



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

# Sustainable Consumption and Production

## *What can be done in practice? The role of the CSCP*

Presented by:

**Nora Brüggemann**

Project Manager

UNEP / Wuppertal Institute Collaborating

Centre on Sustainable Consumption and Production



# Another vision is needed: A move towards sustainable consumption and production





- **The Centre for Sustainable Consumption and Production (CSCP)**
- **Accelerating the shift towards more SCP**



# Introducing the CSCP

## Organisational Setup

**CSCP**

**UNEP/Wuppertal Institute Collaborating  
Centre on Sustainable Consumption  
and Production (CSCP)**

A collaboration by

**Wuppertal Institute**

for Climate, Environment  
and Energy

**UNEP**

United Nations  
Environment Programme

**NRW**

North Rhine-Westfalian  
Ministry for Environment,  
Agriculture and Consumer  
Protection

**German state**

Federal Ministry  
for Economic  
Cooperation and  
Development

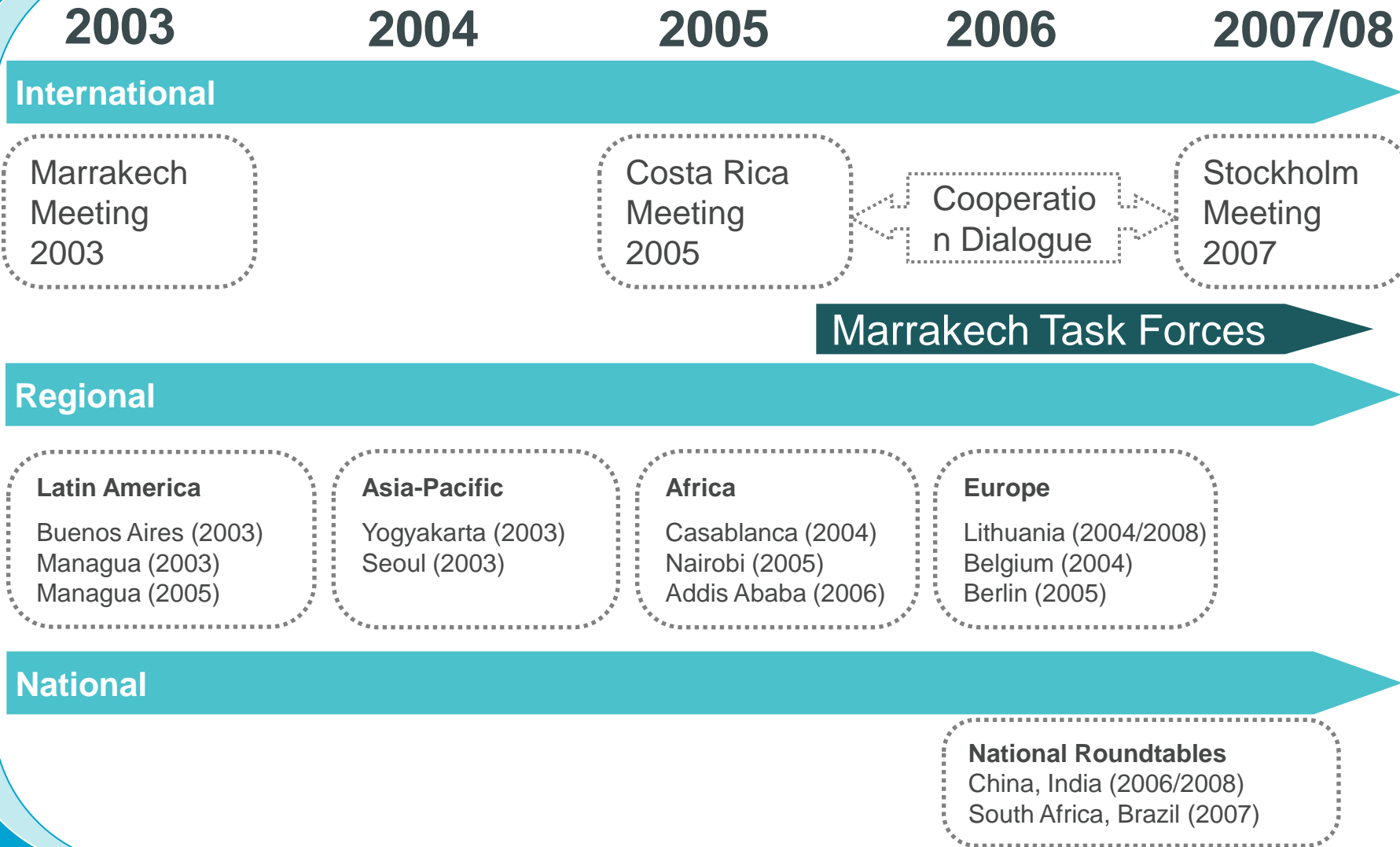
Federal Ministry for the  
Environment, Nature  
Conservation and  
Nuclear Safety

**Wuppertal**

Business and  
Employment  
Support Agency



# Sustainable Consumption consultations at the international, regional and national levels





# Getting closer to the 10YFP

## Next steps for CSD and Marrakesh Process

**2009**

### Commission on Sustainable Development (CSD)

#### 10 September 2009

- Empirical analysis, topical boxes, and other information for inclusion in SG report on SCP, waste, transport, chemicals, and mining.

#### 30 October 2009

- Trends and scenario analyses and case studies for inclusion in Trends report on SCP.

#### September 2010

- Submission of policy recommendations for SG report for 19th CSD session

**2010**

**2011**

**10YFP**  
(2012-2021)

### Marrakech Process

#### Spring 2010

- 4th draft 10YFP on SCP

#### Summer 2010

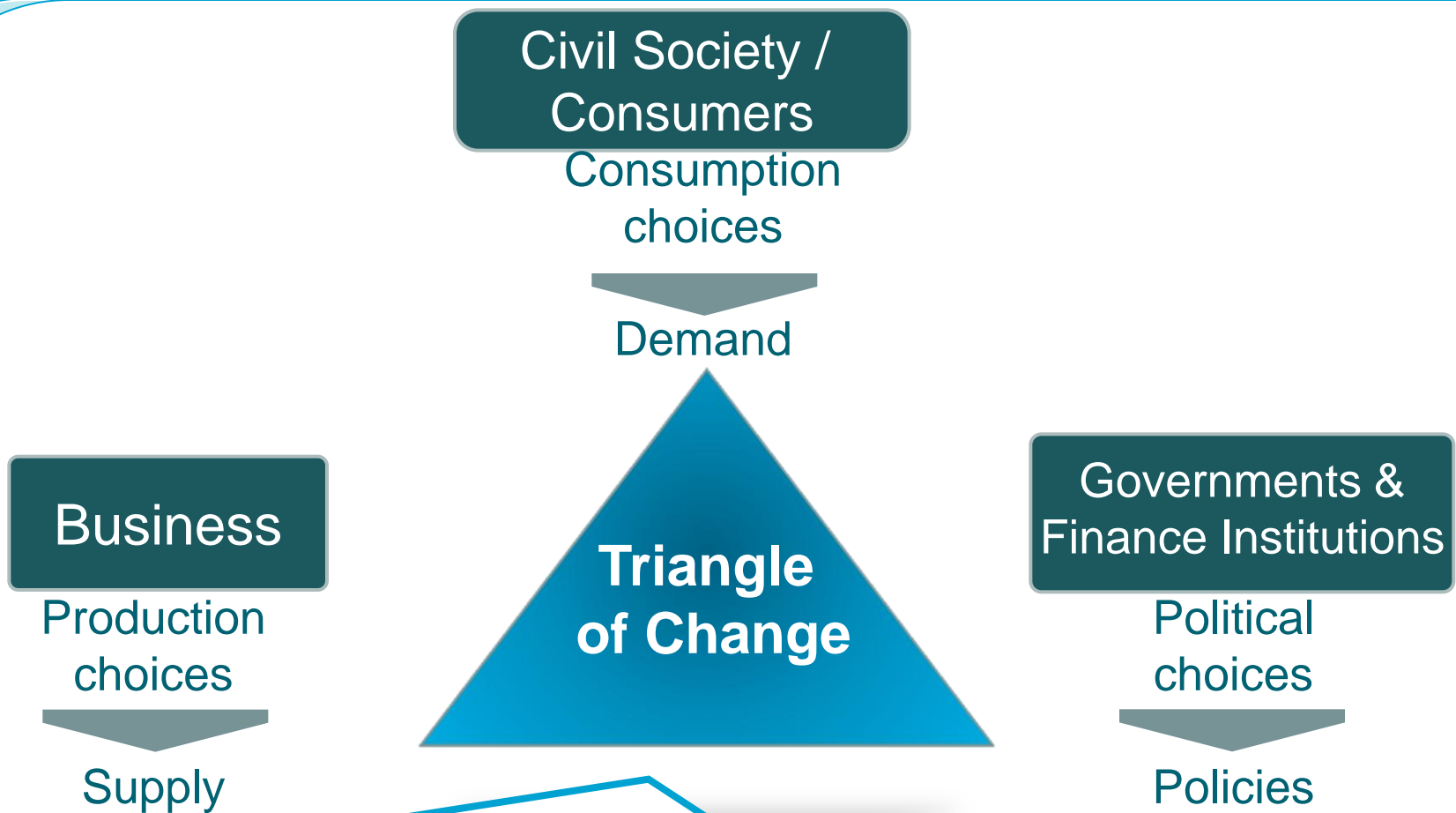
- 5th draft 10YFP on SCP



- **The Centre for Sustainable Consumption and Production (CSCP)**
- **Accelerating the shift towards more SCP**



# In the focus: The Triangle of Change



“Participation of **all actors in society** is needed to achieve sustainable consumption and production . None of these actors can change unsustainable patterns alone, but together they can form a so-called **triangle of change**. Actors are ready to change their behaviour if they know that others are doing their bit.”

UK Sustainable Consumption Roundtable, 2006





**There is still a big barrier.**

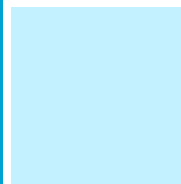
**Consideration**



**Intention**



**Action**

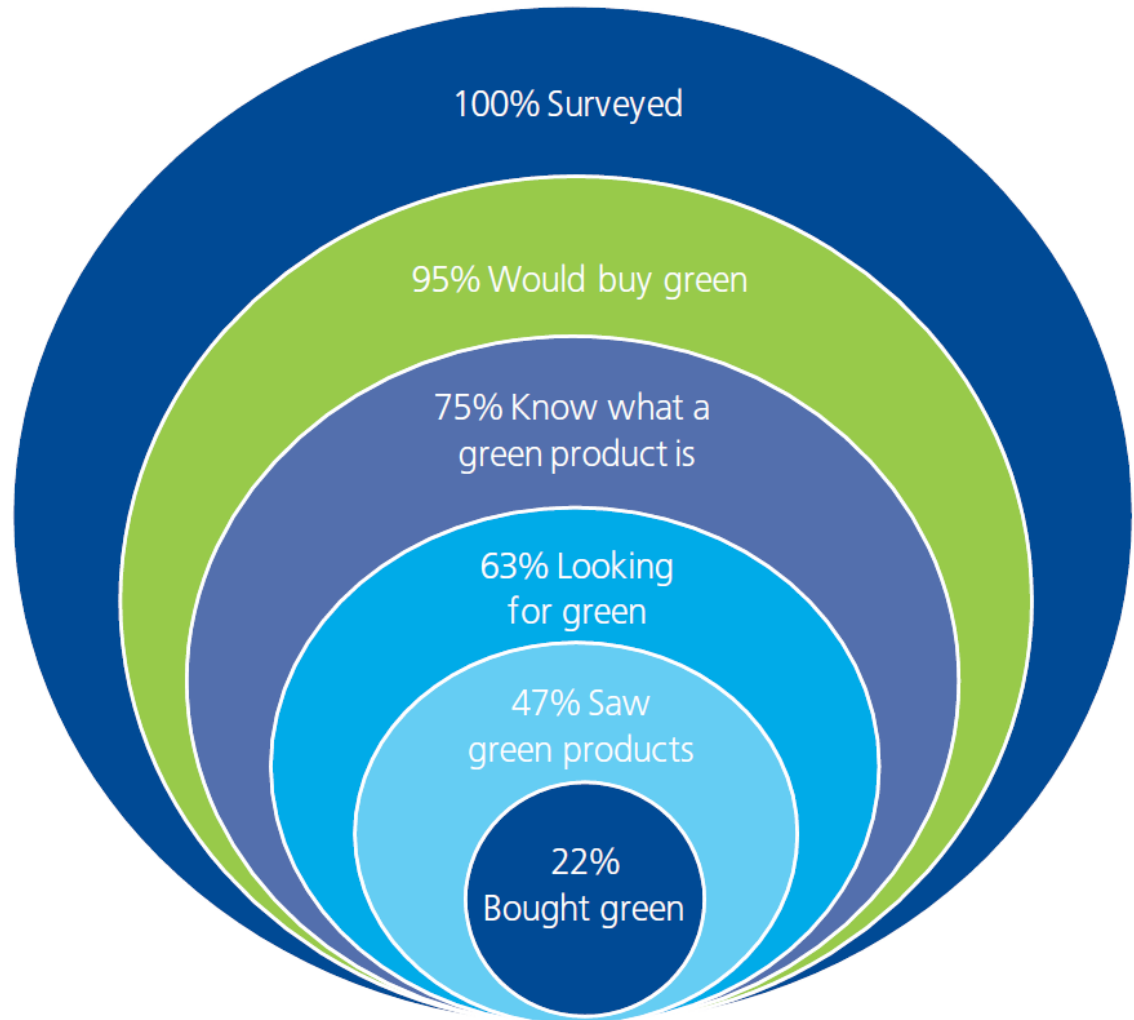




# Big SCP challenge

## From Perception to Action

There is still a big gap between what consumers say, what they want to do and what they actually do.



Source: GMS/Deloitte Green Shopper Study (2009)



# Some specific SCP challenges\* to overcome

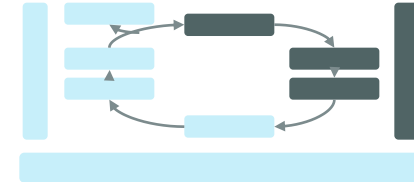
1. Missing link of good ideas and uptake
  - > Increase knowledge exchange, replication of good practices and uptake of results.

\*only a few examples



**Governments &  
Finance Institutions**

## **SWITCH Asia Network Facility** Supporting the switch to SCP



### **Objectives**

- **Assisting networking and knowledge sharing among projects**
- **Distilling knowledge for wider replication**
- **Facilitating policy uptake to maximise impacts**

### **Current Project Coverage**

**Bangladesh, Cambodia, China, India, Laos, Nepal, Mongolia, Pakistan, Sri Lanka, Vietnam**

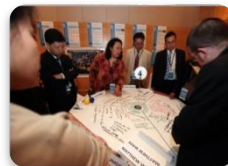
### **New Project Coverage**

**Indonesia, Malaysia, Philippines, Myanmar**

**Thematic booklets**



**Networking Events**



**Web site**





# Some specific SCP challenges\* to overcome

Too many messages, often confusing & overwhelming...





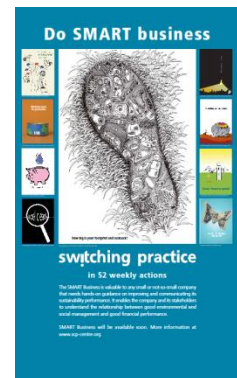
# SMART

## Switching Practice in 52 Weekly Actions

- **Strong focus on small businesses and their daily behaviour**
  - Hands-on guidance on improving and communicating sustainability
  - Understand the relationship between environmental and social management and good financial performance
- **Actions are aiming at 5 levels:**
  - Environment
  - Society
  - Economic
  - Labour
  - Human rights

### Main Outputs

- Booklet with 52 Actions
- Poster Exhibition aiming at international audiences and conferences



In cooperation with

**ecosign**

Funded by





# Some specific SCP challenges\* to overcome

1. Missing link of good ideas and uptake
  - > Increase knowledge exchange, replication of good practices and uptake of results
2. “The obesity of information” and complexity of SCP
  - > Offer credible information; invest in dialogue and partnerships
3. Need for more cross-cutting integration of SCP
  - > Improve policy-coordination; networking

\*only a few examples



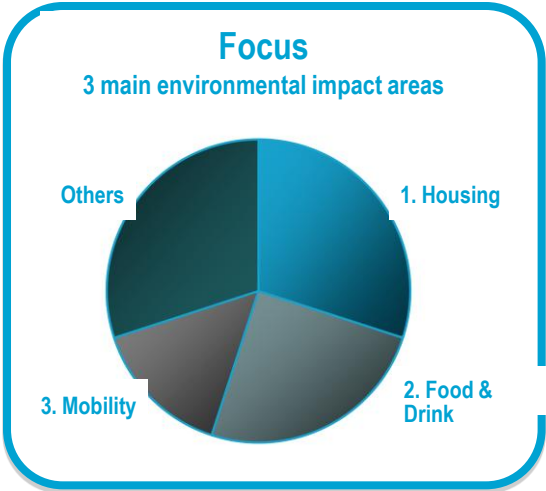
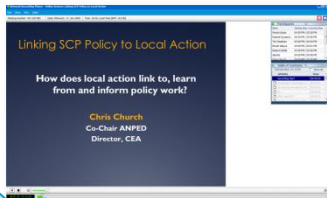
# Civil Society Platform on SCP

Providing a dialogue platform for CSOs for identifying research needs and influencing political decisions on SCP

## Social Network Website



## Live Broadcast Lecture



## Main Outputs

- Base Line Report
- Launch Conference (Hungary)
- Second Conference (Germany)
- Closing Conference (Belgium)
- Booklet on Partnering for SC
- Website [www.scp-dialogue.net](http://www.scp-dialogue.net)
- Online dialogue Platform
- Online Lectures

## Partners

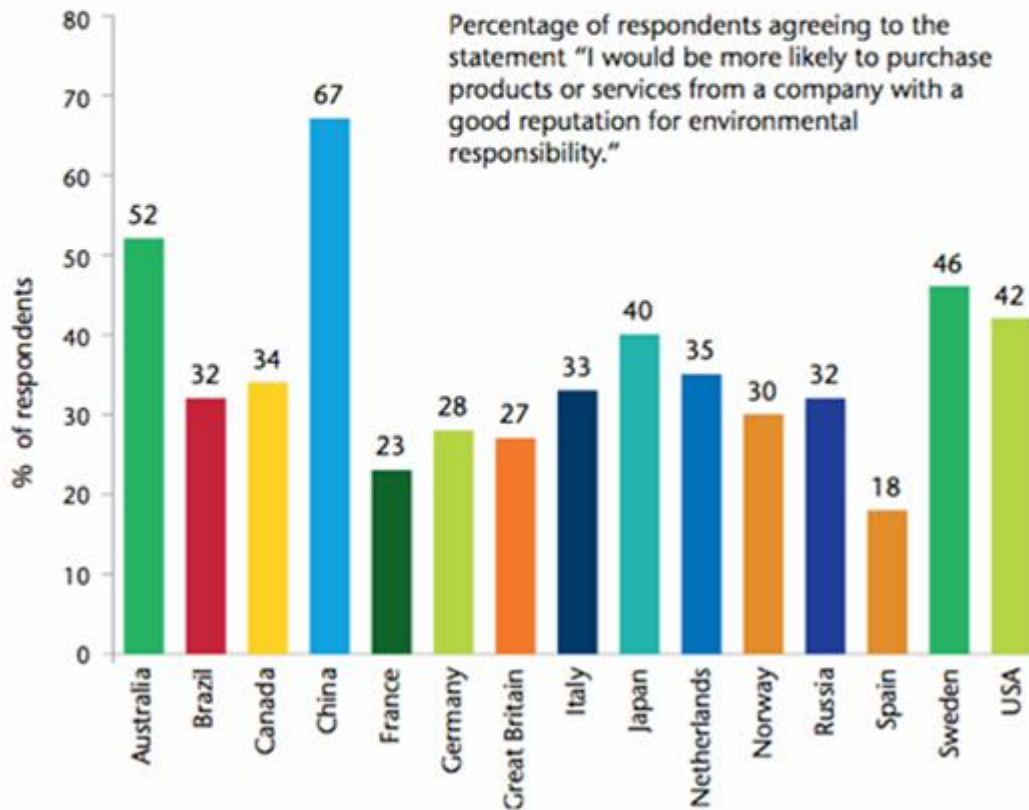
- Regional Environmental Centre (REC)
- Centre for Sustainable Design (CfSD)





## Consumers attitude

Consumers prefer companies with a good reputation for environmental responsibility



Source: Tanberg, 2007



## Introducing sustainable lifestyle and sustainable entrepreneurship into African universities

### Goals

- The project targets students in African universities
- Helps to introduce the concept of SCP as an opportunity for students to elaborate business ideas

### Project Phases

- 1) Delivery of training for two African universities
- 2) “Educate the educators” in the form of workshops for participants drawn from 8 universities

#### Project client

Marrakech Lifestyle Task Force:  
Swedish Ministry of Environment





## ...but a final word: How to reach systemic change?





## Thank you for your attention!

Nora Brüggemann

UNEP/ Wuppertal Institute Collaborating  
Centre on Sustainable Consumption and Production

[nora.brueggemann@scp-centre.org](mailto:nora.brueggemann@scp-centre.org)

tel ++49 (0) 202 - 4595817

fax ++49 (0) 202 – 4595830

[www.scp-centre.org](http://www.scp-centre.org)

