ib/no9.pdf)

23) [www.grihaindia.org/index.php?option=com\\_content&task=view&id=21](http://www.grihaindia.org/index.php?option=com_content&task=view&id=21)

## Buildings for a better future: Best policy practices

### Project partners:

- Task Force on Sustainable Buildings and Construction including its international core group of members.

### *In one sentence*

A set of mini case studies from all over the world illustrating the variety of different public policies and legislation that can promote energy efficiency, energy savings and renewable energy use in the built environment.

### Aiming at

To showcase examples of the many different ways in which the public sector can effectively address the shift towards more sustainable use of energy as a key component of sustainable buildings and construction policies and practices.

### Where & for whom

The project includes case studies from developed and developing countries: India, Lithuania, China, Sweden, USA, South Africa, EU, Philippines, Sri Lanka, Finland, UK, Spain, Japan, and Switzerland. The publication addresses policy makers at regional, national and local level in their capacity as regulators as well as financiers, users and owners of buildings. The complete publication is available as a web version only, but a brochure was distributed in hard-copy.



### The story

As one of its first actions, the members of the international core group of the Task Force were asked in 2006 to provide best policy practices from their countries/regions. The contents of the publication highlight the two main objectives of the Task Force:

- The role of the public sector as policy-maker in a broad sense; and
- The sustainable use of energy as a key component of a sustainable built environment.

Policy-makers are key stakeholders as they regulate, give guidelines, collect taxes, manage real estate and also set examples as a client and user. Policy-makers also create incentives to finance and subsidize housing and renovation, and invest in research and development projects. The 37 mini-cases were grouped under twelve headlines: new construction; housing, refurbishment of existing buildings; energy savings and energy efficiency; renewable energy sources; national and federal policies, practices and programmes; local policies; public procurement; research and development and building certification systems.

## Outcomes & Lessons learned

The report clearly illustrates the various roles of policy-makers in addressing sustainability in the built environment. A key outcome from this publication has been to raise awareness about the complexity of the cross cutting measures with which governments at all levels can promote sustainability, for example by introducing sustainability criteria into public procurement or by financing research and development projects. Mainstreaming sustainability in the built environment is not the task of any one ministry or authority alone, but the responsibility has to be shared by a great number of public actors and stakeholders.

## Looking forward

Although the work of the Task Force is formally over, this report, along with other material published by the Task Force, will continue to be available for policy-makers. The best practices aim to inspire them to think of sustainable building and construction policies in innovative ways.

*“I warmly support the definition of the difference between “sustainable” and “green”. The built environment can be sustainable only if there is decent housing for all, with equal access to clean water and energy, and if the working conditions on the construction sites are safe and fair”.*

Expert participant at the ILO, Geneva

For more information

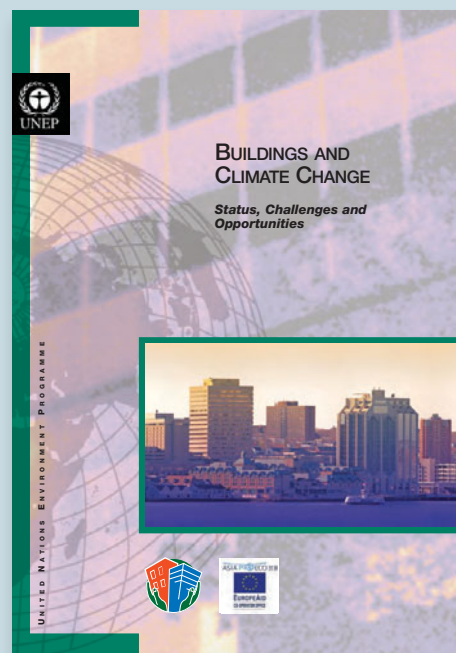
Website: [www.environment.fi/sbc](http://www.environment.fi/sbc)

## Buildings and Climate Change

### Project partners:

- Task Force on Sustainable Buildings and Construction
- UNEP Sustainable Buildings and Climate Initiative (SBCI) with support from the European Commission (Asia Pro Eco Programme)

The Task Force on Sustainable Buildings and Construction, together with UNEP's Sustainable Buildings and Climate Initiative (SBCI), published a baseline report entitled *Buildings and Climate Change – Status, Challenges and Opportunities*. This publication illustrates the link between climate change and buildings and highlights the critical role of the real estate and construction sectors in climate change mitigation issues. The report also summarizes the policy tools developed by SBCI and its partners and includes concrete policy recommendations. The Task Force initiated the development of this report was one of the first international efforts to underline the interlinkages between buildings and climate change. The launch of the report (2007) was followed by three high level side events organized by the Sustainable Buildings Task Force and its partners during the international climate change negotiations Conference of the Parties (COP) of the United Nations Framework Convention on Climate Change (UNFCCC): in Bali (2007), Poznan (2008), and Copenhagen (2009). The side events were entitled: "Construction Counts for Climate" and attracted a large number of stakeholders from policy, business, media, and NGOs. Key experts of the Task Force's cooperation partners were invited to speak at these events. Participating organizations at the events included the Energy Efficiency in Buildings initiative of the World Business Council on Sustainable Development (WBCSD), the World Bank (WB), The Energy and Resources Institute (TERI), the Global Environment Facility (GEF), and the French Environment and Energy Management Agency (ADEME) and UNEP's Finance Initiative (UNEPFI).



This report serves as a good example of successful collaboration between the Marrakech Task Forces and other global initiatives and international bodies. Further, this case illustrates the potential and effect of bringing an emerging environmental issue to the attention of policy makers. Buildings and construction are today – as opposed to the situation some years ago – regarded as a key component in the international climate change negotiations. The *Buildings and Climate Change – Status, Challenges and Opportunities* report has, together with the outreach activities, contributed significantly to highlight this issue at the international policy arena.

**“We are grateful for the support from the SBC Task Force, in particular in highlighting the importance of local knowledge of construction materials and methods, and local certification systems of buildings”.**

(An expert at TERI, New Delhi)

For more information

Website: [www.environment.fi/sbc](http://www.environment.fi/sbc)

## 2.4 Sustainable Lifestyles

Sustainable lifestyles means rethinking our ways of living, how we buy and how we organize our everyday life, and is an important component in the path towards sustainable development. It is also about altering how we socialize, exchange, share, educate and build identities. It means transforming our societies and living in harmony with our natural environment. As citizens, at home and at work, many of our choices – on energy use, transport, food, waste, communication and solidarity – contribute towards building sustainable lifestyles.

The Task Force on Sustainable Lifestyles, led by the Government of Sweden from 2005 to 2009, has been active in implementing 9 projects, reaching stakeholders from 43 countries. The Task Force activities involved governments, civil society, and business organizations as well as academic/research institutions from both developed and developing countries, such as India, the USA, Costa Rica, Japan, Czech Republic, the UK, Italy, Slovenia, Emirates, and Germany.

### Objectives

- To engage, enable and encourage citizens, civil society organisations, the business sector and governments to foster sustainable lifestyles;
- To identify and disseminate policy options, case studies and good practices from developed and developing countries through research and pilot projects; and
- To provide tools and capacity-building to support the integration of sustainable lifestyles in specific sectors (education, awareness-raising, marketing, business development).



### Activities

The Task Force focused on how to guide and enable sustainable lifestyles in social innovation, communication, education, marketing, advertising, and business. It also participated in international and regional meetings to engage with other relevant audiences and further promote sustainable lifestyles and consumption. In order to promote sustainable lifestyles through its projects, the Task Force produced a communication package in various languages, including a website, a full report and brochure as well as a video, *Living Outside the Box – Sustainable Lifestyles*<sup>24</sup>.

The Task Force formally ended its activities at the end of 2009 but is continuing its work in a different shape through cooperation with the Partnership on Education for Responsible Living (PERL). This network of about 100 higher education institutions from 40 countries has the participation of UNEP, UNESCO and the Marrakech Task Force on Education for Sustainable Consumption. PERL will use the results from both Task Forces and continue working on sustainable lifestyles and education through new projects and seminars. The former Chair of the Task Force has a new role in the PERL Steering Group.

24) All available at: [www.unep.fr/scp/marrakech/taskforces/lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm)

## Accomplishments

The Task Force has a focus on how to guide and enable sustainable lifestyles in social innovation, communication, education, marketing, advertising, and business. The Task Force projects have tested ideas and collected stories from across the world on sustainable living, allowing it to bring forward a set of recommendations - the **Sustainable Lifestyles Manifesto** - targeting mainly central and local governments, as well as NGOs, on how to effectively deliver changes towards more sustainable lifestyles<sup>25</sup>.



The Task Force's projects include the **Global Survey on Sustainable Lifestyles (GSSL)**. Conducted in 2009 and 2010 in 20 countries with the participation of 45 partners, the GSSL is one of the largest surveys ever run on young people's attitudes to sustainable lifestyles. The project gave a voice to young people for them to express their concerns and expectations, and tested a series of future scenarios to see what they found most attractive. By understanding what young people care about and consider important, policy makers and programme managers will be able to design widely owned responses to the challenge of sustainability. The results and conclusions of the GSSL are presented in the recently launched publication *Visions for Change: Recommendations for Effective Policies on Sustainable Lifestyles*<sup>26</sup>.

The GSSL results contribute to a better understanding of how to bring sustainability to lifestyles, minimizing their environmental impact. It also shows that "sustainable lifestyles" is not a niche concept, but rather something that people from around the world are considering, and is something that is increasingly becoming part of mainstream thinking.

## The Task Force has generated the following impact:

- Raised awareness of the consequences of our consumption and lifestyles.
- Developed methodologies and tools to be used by governments, NGOs and business in order to reduce the impact of unsustainable consumption and lifestyles.
- Carried out a number of projects aimed at reducing our impact on the environment through more efficient use and sharing of resources, e.g. less use of energy, water and hazardous substances, and by sustainable societal planning and infrastructure and design of products and services.

## Outcomes

The Task Force has carried out nine projects, generating recommendations for research, tools and methodologies for capacity building, demonstration projects and good practices, as well as a communication package to promote sustainable lifestyles.

### A. Research for Sustainable Lifestyles\*

**1. Literature Review on Sustainable Lifestyles:** a report to clarify sustainable lifestyles concepts - identifies key evidence gaps, and provides recommendations for future research.

**2. The Global Survey on Sustainable Lifestyles\*\*:** conducted in 20 countries with the participation of 45 partners (universities, NGOs, research centres, businesses), in 10 languages. 8000 questionnaires were collected with the objective of analyzing young people's perceptions and attitudes, focusing on three major climate-related areas: mobility, food, and housekeeping. The report *Visions for Change: Recommendations for Effective Policies on Sustainable Lifestyles* was launched in March 2011 in New York.

25) See the Report of the Task Force on Sustainable Lifestyles, available in English, French, Spanish and Chinese at [www.unep.fr/scp/marrakech/taskforces/lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm)

26) [www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm)

\*[www.unep.fr/scp/marrakech/taskforces/literature-review-on-sustainable-lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/literature-review-on-sustainable-lifestyles.htm)

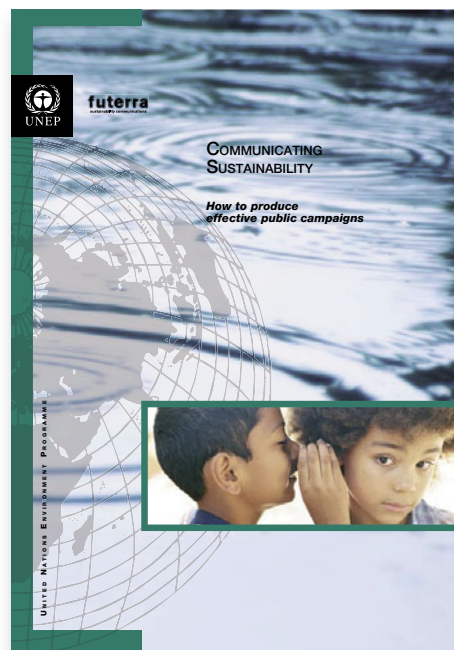
\*\*[www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm)

**The four headline findings from the research are:**

- Poverty and the environment are priority concerns for people around the world but there is a great need for information on how global challenges relate to lifestyles and individual actions. What is missing is a holistic, compelling and pragmatic vision of what a sustainable society consists of and how it can be translated at the local and individual level.
- The desire for a good quality of life, security but also an ability to promote change is high in every country surveyed. Well-being, agency and meaning are the cornerstones of young people’s ideal future.
- Sustainability is still not spontaneously nor widely considered as a factor for progress. The clear benefits of integrated environmental, economic and social development need to be well communicated, through concrete solutions and opportunities.
- A large majority of young people react positively to sustainable scenarios when they offer participatory, but non-intrusive, alternatives. Policies and infrastructural changes are needed to support them.

**B. Tools and methodologies for capacity building**

- **Communicating Sustainability, How to Produce Effective Public Campaigns**<sup>27</sup>: communication guidelines with case studies and workshops to assist governments communicating efficiently on sustainability. Translated into French and Spanish, Communicating Sustainability has been downloaded over 700,000 times.
- **Making the Business case of Sustainable Lifestyles: a series of seven guidebooks**<sup>28</sup> covering the business opportunities and new business models required for businesses to meet the challenge of more sustainable lifestyles, drawn from other documents and interviews with major companies and NGOs.
- **Sustainability Communications - A Toolkit for Marketing and Advertising Courses**<sup>29</sup>: an on-line CD-ROM to build the capacity of marketing and communications teachers and students on sustainability. Over 900 toolkits have been distributed at several World Conferences on Education, with the majority going to members of the International Association of Universities and the European Association of Communications Agencies.



- **Intercultural Sister Classrooms**<sup>30</sup>: teaching methods were developed in schools in the US, Mexico, Costa Rica and Brazil, combining life-cycle analysis with global citizenship. This includes a web platform developed to disseminate training material for educators, and to facilitate sharing between and within teachers, students and classrooms internationally.

**C. Demonstration projects and good practices**

- **Creative Communities for Sustainable Lifestyles (CCSL)**<sup>31</sup>: research and workshops to identify good practices from Brazil, China, India, and Africa showing how people are coming together and forming “creative communities” to solve everyday problems. The documented cases on CCSL show significant promise for the role of social innovation in driving the development of sustainable lifestyles. Workshops, conferences and network discussions on CCSL have been organized in South Africa, Kenya, Botswana and Ghana.

27) [www.unep.fr/scp/marrakech/taskforces/communicating-sustainability.htm](http://www.unep.fr/scp/marrakech/taskforces/communicating-sustainability.htm)

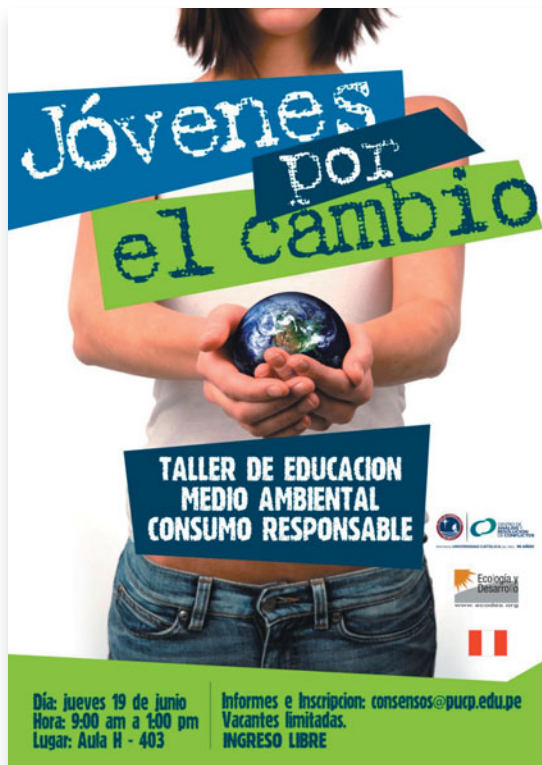
28) [www.unep.fr/scp/marrakech/taskforces/making-the-business-case-for-sustainable-lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/making-the-business-case-for-sustainable-lifestyles.htm)

29) [www.unep.fr/scp/marrakech/taskforces/toolkit.htm](http://www.unep.fr/scp/marrakech/taskforces/toolkit.htm)

30) [www.unep.fr/scp/marrakech/taskforces/intercultural-sister-classrooms.htm](http://www.unep.fr/scp/marrakech/taskforces/intercultural-sister-classrooms.htm)

31) [www.unep.fr/scp/marrakech/taskforces/creative-communities.htm](http://www.unep.fr/scp/marrakech/taskforces/creative-communities.htm)

- **Introducing sustainable lifestyles and sustainable entrepreneurship into African universities and colleges (SMART Start Up)<sup>32</sup>:** training sessions in eight African universities to motivate future African entrepreneurs to seize their sustainable business opportunities in Egypt, Kenya, Tanzania, Mozambique and Mauritius. The interactive toolkit includes Power Point presentations, images and other audio visual materials that have become useful tools for educators in African universities.
- **Scaling up the UNEP-UNESCO YouthXchange Programme in Latin America and the Caribbean, West Asia, the United Arab Emirates, and the Philippines<sup>33</sup>.** The project has been implemented in Latin America and the Caribbean, West Asia, the United Arab Emirates, and the Philippines. In Latin America over 2000 youth leaders were engaged through the workshops. In the Philippines a bicycle tour reached up to 20,000 people in rural communities.



Poster for YouthXchange workshop in Peru

### Building cooperation with other initiatives

- The Task Force on Sustainable Lifestyles has contributed through its projects to the integration of sustainable lifestyles and consumption aspects in policy strategies and educational programmes in Africa and Latin America. It has also made linkages with international organizations and processes such as United Nations Decade for Education on Sustainable Development (UN DESD) and contributed to climate change mitigation through the promotion of low-carbon lifestyles engaging the business sector. The Task Force built close cooperation with the former Consumer Citizenship Network which resulted in the creation of Partnership for Education and Research about Responsible Living (PERL) together with the Marrakech Task Force on Education for Sustainable Consumption, UNESCO, UNEP, Consumers International, and other organisations and research institutes.



YouthXchange bicycle tour in the Philippines



YouthXchange activities in the Philippines

32) [www.unep.fr/scp/marrakech/taskforces/smart-start-up.htm](http://www.unep.fr/scp/marrakech/taskforces/smart-start-up.htm)  
 33) [www.unep.fr/scp/marrakech/taskforces/youthXchange.htm](http://www.unep.fr/scp/marrakech/taskforces/youthXchange.htm)



## Smart Start Up - Introducing sustainable lifestyles and sustainable entrepreneurship into African universities and colleges

### Project partners:

- UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)
- Ten universities in five African countries

### In one sentence

Universities in Egypt, Kenya, Tanzania, Mozambique, and Mauritius are combining sustainable lifestyle education with business development skills to promote successful, sustainable entrepreneurship.

### Aiming at

Smart Start Up is an education programme run by African universities that combines sustainable lifestyle education with business development skills. The project introduces the concept of sustainable consumption and production as an opportunity for business development. It produces training materials, which cover the different stages of business development.

### Where & for whom

The project includes case studies from five African countries: Egypt, Kenya, Tanzania, Mozambique, and Mauritius. It supports the work of different stakeholder groups: educators (addressing SCP with entrepreneurship education curricula), young entrepreneurs (linking sustainability and business), government officials (developing sustainable development policies) and environmentalists (promoting a market oriented approach to sustainable development). As African universities remain male-dominated, and female representation is rare, in particular in the area of entrepreneurship, the project pays special attention to motivating female entrepreneurs at universities.

### The story

The project contributes to the integration of informal educational activities (such as interactive and experimental learning) with more traditional formal education to create training sessions. The project includes the teaching modules: *How to turn sustainable lifestyles into business ideas? How to pitch ideas? and How to run a sustainable business and support networks for businesses working on sustainable lifestyles? The project is divided in two phases:*

- 1<sup>st</sup> Phase (2009): Initial training sessions for three African universities and technology institutes in Mauritius. This phase served as a pilot test for the training packages and as a platform to solicit further information about the state of sustainable lifestyles and entrepreneurship in African universities.
- 2<sup>nd</sup> Phase (2010-ongoing): Additional workshops to “Educate the Educators” with the aim to scale up the effort, with participants drawn from eight universities, including the two universities covered in the 1<sup>st</sup> Phase.

### Outcomes & Lessons learned

The project has contributed to the development and use of training materials in the area of sustainable lifestyle education/business development skills. It has received positive feedback from the target groups and also some media coverage. The project has benefited from the network of universities developed by the UNEP and African Universities Partnership “Mainstreaming Environment and Sustainability into African Universities” (MESA). The project shows that the ownership and approval of the participating universities is a crucial component for success. The liaison with government ministries and ministers has been a key factor to secure this support from university chancellors and professors.

### Looking forward

The training materials developed are available and transferable to other universities (and are adaptable to local conditions) hence there is a potential to replicate the project widely.

### For more information

Website: [www.scp-centre.org/projects/ongoing-projects/african-universities.html](http://www.scp-centre.org/projects/ongoing-projects/african-universities.html)

# Creative Communities for Sustainable Lifestyles

## Project partners:

- INDACO/Politecnico di Milano (Italy),
- Strategic Design Scenarios (Belgium)
- United Nations Environmental Programme (UNEP)

Creative Communities for Sustainable Lifestyles (CCSL) is a research project that identifies best practices and provides policy recommendations on social innovations for sustainable urban living, often stimulated by local grass roots projects. It mainly focuses on rapidly developing countries, in particular Brazil, India, and China. The project aims to identify the potential for community led sustainable lifestyles projects in European and developing countries, based on results from recent European research from the *Emerging User Demands for Sustainable Solutions* project (EMUDE). It addresses actors seeking to either encourage or run grass roots community projects, designers, and local government. In particular, three major topics were considered: (1) the nature of the groups of people who generate these innovations (the creative communities); (2) their role in promoting new and sustainable lifestyles (the promising cases) and (3) the possibility to make these promising cases more accessible, effective and replicable, thanks to some appropriate initiatives (the enabling system). While the project is ongoing, it has already produced 40 original case studies of innovative practices that improve awareness of sustainable lifestyles across a range of audiences, especially from China (Guangzhou), India (Ahmedabad), and Brazil (Rio de Janeiro).

A key output of the project is the development of the world-wide Design for Social Innovation and Sustainability network \* As a follow up, the project's key management principles have also been identified and transferred to an African context, where workshops, conferences, and network discussions have been organized in South Africa, Kenya, Botswana, and Ghana.

The documented cases show significant potential for the role of social innovation in driving the development of sustainable lifestyles. The experiences from the project also show that partnerships with design schools were a key success factor. The results of the CCSL will continue to be disseminated to larger audiences at public events and scientific conferences around the world. The project will continue to run under the Partnership for Education and Research about Responsible Living (PERL) initiative. The partnerships, connections, and websites established by the project will further enable social innovators to deliver change and new practices on the ground.

***“The CCSL-Africa project effectively launched my institution’s involvement in Design for Sustainability (DfS). The practical pedagogical and didactic tools gained through Cape Peninsula University of Technology’s (CPUT) participation have resulted in a more focused and context-responsive engagement with DfS-related issues. Subsequently, CPUT (in partnership with the Network of Africa Designers (NAD) and other actors on the continent) is actively involved in the promotion and diffusion of key projects on social innovation and sustainability in Africa”.***

Prof. Mugendi K. M’Rithaa, Department of Industrial Design, Faculty of Informatics & Design, Cape Peninsula University of Technology (CPUT)

## For more information

Website:

[www.sustainable-everyday.net/ccslproject/](http://www.sustainable-everyday.net/ccslproject/)  
[www.desis-network.org](http://www.desis-network.org)

\*[www.desis-network.org](http://www.desis-network.org)

## 2.5 Sustainable Products

The International Task Force on Sustainable Products was hosted by the Government of United Kingdom (Department for Environment, Food and Rural Affairs). The Task Force brought together 13 countries (Australia, Austria, Canada, China, Czech Republic, France, Germany, Ghana, Italy, Japan, Netherlands, the US, and the UK) and four international agencies (International Energy Agency, UN-DESA, UNDP, and UNEP).



### Objectives

The objective of the Task Force was to build international collaboration to raise the efficiency of energy-using products. The aims were to identify the priorities for action, and then stimulate and support the development of international networks and cooperative projects to address these priorities.

Shifting towards energy-efficient equipment is perhaps the most cost-effective short-term path to greater energy security and to reduce greenhouse gas emissions to combat climate change. The IEA estimates that energy-efficiency improvements could contribute 47% of the reductions in energy-related CO<sub>2</sub> emissions potentially achievable by 2030. Electrical equipment is produced and traded on a global scale. The introduction of standardised test procedures to measure energy performance, harmonised energy efficiency labels as well as standards are therefore important tools to effectively meet these challenges.

### Activities

The Task Force developed the concept and practice of creating global networks focusing on key products or policy tools. The collaboration built up by the Task Force was important in leading to an International Energy Agency implementing agreement on energy-using products, formally established in 2008, which is now the focus for international collaboration on practical action. Through its work in the field of energy-using products,

the Task Force successfully worked to:

- Raise awareness of product policy as a means of achieving international development and environmental objectives;
- Establish and participate in open and transparent processes for improving product performance; and
- Seek common priorities and opportunities for practical cooperation to encourage eco-innovation in product design and labelling.

The Task Force focused its work on three aspects of globally traded energy consuming products: science, policy, and convergence towards standardised test procedures (to measure energy performance and to introduce harmonized energy efficiency labels and standards). This brought together expert communities working in some of the key subject areas. It encouraged sharing of expertise and experience with the goal of achieving greater international cooperation. Specific networks were established for: (i) lighting; (ii) home entertainment products, including televisions, simple set-top boxes, and multi-function set-top boxes; (iii) electronic motors; and (iv) market surveillance and compliance. The Task Force conducted most of its activity through electronic communication and audio conferencing, but there were three formal meetings - 2005 (held in London) and 2006 (one in London and one in Canberra).

### Accomplishments

The collaborative work of the Task Force helped to establish a significant formal agreement for international action to raise the efficiency of energy-using products - namely the *International Energy Agency Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment* ("4E"). This formal initiative has wide potential to raise the standard of more energy-efficient electrical equipment. The IEA mechanism is now the focus for current and future international collaboration. Formal annexes to the agreement now include coordinated actions in the areas of motor systems, standby power and lighting. A further annex is now helping countries to benchmark and improve the efficiency of many other types of energy-using equipment, including televisions, computers, washing machines, dryers, dishwashers, airconditioners and refrigeration<sup>34</sup>.

.....  
34) or details of latest achievements see the 2010 annual report at [www.iea-4e.org/files/otherfiles/0000/0163/4E\\_2010\\_Annual\\_Report\\_1\\_.pdf](http://www.iea-4e.org/files/otherfiles/0000/0163/4E_2010_Annual_Report_1_.pdf)

## Outcomes

The Task Force generated five initiatives in the form of policy tools, methodologies for capacity building, demonstration projects and good practices.

### A. Policy recommendations

#### **International Energy Agency Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment (“4E”):**

A policy tool with a focus to build international collaboration to raise the efficiency of energy-using products.

- The most significant outcome of the Task Force was in supporting more formal international cooperation, which is now established under a formal IEA implementing agreement entitled: *International Energy Agency Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment (“4E”)*.
- The Governing Board of the IEA approved in March, 2008, a new international collaborative programme to promote more energy-efficient electrical equipment. So far, 12 IEA member countries have formally committed to the implementing agreement<sup>35</sup>.

### B. SCP tools and methodologies for capacity building

- **Product Policy Activity Maps:** Tabulated Product Policy Maps summarizing national and international actions in: Science and Technology, Network and Mechanisms, Policy and Regulation.

### C. Demonstration projects/good practices

#### **1. Improving Compliance and enforcement against product standards:**

An international policy workshop was held in February 2008, jointly organized with the International Energy Agency (IEA), with the aim to share best practices and joining efforts on how to improve compliance and enforcement against product standards. It brought together more than 140 public and private sector stakeholders from 29 countries and numerous inter-governmental and other organizations.

- Participants examined the scope to maximize energy efficiency by improving the effectiveness of existing policy measures through investment in the compliance, monitoring and evaluation of policies for appliances and buildings.

- Participants shared solutions and identified priorities for action. The IEA agreed to consider an implementing agreement on appliances (which became the IEA “4E”) and buildings, and to strengthen its recommendations to the G8 Summit which were duly supported at the Summit in July 2008 and are now reflected in the IEA programme.

**2. Market transformation approach:** A Market Transformation Programme (MTP) collaboration between the UK and China to demonstrate how the approach can be applied to product policy in China.

This cooperation project was a collaborative effort between the Chinese and UK governments on improving the evidence base and policy analysis toolkit for improving the energy efficiency of energy using products.

- The initial pilot project (2006-2007) assessed the impact of energy consumption in China for eight domestic energy using products, examined existing product policies and proposed future policy actions.
- In the follow-up phase (2008-09), the MTP approach was implemented for four products considered to be priorities by the Chinese Government – electric motors, televisions, set top boxes (STPs) and computer monitors.
- A website has been set up to disseminate the results of this MTP project<sup>36</sup>.

#### **Building cooperation with other initiatives**

The Task Force worked in close cooperation with the International Energy Agency (IEA), and the work of the Task Force was instrumental in developing the International Energy Agency Implementing Agreement for a Cooperating Programme on Efficient Electrical End-Use Equipment (“4E”)<sup>37</sup>.

35) [www.ukchinamtp.com/en/](http://www.ukchinamtp.com/en/)

36) For more information see: [www.iea-4e.org/](http://www.iea-4e.org/)

37) [www.unep.fr/scp/marrakech/taskforces/procurement.htm](http://www.unep.fr/scp/marrakech/taskforces/procurement.htm)

## 2.6 Sustainable Public Procurement

The Task Force on Sustainable Public Procurement (SPP) is coordinated by the Swiss Federal Office for the Environment. It is composed of ten national governments (Argentina, China, Czech Republic, Ghana, Norway, Philippines, Mexico, Switzerland, UK, USA) one state government (São Paulo State in Brazil), UNDESA, UNEP, ILO, European Commission Services, ICLEI, IISD<sup>38</sup>.

Public spending represents 8-30 per cent of national GDP, making most governments the largest single consumers in their countries. Hence, sustainable public procurement provides a major opportunity to accelerate the shift to SCP patterns.

### Objectives

- Capacity-building for the implementation of sustainable public procurement;
- Raising awareness with everyone involved in the procurement process (policy makers, procurers, suppliers, manufacturers);
- Furthering more sustainable production methods, resource efficiency, social welfare, better products and services and encouraging innovation and the creation of better work places through public procurement; and
- Introducing life-cycle thinking in procurement activities.

### Activities

The work of the Task Force is centered on the development and implementation of a specific methodology to implement Sustainable Public Procurement in both developed and developing countries known as the “Marrakech Task Force Approach on Sustainable Public Procurement”.

The approach has six main elements:

- (1) Pilot countries assess their procurement status through an online questionnaire;
- (2) A review is undertaken to identify the legislative framework for procurement and to analyse the possibilities for integrating social and environmental criteria into procurement activities;
- (3) A market readiness analysis is carried out to define the existing productive capacities for sustainable products and services and the potential responsiveness of the market to SPP tenders;

After successful completion of these three actions:

- (4) Pilot countries are assisted to develop a SPP policy;

- (5) Stakeholders in the procurement process are trained;
- (6) Implementation of SPP in day to day procurement is carried out.

Experts on the approach assist countries in implementing SPP and observe progress for a year.



### Accomplishments

With the support of the European Commission, the Swiss Federal Office for the Environment, and the International Francophone Organization, UNEP is piloting the methodology of the Marrakech Task Force on Sustainable Public Procurement in seven countries: Tunisia, Lebanon, Mauritius, Costa Rica, Uruguay, Chile and Colombia. The approach is also being tested by the Task Force in Argentina, Ghana, New Zealand and in British local authorities, higher and further education sector and health sector, making a total of eleven countries in which it is being piloted, both developing and developed. Regional training workshops have been delivered; one in 2007 Argentina (2007), and five more in 2009 in Malaysia, Mexico, Chile, France and Tunisia,

engaging 230 participants. These regional trainings served as a platform to discuss the modalities of implementation of the Approach in the participating countries. A revised methodology, based on lessons learned from these trainings, will be published and distributed to national and local authorities and to the international donor community after the 19<sup>th</sup> session of the Commission on Sustainable Development (CSD19).

### Outcomes

The Task Force has generated a systematic but flexible methodology to introduce or improve SPP, called “The Marrakech Task Force approach to sustainable public procurement”, for developing as well as for developed countries. This methodology is being tested by the Task Force in 11 countries.

<sup>38</sup>) [www.unep.fr/scp/marrakech/taskforces/procurement.htm](http://www.unep.fr/scp/marrakech/taskforces/procurement.htm)

#### A: Tools and methodologies for capacity building

- **Development and implementation of the Marrakech Task Force Approach to Sustainable Public Procurement: a comprehensive approach to the development and implementation of Sustainable Public Procurement.**

#### Results from the implementation of the approach:

- **Argentina (first pilot country):** During the first training provided by the Task Force in 2007, approximately 100 procurement officers were trained.
- **Ghana:** The approach is being implemented in Ghana, which in turn is complementing their Public Procurement activities with sustainability aspects.
- **New Zealand:** The approach is being tested and feedback is being provided.
- **The United Kingdom:** The approach is being tested at local level and in the higher and further education sector and health sector and feedback is being provided.
- **South Africa:** First regional training session for Africa (June 2008), aiming to establish a pool of experts that are familiar with the approach and can assist interested governments in the implementation of the approach.
- **Capacity building for sustainable public procurement in developing countries:** This UNEP managed project, supported by the European Commission, Switzerland, and the *Organisation Internationale de la Francophonie*, is currently testing the approach in Tunisia, Lebanon, Mauritius, Costa Rica, Uruguay, Chile and Colombia.
- The project has delivered five regional trainings that benefited 130 procurement experts from 48 countries (in Francophone Africa, South Africa, South America, Central America, and Asia and the Pacific).
- The project will enable countries to develop and implement SPP policies. Countries are also expected to contribute to a number of policy recommendations to be delivered by the Task Force to the Commission for Sustainable Development in 2010-11.



Capacity Building on Sustainable Public Procurement in Tunis



Capacity Building on Sustainable Public Procurement in Colombia

- **Senior SPP Training on the Marrakech Task Force Approach on Sustainable Public Procurement:** The training took place in the spring of 2011, allowing for a critical mass of high level procurement experts to be trained and therefore provide closer support to pilot countries during implementation.
- **Report to CSD 19:** The experience of the current eleven pilot countries, local authorities and different sectors will be compiled into a report to be presented at CSD 19 with the goal of demonstrating that SPP is an effective tool for achieving more SCP patterns.

#### Building cooperation with other initiatives

The Task Force is working with several partners (international organizations, governments, NGOs) in its efforts to build capacity in sustainable public procurement. The aim of this collaboration is to reach out in different regions and to join forces, complement different methodologies and profit from synergies.

#### The next steps forward:

- **Study on the impacts of SPP:** The study will show the real effects of integrating SPP in day to day procurement. The study will clearly set out the nature of sustainable public procurement so that it can be more easily embraced by both developed and developing countries.
- **Revised Marrakech Task Force Approach to SPP:** The Marrakech Task Force Approach to SPP will be revised in 2011 on the basis of the lessons drawn from its pilot implementation in eleven countries between 2007 and 2011. A revised version of the Marrakech Task Force Approach to Sustainable Public Procurement Guidelines should be available in July 2011.

## Pilot project - Sustainable Public Procurement in Mauritius

### Project partners:

- European Commission
- Government of Switzerland
- Organization of Francophone countries
- UNEP
- Government of Mauritius

*In one sentence*

Implement Sustainable Public Procurement in Mauritius through the MTF's approach to SPP.

### Aiming at

Mauritius is one of seven pilot countries in UNEP's "Capacity building for Sustainable Public Procurement in Developing Countries" project. This project seeks to implement Sustainable Public Procurement (SPP) policies using the Marrakech Task Force Approach to SPP developed by the Swiss-led Marrakech Task Force on Sustainable Public Procurement.

### Where & for whom

The pilot project is implemented in Mauritius and targets government officials in charge of the development of SPP policies and implementation of SPP on the ground. These include: Ministry of Finance, Ministry of Environment and Ministry of Public Utility. Other national stakeholders involved in this process include: The Chamber of Commerce, Mauritius Standards Bureau, University of Mauritius, and the University of Technology of Mauritius and suppliers of goods and services that are also important stakeholders in the process.



Sustainable Public Procurement policy and action plan workshop, Mauritius, November 2010

### The story

The national Sustainable Development Initiative serves as an umbrella for a range of activities in different policy areas including sustainable public procurement. A Public Procurement Act was established in 2006 and became effective in January 2008. The government of Mauritius joined the "Capacity building for Sustainable Public Procurement in Developing Countries" project led by UNEP and its partners, as a pilot country.

***"The government of Mauritius as well as the private sector clearly see the importance of sustainable public procurement as an instrument in our efforts to address sustainable development in Mauritius. The "Capacity building for Sustainable Public Procurement in Developing Countries" project plays an important role in this work"***

Faeza Ibrahimisah, Manager, Communications and Promotions Division Chamber of Commerce and Industry, Mauritius

## Outcomes & Lessons learned

The project in Mauritius has gone through the first stages of the implementing the MTF approach. This includes: status assessment, market readiness analysis and legal review. Mauritius has now started with the development of its SPP Policy Plan and Training, while piloting SPP on some particular tenders (eg vehicles for the police).

More specifically, since the start-up of the project the following outcomes have been generated:

- The Steering Committee, under the chairmanship of the Director of Procurement Policy Office, has established a Task Force (including: Finance and Environment Ministries, utilities, business chamber, *Maurice Ile Durable*, local authorities, researchers, Mauritius Standard Bureau, UNDP) to develop an SPP policy and action plan.
- The country's status assessment
- Market Readiness Analysis have been completed. The latter concludes that the market in Mauritius is ready and willing to provide sustainable products (a prerequisite for a successful implementation of SPP).
- A comprehensive legal study is being carried out.
- An SPP policy and action plan workshop took place on November 2010 in Mauritius. SPP stakeholders attended the meeting and discussed the draft SPP policy statements, strategy and action plan that will be submitted to the Council of Ministers in the coming months. The workshop allowed Mauritius Public Procurement Office to identify potential sustainable products to be included in the country's public procurement system such as IT equipment, recycled or FSC certified paper or energy efficient vehicles.



Working group discussions during the SCP Policy

The key stakeholders in Mauritius agree that sustainability requirements for the public procurement should be implemented in a gradual manner in order to be effective. For this reason, a priority list for the products and services for SPP has been identified. The initial findings from the Action Plan indicates that complex procurement matters (introduction of performance and functional specifications) especially in the field of works projects, should be tackled at a later stage.

For more information

Website: [www.unep.fr/procurement/](http://www.unep.fr/procurement/)



## Regional trainings on sustainable public procurement



Regional Training on Sustainable Public Procurement, Kuala Lumpur, 2009

### Project partners:

- European Commission
- Government of Switzerland
- Organization of Francophone countries
- UNEP
- Government of Mexico; Green Purchasing network Malaysia

Training workshops on sustainable public procurement are part of Marrakech Task Force approach to Sustainable Public Procurement (SPP) and the UNEP project on Capacity building for Sustainable Public Procurement in Developing Countries. These trainings were held with the aim to raise awareness and build capacity on SPP, and discuss the modalities of implementation. The target groups are policy-makers and experts in charge of providing assistance to governments to develop and implement SPP policies and procurement specialists. The participants were trained to become “ambassadors” of SPP in each of their respective countries with the ambition to increase the level of interest and implementation of the SPP approach at the national level.

Key elements of the training sessions include: showing how to incorporate sustainable development criteria in the different steps of procurement process; sharing good practices of successful SPP implementation; clarifying the scope and coverage of SPP including the process of moving from existing good procurement practice into SPP, and that of moving from policy into practice; the importance of early market engagement, innovation, networking.

The workshops illustrate the importance of capacity building as a key component of the project. The participating countries are still going through the process of implementing SPP. The trainings have served to raise awareness in the regions, and have raised interest in other countries beyond the current eleven pilots.

**“SPP training and case studies create the necessary awareness for the public sector officials that the government is the largest procurer and by enacting SPP law and buying sustainable, the market demand for goods and services will increase, thus driving industries to begin the process of sustainable production”**

Mr. Augustine Koh, Secretary General, Green Purchasing Network Malaysia



Examining the life cycle impacts of products, regional training on SPP, Malaysia, 2009

For more information

Website: [www.unep.fr/procurement/](http://www.unep.fr/procurement/)

## 2.8 Sustainable Tourism Development



France co-ordinated the International Task Force on Sustainable Tourism Development (initiated 2006) with participation from 18 governments. Member countries included the Bahamas,

Brazil, Cambodia, Cape Verde, China, Costa Rica, Croatia, France, Germany, India, Madagascar, Mali, Morocco, the United Kingdom, New Zealand and Norway. Partners included Australia, and the US, eight international organizations, six NGOs, seven international business associations and companies from around the world. Partners have implemented particular projects, and leveraged the work of the Task Force by disseminating information, and supporting actions at national and regional level.

The tourism industry is recognized as a key engine for economic growth. It is responsible for a significant proportion of world GDP (5%), employment (6.1%), and investment (9.4%), and is an important source of foreign exchange and foreign direct investment. Tourism can contribute to its own resilience and to the global economic recovery pursuing a climate neutral strategy, including innovation in the use of cleaner energy and more efficient resource use generally. Combining these strategies and approaches contributes to the reduction of poverty, and to social and economic development within the carrying capacities of ecosystems.

Building on the success of the International Taskforce on Sustainable Tourism Development, which developed around 40 projects, policy tools, methodologies and publications to promote sustainable tourism between 2006 and 2009, a Global Partnership for Sustainable Tourism was launched in January 2011. Its mission is to unite all stakeholders to transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience.

At present, the Global Partnership is made up of 19 national governments, five UN organizations (UNEP, UNWTO, UNIDO, UNCTAD, and UNESCO), the Organisation for Economic Co-operation and Development (OECD), 17 international and business organisations as well as 16 non-governmental organisations. Many of these organizations participated in the Marrakech Task Force and worked successfully together on sustainable tourism projects.



### Objectives of the Global Partnership for Sustainable Tourism

- **To build membership of the Partnership among tourism stakeholders**
- **To stimulate and facilitate networking between members and provide access to information about sustainable tourism**
- **To strengthen, coordinate and encourage the take up and implementation of sustainable tourism policies**
- **To establish, implement and support projects that make tourism more sustainable, independently, jointly with members, or in alliance with other international agencies.**
- **To disseminate the results of successful sustainable tourism projects and apply them elsewhere through adaptation, scaling up and replication.**

The Partnership will seek solutions to the problems that are common to the tourism sector through a focus on seven thematic actions:

- Promotion of effective policy frameworks
- Climate change adaptation and mitigation actions
- Protection of the environment and biodiversity
- Promotion of sustainable tourism as means for poverty alleviation
- Preservation of cultural and natural heritage
- Assist the private sector to adopt sustainable management practices
- Integration of sustainability into finance and investment



1<sup>st</sup> AGM of the Global Partnership on Sustainable Tourism, Costa Rica, 2011

### Activities

The Task Force has contributed to the long-term viability of the sector by supporting its members in protecting and maintaining the environmental and socio-cultural assets of destinations while ensuring that tourism meets its potential as a tool for poverty eradication. The Task Force has built synergies and facilitated networking among members and partners, developing policy tools, methodologies, and publications. The Task Force has now transformed into a United Nations Partnership for Sustainable Development which has greater reach and capacity for a continued and extended sharing of experiences and an increased uptake of sustainable tourism practices.

### Accomplishments

The Task Force has completed around 40 projects initiated by the Task Force itself or implemented under its auspices. The projects developed by the Task Force members and partners address all parts of the life cycle of the tourism chain: planning, operations and management, investment, promotion and marketing, capacity building, consumption of tourism products and services, and monitoring and evaluation of tourism development. Together, the projects assemble a global network of tourism stakeholders working independently towards a common overall objective: the promotion and development of sustainable tourism.

Other projects initiated or implemented independently of the Task Force have benefited from increased synergies and networking that the Task Force has provided. The projects involve collaboration with several key stakeholders (NGOs, industry, governments, academia, international

organizations etc) and include activities in developing and developed countries from around the world.

One of the aims of the Global Partnership for Sustainable Tourism is to sustain and replicate these methodologies and tools. Based on these experiences, the Task Force has developed a set of policy recommendations to reinforce sustainability parameters in tourism planning and management. These were presented at CSD 18 in May 2010 following their launch at the United Nations World Tourism Organization (UNWTO) General Assembly in 2009.

The Task Force has generated the following impacts:

- Greater recognition and understanding of sustainability in tourism among a wide range of stakeholders;
- Improved synergies amongst different networks focused on sustainable tourism.

### Outcomes

The Task Force has contributed to policy recommendations, tools and methodologies for capacity building and demonstration projects/good practices for sustainable tourism development. The following presents a sample of those outcomes<sup>39</sup>.

#### A. Policy recommendations

**1. Policy Recommendations on Sustainable Tourism Development:** A set of policy recommendations building on the projects of the Task Force and on key lessons learned, using the life cycle approach aims to reinforce sustainability objectives in tourism planning and management.

#### B. Tools and methodologies for capacity building

**1.The Sustainable Investment and Finance in Tourism Network:** Establishment of a network comprised of international agencies, NGOs working on sustainable tourism and international financial institutions (e.g. the World Bank, Global Environment Facility, Inter-American Development Bank), that aims to mainstream sustainability into tourism development investments and financing.

<sup>39</sup>) A Three-year journey for Sustainable Tourism, summary report from the Task Force on Sustainable Tourism Development, 2009.

## 2. Global Sustainable Tourism Council (GSTC):

A tourism coalition aiming to certify operations that meet a set of global sustainable tourism criteria developed by tourism stakeholders including members of the Task Force.

**3. Sowing the Seeds of Change:** A CD-ROM teaching pack (capacity building tool) for the integration of sustainable tourism and environmental principles in the hospitality schools educational curricula.

### Results:

Workshops and distribution undertaken in Morocco, Algeria, and Tunisia.

The teaching pack is disseminated worldwide through partnering associations, Task Force members.

**4. Building capacity on climate change and tourism:** Work programme to assist developing countries and countries with economies in transition to adapt planning and management practices to the impacts of climate change in the tourism sector.

### Results:

Several capacity building seminars held to increase knowledge of tourism decision-makers (public and private sectors) on impacts of climate change in the tourism sector.

**5. DestiNet:** A knowledge networking portal/tool designed as a common space for sustainable tourism stakeholders to map and develop more sustainable destinations and tourism supply chain products/services.

### Results:

The Portal is currently being applied to over 18 different knowledge-networking initiatives from global to local level

**6. Train For Trade Programme:** A process that aims to strengthen capacities in the field of sustainable tourism for development through technical cooperation projects on capacity-development at the national and sub-regional levels.

### Results:

Capacity building seminars and distance learning programmes.

Strengthened institutional, technical and training capacities

Exchange of best practices

Increasing sub-regional integration

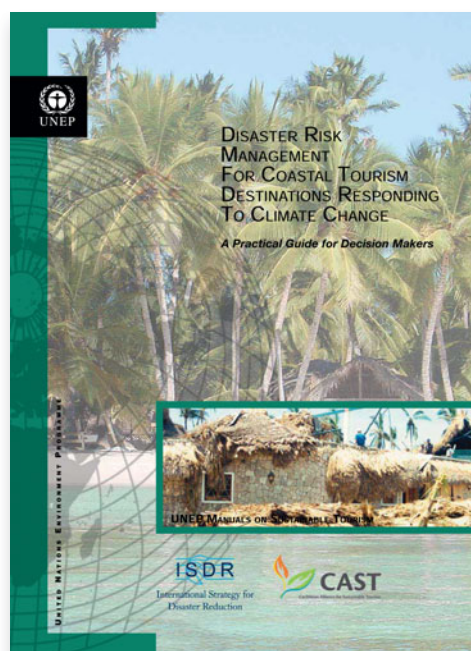
## C. Demonstration projects and good practices

### 1. Disaster risk management for coastal tourism destinations responding to climate change:

A practical guide for decision makers and local communities to support coastal tourism destinations to prepare and respond to natural disasters and the impacts of climate change.

### Results:

The Caribbean Association for Sustainable Tourism is using the guide to improve the preparedness of local communities for disasters and impacts of climate change in Caribbean Destinations.



**2. Sustainable coastal tourism: The Integrated Coastal Zone Management (ICZM) approach:**

An operational manual for integrating sustainability in tourism planning and management in coastal zone development.

**Results:**

- Pilot project implemented in Split, Croatia.
- Dissemination/ capacity building seminars in the Mediterranean region. Project workshops in Morocco, Algeria and Tunisia.

**3. World heritage sustainable tourism community of best practice:**

Development of a web-based platform for the sharing of information, communication and networking to promote sustainable tourism best practices at and around World Heritage Sites.

**4. Costa Rica tourism and climate change strategy:**

A government / private sector project that aims for Costa Rica to become a climate neutral destination by the year 2021.

**Results:**

- Gradual incorporation of vulnerability analysis, establishment of metrics, education and awareness campaigns, compensation and mitigation practices in the tourism sector in Costa Rica.

**5. Hotel Energy Solutions Project** part of the Intelligent Energy - Europe Programme: A project with the aim to reduce greenhouse gas emissions and costs in the hotel sector in Europe, addressing small and medium sized hotels.

**Results:**

- Pilot tests in four destinations (Palma de Mallorca, Boon, Strandja region, and Haute Savoie).
- Development of a e-toolkit for energy efficiency and carbon calculator, training workshops, video material, brochure and conferences.

**6. Conserving biodiversity through good practices in the hotel industry (Brazil):**

To improve the environmental performance of the accommodation sector.

**Results:**

- Substantially improved sustainability performance by the participating hotels (approximately 50).
- 100 local companies of service providers and suppliers are involved in the environmental programme.

**7. Green Travel Bridge:** A public private partnership with the aim to improve the access to the German travel market of small and medium-sized providers of sustainable tourism products and services in selected Latin American countries that complies with a transparent and reliable sustainability standard.

**Results:**

- The Green Travel Bridge initiative has promoted 300 certified hotels, attractions and incoming agencies from Latin America. The selection of the offerings is based on the principles of the GSTC Criteria and was established in cooperation with the Rainforest Alliance, Ecotrans, and UNEP. In 2011, Green Travel Bridge will continue its work with a goal of training an additional 1000 travel agents.

**Building cooperation with other initiatives**

The Task Force has collaborated with eight international organizations, six NGOs, seven international business associations, and companies from around the world, including the Tour Operators Initiative (TOI), Bureau International du Tourisme Social (BITS), Roteiros de Charme Hotel Association (Brazil), International Organisation for Standardisation (ISO), International Hotels and Restaurants Association, Federation Universelle des Agences de Voyage (FUAV), Association of Corporate Travel Executives (ACTE) and International Institute for Peace through Tourism (IIPT). These partnerships have been an essential component of the work of the Task Force to foster the integration of sustainability in tourism development projects.

## Green Passport - South Africa

### Project partners:

- United Nations Environmental Programme (UNEP)
- South African Department of Environmental Affairs (DEA)
- Global Environment Facility (GEF)



### *In one sentence*

Green Passport is a web-based campaign providing travellers with information on how to make responsible tourism choices before, during and after the trip to the host destination, with regard to accommodation, dining and other activities, while at the same time triggering economic and social benefits for the host communities.

### Aims at

Raising awareness and encouraging visitors to make responsible travel choices that contribute to sustainable development. National campaigns have been launched in several countries, with the most recent in South Africa, focusing on the promotion of environmentally responsible behaviour among those who participated in the 2010 FIFA World Cup™.

### Where & for whom

The project is a global initiative that can be adapted to the local context for each of the countries it is implemented in; Green Passport South Africa targeted the nine host cities of the 2010 FIFA World Cup™. It focused on tourists, but addresses all actors in the tourism industry chain, notably tour operators, in order to better reach its main target group.

### The story

The Green Passport project was developed in order to assist the tourism industry in communicating with tourists on issues regarding sustainable holiday choices. The approach was designed to encompass two main sets of actions: the development of communication materials for tourists and field testing of the materials in a key tourism destination, and the development of a local strategy to raise consumer awareness. The campaign built on the knowledge shared by the members of the Marrakech Task Force on Sustainable Tourism to introduce to tourists simple steps in order to make their holiday a more sustainable activity. It provides ideas about smart choices that offer fulfilling holidays for the tourists without causing negative impacts on local communities or the environment. The project focuses on five key aspects of travelling: “Planning the trip”; “Getting there”; “Getting around”; “Before going back”; and “After the trip”. The Green Passport promotes a tourism model that respects the environment and culture and supports the economic and social development of local communities.

The Green Passport employs accessible language, paying particular attention to local adaptation, passing on a positive message that promotes and at the same time protects the destination. It aims to inspire people as opposed to telling them what not to do, e.g. “travel differently” instead of “stop travelling”. The Internet based campaign ‘Green Passport’ was very soon established as a reference point for responsible travellers, and acquired a widely recognised communication value, with its message being spread and multiplied by the mass media in all countries where the campaign has been launched. Different communication channels, such as TV and radio interviews, more than a hundred news articles, social networking pages, travel blogs and podcasts have been used for dissemination. The European Commission decided to promote Green Passport to European stakeholders and to consider within the EC’s Tourism Advisory Committee the possibility of translating the Green Passport into other European languages. The South Africa project, in addition to educating World Cup visitors, introduced a greening initiative in each of the nine World Cup host cities. These included the planting of trees in Bloemfontein, Durban and Pretoria, the construction of recycling “drop-off” facilities in Cape Town, and the creation of a pedestrian area in the business district of Bloemfontein.



## Outcomes & Lessons learned

The project has developed a campaign that has changed the way target destinations look at their tourism development and tourism products. The Green Passport web site has been developed in English, Portuguese, French, Chinese, Greek and German; together with additional communication tools, i.e. postcards, leaflets and brochures, radio and TV spots, that make sustainable tourism choices both available and attractive to tourists. National Campaigns have been launched in several countries including Mexico, Brazil, Costa Rica, Ecuador and South Africa.

### Key findings relevant to policy makers:

- Building the capacities of the local partners is key to success, considering that the campaign runs locally and addresses both tourists and the destinations themselves.
- Implementation of the campaign requires an integrated, multi-stakeholder approach: better participation of local stakeholders means better adaptation to local context, as well as more local commitment, hence better results.

## Looking forward

The project is gradually expanding to other countries and destinations. Assisted by the networks created by the Marrakech Task Force on Sustainable Tourism, the project seeks collaboration with the Ministries of Tourism and/or Environment, national tourism boards, destination management organisations, NGOs, and tourism business associations in the target countries. Scaling up and replication will be further facilitated by the upcoming Green Passport website in Chinese.

For more information

Website: [www.greenpassport.co.za/](http://www.greenpassport.co.za/)

# Promoting Heritage-Based Tourism: Preserving Today's Treasures for Tomorrow's Generations - Central America

## Project partners:

- Rainforest Alliance
- United Nations Environment Programme
- UN Foundation
- General Secretary of the Central American Tourism Integration (SG-SITCA)

The project promoted natural and cultural heritage in Central America as assets for sustainable tourism development. It raised public attention on the issue, facilitated the collaboration of heritage sites and related public institutions with the private sector, while educating and building the capacities of both public and private actors in the tourism industry. These included national park managers, ministries of culture, environment and tourism, as well as ecotourism and culture-based tourism businesses.

Activities helped to identify capacity needs as well as innovative approaches in tourism management in Central American heritage sites and beyond. Moreover, the project developed training materials (a training toolkit including an Interactive CD ROM in English, Spanish and French) to educate trainers at a regional level and run capacity building seminars. These seminars developed skills and shared innovative experiences in heritage based tourism at local, national and regional levels.

An initial regional workshop in Costa Rica (held in 2009) with 29 participants from tourism related organisations in all seven Central American countries was followed by seven national workshops. These were carried out in most of the region's countries, with the participation of 203 people, belonging to 131 organizations, companies and institutions. The training tool had a strong impact on employees from local organisations, raised awareness on sustainable heritage-based tourism and attracted the interest of formal education for the adaptation and institutionalisation of the tool in schools and Universities.

Follow up initiatives include the regional work of Rainforest Alliance to mainstream the use of the training material in the private sector, as well as national efforts, notably in Guatemala, where efforts are made by the Ministry of Tourism to incorporate the workshop in its annual agenda on cultural tourism and in Belize, with the establishment of a network fostering cooperation in promoting and conserving heritage.



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***“Certainly the project offered the three agencies Belize Tourism Board, Belize Tourism Industry Association and the International Centre for Responsible Tourism, the opportunity to focus priority on this subject and to engage stakeholders in meaningful dialogue”.***

Maria Vega Belize, Tourism Industry Association and Abil Castaneda, International Centre for Responsible Tourism

For more information

Website: [www.rainforest-alliance.org](http://www.rainforest-alliance.org)



### 3. SCP at the regional level

The Marrakech Process has carried out regional consultations to raise awareness and build cooperation on SCP. As a concrete outcome, regional SCP programmes or strategies have been developed in most regions of the world, reflecting a high level of interest in and commitment to SCP in both developed and developing countries. The Process has also supported the development of regional coordination mechanisms such as SCP roundtables, forums and information networks. Action in the regions has focused on the following four levels, generating important and positive impacts.

**Level 1: SCP awareness raising and capacity building:**

One of the first phases of the Marrakech Process was to raise awareness on the need to re-orient consumption and production patterns towards greater resource efficiency and more sustainable consumption patterns. This was undertaken through multi-stakeholder dialogues and forums. From 2003 to 2009, three international meetings and twenty-two regional consultations/roundtables were organized around the world, hosted by national governments in cooperation with UNEP, UNDESA, and other key partners and donors.

**The regions in the Marrakech Process:**

1. Africa
2. Arab Region
3. Asia and the Pacific
4. Europe
5. Latin America and the Caribbean
6. North America

The Process has also built capacity through regional workshops and trainings, and the implementation of demonstration projects at regional, national and local levels. These have focused on key areas such as sustainable public procurement, the development of national SCP strategies, SCP and poverty alleviation, education and sustainable lifestyles, eco-labelling, and sustainable tourism.

**Level 2: Setting up of regional SCP strategies:**

Regional SCP programmes or strategies have been elaborated in most regions with the participation of governments and experts, based on the SCP needs and priorities identified during regional consultations. These regional SCP strategies/programmes have been endorsed by regional intergovernmental organisations, national governments and international organisations. The first strategies were developed in Africa and Latin America, followed by West Asia. This highlights the growing recognition that SCP contributes to poverty eradication, and can create new markets and green jobs based on more resource-efficient, cleaner and competitive production practices. In parallel to the Marrakech Process, the European Union launched its SCP and Industrial Policy Action Plan, while the Asia and the Pacific region launched its Green Growth Strategy.

**Level 3: Implementation of concrete projects and programmes at all levels:**

The Marrakech Process has supported the implementation of 33 demonstration projects through the work of the Marrakech Task Forces and the more than 30 SCP tools and methodologies they have developed, facilitating access to networks and funding, as well as strengthening cooperation between regional and/or national implementation mechanisms.

**Level 4: International cooperation and coordination:**

This has been encouraged through the international review meetings (to exchange experiences and evaluate progress), as well as through the Marrakech Process Secretariat and Advisory Committee, which facilitate the exchange of information, build synergies and partnerships and mobilise technical and financial resources.

### Identifying regional priorities for SCP:

The Marrakech Process has used a bottom-up, multistakeholder approach, organising regional consultations to identify SCP priorities and needs in each region. In 2009, regional consultations were held back to back with and provided inputs to the Regional Implementation Meetings (RIMs) of the fourth implementation cycle of the Commission on Sustainable Development. The RIMs also identified specific regional priorities that complement and in many cases match those of the Marrakech Process. For instance, most

regions have identified key thematic priorities such as energy, waste management, water, mobility, housing, agriculture and tourism. They have also identified key policy instruments to promote SCP, such as the development of national SCP programmes/action plans, the use of economic instruments, the promotion of sustainable procurement and the integration of SCP into formal and informal education and lifestyles. Poverty eradication has been stressed as an important cross-cutting issue. An overview of regional SCP priorities is presented in **table 2** below<sup>40</sup>.

**Table 2: Regional SCP priorities identified under the Marrakech Process and during the RIMS**

REGION PRIORITIES	AFRICA	ASIA & THE PACIFIC	EUROPE	LATIN AMERICA & THE CARIBBEAN	ARAB REGION (WEST ASIA)
<b>PRIORITY SECTORS</b>					
ENERGY	■	■	●	●	■
AGRICULTURE – FOOD	■	■	●	●	■
HOUSING (BUILDING & CONSTRUCTION)	■		●		
TRANSPORT / MOBILITY	■	■	●		
TOURISM	●	●		●	■
WASTE	■	■		●	■
WATER	■	●		●	■
<b>PRIORITY SCP PROGRAMMES/TOOLS</b>					
NATIONAL SCP ACTION PLANS/PROGRAMMES	■	●	●	■	■
FINANCE AND ECONOMIC FRAMEWORK FOR SCP	●	■	●	●	
SUSTAINABLE PROCUREMENT	■	■		■	■
SUSTAINABLE PRODUCTS & SERVICES (labelling & standards)	■	●	●	●	
EDUCATION, INFORMATION ON SCP & SUSTAINABLE LIFESTYL	■	●	●	■	■
ENHANCING BUSINESS COMPETITIVENESS THROUGH SCP (SMEs and value chains)	■	●	●	■	●
URBAN & RURAL DEVELOPMENT (SUSTAINABLE CITIES)	■	●	●	●	■
CLEANER PRODUCTION	■	●			●
REGIONAL SCP INFORMATION NETWORK	■	●		■	■
<b>CROSS-CUTTING ISSUES</b>					
POVERTY ERADICATION	■	●		●	●

● Priority identified at SCP Expert Meetings ■ Priority from Regional meetings and the RIMs

40) With regard to North America no official priorities have been identified yet.



### 3.1 SCP in Africa

High-level commitment towards SCP has been demonstrated in Africa, as reflected by the establishment and endorsement of an African 10 Year Framework of Programmes (10YFP), which was developed in 2005 by the African Experts Meeting on the Marrakech Process, co-facilitated by UNEP and UNDESA with the support of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. This regional framework was launched officially in May 2006 at the third African Roundtable on Sustainable Consumption and Production (ARSCP) in Addis Ababa. The African 10YFP has been approved by the African Ministerial Conference on Environment (AMCEN), the New Partnership for Africa's Development (NEPAD) in Dakar, Senegal, in March, 2005. It was also endorsed by the United Nations Economic and Social Commission for Africa Regional Implementation Meeting for the Commission on Sustainable Development (RIM) in October 2009.

Through the Task Force on Cooperation with Africa, the Marrakech Process facilitated the development of the 10YFP following two African expert meetings. The Task Force also provided a platform for substantive dialogue and a forum for cooperation on SCP issues for governments and other stakeholders in Africa. Moreover, the ARSCP, which has been institutionalised as a regional networking organization, serves as Secretariat of the African 10YFP and has facilitated and strengthened the activities of the Marrakech Process in the region.

The endorsements by regional organisations, along with the work of the Marrakech Task Force on Cooperation with Africa, have confirmed regional ownership, adding to the prospects for long-term success. In its Dakar Declaration AMCEN calls upon Africa's development partners to support the activities and programmes developed by the ARSCP. Furthermore, this regional action has been translated at the national level too, where various countries have developed national SCP programmes or action plans (e.g. Burkina Faso, Egypt, Mauritius, Mozambique and Senegal).

The links between SCP and poverty eradication and sustainable livelihoods have been emphasized as these are a priority for the region. Since its launch, activities to mainstream SCP in development plans, and various demonstration projects, training and awareness-raising campaigns have been carried out at the country and sub-regional levels. These took place in cooperation with the Marrakech Process Task Force on Cooperation with Africa and other Task Forces, ARSCP, UNEP among others<sup>41</sup>.

#### SCP priorities for Africa

**The following four priorities are the core of the African 10-YFP:**

1. Energy
2. Water and sanitation
3. Habitat and urban development
4. Renewable resource based industries

41) For more information see: [www.unep.org/roa](http://www.unep.org/roa) and [www.unep.fr/scp/marrakech/consultations/regional/africa.htm](http://www.unep.fr/scp/marrakech/consultations/regional/africa.htm)

## The Marrakech Process in Africa

### Good practices

- In 2009 a regional training workshop on sustainable tourism was conducted. It led to a UNIDO-UNEP follow-up project and the decision of **Mozambique** to join the Global Partnership for Sustainable Tourism.
- Creative Communities for Sustainable Lifestyles identified good practices for grassroots social innovations for sustainability: workshops and network discussions were organized in **South Africa, Kenya, Botswana and Ghana**.
- Smart Start Up: this introduced sustainable lifestyles and sustainable entrepreneurship into universities and colleges in **Egypt, Kenya, Tanzania, Mozambique and Mauritius** to promote sustainable entrepreneurship.
- Development of two national SCP action plans in **Mauritius** and **Tanzania**, and two city-wide plans in **Cairo, Egypt and Maputo, Mozambique**, with the support of the Marrakech Task Force on Cooperation for Africa. Four countries, **Burkina Faso, Ghana, Uganda and Zambia**, have started to develop national SCP programmes.
- Promotion of SCP in primary schools and media groups through the establishment of SCP clubs in **Tanzania** in collaboration with the Vice President's Office, the Ministry of Education and Vocational Training, and the NGO "Nature for Kid".
- Sustainable Public Procurement Demonstration Project in **Mauritius**, with the application of the approach of the Marrakech Task Force on sustainable public procurement.
- **South Africa** developed a Green Passport campaign to promote environmentally responsible behaviour among those who participated in the 2010 FIFA World Cup. The Marrakech Process facilitated the sharing of knowledge and experience while provided the basic tools (web site and additional communication tools) which were locally adapted and used in the campaign.

### Linkages of the Marrakech Process with other SCP activities / initiatives

The Marrakech Process collaborates closely with the New Partnership for Africa's Development (NEPAD) which has supported the elaboration and endorsement of the African 10YFP. It also has enabled closer collaboration

between the United Nations Industrial Development Organisation (UNIDO) and UNEP in coordinating the work of the National Cleaner Production Centres and UNIDO-UNEP Programme on Resource Efficient and Cleaner Production (RECP).

## Mauritius National SCP Programme

### Project partners:

- Mauritius Ministry of Environment and Land Use
- United Nations Environmental Programme

### *In one sentence*

A National Programme on SCP comprising 44 projects to be implemented within the period 2008-2013, addressing the use of resources, waste management, products, public services and lifestyles, towards achieving Mauritius' vision to become a model of sustainability – Maurice Ile Durable.

### Aims at

Encouraging sustainable production and consumption practices and achieving progress towards sustainable development in selected priority areas, namely: resource use efficiency with a focus on energy, water and sustainable buildings; education and communication for sustainable lifestyles; integrated solid waste management and recycling; sustainable public services; and sustainable products.

### Where & for whom

44 projects in 7 priority areas are being progressively implemented in Mauritius, targeting ministries, public agencies and organisations, universities (including both educators and students), NGOs, private companies and particularly SMEs, farmers, as well as the public at large (notably consumers and home owners).

### The story

The Mauritius National Programme on SCP was one of the first country level pilots supported by the Marrakech Taskforce on Cooperation with Africa. Developed through a multi-stakeholder process that was initiated and promoted by the Ministry of Environment and Sustainable Development, the SCP Action Plan benefited from high level political commitment. A bottom up approach was used to reach agreement on the projects to be included in the action plans, while support from experts was sought for their full elaboration. The Marrakech Process assisted in all stages, providing innovative ideas, funds, access to know-how and technical assistance, as well as bringing in international partners. A clear allocation of responsibilities within the Ministry and a strong sense of national ownership have promoted implementation. Twenty two high priority projects are currently under implementation, addressing issues such as rainwater harvesting and water awareness, environmental reporting and public procurement in the public sector, energy use and performance, and education on SCP and sustainable lifestyles. Active communication has been carried out and SCP issues have been widely covered in the media.

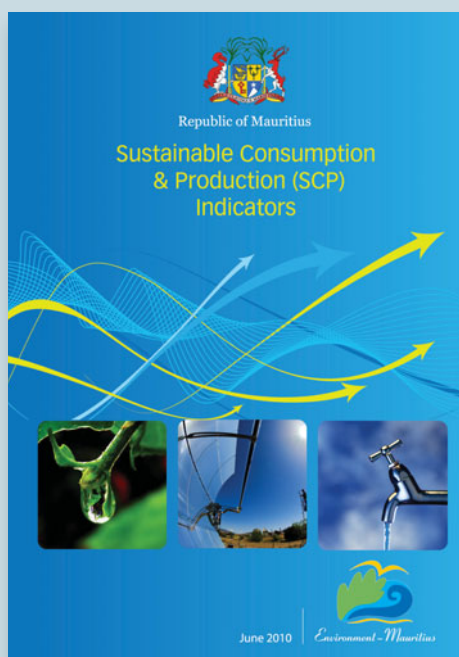
### The project has so far focused on four aspects:

1. Public procurement policy
2. Energy conservation
3. Awareness raising on SCP
4. Education on SCP

## Outcomes & Lessons learned

Implemented activities under the SCP programme have increased the capacity of government departments, facilitating a shift to sustainable practices, notably the use of environmental reporting, sustainable procurement and energy efficiency. In addition, public awareness on SCP and on water saving has been raised, often with the involvement of NGOs, or in combination with demonstration projects, such as the construction of three pilot rainwater harvesting systems. An annual newsletter issued by the Ministry publishes information about the implementation progress of the SCP action plans.

The development and application of SCP indicators by Mauritius as a complementary activity supported by UNEP, could provide some indication of the impact of the national SCP programme on the consumption of resources such as energy and water, which are key issues covered by the programme's projects.



***“As a Small Island Developing State, we have no choice but to embark on the pathway of sustainable development”.***

Hon. Devanand Virahsawmy, Minister of Environment and Sustainable Development, Mauritius

### Key findings relevant to policy makers:

1. High level political commitment is important for effective implementation
2. Disseminating information through communication platforms and the media helped to bring the ideas to a high political level; and media was attracted by SCP related initiatives.
3. A multi-stakeholder approach is a prerequisite to success in all stages of an SCP Programme.
4. Promotion of SCP is a national effort requiring integrated action in all sectors, rather than individual initiatives.

## Looking forward

The Ministry of Environment is expected to launch three new projects in 2011, one focusing on Sustainable Buildings, aiming at the development of policies and guidelines, including a Building Rating System, the other on Sustainable Industry, aiming at the promotion of SCP in small and medium sized enterprises (SMEs). A third project will support the implementation of Mauritius “Action Plan on Education and Communication on Sustainable Lifestyles”. UNEP is supporting capacity building activities using various tools such as YouthXChange. Further dissemination of successful projects is envisaged, mainly through the website and newsletters.

For more information

Website: <http://environment.gov.mu>

## SCP clubs Tanzania

### Project partners:

- Cleaner Production Centre of Tanzania
- Nature for Kids
- Tanzania Vice President's Office
- Tanzania Ministry of Education and Vocational Training
- United Nations Environment Programme

Sustainable Consumption and Production (SCP) clubs in primary schools are part of an educational outreach project, designed and implemented with UNEP funds. The project is part of the crosscutting issue of "Education for SCP" included in Tanzania's SCP Programme. Building on the four year work of the NGO "Nature for Kids" (NfK) on children's environmental awareness & education programmes in northern Tanzania, the project ran as a pilot in the Dar es Salaam region from July to October 2009 under the high level coordination of the Tanzania Vice President's Office and the Ministry of Education and Vocational Training. The activity, specifically aiming at promoting sustainable waste management principles, notably the 3Rs: "Reduce, Reuse, Recycle", was implemented by the Cleaner Production Centre of Tanzania in collaboration with NfK. Forty one schools were involved, reaching out to more than 2,000 pupils in rural and urban locations of Dar es Salaam. Both school staff and pupils were involved in establishing the SCP clubs.



Mwananyamala SCP club members on market place clean up campaign

Club members carried out common activities towards furthering awareness on SCP and advancing their waste management performance. Activities included the screening of a short film followed by discussion, presentations with real life examples, the distribution of educational booklets and other materials. The pupils put a considerable effort into their club activities and came up with innovative ideas, especially in the composition of play stories on waste management, and recycling material into household objects and artwork. They also established initiatives such as cleaning up the nearby market place, setting up of waste collection and sorting facilities in schools, as well as raising community members' awareness on the benefits of the 3R principles.

The strong momentum created by the pilot project forms an excellent opportunity for reaching out to more schools as well as addressing a wider range of SCP priorities.

***"Therefore I call upon you to educate the community in your jurisdiction to emulate what the pupils are doing in their respective schools under this project and actually support them in every sense".***

Dar es Salaam Regional Commissioner, Hon. William Lukuvi (MP)



Waste bin created from used bottle caps



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### 3.2 SCP in the Arab region

Following two regional roundtable discussions on SCP in West Asia (in Al Ain, United Arab Emirates, in March 2008, and Cairo in September 2009), an Arab regional strategy on sustainable consumption and production was launched in September 2009 with the support of the League of Arab States (LAS), the United Nations Economic and Social Commission for Western Asia (UN ESCWA) and UNEP.

At its twentieth session, in November 2009, the Council of Arab Ministers Responsible for the Environment (CAMRE) approved the regional strategy and agreed to hold regional roundtables on sustainable consumption and production at regular intervals, in order to follow up on the implementation of the strategy. The secretariat for the roundtable was established, comprising the LAS, ESCWA, UNEP’s Regional Office for West Asia, the Centre for Environment and Development for the Arab Region and Europe, a representative of the national cleaner production centres, a regional nongovernmental organization and, on a rotating basis, an investment fund. The secretariat has also been tasked with developing an implementation plan for the green economy in the region<sup>42</sup>.

**SCP priorities for the Arab Region**  
**The following six priorities constitute the regional strategy on SCP:**

1. Energy for sustainable development
2. Water resources management
3. Waste management
4. Rural development and eradication of poverty
5. Education and sustainable lifestyles
6. Sustainable tourism

### The Marrakech Process in the Arab region

**Good practices**

- In response to expressed interest in sustainable public procurement by several countries, two regional workshops were organized in Cairo (May 2009) and Tunis (December 2009), involving 14 countries.
- Tunisia and Lebanon are implementing pilot capacity building projects using the Marrakech Task Force on Sustainable Public Procurement Approach under UNEP’s Capacity Building for Sustainable Public Procurement in Developing Countries project.
- Various capacity building workshops on sustainable lifestyles have been held, including with the Dubai Education Council and Schools of Governments, public school teachers and educators, youth leaders and NGOs from the United Arab Emirates, Syria, Iraq, Jordan, Lebanon, Yemen, Saudi Arabia, Oman, Qatar, Kuwait and Bahrain.
- The UNEP-UNESCO YouthXchange initiative and capacity-building on sustainable lifestyles have been adapted and implemented respectively in several Arabic-speaking Mediterranean countries, including **Jordan, Lebanon, Tunisia, Syria, Egypt** and **Morocco**. The Marrakech Process provided the project concept, as well as funding and liaisons with Government officials.

**Linkages of the Marrakech Process with other SCP activities / initiatives**

The Marrakech Process has played an important role in bringing together the work of the League of Arab States, ESCWA, UNIDO and the National Cleaner Production Centres (NCPCs), creating opportunities for

synergies. Cooperation with the Mediterranean region on SCP has taken place through Cleaner Production Regional Activity Centre in Spain (CP/RAC) Annual Technical Publication – Sustainable Consumption and Production in the Mediterranean (October 2009).

42) For more information see: [www.unep.fr/scp/marrakech/consultations/regional/arabregion.htm](http://www.unep.fr/scp/marrakech/consultations/regional/arabregion.htm)



## YouthXchange (YXC)

### Project partners:

- Knowledge & Human Development Authority
- Emirates Diving Association

### In one sentence

The YXC in West Asia initiative has reached out to young people empowering them to live a better, more fulfilling and healthier life and at the same time protect the environment.

### Aims at

Engaging young people on sustainable lifestyles through assisting trainers and individuals to understand and communicate how to introduce changes to their day-to-day lives in order to achieve more sustainable lifestyles.

### Where & for who

YXC West Asia is implemented in all twelve West Asian countries, addressing the different needs of the two sub-regions, namely the Gulf Cooperating Countries and Mashreq and Yemen. YouthXchange also provides support to other Arab countries, notably Morocco and

Tunisia. It targets youth and consumers in both urban and rural communities and involves NGOs, Ministries of Environment and Education, school teachers and university professors, as well as students and young environmental leaders.

### The story

The YouthXchange project was the first large scale sustainable consumption initiative to be implemented in West Asia. Inspired and facilitated by the Marrakech Process (Task Force on Sustainable Lifestyles). It started off with the creation of a platform providing training and tools on sustainable consumption in Arabic. The YXC West Asia guidebook for sustainable lifestyles was initially prepared in 2004, involving teachers, NGO trainers and young adults, training them to communicate ways to live sustainably, in their day-to-day language. YouthXchange initiatives in West Asia, composed of workshops, trainings and communication campaigns, have engaged people in discussions and actions around sustainability. By involving many stakeholders and adapting its tools YXC soon expanded triggering more initiatives in West Asia. More than 25 trainings and workshops have been organized, each attended by on average 50 teachers and youths. They, in turn, used the YXC guidebook to directly reach out to thousands of young people, attracting media coverage, hence communicating sustainable lifestyles to a broad public.



## Outcomes & Lessons learned

Within a relatively short period of implementation, the project has approached more than 1,000 teachers and young leaders, who made use of the Sustainable Lifestyles set of tools to reach out to and empower students and youth. About 10,000 copies of the YXC guidebook in Arabic with local case studies were disseminated (first edition), mainly as a follow-up to the more than 25 trainings and workshops for teachers and youth that were organized. Updating and adaptation of the tools, notably of the guidebook, to the needs of the two sub-regions in focus, benefited from the Youth Survey “Is the future yours?” that was run by the YXC West Asia team in three Arab countries. The project also achieved a breakthrough in formal education, working closely with the knowledge and Human Development authority in Dubai, to endorse YXC as an extra curricular activity for schools. Hands-on activities were implemented, upon which youth could build and feel the ownership of the project. Tangible outcomes from school activities include the Environmental Film Festival (Dubai EcoFest), as well as several Environmental Clubs in Dubai and UAE schools. A communication campaign in partnership with local media, including regular columns and articles in daily newspapers along with radio shows, secured rapid outreach to the broad public.

### Key findings relevant to policy makers:

1. A long-term strategy for the implementation of the project, including regular follow-up activities, demonstrated commitment to potential sponsors as well as to the government agencies involved.
2. Engaging different stakeholders and sharing ownership of the activities with them facilitates wide outreach.
3. Local and culturally adapted tools and trainings should be combined with research on sustainable lifestyles at sub-regional and national levels.

## Looking forward

Having recently (early 2010) produced the second version of the YXC manual for sustainable lifestyles in West Asia, with local case studies from both sub-regions, the project anticipates further expansion and the involvement of national partners in training workshops for teachers and NGOs, addressing all countries in focus. Engaging more stakeholders and sponsors is an on-going process, subject to support from a long-term global strategy for the continuation of the YXC activities with a regional level perspective.

Another regional initiative on YXC is currently (2009-11) in place, involving the Arabic speaking Mediterranean countries, namely Egypt, Jordan, Lebanon, Morocco, Syria and Tunisia. The initiative is coordinated by the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSD) <sup>43</sup>. The project involves the adaptation of the content of the guidebook to the Mediterranean reality, its production in 8,000 copies and wide dissemination in the partner countries, as well as the organisation of a series of national launchings and train-the-trainer seminars.

For more information

Website: [www.youthxchange.net/main/dubai.asp](http://www.youthxchange.net/main/dubai.asp)  
[www.medies.net](http://www.medies.net)

.....  
43) A non-profit federation of Mediterranean Non-Governmental Organisations (NGOs) for Environment and Sustainable Development.



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### 3.3 SCP in Asia and the Pacific

The Marrakech Process has triggered some important initiatives and built cooperation with others, including the Green Growth initiative, the Asia Pacific Roundtable on SCP, and the European Commission funded SWITCH ASIA Programme. The Marrakech Process has also initiated initiatives at the country level, including the development of a National Action Plan on SCP in Vietnam and the Philippines (under development), national roundtables in China, India and Vietnam, and a number of capacity building events in many Asia countries. Four consultations were held in the region by the Marrakech Process (Yogyakarta, 2003; Seoul, 2003; Cebu, 2008; and Manila, 2009).

As a result of the first Marrakech Process regional consultation a regional “Help Desk for SCP” was jointly established in 2006 by UN-ESCAP and UNEP and hosted by the China Standard Certification Centre. The help desk has facilitated information sharing through expert networks and an internet platform, conducted studies to identify SCP tools and case studies, disseminated knowledge through training, policy dialogues and forums, and supported demonstration activities. Since June 2009, the help desk has hosted regional train-the-trainer sessions on Green Growth policy tools.

The five tracks of the Green Growth approach (green tax and budget reform, sustainable infrastructure, sustainable consumption, green business and ecological efficiency indicators) presents clear linkages with SCP. Consequently it has been proposed that partnerships be built in the region with businesses and with the Marrakech Process Task Forces. Green Growth efforts in the region have provided further impetus to UNEP and UNESCAP’s efforts to work with governments, business, financial institutions and related agencies on the strengthening of the institutional framework for SCP and the application of policies and investments for SCP and resource efficiency<sup>44</sup>.

The EU Programme “SWITCH ASIA” promotes the uptake of SCP by working simultaneously on the production and consumption sides, employing a multi-stakeholder approach with strong and intensive working relationships with SME. The programme builds upon existing structures and networks, scaling up results achieved in earlier projects. One of the SWITCH-Asia Programme components is the Policy support Component (PSC), on which UNEP works closely with the EU. It builds on the work of the Marrakech Process, with the main objective to support regional and sub-regional SCP strategies and initiatives. It will also use some of the tools, methodologies and networks that the Marrakech Process has developed, adapting and applying them as necessary.

#### SCP priorities for Asia and the Pacific

The following priorities were identified at the 2009 Marrakech Process regional workshop and the UNESCAP Regional Implementation Meeting:

#### Cross-cutting / non-sector specific

1. Green public procurement
2. Fiscal instruments
3. Resource efficient and cleaner production
4. Greening business and markets

#### Themes / sector specific

1. Waste management
2. Transport
3. Sustainable energy
4. Sustainable agriculture

.....  
44) For more information see: [www.unep.fr/scp/marrakech/consultations/regional/asiapacific](http://www.unep.fr/scp/marrakech/consultations/regional/asiapacific)

## The Marrakech Process in Asia and the Pacific

### Good practices

- Two capacity building seminars on The Environment and Resource Management of Hotels and Resorts, using material developed by the Marrakech Task force on Sustainable Tourism, trained 120 participants from **Vietnam** as well as several regional stakeholders from **Bhutan, Cambodia, Laos, Nepal,** and the **Philippines**. Two similar seminars trained 200 participants in **Thailand**.
- Six countries (**Australia, India, Japan, New Zealand, the Philippines and Vietnam**) participated in the Global Survey on Sustainable Lifestyles (GSSL).
- A regional network under the Partnership for Education and Research about Responsible Living is being developed with the Institute of Global Environmental Studies in **Japan**.
- A regional workshop on sustainable public procurement (SPP) was organized in **Kuala Lumpur** in December 2009, with the support of the Task Force on Sustainable Public Procurement and in partnership with the International Green Procurement Network. It was attended by 21 representatives from 13 Asian countries (**Kuwait, India, Indonesia, Cambodia, China, Korea, Mongolia, Malaysia, Philippines, Singapore, Sri Lanka, Thailand and Vietnam**).
- The Government of **Vietnam** has developed a national action plan on SCP with the support of UNEP. The official Plan is expected to be released in 2011, once approved by the Government.
- The Young Artists Fellowship for the Environment (YAFE) with the support of the Taskforce on Sustainable Lifestyles and USAID have adapted and implemented the UNEP-UNESCO YouthXchange initiative in the **Philippines** through bicycle tours, mass media campaigns with celebrities, outreach conferences, radio and television shows and capacity-building workshops with youth leaders, educators and teachers.

### Linkages of the Marrakech Process with other SCP activities / initiatives

The Green Growth approach was recognised during the 3<sup>rd</sup> Asia Pacific Roundtable on SCP, held in Manila, Philippines, 2001, under the theme “Consumption and Production for Sustainable Growth”, as “the regional strategy for achieving sustainable development and covering all the major issues in the Marrakech Process for the development of the 10 Year Framework of Programmes on SCP (10YFP)”.

An official linkage was created between the Green Growth Approach and the Marrakech Process, anticipating:

- the leading involvement of UNESCAP in the regional consultations and in reviews of national SCP policies (existing and in preparation) and gaps, as well as in the definition of the regional priorities;
- the function of the Regional Help Desk on Sustainable Consumption and Production, as the regional clearinghouse, where examples of good practices and innovations are registered, recorded and reported;
- the integration (by UNESCAP) of eco-efficiency indicators to monitor the implementation of the 10YFP;
- the provision of support to the Green Growth capacity building programme of UNESCAP, by both UNDESA and UNEP, through sharing of experts, training manuals and tools.

Following a request by India, the Marrakech Task Forces together with UNEP carried out an awareness workshop (New Delhi, February 2009) to present the tools of the Task

Forces. As a follow up, India, in partnership with the NGO Society in Action Group (SAG), successfully organized a national workshop on sustainable tourism in small and medium hotels with the support of UNEP. In addition, UNEP has supported India to organize a National Workshop on the Sustainable Tourism Council Global Criteria that were developed with the support of the Sustainable Tourism Task Force. Under the Sustainable Tourism Task Force, UNEP has also cooperated with the ASEAN and co-organized a workshop on sustainable tourism for ASEAN countries (July 2010, Indonesia).

UNEP is currently working with Indonesia, the Philippines and Vietnam on the development of scoping papers for green economy and SCP<sup>45</sup>. Capacity-building activities are also under implementation and discussions with Asian countries on the development of country studies are ongoing. The networking events organized under the EU programme “SWITCH Asia”, have strengthened relations among the EC, UNEP and national agencies in Asia, as well as bringing forward the work of the Marrakech Process in the region. The SWITCH ASIA programme is providing models for technical and financial support that could be used in other regions to support the implementation of the 10YFP.

.....  
45) This initiative should be attributed to the overall SCP work in the region rather than MP per se.

## Vietnam's National Action Plan on SCP

### Project partners:

- Vietnam Ministry of the Environment
- Vietnam Cleaner Production Centre (VNCPC)
- UNEP's Regional Office for Asia and the Pacific

*In one sentence*

To develop a national action plan on Sustainable Consumption and Production (SCP) for Vietnam.

### Aiming at

This is a collaboration effort between UNEP and the Government of Vietnam to develop a national action plan on sustainable consumption and production (SCP), using capacity building materials developed by the Marrakech Process.

### Where & for whom

National SCP strategies help government officials in the planning and coordination of policies and activities promoting the shift to SCP and delivering sustainable development. Although lead by governments, the process to develop the strategies benefits if it involves many stakeholder groups including: government, NGOs, academia and the private sector.

### The story

In 2009, the Vietnamese government decided to make a strategic shift from its national Cleaner Production (CP) strategy towards a comprehensive national Sustainable Consumption and Production (SCP) action plan. The strategic objective of the National Plan for SCP is to redirect current development towards more resource efficient and sustainable patterns. The aim is to promote social and economic development of the present

society within the limits of the acceptable pressure on ecosystems, by means of an absolute decoupling of the economic growth from the environmental degradation.

***“Without SCP, the unsustainable pattern of development and environmental degradation will continue. The successful collaboration between Vietnam Environment Administration and UNEP in developing the SCP National Plan for Vietnam will create a breakthrough to promote SCP activities for Vietnam”***

Assoc. Prof. Dr. Bui Cach Tuyen,  
Director General of Vietnam Environment Administration (VEA)

### The overarching objectives are:

- Reducing the material and energy intensity within the systems of production and consumption (by increasing their efficiency)
- Optimizing the systems of production and consumption (substitution of inputs, processes, products, services and requirements) for continuous improvement in the quality of life.
- The Government of Vietnam, has taken the initiative and is leading this project. Responding to their request UNEP is supporting the Vietnam Ministry of the Environment in the development of this Action Plan, providing technical assistance, knowledge and seed funding. A capacity building seminar and two roundtables (one on SCP and another on Sustainable Ventures) were held in 2009-2010 with support from the Vietnam Cleaner Production Centre (VNCPC). The two training manuals developed by the Marrakech Process have been used to support this effort: *Guidelines for National SCP Programmes: Planning for Change* and *Indicators for SCP in Developing Countries*.

## Outcomes & Lessons learned

A final SCP national action plan has been developed<sup>46</sup> (August 2010) including concrete targets and goals for each of the focus areas and strategic priorities. The focus areas and priorities of the plan, for 2010 - 2020, are:

### Focus area 1: Developing environmentally sound products, services and technologies

- **Priority 1.** Integrating SCP into development strategies, master plans, plans in industry and service sectors.

*Objective:* Enhancing efficiency of natural resources, fuel and raw material use; reducing waste and mitigating pollution; protecting and improving the environment and human health towards sustainable development.

- **Priority 2.** Eco-design by means of life cycle assessment.

*Objective:* Changing production patterns, developing environmentally friendly products to integrate with global and regional trade.

- **Priority 3.** Developing markets for eco-products.

*Objective:* Promoting product innovation and providing information to consumers to support the selection and use of eco-products.

- **Priority 4.** Promoting the 3R economy (or a recycling/reuse economy).

*Objective:* Rational, efficient and continuous use of raw materials and energy.

### Focus area 2: Providing consumers with product information

- **Priority 1.** Impartial product testing.

*Objective:* Ensuring that information given is reliable and follows certain safety, health and environmental standards, according to national and/or international regulations.

- **Priority 2.** Eco-labelling.

*Objective:* Encouraging the production and consumption of environmentally friendly products and building up consciousness to protect the environment in line with the economic benefits of business.

### Focus area 3: Developing “Green Procurement”

- **Priority 1:** Green Procurement - Sustainable Government Practices.

*Objective:* Integrating environmental factors into procurement principles and use of products and services in government agencies.

- **Priority 2:** Green procurement practices in business.

*Objective:* Promoting the selection of environmentally friendly raw materials in order to manufacture eco-labelled products in business.

### Focus area 4: Information, Education and Awareness raising

- **Priority 1:** Awareness raising campaign on sustainable consumption and production.

*Objective:* Ensuring all individuals within the community, especially youth and children, are fully aware of the need for sustainable consumption and production, and proceed to change their behaviour accordingly.

- **Priority 2:** Developing public initiatives on SCP.

*Objective:* Promoting behavioural change.

This case study reveals the strength of country driven efforts in the Marrakech Process and highlights the importance of national ownership in the development of a national SCP strategy. The result is a strategy with clear ambition levels, concrete targets and priority areas as well as a strong national policy framework in support of its implementation.

## Looking forward

The Ministry of Environment will submit the SCP plan to the Prime Minister’s office with the aim of including it in the next five year development plan in order to integrate SCP as a key component of the overall development agenda of the country.

.....  
46) Vietnamese Ministry of Natural Resources and Environment, National Programme on Sustainable Consumption and Production (2010-2020) (Draft No.1), Hanoi 02/2010

## Cooperation with the UNESCAP Green Growth Initiative

### Project partners:

- UNEP
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

The Marrakech Process held four regional consultations in the Asia-Pacific region during the period from 2003 to 2009, involving over 160 stakeholders from over 20 countries, as well as from regional and international organisations. An important part of this work has been the liaison with other initiatives in order to exchange information and build a level of collaboration that further promotes SCP issues in the region. One important example is the collaboration with the regional Green Growth Initiative.

Green  
Growth



Environmentally sustainable economic growth or “Green Growth” is a policy focused initiative for the Asia and Pacific region that emphasizes environmentally sustainable economic progress to foster low-carbon and socially inclusive development. The initiative was adopted at the 5<sup>th</sup> Ministerial Conference on Environment and Development (2005) by the 52 member and associate member countries of ESCAP in the Asia-Pacific region as a regional approach for achieving sustainable development. There are five tracks of the Green Growth approach: green tax and budget reform, sustainable infrastructure, sustainable consumption, green business, and ecological efficiency indicators. At the third meeting of the Seoul Initiative Network on Green Growth (SINGG), organized by UNESCAP as a special session at the 9 Asia-Pacific Roundtable on Sustainable Consumption and Production (Cebu, September, 2008), it was suggested that these two initiatives collaborate closely.

For this purpose it was proposed that partnerships should be built with businesses and with the Marrakech Process Task Forces. This partnership has developed during 2009-10 and has resulted in a number of concrete activities. The Green Growth Capacity Development Programme has benefited and adopted several best practices, tools and approaches developed by the Marrakech Process, which were included and referenced in the training manuals and programme sessions.

For more information

Website: [www.greengrowth.org](http://www.greengrowth.org)



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### 3.4 SCP in Europe

Many European governments have consistently supported the Marrakech Process in a range of ways, including by providing regional, sub-regional and national inputs to the development of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP). They have led and supported the work of the Marrakech Task Forces, and have built North-South cooperation through various activities, including through supporting the organisation of national roundtables on SCP in emerging economies.

Activities in Europe include:

- The European Union Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan.
- Resource Efficient Europe is one of the 7 components of Europe 2020, which is EU's growth strategy for the coming decade.
- At the Sixth Ministerial Conference on Environment for Europe held in Belgrade in October, 2007, ministers called for the development of national SCP programmes, as well as sub-regional and regional partnerships to promote SCP.
- The European Union supports other regions through national roundtables on SCP to exchange experiences and best practices and through the SWITCH Asia programme. Roundtables have already been held in China, Brazil, India and South Africa and in Mexico.

#### SCP priorities within the European Union

The European Union identifies in its EU Action plan on SCP the following priorities:

1. Better products
2. Smarter consumption
3. Cleaner production
4. Action at global level

In addition, the European Commission and the European Environment Agency identified the following priority sectors: housing, food and drink, and mobility.

For South East Europe (SEE), the Caucasus and Central Asia (ECCAA), the following challenges and opportunities were identified through an assessment carried out by UNEP and the European Environment Agency<sup>47</sup>;

- Challenges: the need for data collection, improvement of the institutional setting, dramatic improvement in environmental management in the private sector, integrating SCP components into sectoral policies, limited economic incentives and technical tools, and lack of SCP information (including labelling) for consumers.
- Opportunities include: promotion of organic food, improving thermal efficiency of buildings, and upgrading of existing district heating systems, maintaining and further improving public transport, and reuse and waste recycling.

***“Addressing SCP at the highest political levels is essential to create top-down commitment and strong driving forces - complementary to market pulls - for changing unsustainable patterns, and the different dialogue processes induced by the Marrakech Process were and still are of high value”.***

Frans Verspeek, Team Leader SWITCH-Asia Network Facility

.....  
47) UNEP/EEA report on Sustainable consumption and production in South East Europe and Eastern Europe, Caucasus and Central Asia, 2007 ([www.eea.europa.eu/publications/eea\\_report\\_2007\\_3](http://www.eea.europa.eu/publications/eea_report_2007_3)).



## The Marrakech Process in Europe

### Good practices

- Development of the EU Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan.
- A regional workshop on sustainable public procurement (SPP) was organized in Paris in April, 2009. With participants from six European countries (**Spain, Netherlands, Italy, France, Belgium and Germany**) with the support of the Task Force on Sustainable Public Procurement.
- The Pan-European SCP project and its partners (national governments, NGOs, Central European Initiative, Cleaner Production Centres, Business, International Organisations) kick-started various national and sub-regional initiatives, including stakeholder consultations in **Bulgaria, Croatia, Czech Republic, Hungary, Serbia and Montenegro, Ukraine and Kazakhstan**, and supported pilot projects (i.e. organic agriculture for Eastern Europe, Caucasus and Central Asia; SCP assessments in South East Europe, Eastern Europe, Caucasus, Central Asia).
- **Kazakhstan** developed a national SCP model and is planning to develop a national programme on SCP. A national workshop was organized to support the process, based on UNEP's guidelines *Planning for Change*.
- A sustainable tourism handbook on integrated coastal zone planning and management was developed in cooperation with the Priority Actions Programme Regional Activity Centre in Croatia.
- Global Survey on Sustainable Lifestyles conducted in **Portugal, Sweden, Turkey** and the **UK** and analysed in partnership with universities, providing policy recommendations on how to promote sustainable lifestyles and encourage further research on the issue.

### Linkages of the Marrakech Process with other SCP activities / initiatives

The European Commission implements the SWITCH programme, encouraging EU-Asia cooperation as a response to the need for cleaner and more energy efficient industry as well as for more sustainable consumption patterns in Asia (€90 million programme).

The Programme applies to both producers and consumers (in areas such as Green Public Procurement, Cleaner Production, Eco-labelling, etc.) and also addresses the policy level by supporting the formulation and implementation of SCP-related policies. Moreover, SWITCH contributes to poverty alleviation by improving living conditions.

# A Pan Europe SCP project - Sustainable Consumption Opportunities for Europe (SCOE)

## Project partners:

- UNEP Regional Office for Europe
- UNEP Division of Technology, Industry and Economics
- The governments of Austria, Finland, Netherlands Sweden, Switzerland, and the United Kingdom (financial and technical support)
- European Environment Agency

## In one sentence

To raise awareness of sustainable consumption and support multi-stakeholder partnerships in Europe.

## Aiming at

The project “Sustainable Consumption Opportunities for Europe (SCOE)” is part of UNEP’s global programme on SCP, focusing on outreach, dialogue, and capacity building for the pan-European region. The SCOE project aims to raise awareness of sustainable consumption and support multi-stakeholder dialogue and partnerships in Europe. The project also aims to explore progress on SCP in the region, supporting national and sub-regional SCP policy development, and carry out demonstration projects.

## Where & for whom

The SCOE project focuses on sustainable consumption in the pan-European region, with particular emphasis on transition countries and new EU member states, such as Bulgaria, Croatia, the Czech Republic, Hungary, Serbia and Montenegro, Ukraine and Kazakhstan. Partners include national governments, NGOs, the Central European Initiative, National Cleaner Production Centres in the region, business, and international organisations.

## The story

The project was launched in 2002, responding to requests for support from Central European countries to kick-start national activities to promote SCP. The SCOE project has organized several multi-stakeholder workshops at the national level (Bulgaria, Estonia, the Czech Republic, Hungary, Serbia and Montenegro, and the Russian Federation), and sub-regional level (for the Baltic countries and South East Europe). The workshops attracted a large number of stakeholders, including representatives from governments, civil society, industry, NGOs, and academics. The workshops in the Czech Republic and Hungary resulted in the launch of national processes to develop SCP strategies and platforms. These workshops also contributed to the preparatory process for a Wider Europe Stakeholder conference, that took place in Ostend, Belgium, in October 2004, co-organized by the United Nations Economic Commission for Europe (UNECE) and UNEP.

For each workshop, national and sub-regional overviews of consumption and production patterns, and SCP policies and initiatives were prepared. In addition, a report developed in partnership with the European Environment Agency (EEA) on *Sustainable Consumption and Production in South East Europe and Eastern Europe, Caucasus and Central Asia*. The environment for Europe Ministerial Conference in Belgrade in October 2007, provided an overview of consumption and production patterns in the region, with case studies in EECCA and SEE countries. A review of SCP policies for the UNECE region (pan-European region and North America) has also been prepared, to be published in 2011.

Europe, Caucasus and Central Asia, launched at the Europe Demonstration projects in the region include: “Organic Agriculture for Eastern Europe, the Caucasus and Central Asia” (2010), Waste & SCP in South East Europe (2010-2011), and an Environmentally Sustainable Transport information exchange portal<sup>48</sup> (ongoing).

## Outcomes & Lessons learned

### Key Outcomes:

**1. Contribution to and development of national policies and networks on sustainable consumption,** such as a Programmes for Sustainable Consumption and Production in the Czech Republic, a Network for Sustainable Consumption and Production in Hungary, a National Action Plan for Sustainable Consumption and Production in Croatia (forthcoming), and a SCP model in Kazakhstan.

**2. Regular reviews, exploring facts, reviewing policy development, identifying challenges and opportunities:**

In order to develop sound SCP policies, information and analysis on consumption and production are essential, but is still largely lacking, especially in economies in transition. Ongoing and completed studies in the region include:

- *Sustainable Consumption and Production in South East Europe and Eastern Europe, Caucasus and Central Asia: Joint UNEP-EEA report on the opportunities and lessons learnt* (2007),
- Organic Agriculture for Eastern Europe, Caucasus and Central Asia (forthcoming),
- Waste & SCP in South East Europe (forthcoming).

The project illustrates that a crucial step in tackling the issue of sustainable consumption patterns is to identify all relevant actors and engage them in an action-oriented debate, with the purpose of sharing information, building multi-stakeholder partnerships and promoting collaboration. Through national, sub-regional and regional workshops, the SCOPE project facilitates this initial networking effort and fact-finding exercise as a basis for determining action to be taken.

The involvement of national multi-ministerial bodies, such as Sustainable Development Committees, in the SCP dialogue was key in formalising the uptake of SCP issues.

## Looking forward

Support for policy development on SCP at the national and sub-regional levels will continue, including through further demonstration projects. The report, *Sustainable Consumption and Production in South East Europe and Eastern Europe, Caucasus and Central Asia: Joint UNEP-EEA report on the opportunities and lessons learnt*, first published in 2007, will be updated.

For more information

Website: [www.unep.ch/scoe/](http://www.unep.ch/scoe/)

48) <http://esteeast.unep.ch/>

# Global Survey on Sustainable Lifestyles (GSSL): Portugal

## Project partners:

- Task Force on Sustainable Lifestyles led by the Swedish government
- United Nations Environment Programme
- Inspire (working together with a network of local partners in Portugal).

The Global Survey on Sustainable Lifestyles (GSSL) is an international initiative aiming, on the one hand, at inspiring young adults, as well as exploring their perceptions, values, views and aspirations with regards to sustainable lifestyles. On the other hand the survey provides recommendations to policy-makers and other stakeholders towards the development of policies that promote sustainable lifestyles. The targets of the survey were individuals (ages 18-35) and organizations related to Sustainable Development, students and young professionals from various public and private bodies. The survey was set up as an attractive online questionnaire allowing participants to share their lifestyle experience, expectations and vision for the future.

The GSSL survey was a success especially in Portugal given the number of responses: 2190 in total and 669 fully completed. A key factor to this success was the approach used. A network of contacts was developed, from “word of mouth” using the internet, student unions through social projects, and organizations linked to sustainable development. Organizations which were engaged include BCSD - the Portuguese branch of the World Business Council on Sustainable Development (WBCSD), the NGO “Escolhas” (social inclusion of young people), universities such as the University of Porto and the Portuguese Catholic University and secondary schools of the National Commission of United Nations, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Youth Institute network were all engaged too. The establishment of partnerships with these entities has

allowed a high level of participation in the survey. This project has contributed to an improved awareness of sustainability issues based on the input from than 2,000 young Portuguese people from different realities and social backgrounds, from rural and urban areas, from north to south of the country. The project has also contributed to a better understanding of how sustainability is perceived among young people. The results indicate that sustainability issues have not really entered the day-to-day lives of young Portuguese. They are aware of its importance, but either through difficulties in terms of infrastructure and market supply - products, transport and other services - or a slightly “conservative” view of life - having a job, having a good salary and having children – they have not yet put it into practice. “We are at the point of Knowledge/Knowing and not yet arrived to Knowledge-Doing and much less to Knowledge-Being\*”.

Respondents feel that they are sufficiently informed about the issues of sustainable development, but essentially link them to environmental aspects and not to those which they value most, such as the pace of life, relationships with others, loneliness and other economic and social aspects, for example, the fight against hunger. For campaigns on these subjects they believe that the emphasis should not be on information, but showing what each one can do. There’s a need for guidelines to help them take action.

## Inspire recommendations are:

- Provide sustainable development from a global perspective, as something that aims to make the world viable, liveable and equitable.
- Linking the interests and concerns of young people with the issues of sustainability.
- Making the connection between every day gestures and sustainable development, and developing guidelines with concrete actions.
- Developing campaigns that promote youth involvement, rather than just inform.

For more information

Website: [www.inspire.pt](http://www.inspire.pt)  
[www.unep.fr/GSSL](http://www.unep.fr/GSSL)

\* Inspire, *Visions for Change Country Papers*, UNEP 2011.



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### 3.5 SCP in Latin America and the Caribbean

The Latin America and the Caribbean region has been active in the Marrakech Process since the very beginning, being the first to host a regional review meeting. The Regional SCP Strategy was launched in 2003, and important elements of it were endorsed by the Forum of Environmental Ministers of Latin America and the Caribbean that same year. Likewise, a Regional Council of Government Experts on SCP has been set up to support the implementation of the strategy and of SCP policies in the region. The council includes representatives from the four sub-regions: Caribbean (Barbados, alternate Jamaica); Central America (Guatemala; alternate Dominican Republic); Andean (Colombia; alternate Peru) and Southern Cone (Brazil as interim).

Promotion of SCP in the region benefited from interaction with sub-regional institutions, including MERCOSUR (Southern Common Market), CAN (Andean Community), CCAD (Central American Commission for Environment and Development) and CARICOM (Caribbean Community). These have focused on the promotion of SCP action plans and Sustainable Public Procurement (SPP) initiatives, development of capacities in SCP and in disseminating information (e.g. establishment of a Sub Regional SCP Information Centre for the Caribbean)<sup>49</sup>. In this respect, two sub-regional meetings on SCP and a workshop on SPP have been held, in Peru (2006), in Trinidad and Tobago (2008) and in Costa Rica (2008), respectively.

A regional information network on SCP (Red PyCS) has been developed to help with capacity building and networking through e-learning, videoconferencing, an e-forum and a virtual library (500 specialists in the region, and more than 400 publications on SCP)<sup>50</sup>.

A project to support the “Implementation of a Regional Programme on SCP” began in 2007 and was funded by the UN Development Account. Activities at the regional level include workshops on capacity building, an information network on SCP, and the implementation of demonstration projects at the national level. Participating countries in the national projects include Argentina, Brazil, Costa Rica, Colombia, Ecuador, Uruguay and Peru.

#### SCP priorities for Latin America and the Caribbean

Several SCP priority areas have been identified in the regional strategy<sup>51</sup>.

##### Cross-sectoral priorities

1. National dialogues, policies and action plans on SCP\*.
2. Sustainable public procurement\*.
3. Economic issues: competitiveness, trade and market access, economic diversification, economic instruments.
4. Sustainable cities: land-use/urban planning, air and water pollution, waste management.
5. Small and medium-size enterprises\*.
6. Regional SCP information networks.
7. Sustainable lifestyles and environmental education\*.
8. Evaluation and development of indicators.

##### Sectoral and resource priorities

1. Energy efficiency.
2. Cleaner production.
3. Water resources.

49) For more information see: [www.unep.fr/scp/marrakech/consultations/regional/latinamerica.htm](http://www.unep.fr/scp/marrakech/consultations/regional/latinamerica.htm)

50) See: [www.redpypcs.net/](http://www.redpypcs.net/)

51) Four priorities marked with \* have been endorsed by the Forum of Environmental Ministers of Latin America and the Caribbean, as well as by the Regional Implementation Meeting organized by ECLAC.

## The Marrakech Process in Latin America and the Caribbean

### Good practices

- Regional workshops on SCP action plans have been held in the Andean Community, the Caribbean countries and Mesoamerica. Seven countries have SCP action plans: **Brazil, Colombia, Costa Rica, Ecuador, Mexico, Uruguay, and Barbados.**
- Sustainable public procurement workshops have been held for MERCOSUR, Central America and Andean countries with the support of the Task Force on Sustainable Public Procurement. Participating countries were **Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Uruguay, Peru, Costa Rica, Cuba, Guatemala, Honduras, Nicaragua, Panamá, El Salvador** and **Mexico.**
- Awareness-raising workshops on sustainable lifestyles have been organized in eight countries - **Argentina, Brazil, Ecuador, Colombia, Mexico, Bolivia, Peru** and **Chile** – through the UNEP-UNESCO YouthXchange initiative.
- More than 500 representatives of the private sector and 100 representatives of governmental institutions have been trained in the implementation of SCP by SMEs.
- Two national waste management initiatives have been implemented. One in Peru for local communities and a second in Ecuador on plastic waste management.
- Green Passport Campaign: cooperation with Brazil has allowed for the production of a TV spot and a video presented on major Brazilian airlines. Ecuador has developed a Green Passport with a focus on national protected areas and a media campaign. Costa Rica launched a national campaign in 2011, focusing on the promotion of national certified tourism businesses.
- Training workshops: on sustainable tourism and natural and cultural heritage in Central America in cooperation with SICA (Belize, Honduras, Guatemala and El Salvador) based on a CD-ROM (e-tool) developed by the Task Force on Sustainable Tourism (available in English, French and Spanish).

### Linkages of the Marrakech Process with other SCP activities / initiatives

The regional activities have built synergies with other initiatives in the region such as the National Cleaner Production Network and the activities of MERCOSUR. Cooperation has also been built with several NGOs, universities and research centres working in the areas of education and sustainable lifestyles<sup>52</sup>.

SCP is one of the priorities of the Forum of Ministers of the Environment of Latin America and the Caribbean, which reviews progress in the implementation of SCP initiatives and guides future initiatives in the area of SCP, contributing to the Marrakech Process at the regional level.

.....  
52) Including Instituto Argentino para el Desarrollo Sustentable (Argentina), Consumidores Argentinos (Argentina), Consumers International (Chile), Instituto Akatu pelo Consumo Consciente (Brazil), EAFIT University and Los Andes University (Colombia), Organizacion Juvenil Ambiental Proyecto Jovenes por el Cambio (Colombia), Universidad Nacional Autonoma de Mexico (Mexico), Instituto de Investigaciones Sociales - UNAM (Mexico) Colectivo Ecologista Jalisco (Mexico), Instituto Mexicano de la Juventud (Mexico), Centro de Educación y Capacitación para el Desarrollo Sustentable (Mexico), Procuraduría Federal del Consumidor Profeco (Mexico), Fundación Ecología y Desarrollo (Bolivia, Peru, Republica Dominicana), Coperacion (Peru)

## National SCP Action Plan Uruguay

### Project partners:

- UNEP's Regional Office for Latin America and the Caribbean
- United Nations Industrial Development Organisation (UNIDO)
- Government of Uruguay

### *In one sentence*

To develop a national action plan on Sustainable Consumption and Production (SCP) for Uruguay, as part of the One UN initiative.

### Aiming at

The project aims to develop an effective national action plan on Sustainable Consumption and Production (SCP). The project was supported by the One UN initiative - an initiative with UN organizations collaborating to enhance system-wide coherence at the country level, to accelerate progress towards the achievement of the Millennium Development Goals (MDGs). Uruguay was selected as a pilot country (one of eight countries in total).

### Where & for whom

The project is implemented in Uruguay and is a collaborative effort between UNEP, the United Nations Industrial Development Organisation (UNIDO), and the Government of Uruguay (DINAMA). The national SCP strategy is a document which guides government officials in their efforts to design and implement policies which support sustainable development in practice. The process engages and impacts upon many stakeholder groups including: national and local governments, NGOs, academia, and the private sector.

### The story

The project was launched in 2008 as part of a UNEP's implementation of a Regional Programme on Sustainable Consumption and Production in Latin America and the Caribbean project. This project resulted in a list of strategies and policy measures for the region. With the additional support of the "One UN" initiative (in 2010), the development of the regional programme on SCP was completed.

### Outcomes & Lessons learned

- A final SCP national action plan has been developed for Uruguay, and approved by 56 different stakeholders from civil society and the private sector, and 32 governmental organizations. The plan was published in February 2010. The focus is on low hanging fruits, i.e. advances towards sustainable production that can be secured at negative or at very low costs.
- As a result of the project, the new national budget includes support for the development of Sustainable Consumption and Production through the SCP Plan.
- One key element of the project's success is the cooperation between various stakeholders in developing the action plan, including civil society, the private sector and a range of governmental institutions. Stakeholders were convened in a number of ways, including through the organization of a SCP round table which included institutions from the private sector and government sectors.

### The SCP Action plan includes:

1. **Several transversal strategies which apply for each key sector.** For example: Efficient use of water, protection of water resources, promotion of the efficient use of energy and the diversification of energy sources, strengthening national capacity and environmental instruments within the private sector, management of chemical and biological substances and sustainable public procurement. This last component is currently being operationalized under one of the projects carried out by UNEP in order to pilot the methodology developed by the Marrakech Task Force on Sustainable Public Procurement.

**2. Sector-specific elements.** The sectors were determined by the national Production Cabinet, which brings together Ministers, enterprises and workers, and include in particular those that have a large environmental impact (dairy products, meat, rice/cereals, oil seeds, forestry – plantations - and tourism). The plan also includes sustainable construction (buildings), as the project indicated great interest in this issue among the stakeholders such as provincial governments, who have been working from the efficiency savings perspectives.

### Lessons learned

- A key factor for success was engaging the private sector in the development and implementation of the SCP plan.
- Another key factor has been ownership in the process. Funding provided by the project helped to provide the human resources needed to develop internal capacity and strategies within DINAMA (the Environment agency within the Ministry of Environment) to coordinate and implement the plan. This ownership was critical for securing ministerial endorsement of the action plan.
- The Action Plan serves as a general guidance document rather than a “straightjacket” with strict “do’s and don’ts”. This was much appreciated by the stakeholders involved in the process.

## Looking forward

Through the inclusion of SCP projects in the ONE UN Initiative, the interventions foreseen in the National SCP Programme are expected to be maintained after the completion of the present project. Further, it is expected that this will provide strong basis for the development of new future initiatives within the framework of the ONE UN Initiative.

*“The Environment Committee of the Chamber of Industries of Uruguay and the Chemical Industries Association of Uruguay has actively participated in the aforementioned process. Throughout the project there has been a very good diffusion of the different stages of the elaboration plan, namely the project presentation workshop, work-groups meetings with various stakeholders and final workshop for the discussion of the draft plan. At all stages, exchanges between participants were encouraged, as well as the proposals of action lines to be incorporated in the plan. So it can be generally considered that it took into account a wide opinion range”.*

Ing. Milton Vasquez, in name of the Chamber of Industries of Uruguay (Cámara de Industrias del Uruguay - CIU) and the Chemical Industries Association (Asociación de las Industrias Químicas del Uruguay- ASIQUR)



## Regional information network on SCP and its sub-regional hub in the Caribbean

### Project partners:

- UNEP Regional Office for Latin America and the Caribbean
- Governments of the Latin American and Caribbean region, through their regional Council of SCP government experts
- Public or private entities, involved in the Network through a Node or directly through UNEP as the Network Coordinator
- Caribbean Environmental and Health Institute (CEHI) (for the Caribbean hub)
- CETESB (Environmental Company of the State of Sao Paulo), Brazil

As part of the activities in the Latin America and the Caribbean region, a Regional Information Network on SCP and a sub-regional hub in the Caribbean (hosted and incorporated within the Caribbean Environmental and Health Institute (CEHI)'s Documentation Center at CEHI's headquarters in Castries, St. Lucia) have been established. This responds to a request raised by the institutions participating in the regional dialogue group for the Marrakech Process, established by the Ministers of Environment. These mechanisms will enhance the dissemination of experience and results achieved in the area of SCP in Latin American countries and the Caribbean. In addition, the information hub supports other SCP related projects in the region, generating synergies and cost-efficiency opportunities. It also offers communication and information exchange tools through which documents can be uploaded for either public or restricted access to SCP related institutions, governments, and end-users, depending on their nature.

The SCP Information Center has shown multiplier effects for the region. It has proven to be an effective and sustainable mechanism for sharing information and experiences, developing SCP capacities through an e-learning platform and facilitating the coordination among SCP experts (500 specialists in the region, and more than 400 publications on SCP). The SCP Center has also facilitated surveys of the level of SCP awareness in the region. One of these surveys shows that people in the region are interested in environmental and social aspects of the products and services they purchase. However, they are not able to read labels on the products and to properly assess the quality of the information included. In addition, it was determined that the main threats perceived by the consumers are related to chemical products used in agriculture. Surveys like these highlight the need to further strengthen the dissemination effort, especially targeting the general public on SCP issues. Greater awareness and understanding among experts has been facilitated through the information hub, which brings together a wide variety of regional stakeholders.

For more information

Websites: [www.redpycs.net](http://www.redpycs.net)  
and [www.cehi.org.lc/cleanerprod.htm](http://www.cehi.org.lc/cleanerprod.htm)



### 3.6 SCP in North America

The governments of the USA and Canada held a regional consultation in November, 2008 (1<sup>st</sup> North American Multi-Stakeholder Workshop on Sustainable Consumption and Production), reaching more than 60 stakeholders (including government officials, SCP experts, business representatives, academics and NGOs). The workshop was supported by UNEP’s Regional Office for North America and UNDESA. The aim of the meeting was to define an integrated approach that would advance sustainable consumption and production in the region and contribute to the Marrakech Process.

**A number of activities were proposed at the first regional workshop, including<sup>53</sup>:**

1. Framing SCP issues.
2. Conducting an analysis of how SCP links with and can contribute to greening approaches to help overcome the current economic downturn and mitigate climate change.
3. Developing ways to measure the progress towards SCP, both for the design of policies and incentives and to monitor their subsequent effectiveness in achieving SCP.
4. Collecting the work and visions of different stakeholder groups on SCP.
5. Compiling and publishing SCP success stories, lessons learned, good practices and information about their potential replicability.

.....  
 53) For more information see: [www.unep.fr/scp/marrakech/consultations/Regional/northamerica.htm](http://www.unep.fr/scp/marrakech/consultations/Regional/northamerica.htm)

**Work in various economic sectors**

1. Exploring the possibility of developing commitments to SCP targets within sectors.
2. Examining and making use of the sectoral analysis contained in the United Nations Framework Convention on Climate Change (UNFCCC) Poznan meeting documents concerning electricity grids, steel, cement, and chemicals industries.

**Other Specific Action Items**

1. Establishing a group to look into specific issues, such as ways to reduce the proliferation of product labels.
2. Seeking to identify how the SCP work can be related to the other discussion topics - transport, chemicals, waste management and mining - at the CSD18-19 sessions.

A second North American SCP workshop took place in early 2011 in Ottawa, Canada, with a focus on green buildings as a potential contribution to international efforts to achieve SCP. The workshop staged a multi-stakeholder dialogue promoting bi-national collaboration on green building. It involved 80 experts in green building and sustainability from Canadian and U.S. governments, industry and non-government organizations, as well as United Nations representatives. Participants at the workshop also discussed how the 10YFP could support the shift to SCP in North America, and what the contribution of the region could be to the 10YFP. At the time of writing of the present report the official workshop report has not been finalized.

Some key points arising from the discussions on green buildings and the 10YFP were as follows.

- On green buildings, on which many organizations are working, it would be useful to bring the range of potential partners together in an action group, identify opportunities for collaboration, and accelerate progress by focusing action around innovators and “early adopters”.
- It would be useful to share best practices internationally, and to make stronger linkages between work on green buildings and international action to address climate change.
- It would be useful to survey initiatives on SCP generally within the region and map progress in this area since the 1992 Rio Earth Summit.
- Explore how multi-stakeholder dialogues such as this one, and public-private partnerships in the building and construction and other sectors, could trigger action to promote SCP.

## The Marrakech Process in North America

### Good practices

- Major cities of **Canada** and the **USA** in partnership with universities (Université du Québec à Montréal (UQAM), Concordia and Dalhousie Universities in Canada; Fordham University in the USA) participated in the Global Survey on Sustainable Lifestyles, developed by the Marrakech Process Task Force on Sustainable Lifestyles in cooperation with UNEP.
- San Francisco was the first US city to partner with the Global Sustainable Tourism Criteria partnership in an initiative encouraging and promoting local businesses in the tourism sector that protect cultural heritage and the environment.

### Linkages of the Marrakech Process with other SCP activities / initiatives

Both countries have a wide array of activities underway related to SCP involving governments, civil society and the private sector<sup>54</sup>. The US Government has been engaged in the Marrakech Task Forces on Sustainable Buildings and Construction and on Sustainable Tourism.

.....  
54) For further information, see the National Reports to CSD 18 submitted by the Governments of Canada and the United States. See: [www.unep.fr/scp/marrakech/consultations/regional/northamerica.htm](http://www.unep.fr/scp/marrakech/consultations/regional/northamerica.htm)

# Global Sustainable Tourism Criteria

## Project partners:

- Rainforest Alliance
- United Nations Environment Programme (UNEP)
- United Nations Foundation (UN Foundation)
- United Nations World Tourism Organization (UNWTO)
- Over 60 public, private, non-profit and academic institutions worldwide

## In one sentence

The Global Sustainable Tourism Criteria (GSTC) have been established to provide clear guidelines and criteria setting the minimum requirements any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring that tourism meets its potential as a tool for poverty alleviation.

## Aims at

... providing a common understanding of sustainable tourism, using a set of baseline criteria organized around four main themes: effective sustainability planning; maximizing social and economic benefits to the local community; reduction of negative impacts to cultural heritage; and reduction of negative impacts to environmental heritage.

## Where & for whom

The project is implemented at a global scale. It focuses on businesses, consumers, governments, non-governmental organizations and education institutions to ensure that tourism helps, rather than harms, local communities and the environment.

## The story

Launched at the World Conservation Congress in October 2008, the GSTC are a Set of 37 voluntary standards representing the minimum that tourism businesses should apply to achieve sustainable tourism development. GSTC emerged as part of an initiative led by Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation, and the United Nations World Tourism Organization (UNWTO), joining forces with over 60 public, private, non-profit, and academic institutions. The initiative was initiated within the framework of the Marrakech Task Force on Sustainable Tourism and recommended as a policy tool to promote sustainable tourism.

More than 4,500 standards worldwide were analysed and a broad-based stakeholder consultation process was undertaken, with comments received from over 1,000 stakeholders. The Global Sustainable Tourism Criteria are now being used by businesses and organizations around the world to mainstream sustainability in their tourism businesses and help tourists to select sustainable tourism products. Performance indicators, associated educational materials, and tools for implementation, complement the criteria, supporting implementation and tracking of progress.

***“This is a win-win initiative – good for the environment and good for the world’s tourism industry”.***

Ted Turner, founder and Chairman of the Board, United Nations Foundation

**The Global Sustainable Tourism Criteria focuses on seven aspects:**

1. serving as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfil these global criteria;
2. serving as guidance for travel agencies in choosing suppliers and sustainable tourism programmes;
3. helping consumers identify sustainable tourism programs and businesses;
4. serving as a common denominator for media to recognize sustainable tourism providers;
5. helping certification and other voluntary programmes ensure that their standards meet a broadly-accepted baseline;
6. offering governmental, non-governmental and private sector programmes a starting point for developing sustainable tourism requirements; and
7. serving guidelines for education and training bodies such as hotel schools and Universities.

## Outcomes & Lessons learned

Members of the GSTC have already started to demonstrate commitment to the adoption of the criteria by using them as a tool to mainstream sustainability in their own operations.

Our Native Village, an eco-resort located in Bangalore, India, adopted the GSTC in order to guide the development of an eco-resort. The owner of the resort, wishing to avoid “greenwashing”, saw the GSTC as a source of credibility for Our Native Village.

The Fairmont Mayakoba, on the Yucatan Peninsula in Mexico, is another tourism business applying the GSTC. Fairmont Mayakoba has used the criteria as a user friendly tool to enable management to implement a sustainability program and to measure progress toward their overall goals. The criteria also provided Fairmont Mayakoba with opportunities to communicate its sustainability programs, and have given legitimacy to its program.

San Francisco was the first US city to partner with the Global Sustainable Tourism Criteria partnership. The city works with the San Francisco Convention & Visitors Bureau to encourage and promote local businesses that protect cultural heritage and the environment. Tourism businesses which implement the Criteria are recognized as “San Francisco Green Businesses”. In a city with over 16 million annual visitors, with tourism generating \$8.52 billion USD in 2008, a large number of restaurants, bars, and hotels have been recognized as Green Businesses for meeting the City’s rigorous environmental standards for waste reduction, pollution prevention, and energy and water conservation. Miami and Baltimore, have since also committed to adopt the criteria. With the support of the Mayors of Miami and Baltimore, Gavin Newsom, the Mayor of San Francisco, presented a resolution to the US Conference of Mayors supporting the criteria and encouraging its members to endorse them. The Conference of Mayors agreed to support the GSTC and urged its member cities to adopt the criteria.

***“San Francisco is proud to support sustainable tourism here and abroad. As a city at the forefront of the environmental movement, we understand the need for tourism that brings economic benefits to communities without damaging the environment or harming local culture”.***

Mayor of San Francisco, Gavin Newsom

## Looking forward

In September 2009 the Partnership for Global Sustainable Tourism Criteria (GSTC Partnership) merged with the Sustainable Tourism Stewardship Council (STSC) to form the Global Sustainable Tourism Council. The Global Sustainable Tourism Council became a single global initiative dedicated to promoting sustainable tourism practices around the world and communicating sustainability that is readily understood. It has a diverse and global membership, including UN agencies, academia, governments, leading travel companies, hotels, country tourism boards and tour operators. The Council fosters sustainable tourism through the adoption of universal sustainable tourism principles; compiling, adapting and creating the tools and training to engage in sustainable tourism practices; and increasing the demand for sustainable tourism products and services. Those principles will provide the basis for certification of sustainable tourism products by independent third party certification bodies, accredited by the GSTC. The GSTC will provide its members with access to tools and educational resources for the implementation of the criteria. In turn, members will benefit from increased market access opportunities through enhanced visibility and by establishing partnerships with distributing companies, travel agencies, tourism boards, associations and others to actively promote GSTC accredited products.

### For more information

Website: [www.gstcouncil.org](http://www.gstcouncil.org)  
[www.sustainabletourismcriteria.org/](http://www.sustainabletourismcriteria.org/)  
[www.onlyinsanfrancisco.com/green/](http://www.onlyinsanfrancisco.com/green/)

## Global Survey on Sustainable Lifestyles: North America

### Project partners:

- Task Force on Sustainable Lifestyles led by the Swedish government
- United Nations Environment Programme
- Fordham University
- Université du Québec à Montréal UQAM
- Concordia University
- Dalhousie University

The Global Survey on Sustainable Lifestyles (GSSL) is an international initiative aiming to inspire young adults, as well as explore their perceptions, values, views and aspirations with regards to sustainable lifestyles. It also provides recommendations to policy-makers and other stakeholders for the development of policies that promote sustainable lifestyles. The survey targets young adults (18-35 years old) and consists of an attractive online questionnaire allowing participants to share their lifestyle experience, expectations and vision for the future.

By involving higher education institutions, researchers and teachers, as well as students, GSSL in Canada and USA was transformed into an active and participatory campaign that raised awareness on sustainable lifestyles. Simple, but effective, incentives were used to attract the interest of the students, such as the handing out of a voucher to be used at the campus bookstore. In addition to this, GSSL in North America involved professors and academic researchers in the analysis of the results of the questionnaires. This enabled the development of country papers taking into consideration the specific cultural, economic development and other conditions affecting lifestyles at a national level.

*“Living sustainably doesn’t mean you need to change your everyday life. To me conserving and lowering consumption is so important. Simply taking a look at what you are overusing, and reducing that to the necessary consumption can reduce waste and exploitation”.*

Participant in the survey from Canada

### For more information

[www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm](http://www.unep.fr/scp/marrakech/taskforces/global-survey-on-sustainable-lifestyles.htm)  
[www.unep.fr/GSSL/](http://www.unep.fr/GSSL/)

The country papers from the survey are available online or in the report on the outcomes of the survey: **Visions for Change: recommendations for Effective Policies on Sustainable Lifestyles**, UNEP, 2011

## 4. Activities and outcomes at the national level

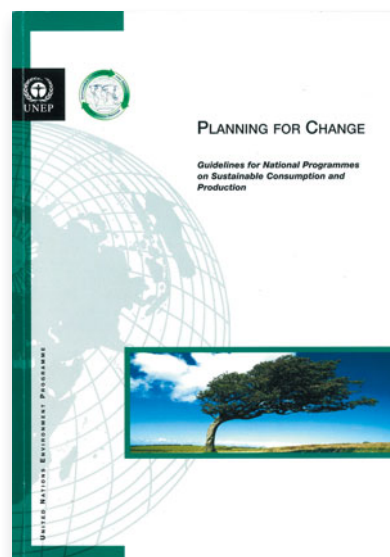
### 4.1. Linking SCP with Poverty alleviation

SCP is the cornerstone of sustainable development and is closely interlinked with poverty alleviation. In particular, the policies and actions supporting SCP can serve to bolster poverty reduction efforts by creating new sustainable markets and jobs, preventing environmental degradation as well as increasing resource efficiency and conserving critical resources such as energy, water, and soils. Environmental degradation has a direct and immediate impact on poor communities and SCP provides an opportunity to obtain sustainable human development and a better quality of life, bypassing inefficient, polluting, and ultimately costly phases of development. Concrete actions at the country level are essential to identify and implement policies and practices that will improve the quality of life of all, while improving the sustainability of production and consumption patterns. However, in order to be fully effective, it is important for national SCP programmes and action plans to have national ownership and be linked to the country's development priorities.

For this reason, the Marrakech Process has supported the development of policy frameworks for the elaboration of national programmes on SCP, responding to the demand, interest and needs of countries. The outcomes are mainly in three areas: (i) the design of national SCP programmes, based on the Guidelines *Planning for Change*; (ii) national roundtables on SCP; and (iii) mainstreaming SCP in development policies and strategies.

### 4.2 Planning for change - National SCP plans

UNEP, with support from the UK Department for Environment, Food and Rural Affairs (DEFRA), developed guidelines to support the development and implementation of national SCP programmes and action plans. A manual entitled *Planning for Change* was produced, as well as an online clearinghouse detailing existing programmes and action plans and their policies<sup>55</sup>. The guidelines provide direct guidance to governments and other stakeholders on



how to plan, develop, implement and monitor a national SCP programme. They provide SCP indicators and good practices, and stress the importance of integrating SCP into existing national strategies, such as poverty reduction strategy papers, sustainable development strategies, and social and economic plans.

The Online clearinghouse has identified more than 30 countries that have now developed or are developing national programmes on SCP.

The Marrakech Process assisted in either the elaboration of national SCP programmes or in the mainstreaming of SCP in national development strategies in Mauritius, Senegal, Indonesia, Tanzania, Egypt, Mozambique, Colombia, Brazil, Ecuador, Kazakhstan, Croatia, Côte d'Ivoire, Mali, Burkina Faso, Ghana, Uganda, Zambia, St Lucia and Dominica; and at city level in Maputo, Mozambique, and Cairo, Egypt.

Regional workshops on developing national SCP programmes have been conducted in Latin America with the Andean Community (Peru, 2008), in South Asia (Nepal, 2008), in Africa (Senegal and Kenya, November 2009), in the Caribbean (Guyana, 2010). National workshops have been held in Croatia, Bhutan, Kazakhstan, Azerbaijan, Ghana, Mali, Cote d'Ivoire, Burkina Faso, St Lucia and Dominica.

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55) [www.unep.fr/scp/nap/clearinghouse/](http://www.unep.fr/scp/nap/clearinghouse/)



### 4.3 National Roundtables on SCP in India, China, South Africa, Brazil and Mexico

Several countries with emerging economies have been engaged in the Marrakech Process, including through the convening of national roundtables on SCP in China, India, Brazil, Mexico and South Africa<sup>56</sup>. The main objectives of the roundtables were to: (i) raise awareness on the need for benefits of promoting and adopting SCP patterns; (ii) identify country-specific SCP priorities and define policies and means to promote their effective implementation; and (iii) engage these countries more actively in the Marrakech Process.

#### Core Results from the Roundtables:

##### China National Roundtables on SCP (organized in 2006, 2008, 2009)

As a result of these roundtables, China is now developing policies and actions on sustainable public procurement. The Chinese National Roundtables on SCP identified:

- Four priority areas to be addressed with reference to China's needs: Sustainable Public procurement, Sustainable Buildings and Construction, Resource Efficiency and Energy, Waste Management;



First Chinese Roundtable on SCP, May 2006, Beijing

- Suggested areas for future work;
- Specific SCP policy recommendations.

##### India National Roundtables on SCP (organized in 2006, 2007, 2010)

These roundtables are considered a key stepping stone in the development and implementation of a national programme on SCP for India.

The Indian National Roundtables on SCP identified:

- Key SCP priority areas for the country: Education on SCP, Energy, Life Cycle Approach, Sustainable Procurement, Sustainable Goods, Water and Agriculture, Waste Management;
- Ideas and experiences were shared on developing priority sector action plans;
- Pilot activities and recommendations developed for future action.

##### South Africa National Roundtable on SCP (organized in 2008)

The South African National Roundtable on SCP identified:

- A number of SCP priority areas for the country: Energy and Climate Change, Sustainable Procurement, Sustainable Building and Construction, Waste Management; and
- Recommendations at the institutional, operational and societal level to bring SCP forward in South Africa.



Second Indian Roundtable on SCP, December 2007

<sup>56</sup>) For more information on the National activities and outcomes see: [www.unep.fr/scp/marrakech/consultations/national](http://www.unep.fr/scp/marrakech/consultations/national)

### **Brazil National Roundtable on SCP (organized in 2007)**

- The Brazilian National Roundtable on SCP identified the following SCP priorities for the country: energy, water, forestry, other natural resources, and waste management;
- The Roundtable recognised key areas to continue working on and strengthen:
  - Communication and education on SCP
  - Sustainable Public Procurement
  - Environmental certification
  - Economic instruments.
- Following the national roundtable, Brazil revised its initial Cleaner Production Programme and transformed it into a National SCP Strategy, which included the establishment of a national council on SCP. Implementation of that national strategy was launched in early 2011, with the support of UNEP.

### **Mexican National Roundtable on SCP (organized in 2010)**

The Mexican National Roundtable on SCP:

- Identified national priorities for SCP;
- Examined themes, opportunities and actions to foster the development of a Mexican SCP agenda;
- Underlined Mexico's contribution to improving the Marrakesh Process and the country's incorporation of the subject of Sustainable Commerce.

## **4.4 Mainstreaming SCP in development policies**

**“SCP work should be linked to poverty reduction, especially the MDGs, and integrated into national strategies for sustainable development and poverty reduction. Further work is needed on estimating the costs of inaction and the benefits of SCP; awareness-raising; and ongoing international cooperation including capacity building, technical and financial assistance and knowledge sharing”.**

Allan Flores, Vice-Minister of Environment and Energy at the Marrakech Process International Review Meeting, Costa Rica, 2005

Recognizing the potential of SCP for poverty eradication, UNEP with the support of the Government of Norway, implemented a project that focuses specifically on promoting SCP in developing countries. A range of tools and activities have been implemented.

These include:

- **The development of a report (in 2008) on SCP Indicators for Developing Countries** which complements *Planning for Change*. The Government of Mauritius has already used this guidance framework to develop the indicators for its national SCP programme.
- **The manual *Mainstreaming Sustainable Consumption and Production and Resource Efficiency in Development Planning***<sup>57</sup> was developed in 2009 to provide countries with support in integrating SCP approaches and tools into development policies and strategies. It complements *Planning for Change*, where the importance of integrating SCP in national strategies was stressed. The manual was included as an annex in the UNDP-UNEP handbook for practitioners, *Mainstreaming Poverty- Environment Linkages into Development Planning*.
- **Towards Triple Impact: A Toolbox for Analyzing Sustainable Ventures in Developing Countries**<sup>58</sup>

was developed in 2009 to support the business potential of SCP in developing countries. This toolbox enables the identification of opportunities, understanding of determinants of success and assessment of costs and benefits of sustainable ventures.



- **National training sessions on Sustainable Ventures Towards a Green Economy** have been organized in Lao, Cambodia, The Philippines and Vietnam. The toolbox has also created opportunities for cooperation with UNDP's Growing Inclusive Markets Initiative, building the business case for SCP.

57) [www.unep.fr/scp/publications/details.asp?id=DTI/1235/PA19](http://www.unep.fr/scp/publications/details.asp?id=DTI/1235/PA19)  
[www.unep.fr/scp/publications/details.asp?id=DTI/1136/PA](http://www.unep.fr/scp/publications/details.asp?id=DTI/1136/PA)  
58) [www.unep.fr/scp/publications/details.asp?id=DTI/1136/PA](http://www.unep.fr/scp/publications/details.asp?id=DTI/1136/PA)

## 5. Conclusions: lessons learned and the way forward

As a voluntary initiative spanning the globe, the Marrakech Process has been an effective mechanism to support the implementation of SCP policies at all levels. Based on a bottom-up consultative process, national and regional priorities have been identified, as well as capacity building needs and implementation gaps to move forward on SCP. The Process has brought together a wide range of stakeholders from different disciplines, enabling them to join their efforts and resources in promoting the shift to SCP. It has fostered cooperation between governments, UN Agencies, NGOs, the business sector and a wide network of other stakeholders. The Process has also developed some broadly owned and innovative policies, management tools and partnerships to advance the transition towards SCP.

The flexible structure of the Process has allowed the organic growth of initiatives, including the establishment of regional SCP roundtables and task forces, which in turn have led to the development of regional and national strategies, capacity building activities, new policy tools and a range of SCP partnerships and initiatives. These outcomes were achieved with modest resources but strong commitment. They represent a diverse toolbox of instruments which could be rapidly and effectively deployed, given sufficient political, technical and financial support.

### 5.1 Key lessons learned

The work of the Marrakech Process yielded the following insights and lessons for stakeholders working on the implementation of SCP policies and measures:

- **More concerted and coordinated action at all levels** will be needed to achieve the necessary transformational changes in consumption and production patterns;
- **Regional and national SCP priorities are diverse**, reflecting regional and national needs, endowments, levels of development and current institutional structures. However, there are also several common priorities (see regional priorities in chapter 3) that should be addressed at the global level given the interconnectedness of market and societies;
- **A multi-stakeholder process**, such as the Marrakech Process on SCP that brings together actors for dialogue, peer-to-peer learning, knowledge transfer, and cooperation for the promotion and implementation of SCP, **has proved truly catalytic. It has given ownership of the process to stakeholders, created synergies and strengthened many existing initiatives** on SCP. It offers insights into the type of institutional support required to advance implementation of the 10YFP;
- **Regional and national demonstration projects** have begun to reveal which policy tools work where and why. However, more **experimentation and learning is needed**, especially about effective policy mixes to promote SCP more broadly among producers and consumers;
- **New partnerships** with business, governments and other stakeholders, such as those developed by the Task Forces, have proven **practical and useful**. Successful partnerships will need to be **scaled up to have broader impact**; some of the Marrakech Process Task Forces have begun laying the groundwork for this by creating more formal partnerships and by bringing in new actors (e.g. financial institutions and additional NGOs);
- **Significant progress has been made on cleaner production and the supply side** in some countries, and can be expanded in others, whereas awareness raising on **sustainable consumption** and tools to re-orient consumer behaviour **still requires significant additional work**;

- Where consumers are prepared to shift towards sustainable products, **mechanisms need to be in place** to ensure that producers, especially small-scale producers in developing countries, have the **opportunity and capacity to supply affordable, sustainable products and have access to the relevant markets;**
- **Development cooperation agencies and regional and international financial institutions play an important role** in building institutional capacity, infrastructure and technology that can negatively or positively impact resource efficiency and the achievement of SCP patterns. More needs to be done to ensure the activities of these bodies generate positive impacts, based on the economic and development case for SCP.
- SCP is a broad and cross-cutting issue - **there is a need to focus**, identifying key priority areas where international cooperation is needed to increase resource efficiency and achieve decoupling while supporting upward convergence of living standards.
- **Integrating SCP into Green Economy and Green Growth** initiatives can provide additional policies, financial and institutional mechanisms, and partnerships for implementation of these related approaches and concepts.

## 5.2 Gaps in supportive actions for SCP

Stakeholder consultations and experience gained in implementing projects has identified gaps in the various kinds of support required to achieve SCP have been identified.

- **Research and scientific knowledge:** Despite cooperation with research institutes and academia under the Marrakech Process, there remains a need to strengthen the science base and policy interface to secure coordinated and systematic inputs and guidance from the scientific community to SCP policy-making processes. There is a need for better methodologies for identifying and measuring resource efficiency and progress towards SCP patterns. In this regard, links with the International Resource Panel<sup>59</sup> are recommended to obtain scientific advice on priorities for and means of decoupling economic growth from environmental degradation.

- **Coordination and networking:** Multiple initiatives at all levels, dealing with one or another aspect of SCP, exist beyond the Marrakech Process. Communities of interest and practice already exist on a range of SCP themes, enabled by the internet. Strengthening and multiplying links among partnerships, networks and communities is needed to achieve greater synergies and facilitate broader knowledge sharing and collaboration.



Photo courtesy of Shutterstock

- **More work on the demand side and lifestyles:** More emphasis and work is needed on the management of the demand-side and on the promotion of sustainable lifestyles. Behavioural change and social innovation are as crucial as better solutions and technological innovation. On the policy side, there is a need for understanding how consumer behaviour is changing, and which tools and policy mixes are most effective in directing that change towards sustainable consumption and counteracting the rebound effect.
- **Capacity building and policy tools:** Broader and more effective utilization of policy tools requires capacity building in their use as well as further refinement/adaptation, harmonization and simplification. Such tools include those for: life-cycle analysis, measuring “footprints” of goods and services on the environment (e.g. in terms of carbon, water, energy, land use) and their impacts on communities and workers; internalizing environmental and social costs in pricing of goods and services; and mobilizing finance for strategic investments to support SCP. National capacity building efforts need to strengthen inter-ministerial collaboration for better integration of SCP into economic and development policies.

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 59) The International Resource Panel provides authoritative scientific assessments of policy relevance on the sustainable use of natural resources and in particular their environmental impacts over the full life cycle, which contributes to a better understanding of how to decouple economic growth from environmental degradation. Information on [www.unep.fr/scp/rpanel](http://www.unep.fr/scp/rpanel).

- **Technology development and transfer, technological leapfrogging.** Developing countries will be the major growth poles of the world economy in the coming decades. If SCP is to be achieved, they will need to be an integral part of resource and energy efficient technology development and deployment. More effective mechanisms for technology cooperation and sharing will be needed and the potential for technological leapfrogging to achieve decoupling and SCP patterns needs to be realized.
- **Investments:** Current and future investments, both public and private, need to be reshaped and to some extent re-directed to establish the sustainable infrastructure needed to support SCP in the coming decades. There is a need for more engagement of finance and planning ministries, development agencies, and international financing institutions to mainstream SCP objectives and resource efficiency in their respective policies, investment planning, cooperation programmes and guidelines.
- **Communication:** Cooperation with mass media and formal educational institutions and policy makers to inspire citizens, in particular young people, to change unsustainable practices and adopt sustainable lifestyles, is a vital element in shifting towards SCP patterns.

### 5.3 The way forward

During discussions on the 10 Year Framework of Programmes at the eighteenth session of the Commission on Sustainable Development, success stories with regard to SCP were presented. However, it was noted that initiatives were often fragmented, missing opportunities to realize synergies. Delegations noted that a 10YFP is needed to provide strengthened and coherent international support to the diversity of existing policy and other initiatives at national and regional levels. Such support is also required to help Member States and other stakeholders address new and emerging SCP challenges. Initiatives to date, such as the Marrakech Process, have been voluntary in nature. While they have been effective in bringing together communities of interest and sharing knowledge and information across countries and regions, they lack a formal mechanism that would ensure long term coordination, evolution and growth of these initiatives.

A very substantial political, financial, technological and capacity building investment is required to make best use of the policies, tools and partnerships created by the Marrakech Process.

**Bringing more political commitment:** While the Marrakech Process has been important to create a bottom-up approach and has delivered some capacity building and financial support, high-level endorsement is necessary now to accelerate the shift towards SCP patterns. This requires mainstreaming SCP objectives beyond environment ministries into those of industry, finance, economics and specific sectors.

**Replicating and Scaling up:** Activities initiated under the Marrakech Process have been implemented with modest resources. Various countries have already expressed their interest in supporting SCP implementation, by replicating or scaling up good practices and setting up new SCP initiatives and Task Forces, or providing technical support. However, funding remains an obstacle.

**Increasing Financial support:** Additional financial support for capacity building is crucial to achieve the systemic and integrated policy changes and multi-stakeholder action required for the transition to SCP and resource efficient economies.

**Measuring Progress:** The Marrakech Process has developed approaches such as information tools (e.g. clearinghouses, policy outlooks and surveys) and indicators through its activities, which could be used to measure progress. In the future, implementation mechanisms for SCP and the 10YFP need to include more formal measures of success and of the costs and benefits of SCP policies and actions, to help secure a cost-effective shift towards SCP patterns.

**Delivering a 10YFP:** A clear and substantive decision at CSD 19 will be crucial in shaping and scaling up actions to achieve SCP. The 10YFP is needed for better coordination and cooperation in the promotion and implementation of SCP, and could also assist countries in monitoring progress toward their own goals and objectives. As noted by many Delegates at CSD18, the framework should help to mobilize the technical and financial support necessary to allow the implementation of national and regional initiatives.

Photo courtesy of Earth Negotiations Bulletin, 18th session of the Commission on Sustainable Development, May 2010



United Nations General Assembly Hall

The High-level CSD Intersessional Meeting on the 10YFP, held in Panama City, 13-14 January 2011, was useful in advancing understanding of the shape and scope of the 10YFP, while broadening political support for it. There was general agreement among participants that an ambitious 10YFP that goes beyond the status quo, contributing in a meaningful way to achieving sustainable patterns of consumption and production in all countries, should be concluded at CSD 19. Models for the institutional structure of the framework were discussed, with some suggestions for its different elements proposed.

The outcomes of the Intergovernmental Preparatory Meeting (IPM) for CSD 19, which took place in New York (28<sup>th</sup> of February to the 4<sup>th</sup> of March), acknowledged the work and achievements of the Marrakech Process, with many delegations noting the need to build upon its work, including the activities and tools of the thematic task forces, and the regional priorities identified through its extensive multi-stakeholder consultations. In order to achieve an ambitious 10YFP, most delegations agreed that high-level political commitment and a more formal organizational structure to scale up and replicate good SCP practices through the 10YFP would be required.

The draft negotiating text notes that “*The Marrakech Process has been effective as an interim means to share information and knowledge across countries and regions; however the scale of its impact has been limited and its sustainability is weakened by its being a voluntary initiative without formal intergovernmental endorsement*<sup>60</sup>”. The text includes suggestions for the elements of the 10YFP, including its vision, goals, objectives, functions, organizational structure and potential key programmes of the 10YFP.

**Contribution of the 10YFP to Rio +20:** A decision to establish the 10YFP could prove to be a vital global mechanism for cooperation to deliver change and accelerate the shift to SCP, which has been recognized as a pre-requisite for sustainable development. It could also provide one important building block for an ambitious international agreement on advancing sustainable development at the UN Conference on Sustainable Development (Brazil, June 2012).

As a **concluding remark**, the Marrakech Process demonstrates a clear global commitment to SCP, paving the way for a scaled-up and more formal effort to accelerate the transition towards resource efficient economies and sustainable lifestyles. Moreover, the increasing number of SCP initiatives and activities, not only of the Marrakech Process but around the world generally, shows the readiness of a wide range of stakeholders to work together for the promotion and implementation of SCP.

The challenge now lies in finding the most suitable mechanisms for scaling up and replicating these successful activities on a global level and to deliver focused support on the ground in countries and regions. The 10YFP represents a unique opportunity to accelerate the shift to sustainable patterns of consumption and production.

60) Draft negotiation text for the CSD19 (paragraph 62), available on line. [www.un.org/esa/dsd/csd/csd\\_csd19.shtml](http://www.un.org/esa/dsd/csd/csd_csd19.shtml)

## GLOSSARY

10YFP	10 Year Framework of Programmes on Sustainable Consumption and Production	MERCOSUR	Southern Common Market
ABIWSI	African Beverages Industries Water Savings Initiative	MIO-ECSDE	Mediterranean Information Office for Environment Culture and Sustainable Development
ADEME	Agence de l'Environnement et de la Maîtrise de l'Energie French Environment and Energy Management Agency	MTF	Marrakech Task Force
AEM	African Eco-labelling Mechanism	MTP	Market Transformation Programme
ALSCPI	African Local Sustainable Consumption and Production Initiative	NAFTA	North American Free Trade Agreement
AMCEN	African Ministerial Conference on Environment	NCPC	National Cleaner Production Centre
ARSCP	African Roundtable on Sustainable Consumption and Production	NEPAD	New Partnership for Africa's Development
ARSO	African Organization for Standardization	NGO	Non-Governmental Organizations
ASEAN	Association of Southeast Asian Nations	OECD	Organisation for Economic Cooperation and Development
ASHAM	African Standards Harmonisation Model	OECD-DAC	Organisation for Economic Cooperation and Development Development Assistance Committee
AU	African Union	PEI	Poverty and Environment Initiative
AUC	African Union Commission	PERL	Partnership for Education and Research about Responsible Living
BITS	Bureau International du Tourisme Social	PSC	Policy Support Component
BMU	German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety	RECP	Resource Efficient and Cleaner Production
CAMI	Council of African Ministers of Industries	RIMS	Regional Implementation Meetings
CAMT	Council of African Ministers of Trade	ROA	UNEP's Regional Office for Africa
CAMRE	Council of Arab Ministers Responsible for the Environment	SAG	Society in Action Group
CARICOM	Caribbean Community	SCOE	Sustainable Consumption Opportunities for Europe
CEHI	Caribbean Environmental and Health Institute	SEE	South East Europe
CCAD	Central American Commission for Environment and Development	SINGG	Seoul Initiative Network on Green Growth
CP	Cleaner production	SMEs	Small and medium enterprises
CCN	Consumer Citizenship Network	SBCI	Sustainable Buildings and Climate Initiative
CCSL	Creative Communities for Sustainable Lifestyles	SCP	Sustainable Consumption and Production
CSCP	UNEP/Wuppertal Collaborating Centre on Sustainable Consumption and Production	SIFT	Sustainable Investment and Finance in Tourism
CSD	United Nations Commission on Sustainable Development	SPOD	Sustainable Building Policies for Developing Countries
DEFRA	United Kingdom Department for Environment, Food and Rural Affairs	SPP	Sustainable Public Procurement
ECSL	Education and Communication for Sustainable Lifestyles	TERI	The Energy and Resources Institute
EMUDE	Emerging User Demands for Sustainable Solutions	TOI	Tour Operators Initiative
ESC	Education for Sustainable Consumption	UNCTAD	United Nations Conference on Trade and Development
ESD	Education for Sustainable Development	UNDESD	United Nations Decade of Education for Sustainable Development
EU	European Union	UNDESA	United Nations Department of Economic and Social Affairs
FUAV	Fédération Universelle des Agences de Voyage	UNECE	United Nations Economic Commission for Europe
GEF	Global Environment Facility	UNECA	United Nations Economic Commission for Africa
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit	UNECLAC	United Nations Economic Commission for Latin America and the Caribbean
GRIHA	Green Rating for Integrated Habitat Assessment	UNDP	United Nations Development Programme
GSSL	Global Survey on Sustainable Lifestyles	UNEP	United Nations Environment Programme
GSTC	Global Sustainable Tourism Council	UNEP-FI	United Nations Environment Programme – Finance Initiative
JPOI	Johannesburg Plan of Implementation	UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
IEA	International Energy Agency	UNESCO	United Nations Educational, Scientific and Cultural Organization
ICC	International Chambers of Commerce	UNFCCC	United Nations Framework Convention on Climate Change
ICLEI	International Council for Local Environmental Initiatives	UNIDO	United Nations Industrial Development Organization
ICZM	Integrated Coastal Zone Management	UNITAR	United Nations Institute for Training and Research
IIPT	International Institute for Peace through Tourism	UNU	United Nations University
IISD	International Institute for Sustainable Development	UNWTO	United Nations World Tourism Organization
ILO	International Labour Organization	USAID	United States Agency for International Development
IPM	Intergovernmental Preparatory Meeting	UQAM	Université du Québec à Montréal
ISO	International Organisation for Standardisation	VNCPC	Vietnam Cleaner Production Centre
ISWM	Integrated Solid Waste Management	WB	World Bank
ITU	United Nations agency for Information and Communications Technologies	WBCSD	World Business Council for Sustainable Development
LAS	League of Arab States	WSSD	World Summit on Sustainable Development
LOLA	Looking for Likely Alternatives	YAFE	Young Artists Fellowship for the Environment
MDG	Millennium Development Goals	YXC	YouthXchange
MESA	Mainstreaming Environment and Sustainability into African		



#### **What is the Marrakech Process?**

The Marrakech Process is a global process to support the implementation of projects and strategies on Sustainable Consumption and Production (SCP) and the elaboration of a 10-Year Framework of Programmes (10YFP). The process responds to the call of the WSSD, that took place in Johannesburg in 2002, to develop a 10YFP to support regional and national initiatives to promote the shift towards SCP patterns. The proposal of the 10YFP will be reviewed by the Commission on Sustainable Development (CSD) during the 2010/11 two-year cycle. The Marrakech Process is named after the city where the First International Expert Meeting on the 10YFP took place in 2003.

UNEP and UN DESA are the leading agencies of this global process, with an active participation of national governments, development cooperation agencies, business, civil society and other stakeholders.

For more information on the Marrakech Process please visit  
[www.unep.fr/scp/marrakech](http://www.unep.fr/scp/marrakech), <http://esa.un.org/marrakechprocess/>



# Notes

# Notes

## About the UNEP Division of Technology, Industry and Economics

The UNEP Division of Technology, Industry and Economics (DTIE) helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development.

The Division works to promote:

- > sustainable consumption and production,
- > the efficient use of renewable energy,
- > adequate management of chemicals,
- > the integration of environmental costs in development policies.

### **The Office of the Director, located in Paris, coordinates activities through:**

- > **The International Environmental Technology Centre** - IETC (Osaka), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.
- > **Sustainable Consumption and Production** (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.
- > **Chemicals** (Geneva), which catalyses global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.
- > **Energy** (Paris), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.
- > **OzonAction** (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.
- > **Economics and Trade** (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies.

*UNEP DTIE activities focus on raising awareness, improving the transfer of knowledge and information, fostering technological cooperation and partnerships, and implementing international conventions and agreements.*

For more information,  
see [www.unep.fr](http://www.unep.fr)

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*At the United Nations Conference on Environment and Development held in Rio de Janeiro in 1992, sustainable consumption and production (SCP) was recognized as an overarching objective of an prerequisite to sustainable development. Ten years after the Rio Conference, world leaders signed the Johannesburg Plan of Implementation at the World Summit on Sustainable Development (WSSD) and agreed to "encourage and promote the development of a 10 Year Framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production". The Marrakech Process was launched in 2003 in order to respond to this call. Since its establishment, the global, multi-stakeholder process has supported the implementation of SCP in all regions and has played a key role in providing inputs for the elaboration of the 10 Year Framework of Programmes on Sustainable Consumption and Production, to be considered by the Commission on Sustainable Development (CSD) during its 2010-2011 implementation cycle. This report presents the activities and outcomes of the Marrakech Process and provides some highlights and lessons learned. It examines the key outcomes of the Process from three main perspectives:*

- *The work of the seven Marrakech Task Forces: Cooperation with Africa, Education for Sustainable Consumption, Sustainable Buildings and Construction, Sustainable Lifestyles, Sustainable Products, Sustainable Public Procurement, Sustainable Tourism;*
- *The activities undertaken at the regional level: in Africa, West Asia, Asia and the Pacific, Latin America and the Caribbean, Europe, and North America;*
- *Actions at the national and local levels.*

*The review includes case studies highlighting concrete projects and good practices implemented by the Marrakech Process worldwide.*

*In reviewing all these actions it is clear that the Marrakech Process constitutes a global effort in which all stakeholders are taking action, coming together to build cooperation and support the transition towards sustainable consumption and production. It demonstrates a clear global commitment to SCP, paving the way for an up-scaled and more formal effort to accelerate the transition towards resource efficient economies and sustainable lifestyles.*