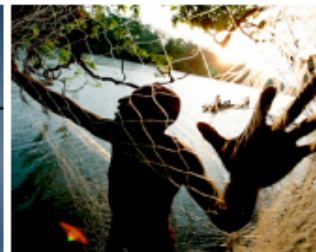




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# **Better & New NGO Strategies to tackle the Sustainable Consumption and Production Challenge? Roadmapping...**

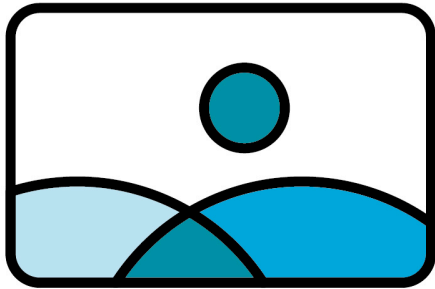
**Michael Narberhaus**  
**Brussels, December 8<sup>th</sup> 2009**





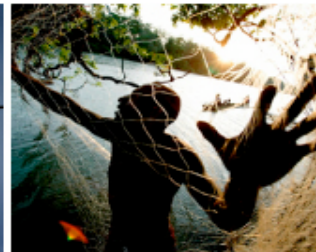
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## Action Town



Research and Action for SCP

Developing partnerships between research and civil society organisations with the aim to increase the effectiveness of civil society organization (CSO) actions towards SCP.

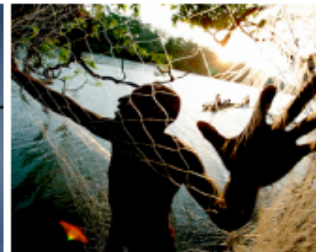
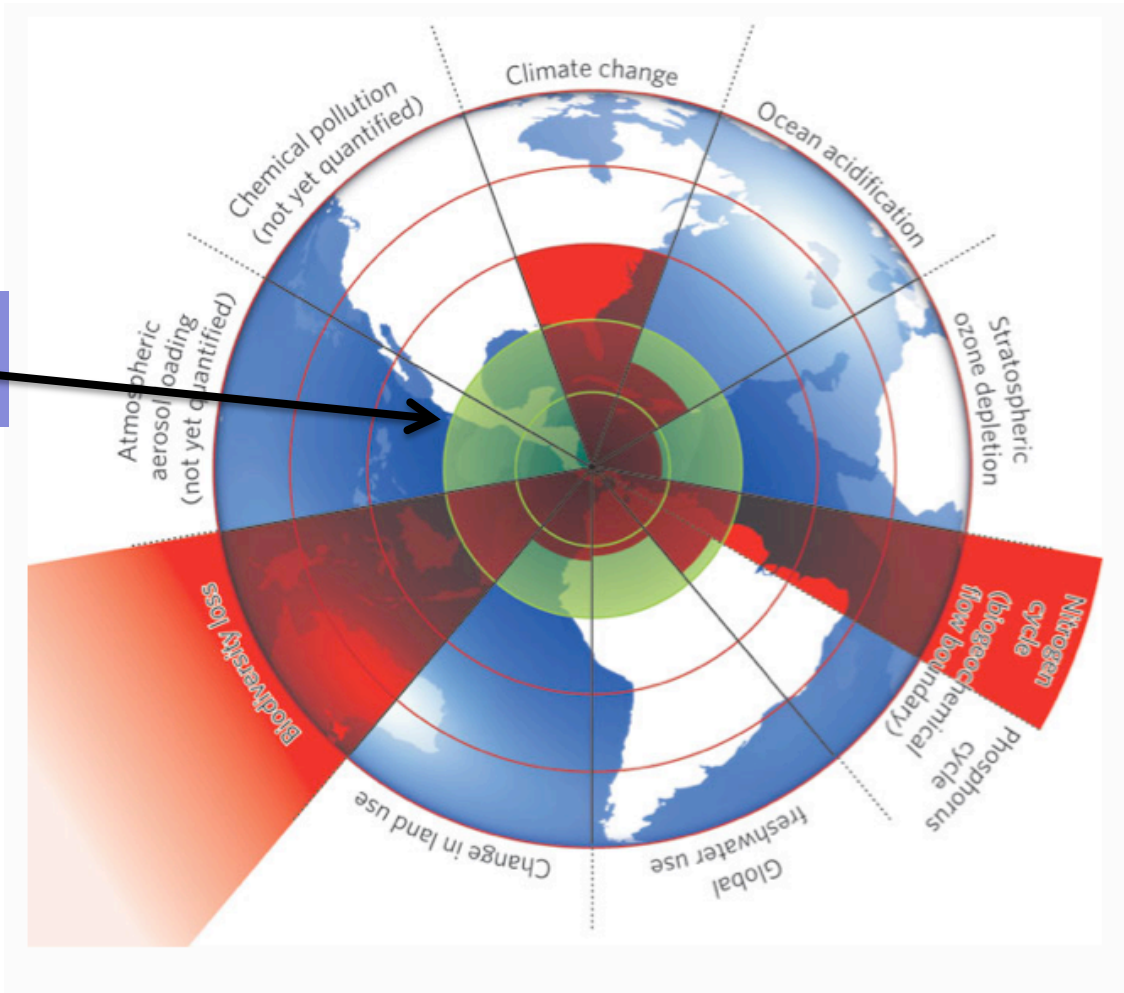




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# SCP: Fair share of the earth's resources within planetary boundaries

A safe operating space for humanity





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## SCP is a systemic challenge

Working on SCP means attempting to influence complex social, political and human systems.

- Multiple actors with different purposes
- Many different social, environmental and economic domains
- Complex ecological trade offs
- Multiple feedback mechanisms (e.g. rebound effects)
- Opportunities for co-benefits

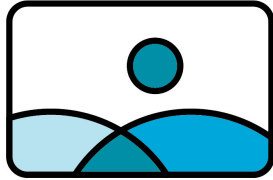




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## Key findings from survey on NGO strategies and tactics

### Action Town



Research and Action for SCP

- NGOs have not yet embedded the systemic nature of the SCP challenge
- Mostly single issue focus (mostly climate change)
- Mostly work on eco-efficiency
- Consumption work focuses on individual behaviour change
- Output rather than results focussed
- Little evaluation if at all
- Good at environmental assessment but not good at understanding economic, social and human systems
- Different interest groups are not building enough cross cutting coalitions

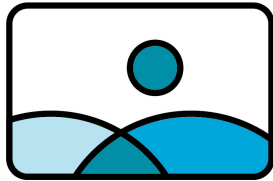




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## Roadmapping...

### Action Town



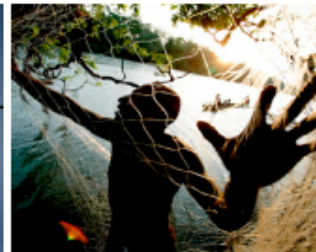
Research and Action for SCP

#### Aim:

Forge better collaboration between academia and NGOs to provide NGOs with better knowledge and capacity for more effective strategies and tactics for their actions towards SCP?

#### How:

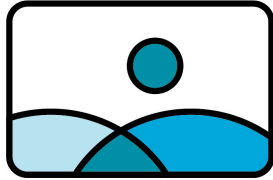
Bringing together leading thinkers from academia and civil society to a workshop.





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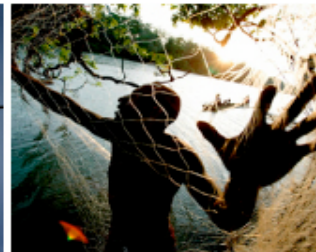
## Action Town



Research and Action for SCP

## What to do with the roadmap?

- Influence research agendas by disseminating Action Town Roadmap conclusions among researchers and civil society organizations at events such as the Action Town Conference in October/November 2010.
- Induce national and European funding programmes (including foundations and trusts) to support activities that focus on root causes of issues, and develop funding monitoring tools that allow for this.

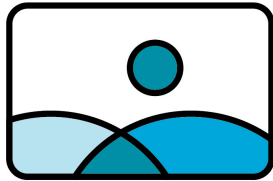




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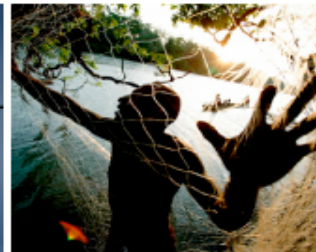
## Roadmap themes

### Action Town



Research and Action for SCP

- What do NGOs need to improve short-medium term focussed campaigning strategies?
- What do NGOs need to develop new and better ways to catalyse long-term social and political change towards a new paradigm?
- What do NGOs need in order to better measure and evaluate the success or failure of their activities ?





Thank you.

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<http://action-town.eu/>

