



Report from the CSO Platform Closing Conference

Making an Impact – Collective Actions Towards Sustainable Consumption and Production



The successful conference brought around 49 CSOs, 23 Research Institutions and 27 Policy Makers and Businesses together to discuss collective actions towards SCP.

This report attempts to reflect the presentations and discussions at the Conference. We would be grateful to receive any clarification or suggestions for correction by e-mail to satu.lahteenoja@scp-centre.org.



Making an Impact – Collective Actions Towards Sustainable Consumption and Production

Conference Report

“Meeting in the Middle”

7th December 2009

“Meeting in the Middle” Conference objectives and structure

Day 1 | Dec 7th

10.00 - 13.00 Introduction

- The role of European civil society in SCP policy processes
- SCP and policy development: how to engage civil society?

Room Van Maerlant III

Write questions to the panellists!

14.30 - 16.15 Voice of the platform

International policy processes such as the Marrakech Process within the EU context

Van Maerlant building / Room Van Maerlant III

National and regional level policy processes

Jacques Delors building / Room JDF 63

16.15 – 17.15 Reporting back

Civil societies' vision: SCP in Europe

Van Maerlant building / Room Van Maerlant III

17.30 - 20.00

Cocktail reception at the EESC

Jacques Delors building / Atrium 6



Mr. Ernst-Erik Ehnmark, European Economic and Social Committee (EESC)

EESC represents civil society with employers and employees; preparing reports and arranging forums, conferences & exchanges - providing civil society with a platform. The Lisbon Treaty identifies EESC as a platform for civil society to reach out to institutions. It is now well established with nearly 300 members.

The EESC has 3 focus areas: Education with a social dimension, throughout a working life. Research. Leadership, advocating the responsibility of governments. An overall aim is the better integration of sustainability in other EU work programmes as a „metastrategy“. A warm welcome to the EESC.

Mr. Jean-Michel Baer, European Commission, DG Research

In the science and economic Research Directorate we advocate inclusive governance. EESC is an important institution. Besides dialogue there should be opportunity for reflection. This conference is timely and important, in parallel to the Copenhagen process - making an impact. Essential action includes; industrialised countries reducing their GHG and other impacts, developing countries reducing their impacts and resolving how finance should be managed. Macro issues need micro understanding - why we produce and consume the way we do. We need to involve civil society and have an open dialogue about science. The EU Sustainable Development Strategy forms through an integrated approach; workshops between researchers, policy makers and civil society to better understand factors limiting sustainability - areas which could benefit from a deliberative process. We try to make our initiatives evolve e.g. capacity building among civil society and researchers. A European Research Network will spread what is known. We support the interface between research and civil society as well as new ways to do research with civil society. We are promoting further deliberative processes to support our vision for 2020. We wish the conference success.

Introduction to the CSO Platform project, conference objectives



Ms. Satu Lähteenoja, Centre for Sustainable Consumption and Production (CSCP)

CSO Platform on SCP (DelibProcessSCP)

Identifying research needs and designing elements of deliberative processes on SCP in the demand areas food, housing and mobility

Objective

To provide a dialogue platform that can give CSOs a space for identifying research needs and influencing political decisions on SCP.

Scope

Focus on major impact areas of food and drink, housing and mobility that are responsible for 70% of environmental damage in the EU.

Activities

- Base line report (trends, drivers, impacts within high impact consumption, as well as current CSO activities backed up by interviews, innovative and creative action areas towards SCP)
- Launch conference, Impact area workshops, Closing Conference, Strategic Summary Workshop of Policy Feedback
- Online dialogue platform

Partners

- UNEP/Wuppertal Institute Centre on SCP (CSCP)
- Regional Environmental Centre (REC)
- The Centre for Sustainable Design (CfSD)

Introduction to the CSO Platform project, conference objectives



Ms. Satu Lähteenoja, Centre for Sustainable Consumption and Production (CSCP)

We are in the final conference of the CSO Platform project - many of you have participated before.

The dialogue started in summer 2008 with the launch conference in Szentendre, Hungary. There we started discovery - what is SCP, what are the trends & drivers and what is important?

Through the second conference in Wuppertal we started to propose solutions and collected project ideas and cases of CSO involvement in SCP. The collected project ideas and cases will soon be online.

In this final conference we seek concrete solutions and policy recommendations. How to strengthen SCP - locally, nationally, regionally and internationally.

Some of the project highlights include: The pool of good existing cases and new project ideas. An online lecture 'Linking SCP Policy to Local Action. Online Platform with 160 members from 42 countries. Project presentation at the EESC.

Now preparing a booklet 'CSOs Partnering for SCP'. Delegates own statements on SCP statements - solutions/answers, also questions related to SCP in civil society, can be included.

Also preparing an EU strategy paper and workshop in January 10 to present the project results to the EU.

In the conference today there is firstly a focus on the current mechanisms for engaging civil society in SCP policy making. Then we look at what can be done better.

Tomorrow we consider how to create partnerships and use effective tools for implementation. We conclude by looking to the future.

Latest developments in European SCP policy processes



Ms. Bettina Lorz, European Commission

Leading the EC team dealing with SCP/SIP action plan, trying to address unsustainable production and consumption as an underlying driver for climate change, threats to health, biodiversity. Pursuing; an energy & resource efficient economy, changing patterns of consumption, transferring environmental challenges to opportunities. Main strategy; Action Plan on SCP/SIP, July'08; **Better Products, Smarter Consumption**. Address whole product life cycle of products. Exclude products with bad performance. Promote labelling, incentives, GPP. Working with stakeholders. Tools - quality assured international methods, indicators, International Reference Life Cycle Data System (with JRC). LCA also useful for consumer organisations.

EcoDesign Directive extending to energy *related* products. 9 EuP implementing measures - big potential. Energy-labelling Directive - binding framework extended to energy related products. Voluntary Ecolabel for top performers. Incentives - common criteria for products eligible for public procurement. Hoping for civil society input at consultation on criteria, through Ecodesign Consultation Forum, EU Ecolabelling Board.

Retail Forum is an important instrument - wide participation of EU retailers under umbrella organisations. Retailers commit to SCP matrix of actions, share best practice and use LCA. Input from industry, consumer organisations, scientific institutes, politicians & others. Topical + annual meetings and progress reports. Seek input to discussion paper before meeting. CSOs involved. Recognised as transparent process. Papers e.g. Best practices in marketing. Code of conduct. Every MS with useful input can contribute. **Food Chain SCP Roundtable** for actors improving sustainability. Commission involved; making LCA & common methods available. Working groups for priority topics. Consumer & environmental NGOs invited.

Recently, Unfair Commercial Practices Directive guidelines, included misleading environmental claims. Helps civil society to address unfair claims. SCP on the agenda of the European Consumer Consultative Group, welcomed by most NGOs

Global Dimension. SCP Action Plan - in which main civil society input was in (quick) consultation - as input to Marrakech process where NGOs were involved in formal dialogues e.g. through a specific NGO forum.

Challenges: Measuring progress and Benchmarking (indicators, work with EU Environment Agency). Enhance synergies for green economy. Sustainable consumption. Awareness/education. Comprehensive international programmes cf. SWITCH. Broader context of Sustainable Development - reviewing and revising the Lisbon Strategy - Commission consultation 2020.

The role of European civil society in SCP policy processes



Ms. Doreen Fedrigo, European Environment Bureau (EEB)

EEB (largest European federation of environmental citizens organisations) got together with social organisations and group of researchers (SCORE) to create Blueprint - why? SCP mentioned since Rio, but formal SCP agendas were focused on marginal changes and/or technical progress e.g. greener products, rather than focussing more holistically on lifestyle impacts. Looked at Peak Oil, finite resources (Peak Everything) -> contraction and simplification, not expansion. Will societies contract and simplify intelligently? We are being pushed, but have the option to plan change - a sustainability transition approach.

Goals for change - One Planet Living. From historically lower impact to low or no impact. Focus on well-being and enabling citizen engagement - moving away from growth. Sustainable consumption agenda e.g. issue of advertising/marketing.

Vision for change - Living within limits. Shaping sustainable society not sustainable consumer - shape society and systems. Finding path forward - characteristics of change to SCP; beyond marginal adaptations.

A. Establish basic institutional & policy framework. Get SCP integrated into what exists (needs to be part of how we deal with all consumption and production). Develop monitoring system. Turn UN Resource Panel into an IPCC for SCP. Network.

B. Lead change that can be realised now – achieve consensus, then progress ambitious objectives. Courageous leadership still required (so far the ambition is not being translated into lower level policy.) Articulate SIP - low carbon, resource efficient economy. Need more tangible objectives on sustainable innovation, post 2010 Lisbon Strategy. Business+consumer+society.

C: Develop inspiring approaches towards change which is still resisted now. Legitimise ideas like One Planet Economy and relate to political objectives. Use UK Sustainable Development Commission's 'Prosperity without growth', Happy Planet Index.

Roadmap forward. Clear transition to 21st century realities. Establish limits (low from lower) and sustainable consumption based on positive messages. Focus on big impact areas. Challenge path towards wider consumer choice.

Many people already living a low impact life. Part of Blueprint focuses on grassroots. Top down will not move fast enough. Looking to build up infrastructure for civil society organisations to spread low impact choices. Part of mentality change means changing infrastructure which prioritises profits. Talked about integrating sustainability into financial markets, but so far this is a marginal practice. Public policy will respond to societal priorities and steer others. We have tools but not objectives. Found in Brazil that need to put something meaningful in place of consumption's pull on values and lifestyles. Agree need to inject issue of what people give and get from society. Governments otherwise would tend to address people as consumers.

SCP and policy development: How to engage civil society?



Moderator: Mr. Michael Kuhndt, CSCP

Participants

Mr. Graham Tubb, South East England Development Agency (SEEDA)

Mr. Jan Rademaker, The Northern Alliance for Sustainability (ANPED)

Ms. Marta Bonifert, Regional Environmental Center for CEE countries (REC)

Ms. Mia Crawford, Baltic 21 – Council of the Baltic Sea States

Mr. Helio Mattar, Instituto Akatu pelo Consumo Consciente



SCP and policy development: How to engage civil society?



Mr. Graham Tubb

The South East England Development Agency is a UK Regional Development Agency required to engage with Sustainable Development. Elements of SD are contributed such as resource efficiency & renewable energy, to complement CO2 reduction.

The UK South East Regional Economic Strategy sets an overarching policy framework (since 2006) - target to stabilise footprint by 2016 - notably through planning. There are targets for CO2, and reducing water & waste. Also using waste more productively.

Web based tool for Local Authorities is used to help deliver Climate Change Action plan - achievable measures. One element of the tool produced with REEP enables local authorities to see their own footprint and local issues. SCP Net brings together all UK regions to get good data to analyse SCP performance to inform action, also share good practice.

Cost reduction promotes partnership to do more with less. RDAs can work with and support others e.g. funding support for community action such as Greening Campaigns, Transition Towns.

The UK government has focused on green tech to help recovery but emphasis on carbon is only a step and means of engagement to get over message of bigger picture. The costs of tackling climate change should be regarded as an investment to safeguard future and solve some difficulties. The problem's urgency suggests a purely voluntary approach is inadequate. Governments could impose carbon tax influencing choices in terms of price, but they are sensitive to competitiveness. Choice editing has a role.

The South East Forum for Sustainability (>200 organisations) come together in common cause and have a voice in regional decision making fora. CSOs should seek out similar possibilities.

SCP and policy development: How to engage civil society?



Ms. Marta Bonifert

REC set up nearly 20 years ago from vision for using environment to transform Central and Eastern Europe. New EU members, (potential) candidate countries. Aim to share, engage and act - neutral platform to engage all stakeholders.

EU Environment Commissioner confirms role of consumer. 4 of 5 say consider products' impacts. But 48% do not trust eco-claims. 72% support carbon labelling. Buying energy efficient products is having an impact. National variation in support for eco-labels. Best retail influence is to provide info.

Projects to involve and engage, e.g. EU EcoLabel in GPP.

Policy priorities - how to get SCP into new policies. Create better understanding of what SCP is and why it is important. Challenge message in the news that recovery is related to spending. Education work e.g. Green pack for 2.5m children, how to take Kyoto home. Messages enable action on lifestyle.

Concerned about silos e.g. climate change, energy. Need overarching and bottom up approach. Important to input SCP into recovery plans SCP.

Globalisation brought global aspiration. Eastern Europe is already rich in nature - policies should encourage and promote suitable agriculture. Parliamentary commission for SD and a Green Ombudsman helps the assessment of policies and gives a direct voice to civil society.

Ms. Mia Crawford

Baltic 21 setup in 1998 from Agenda 21, with sector platforms e.g. industry sectors. Now SCP will be thematic across sectors. Since 2004 Baltic 21 has concrete projects; involving the majority of countries where a policy is relevant - resulting policy recommendations are fed into policy fora. Input into the EU Strategy for Baltic Sea Region, also UN Commission on SD. Projects help involve stakeholders and make recommendations for next projects. Hope to continue working in this loop.

SPIN project to increase the innovation potential in SMEs for SP. New bridges project; 2 smaller regions working with quality of life concepts (more towards SC). Aiming for SC approaches in balance with SP.

Some competition between organisations in the Region as some have channels in EU. Promoting participation in the role for Baltic 21 to influence EU policy is not always attractive to stakeholders. However where there are ideas for collaborative project, it is easier to mobilise stakeholders and gain participation to work together and share solutions.

SCP and policy development: How to engage civil society?



Mr. Helio Mattar

'Akatu' means 'good seed' and 'better world'. Wanting consumers to change in product, producer and disposal choices. Challenge is to change perception to recognise the power consumers have through consumption. Effort directed through opinion leaders, advertising agencies, religious leaders, volunteers, CS leaders. Environmental organisations raise understanding of impacts, but not the relationship to consumption. Akatu develops content for tools for consumers (calculators), opinion research, metrics to measure progress of corporate consumption, games for schools. It systematizes processes to replicate methods e.g. Walmart in Brazil - 3500 multipliers took awareness to 75k employees. Work with federal Government on Marrakech process. Work with media - engaged since move to democracy; continued involvement in social issues. Develop vision of feasible environmental future so perceived sacrifices are compensated by future benefits. Main difficulties are in consumers' perception - consumption has impacts over a long period. Each consumer leads by example and can influence. Mobilising messages for opinion leaders e.g. 1 million people not running tap for 12min will save equivalent of largest waterfall. Governments tend to respond to strong actors and will only respond to strong CS views. So we need consumers to be organised so that their patterns of consumption are influenced by their local community. Focus on climate change has obscured focus on water and other natural resources, also social issues.

In Latin America governments are not attuned to civil society (more influenced by economic interests). People are making choices in direction of sustainability (UNEP research) but this is not perceived by government. Important to make the business case, and to involve media as the media represent the views of society, as digital network not yet developed.

There is not one approach to sustainability and to conscious consumption. Companies supporting Akatu do good and bad things. Akatu publishes benchmarks on companies.

Research in Brasil segmented consumers to apply a rating scale - this is used to show more sustainable choices result from projects.

SCP and policy development: How to engage civil society?



Closing Remarks

Tackling climate change is not a cost it is an investment.

Act, because it is too late.

Revive the whole sustainable development agenda, given it is a more holistic approach.

Governments have a political opportunity to respond to the needs of civil society.



Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Moderator: **Ms. Burcu Tunçer, CSCP**

Participants

Mr. Rajan Gandhi, Society in Action Group

Mr. Helio Mattar, Instituto Akatu pelo Consumo Consciente

Ms. Doreen Fedrigo, EEB



Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Burcu Tuncer: Introduction

The EU SCP Action plan is in focus in this session, but the discussions are not only on that, sector initiatives can also be touched upon, e.g. SCP Food Forum.

International processes are also on the agenda; the Marrakech process - developing the 10YFP; task forces: e.g. task force on sustainable lifestyles already involves CSOs.

How are these mechanisms working, how could they be better?

A SWOT analysis on the engagement of CSOs in international and European SCP policy processes shows:

- Challenges: CSOs usually interested in national policies, they are looking for immediate impact
- Threats: SCP is sometimes marginalised to life-cycle management; no specific targets and objectives
- Opportunities: a new generation of CSOs working on indicators, beyond GDP indicators; new funding like the SWITCH opportunities

- In the discussions we will talk about bottlenecks and challenges, the existing mechanisms and how they can be used better, and what else might be needed in addition to the existing mechanisms considering 5 different topics: stronger regulation, specific targets, funding, big issues, and changing the value system.

Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Mr. Rajan Gandhi, Society in Action Group

India was new to SCP, but in the first roundtable SCP was introduced. Another roundtable was organised in 2007, but you still face a blank stare if you talk about SCP in India.

The roundtables were too sector focused, looking at agriculture, or energy...

Last year India invited CSOs and governments from Bhutan, Nepal, Bangladesh as well as Marrakech Task forces to promote interaction between South-East Asia and the Marrakech Process

Between Europe and India there is a relaxed political relationship; the government in India accepts things happening in Europe easily, and this has been useful.

SCP involves not only CSOs, or governments, It is a combination of all the players. Government is always reluctant and CSOs need to drag them along. Europe is now the best role model and has a certain responsibility in demonstrating that there are also lessons to be learned and improvements to be made inside Europe. Civil society organisations are in a good position to bring this kind of information to India. They can have more impact than EU delegation from Brussels etc.

Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Mr. Helio Mattar, Instituto Akatu pelo Consumo Consciente

A regional meeting of the Marrakech process was arranged a few months ago in Latin America, with presentations on what different countries had done.

In between this and the previous Marrakech process meetings, people had forgotten everything. There was strong criticism that things agreed the last time had not been done.

In Brazil: Akatu proposed that they will help to reorganise the Marrakech process in Brazil. They took the plan that had been produced two years ago and redesigned it. As a result, the government decided to work on climate change as part of the new action plan. Everything else was defined implicitly as the responsibility of civil society.

There is a strong civil society in Brazil, and they often work with business; companies make commitments and civil society is monitoring their achievements.

How can Europe help: For Latin America Europe is the inspiring model, but the USA is the role model. That is the reality, even though it is a bit contradictory. The actual lessons are taken from the USA even though Europe is seen as a good inspiring model. In Europe, there are regional meetings of Marrakech groups, and only a few people from the region attend the global meeting. It would be good to have a joint regional meeting with Latin America and Europe, involving also CSOs. More interaction between CSOs in Europe and Latin America is needed, there is not much going on at the moment in this respect.

A bottom up approach is best, and CSOs are the best vehicle to offer this.

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Ms. Doreen Fedrigo, EEB

Doreen has been involved in EU SCP Action plan processes and in the follow-up; her comments are based on that experience.

Many EEB members at the national level are not working on SCP as such, but in the area of eco-labeling some work was done.

There is an increasing demand from EU institutions and from some national governments: What will CSOs do to achieve SCP? They say that people are interested in sustainability but then others say that people don't care, instead they buy the cheapest. In reality it is the mixture of both.

There is less potential for governments to sell SC - consumer society is considered holy, people need to have the right to choose. We talk about buying efficient light bulbs, and not the real things like not flying to Thailand. CSOs have to bring up these issues, before we can have an overall plan. It is very important for CSOs to make these comments, questioning growth etc. Retailers want to talk about how to market green products and not talk about really moving to sustainable consumption. Government & institutions feel they cannot demand drastic sustainability from industry or citizens; CSOs are therefore needed.

Important topics in the next 1-3 years are:

- Post-Lisbon strategy, we need to get the SCP agenda in there. We also need to win back the term green growth, what does it mean. (Many people are using the word green growth, but they mean different things).
- SCP roundtable on food is going on, with the eco-label process. The European dream needs to happen at all levels (member states, local, EU), member states are confronting regulation, they only want voluntary targets.
- Eco-innovation is an area where Europe has potential for win-wins, sustainability and profit, BUT: we don't know what eco-innovation means. We as CSOs want to define what it means, CSOs need to set the targets.
- The EU Sustainable Development Strategy review coming up is also important.

In terms of Marrakech process, it is a concern to hear from Mr. Gandhi and Mr. Mattar that the European SCP Action Plans are viewed as a good example. It isn't really. It is ignoring the key issues.

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Discussion

FUNDING

Bottlenecks:

- Big issues: Sufficiency does not pay, it is not connected to business. We need sufficiency in addition to efficiency, but it is not understood from the business perspective to a large extent, only efficiency is.
- CSOs don't have expertise in writing proposals. Solution: Simplify the procedures for funding applications.

What else is needed:

- Green energy investment should also go to best practices and lifestyles, not only to technology development.
- Connect SCP to CSR issues.
- We need to go to the individuals who are in charge of the foundations; go to Bill Gates instead of Bill Gates Foundation. If you convince him, a lot more money will be available.

Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Finding better opportunities

Stronger regulatory framework
Specific targets
Challenge our value system
Linking to “heavy weight” issues
Forums at sector level
New network for finding opportunities

Voice of the platform: Workshop A International policy processes such as the Marrakech Process within the EU context



Big issues discussion

The big issues include: poverty, gender, climate change, awareness among the mass, how to use the existing knowledge on climate change to our advantage (as people are interested in it, we might get them interested in SCP as well), the role of media and media owners, SCP itself, new indicators including non-monetary ones, what is a sustainable economy, re-education of professionals including economists and bankers.

The role of CSOs: CSOs can say things that others cannot (de-growth...). But, are CSOs part of the established system or outside the system?! Maybe CSOs need to jump out again from the system/establishment.

- CSOs need to present solutions and not only problems!

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Challenge our value system discussion

Obstacles and bottlenecks for challenging value systems: growth paradigm, the idea that everyone is a consumer, obligation to spend, people with values don't have a voice, are values universal?, role of media focusing in mainstream, education system making us consumers, contradictory consumer information from different sources causing confusion.

Existing mechanisms, how to use them better: conference participation as part of the mechanism, putting constraints on marketing practices is needed, financial support for NGOs is needed - the ones who work on values don't get any money at the moment, better use of the economic incentives, re-education of economists, integration of SCP into other policies.

What is needed: mobilisation of farmers' knowledge and their values, challenging financial capitalist system, measuring wellbeing instead of GDP, credible leadership, science & knowledge can be measured and wisdom & knowledge can't be measured, understanding the limits of an economic system, choice-editing, introduction of a new basis for resource allocation.

- There is a lack of role models, we need to have a role model for SCP; public figures.
- 'Consumption' might be the wrong way to express it, we might need to rethink our choice of wording.

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Specific targets discussion

Current obstacles: fragmentation of the issue – it covers many sectors and not only one implementing agency, lack of vision for the future /short term thinking, fear of setting targets (especially by politicians), CSOs not involved in target setting, lack of comprehensive, understandable information as well as certainty -we need to see the trade-offs as well (for example between climate and other environmental issues), lack of consensus on some important points.

Existing Mechanisms: *Marrakech Process* -good potential but has not been as effective as hoped for, we should revive it and integrate CSOs better, there is a lack of public understanding, "average Joe" doesn't have any idea of Marrakech process. *Global compact* - also has no specific targets. It does not give a way to go because it is so broad. *LCA* - use LCA and identify the highest impact point, use LCA more to focus your effort where it matters most.

Also needed: involve media better to get attention - find a leader who could put pressure on governments.

Overall points about targets: Is it possible to set specific targets, what is the best way to get the agenda forward? It is possible in emissions reductions but is it possible in SCP? *Response:* It doesn't have to be a target it can also be a goal, we need goals to have a direction. e.g. let us agree not to fly more than x km/year. Difficult to have measurable targets for systemic change. There are also other than quantitative targets, something that you need to get to. Targets lead to accountability. SCP is a moving target, so it is difficult to have target.

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Stronger regulatory system discussion

Challenges and bottlenecks: lack of political will, politicians do not get the idea of SCP, blocking a stronger regulatory framework, big fear of slowing down the economy, the economic potential of sustainability is not recognized, and the potential benefits are not visible.

Current Mechanisms:

If there is legislation there should also be sanctions - there has to be an international sanctions agency, if there is international regulation

Better use of the media within this regulatory framework, you need support from people

Stronger control on existing legislation is needed, it is not controlled at the moment.

What is needed: more coherent international frameworks, the SC agenda needs broader development (beyond labelling), SC should also be made more interesting or understandable to ordinary people, SCP should move beyond climate change and energy, and also beyond environment into social issues.

Long term vision is needed, with a lot of intermediate targets.

Voice of the platform: Workshop A

International policy processes such as the Marrakech Process within the EU context



Report Back - Key Findings

The existing regulatory framework is incoherent, and there is a lack of understanding as to what frameworks (can) offer.

Role of the media - relates to owners, shareholders, editors, journalists. Public awareness is low - need media who can make connections with SCP. Media can take role in shaping values - can CSOs reclaim that.

What does a more positive vision of SCP look like?

CSOs are often not involved in target setting. There is a diversity of measures; difficult to integrate.

There is an increasing focus on big impact areas; food, mobility, housing.

Need to re-educate economists.

Get behind issue of greenwash to show the reality of claims.

No politician wants to address SC. CSOs can say things that governments and CEOs cannot e.g. de-growth.

Some CSOs have become part of the system.

Local should be able to influence national without being dragged down by heavy issues. Civil society can influence but not replace government.

How to fund CSO action; foundations?

What does a sufficiency business model look like?

Voice of the platform: Workshop B

National and regional level policy processes

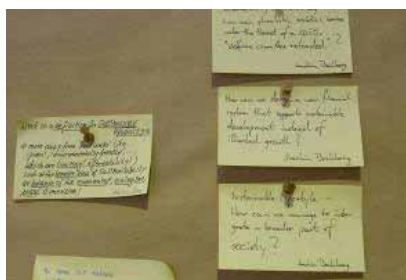


Moderator: **Mr. Dirk Hulverscheidt**

Participants

Ms. Carol Wilson, SCP Net

Mr. Christian Löwe, Federal Environment Agency



Voice of the platform: Workshop B

National and regional level policy processes



Ms. Carol Wilson, SCP Net

SCP Net is a partnership between the UK Environment Agency, UK Regional Development Agencies (RDA) and WWF to embed SCP in regional policy making. SCP Net offers networking events and a website.

SCP Net promotes 2 models:

- Input-output to inform the Regional Economic Strategy (WWF brought in footprinting), and
- REEP tool, bringing in patterns of consumption. From an RDA perspective this supports useful access to the REEP model. In return WWF get access to policy making. REEP enables looking at the impacts of different scenarios such as housing standards e.g. retrofitting vs. raising standards of new build, also transport modal shift. Joint training with WWF - lots of local authorities are interested and now engaged with RDAs.

Examples: Darlington looked at modla shift. Further development in the SW region resulted in REEP Tourism. North East (York) combined REEP with community segmentation to identify neighbourhoods for action.

Learning: Good coverage, useful to focus on method and data. Support for this work was previously thin, with little funding. Outreach was limited. It helped that WWF had regional policy leads. A challenge was experienced in level of engagement; it tends to part of someone's job, hence difficult to spread. Should possibly have supported champions more. Want to address the whole triangle of change - become a network of networks e.g. engaging business networks.

Voice of the platform: Workshop B National and regional level policy processes



Mr. Christian Löwe, Federal Environment Agency

Policy in Germany has been stimulated by the grassroots. Germany had 3m Euros for implementing policy with industry associations e.g. housing regeneration. By the end of the 1990s there was political need to combine processes in a national dialogue. In 2000 there was a call for many organisations to participate in national dialogue, ahead of preparing a national plan.

The SCP policy agenda complemented with implementation through particular stakeholders. National dialogue is part of the sustainable development strategy. The Ministry of Environment's work is supplemented by 250 projects supported by 16m Euros e.g. for consumer projects on energy efficiency. The Ministry of Research is also involving civil society.

There is a strong stakeholder approach, but weak implementation approach. The challenge is how to bring different funding approaches together.

Aiming to use dialogue between new Web 2 social communities and business.

Approach now focuses on EU agenda. Those responsible for housing and mobility are receptive (the food ministry has a relatively strong internal momentum). There is a problem with inter-ministerial working. CSOs also compete because the funding options are inflexible. Outreach is also limited.

Difficult to pursue formal inter-ministerial work - each ministry tends to have its own funding structure and core internal issues dominate. For example, the SD Council made recommendations on SC and it took 1.5 years to decide which ministry should respond; a missed opportunity for the Federal Government.

Voice of the platform: Workshop B National and regional level policy processes



Report Back – Key Findings

NEW STRUCTURAL FRAMEWORK

Considering what should happen in Ukraine. Need to rely on strong, enduring power (where governance is less stable); power could come from CSOs in partnership with international companies. Regulation is needed, notably to encourage production e.g. voluntary eco-labels. National moves should be related to international.

CHALLENGE VALUE SYSTEMS

Who should lead discussions towards new measures for quality of life? Business is commonly defining the cultural framework. To challenge this, we need to address people as citizens who can create a social framework, more than as consumers. It is difficult to fund work on processes, given less concrete outcomes.

CLEAR AND SPECIFIC TARGETS

Need absolute targets as long term aims and relative measures to stimulate intermediate steps. Competition with a local peer can motivate. Need to integrate measures rather than balance the 3 pillars. Incorporate social well-being through measures such as the Human Development index, Sarkozy's "Stiglitz Commission" (new metrics for prosperity). When deciding how to act, integrated measures may still need to be broken down to show which contributory elements to improve.

USING POWER OF CIVIL SOCIETY MOVEMENTS

Local action is connected to national and global issues and responses. Ways to communicate - should be positive messages. Need a critical mass of grassroots action and cooperation and then an advocating role to relate grassroots priorities to a higher level of governance. Movements rely on voluntary effort - could be state sponsored e.g. mandatory 1 hour per week serving society. Risk of CSOs becoming mainstream; less critical.



SCP-related statements by conference participants

“Work on a definition of for sustainable products! Move away from buzzwords like green, environmentally friendly, which are limiting (affordability). Look at the broader view of sustainability as a balance of the economical, ecological and social dimension!” (Kertsin Ochs)

“Sustainable lifestyle - How can we manage to integrate a broader part of society?” (Joachim Bochberg)

“How can we design a new financial system that supports sustainable development instead of unlimited growth?” (Joachim Bochberg)

“Sustainability and democracy - how can pluralistic societies survive under the threat of a 2050s ‘welfare committee reloaded’” ? (Joachim Bochberg)

“Growth?! Where we are going we do not need growth! (Thanks to back to the future)”

“Sustainable Consumption and Production - tackling the real causes of climate change.”

“Sustainable Consumption and Production - the building blocks for a low carbon society.”

“To make SCP happen, clear quantitative targets are needed.”

“We need to practice what we preach.”

Making an Impact – Collective Actions Towards Sustainable Consumption and Production

Conference Report

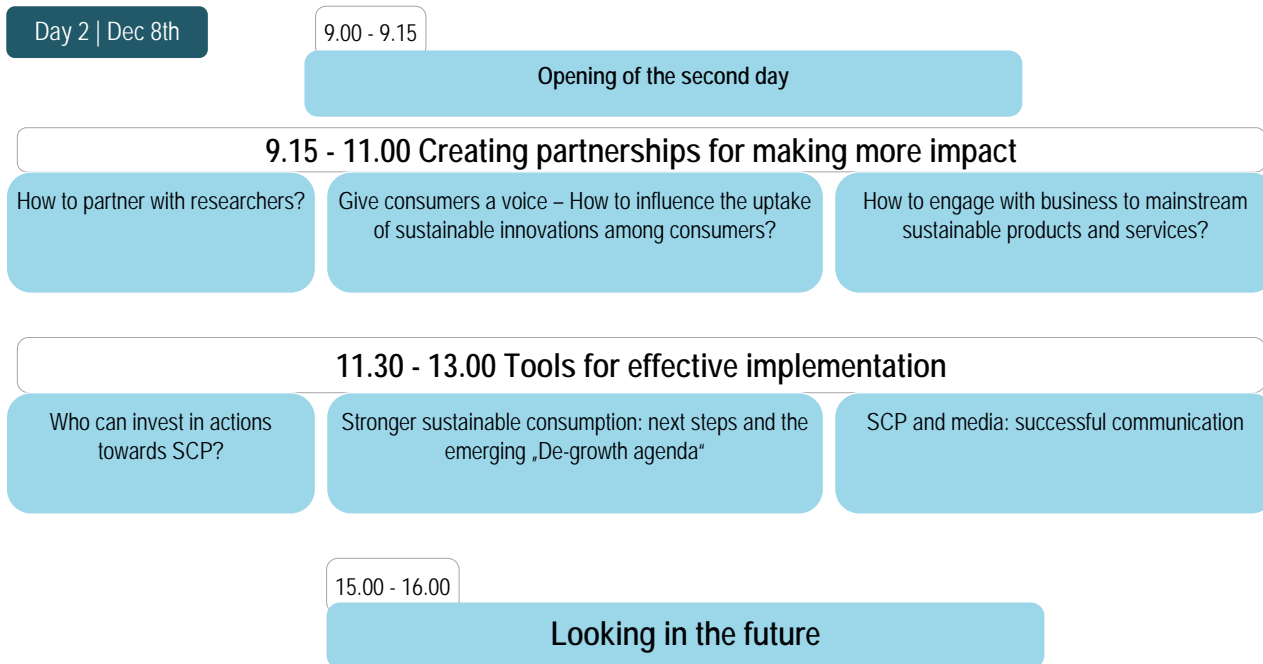
“Capacity Building – Solutions for Making an Impact”

8th December 2009





Conference objectives and structure



Opening



Mr. Ernst-Christoph Stolper, Ministry of the Environment and Conservation, Agriculture and Consumer Protection of North Rhine-Westphalia (NRW), Germany

Welcome. With CSCP we would like to discuss solutions, tools and approaches. We welcome REC, CfSD, also EESC support. We face challenges - we continue to discuss what networks and effective tools should look like. CSCP is located in NRW and we are a strong supporter. NRW is a strong industrial centre, hence it is good to discuss the 3rd industrial revolution – we are no longer dominated by coal and steel. Today environmental technology is important (2000+ employees in NRW); energy, recycling etc. We have excellent know-how. The Effizienz Agentur supports SMEs. There is positive competition for resource efficiency.

Important themes for meetings include: **COP 15 of UN Framework on Climate Change in Copenhagen;** binding agreements need concrete commitments by member states - US, China and Japan have already made concrete plans. **Renewable energy - EU PV Energy Conference in Hamburg:** 715 exhibitors, 30k visitors. 20GW installed worldwide, +10000% in last 10 years. Trend continues inspite of economic conditions. 40% from Germany. SmartGrid - 1st conference in Washington. Helped by strong IT and promoted by new framework in US. Resource efficiency has long arrived in Germany. Modified VW engines can be installed in homes - high efficiency, collectively equivalent to 2 nuclear plants - with no taxpayers money. Shows innovative possibilities. Looking back, 1909 was a globalising era with new ideas e.g. electric cars (38% of US cars were electric). GE marketed 1st electric toaster. After that 20th C was affected by two world wars and social challenges. The 3rd industrial revolution will not automatically give rise to sustainability. Resistances need to be solved, losers taken forward and alliances formed. Resource wars could be damaging. We need universal realisability as an imperative, on the basis of a 10bn global population. The 3rd revolution provides an opportunity for sustainable development. We need to work hard. It will not happen on its own. For example, if consumers know of their power, then they are really powerful.



Workshops:

A) How to partner with researchers?

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?

C) How to engage with business to mainstream sustainable products and services?



Creating partnership for making more impact

A) How to partner with researchers?



Moderator: **Mr. Joachim Bochberg**, Germany

Participants

Ms. Carmen Sorrentino, Luca Coscioni Association for Freedom of Scientific Research, Italy: *Freedom of access to scientific research and processes*

Mr. Michael Narberhaus, WWF, UK: *Better or new NGO strategies to tackle the SCP challenge?*

Ms. Elli Kotakorpi, Finnish Association for Nature Conservation, Finland: *Good results through collaboration – NGO and university partnerships*

Creating partnership for making more impact

A) How to partner with researchers?



Ms. Carmen Sorrentino, Luca Coscioni Association for Freedom of Scientific Research, Italy: *Freedom of access to scientific research and processes*

Historically, through an international campaign in the biomedical field, this organisation promoted freedom of scientific research. For example, the link between demography (population growth) and sustainability (economic growth).

Through analysing education for women, we see women can emancipate themselves. Otherwise women could die because they do not know how to cure themselves. Relating sexual education and choice and sustainable development is the main point of the Berlin meeting organised by the UN Information Front and the German government. The Luca Coscioni Association for Freedom of Scientific Research makes a campaign.

There is a long tradition in campaigning for civil rights (freedom).

Historically there was no freedom and when we wanted to fight for freedom, the Luca Coscioni Association for Freedom of Scientific Research found the best partner to make campaigns.

Comment: "We are citizens, not only consumers." (Philippe Gally, European Commission)

Creating partnership for making more impact

A) How to partner with researchers?



Mr. Michael Narberhaus, WWF, UK: *Better or new NGO strategies to tackle the SCP challenge?*

ROADMAPPING

Context is the Action Town project: this is a partnership project between researchers and CSOs with the aim to increase the effectiveness of civil society's engagement in SCP e.g. by improving understanding of how to work with assessment tools and indicators. We have identified that there might be new opportunities.

Actual things we need to achieve: there are concrete goals that need to be achieved within a certain time. SCP is a systemic challenge - that means, with influence on complex political and human systems. Hence the solution is not straightforward. It needs experience from trying out different solutions. We need to understand common purposes to understand the potential barriers within the complex system affecting many different domains. The key argument is to go beyond technological solutions; although there are certain limits such as territory. Different effects in the system need to be understood, to enable a better transformation - to identify better solutions for mutual benefits while offering sustainable solutions. NGOs need to know where to go.

A survey was undertaken to understand the system. So, NGOs did not yet understand the challenge. Some focus on single aspects and are not aware if this affects others' domains. Eco-efficiency was one practice, but there may be other solutions. To have tangible outputs is important, but what was really achieved in terms of sustainability often is not known. There is a skills gap for developing tools to change the system. The survey led to the conclusion to develop some better understanding for how to add value to NGOs. A roadmap is to identify what could come next. Ideas on how to work on the social parts of practices on SC. We want to engage leading academics and link to civil society, so we organise a workshop. With these ideas we create a document and circulate it among researchers and civil society. One challenge is to address the issue as a whole.

To make it more tangible for the people, we need to improve the thinking, to bring it to NGOs and to improve it. On the other hand there is a long term goal; a new social, consumer paradigm and what kind of knowledge and tools are needed.

Creating partnership for making more impact

A) How to partner with researchers?



Mr. Michael Narberhaus, WWF, UK: *Better or new NGO strategies to tackle the SCP challenge?*

COMMENTS/DISCUSSION

Carmen: The best way to partner with researchers is giving funding. They need venture capital. This could be a common problem with CSOs.

Virgin Giarmata, European Commission: There is a specific funding scheme of Digit EC, open for current proposals. What are the differences between CSOs and researchers. "Sustainable science" – can involve different researchers who come together to work also with other stakeholders.

What are the research areas and which researchers does WWF want to partner with?

Behavioural economics, psychology, political effectiveness in the system, ..."Jointly we need to define a new understanding of Sustainability" (Michael Narberhaus, WWF)

Eva Csobod, REC: How to deliver general knowledge and spread local knowledge? What is the tool of develop knowledge from civil society? It is not only about transferring knowledge.

How do you define good research? Action research. It is a revolutionary process and we don't know the process before we try it.

Is there a contradiction between researchers and CSOs in means of neutrality vs. specific goals? Sustainability research responds to trying to apply scientific knowledge within the values and goals of civil society.

Philippe Gallay, EC: All researchers have bias (even excellent research for instance). We do not have to be worried about the bias. The problem is you cannot avoid the bias, so you need to combine results. Research processes that involve researchers and policy makers. Only by putting them together can you generate something good for sustainability. If you only want to give the power to one, there will be a flow. We need to combine them.

Creating partnership for making more impact

A) How to partner with researchers?



Ms. Elli Kotakorpi, Finnish Association for Nature Conservation, Finland: *Good results through collaboration – NGO and university partnerships*

Here is one practical example of partnership between CSO and researchers. Use of the **MIPS-tool** to assess the amount of natural resources consumed by 27 Finnish households in 3 phases: 1) MIPS studies - pre-study on existing data, interviews in central Europe, 2) household application, 3) illustration and conclusions.

In the final phase popularisation of results is applied. www.onedidit.com is based on the findings of the project. Subsidiary reports were produced in housing, food and mobility. Masters and Bachelors thesis were produced through a collaboration of different departments of Finnish and French Universities, ministries and institutions.

Lessons learned through cooperation in research: a truly interdisciplinary approach was achieved, cooperation was beneficial for dissemination, valuable advice from research institutes was applied to resolve methodology issues, new enthusiastic people were brought to the SCP agenda, rewarding but also quite a lot of work for the students, a cost-effective way to implement a research project (the students did receive a grant for their work). Overall a much better result than the CSO could achieve alone!

What did the NGO do then with the results? Results were used in presentations, campaigns, website, etc.

What is the risk when students do the research? Some potential risk involved regarding the quality of work produced by students.

It was not a formal partnership. It started by a call by the CSO. The project started and looked for researchers making the supporting work.

Comment: REC has a project called "Interns" to partner with students. (Eva Csobod, REC)

Creating partnership for making more impact

A) How to partner with researchers?



Report back

Research has a lot to transfer in terms of working with women – learning from women's roles offers lessons for SCP.

CSOs should create networks. CSOs tend to focus on end of pipe. CSOs should integrate themselves in networks to focus on basic research. If CSOs produce sound proposal and focus on basic research, then funding should not be a problem.

An example joint research project on different patterns of household consumption - use of raw materials and energy. Shows the potential to use the drive from CSOs and the rigour from curious researchers.

Consider the dimension of timing - if young researcher seeks a job, they seek a result in weeks, a CSO may plan to take opportunities over a number of years.

How to create good partnerships between CSOs and Researchers?

Partnerships depend on win-win relationships. Write your messages for what is needed from Researchers and from Civil society to have good partnerships which really make an impact.

From Researchers to CSOs

From CSOs to Researchers

What can I offer to CSO partners?	What do I expect?	What can I offer to research partners?	What do I expect?
	Policy makers do have responsibility too – in making this visible	Policy makers do have responsibility too – in making this visible	Help with scientific methodology issues and networks
Learning from local knowledge and integrate it to the research agenda.	Cooperative research		Better connection and cooperation
Tools that can assist in their Network.		CSOs can offer the « real-world » knowledge about the application side of the research tools so that researchers can make their tools useful.	Verification of findings and ideas
IDEAS	Freedom		
		Enthusiasm, energy, good experience in popularisation	
		Questions	
		Data to analyse	
Research methodological based on scientific tools and cooperation	Open cooperation and sharing ideas and experiences	Working on projects with most likely impact afterwards	Not to be treated as labour

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Moderator: **Mr. Martin Charter**, Centre for Sustainable Design (CfSD), UK

Participants

Ms. Christine Schneider, Henkel, Germany: *Intrinsically linked: The role of consumers and the role of business*

Mr. Michael Lettenmeier, Wuppertal Institute, Germany: *Living Labs – co-operation for sustainable products*

Mr. Chris Church, London 21, UK: *Mapping for sustainable consumption initiatives*

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Ms. Christine Schneider, Henkel, Germany: *Intrinsically linked: The role of consumers and the role of business*

Henkel is a FMCG group (> 57 countries), covering laundry/home care, cosmetics/toiletries and adhesive technologies. Henkel now has a female chairwomen. Recently in its 130 year history, it launched performance targets based on sustainability - from corporate vision to product development (energy + climate, water, H&S, social progress, materials). Products must be better in at least one of these focal areas. The innovation rate is about 30%. Important not only to talk about production, communication is important for the use phase e.g. heating of washing machines. McKinsey survey (8 countries in 2008) > 50% are concerned about environmental + social values, but are not prepared to act – don't want to compromise quality, price and convenience. Consumers are confused by labels; which products are more sustainable? Pack claims do not explain complexity. In 2007/8 joined German pilot project on harmonised carbon foot printing, also how to communicate to consumers. Example, the dominant carbon impact in laundry detergent is in use phase. Influencing consumers needs time and continuity e.g. if you use detergent in the right way then you save electricity. From product innovation; dosage and water use has decreased. Advertising includes quality and responsibility - high performance with resource efficiency. Communication channels include TV ("better than ever from 20"). Pursuing a BCSD statement of intent - technology advances are insufficient, changes in lifestyle are needed - business needs to lead. **Industry has 3 approaches: innovation, choice influencing, choice editing** (appreciate there is strong CSO support for choice editing) Sustainability is a driver for innovation. Barcodes link to full information on aspects (QR code). Note interactive consumer information e.g. if wash cooler, how much CO2 is saved („clever compared“).

In the past retailers were not harmonised or collaborative. Now there is Retailers Forum. BCSD working group found it difficult to get retailers together. Henkel interested in retailers as top customers - now liaise at high level, but with individual retailers.

Innovation not so much based on technology (though competitors' products are still analysed), it is based more on consumer information and approaches. Competitors e.g. P&G targets, are challenges, but FMCG consumer information is very similar.

Henkel uses widespread internal communication e.g. recruiters in HR are interested in SCP. There is a blog for employees to share innovative ideas from personal sustainable behaviour, or from production areas – it is useful to have views from outside Europe. Innovation launch takes longer outside Europe but the pressure to get a product on the market is universal.

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Mr. Michael Lettenmeier, Wuppertal Institute, Germany: *Living Labs – co-operation for sustainable products*

The Wuppertal Institute is still owned by the state of NRW. Projects include the field of sustainability such as those with vision of One Planet Living. We have targets for 2050. We see a factor 10 difference in the resource efficiency of best vs. worst Finnish households. Conscious consumers cannot find what they want. Many sustainable innovations fail in the market. Our approach is the EU infrastructure of Living Labs with several institutes and companies. Need for user centred approach – a facility to develop and test products in cooperation with consumer (reduce mismatch to needs). Insight research within households (decisions, usage); modular test house (test different solutions); field testing (in living areas). Research agenda defined; flexible homes, building integrated systems, virtualisation, sustainable lifestyles, etc. Department working with physical infrastructure for user observation, longitudinal research, comparison across countries. Netherlands Germany, Switzerland & Spain are establishing physical living labs.

What should Living Lab research focus on? How should CSO be involved? For example, could compare more and less sustainability-inclined people.

What is effect of choice influencing of products through selective advertising?

How can product innovation approach be complemented with social innovation approach; changing relation between behaviour and product innovation? Can it be used to realise social experience and test social flexibility? Need better knowledge as to what is acceptable e.g. towards CO2 targets.

How would participants experience support network? How would the living lab be designed to enable diffusion? Could there be a hybrid approach to incorporate existing communities?

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Mr. Chris Church, London 21, UK: *Mapping for sustainable consumption initiatives*

What is civil society doing? Consumer focused campaigns, but isolated - need better dissemination and evaluation to show what is effective to mainstream and link to wider media and policies. SCP needs common principles as a basis for joint working. SCP policies and issue too big? Most NGOs in Action Town only approach SCP through projects - not big policy. Small groups need to share on SCP. Example is isleofeigg.net. Make it easy to find what is happening. Avoid duplication but replicate where appropriate. Share information. Provide advice and support. We need information in our information system.

Lessons from online mapping. Impossible to know what's going on in city or rural area. Traditional networks work for those already. Many new ideas emerging. Need to be representative of community. **Mapping for change** part of London 21 + UCL. 5 years ago established the London 21 Green map - first online green map. Need to update for 18 categories, e.g. community service, energy, food, sustainable design. Can switch layers on and off. Anything that is based in a place can be put on a map - turning directory into living resource. Can map quantitative data, qualitative data (survey of people's perception, what they would like to change), ideas, stories and histories. Community map example - Hackney Wick. Also, community facilities, repairers, independent shops, home improvement providers, evening class providers. **London-wide map:** climate focussed bodies, community resource centres, renewable energy projects and energy advice centres, city farms, community health projects, ethnic/faith organisations, time banks, community media organisations, events. **Mapping good practice across Europe** - issues; easy as local at one level, but who chooses entries and who maintains.

How impact on policy? Interested agency can find out more about what is really happening. Individuals can get active more easily. Policy needs infrastructure for implementation - maps show existing work and the gaps (e.g. empty areas where people have been unsuccessful getting grants). **Need maps to tell us where we should be going.** Show new activity with opportunity to comment. Need moderators from steering committee to confirm quality before entries go on the map. 'Lifeguide' developed in Germany to engage people on a local level. Could relate practical information to quality of life measures. Relate community activity to income. **How to involve people?** Start process with a workshop where people write on a large paper map - immediately digitized. How would community map process spread? E.g. Brixton, needs £1000. **Mapping for change can host.**

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Discussion

System for consumers discouraging sustainable innovations: **very expensive, unavailable, insufficient information, too many eco-labelling systems, top down, no competition, unattractive, inconvenient packaging.** So; need price parity, appropriate information, good quality.

How to increase the buying or use of sustainable products or services?

Provide prompts for smarter consumption to help buy less where possible. Ask first why do I need it? Which way can I satisfy the need without new resources? Which economical/social model do I fit with the remaining consumption?

Mapping shows what is available, locally.

Main thing is to raise awareness of social and environmental impacts of buying decision with simple messages and preferably with images to help visualise impact. Link consumption also to health and well being.

Messages to move people on to action to show what people can then do.

Community involvement helps empower people, provides role model.

Make link to sources of products; notably connection to agriculture.

Creating partnership for making more impact

B) Give consumers a voice – How to influence the uptake of sustainable innovations among customers?



Report back

Re-brand SC as smarter consumption.

Link SC to health.

Develop a screen for consumers (do I need it, should I buy it, if I do need it what is the greenest choice?)

Living sustainably still needs products/services.

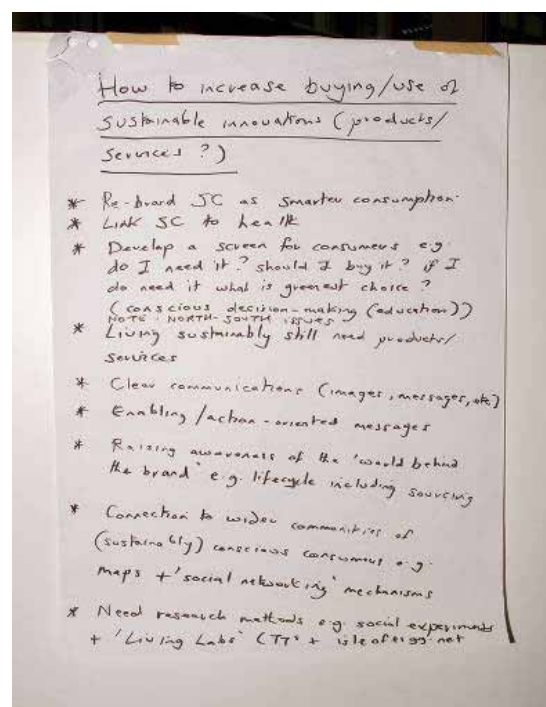
Clear communications (images, messages etc).

Enabling / action-orientated messages.

Raise awareness of the 'world behind the brand' e.g. lifecycle including sourcing (example Story of Stuff - a viral message).

Connection with wider communities (sustainably conscious consumers – e.g. through mapping, social networking mechanisms).

Need for (new) research methods e.g. Social experiments - how do people use them. (* physical labs e.g. Living Labs, communities such as Isle of Egg, Transition Towns).



Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Moderator: **Mr. Bernward Geier**, Colabora, Germany

Participants

Ms. Mulder Lettemieke, Unilever, Germany

Mr. Marcel Clement, Rainforest Alliance

Ms. Kerstin Ochs, Forum Waschen, Germany

Ms. Sabine Peters-Halfbrodt, KRAFT, Europe

Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Ms. Mulder Lettemieke, Unilever, Germany

Michiel Leijnse from Unilever. Produce 300,000,000 tonnes of tea, 600 varieties, grown on over 500,000 small farms and estates, sold in 150 different countries.

Structural difficulties, over supply of tea resulted in 35% price decrease in the past 25% year which has impacted on communities and environment where tea is supplied from.

10 years of working sustainably on farms and estates. This has included 97% reduction in energy, replanting of 7000 trees and working with community projects to develop housing, schools and hospitals.

The Rainforest Alliance: 3 main focuses - **People, Planet and Profit**. They also have the ability to work on international scale, with both large-scale plantations and small farmers. Offer market-based premium for farmers.

Committed to sourcing all tea sustainably; all tea in PG Tips, Lipton Yellow label tea bags in Western Europe to be from Rainforest Alliance Certified farms by 2010 and extended to all Lipton teabags by 2015.

Impacts from the ground up; certification benefits > 150,000 farmers and workers and 30,000 smallholder farms. Also increased yields by 10-15%. Benefitted farms, providing water filtering systems and increased protection in areas.

Through using certified tea; hope to lead change in the tea industry. Also hope to provide consumers with choice to make better, balanced decisions, therefore creating stronger bonds with the brands in doing so.

Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Mr. Marcel Clement, Rainforest Alliance

Focus on **Forestry, Agriculture and Tourism**.

22 year old organisation, office on location. Work with 63 countries. Own 100,000,000 acres of farm land.

SAN Standard (Sustainable Agriculture Network), working towards ISO 65 accreditation. Indicators developed by national stakeholders (i.e. farmer in Indonesia, differ from farmers elsewhere).

The Principles of Sustainable Agriculture developed.

Partnerships with farmers is important, in aiming to create certified farms. Need to protect biodiversity, create shade, no hunting, waste management, banning of Dirty Dozen pesticides, or providing protective equipment. Soil Resources; protect from soil erosion. Water management, occupational health, worker housing & access to education.

Farmers need rewarding for keeping trees, looking into climate initiatives.

Local relevant, achievable goals. Work with government to provide incentives.

Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Ms. Kerstin Ochs, Forum Waschen, Germany

Forum Waschen - a dialogue platform in Germany, founded in 2001. Topics focus on concrete actions in washing, dishwashing & cleaning. Focus on health, money, and environment. More than 37 stakeholders on board (ministries, universities, churches, trade unions, environmental associations, appliance industries...etc)

Q: How can consumers and industry do more for sustainability? - 3 fields in balance; environmental, economical and social.

Goals: to detect 'Hot-Spots' for improvement in the washing industry whilst motivating consumers. Work towards shorter washing cycles, lower temperatures, less mechanics and use of smaller quantities of detergent.

Research findings: LCA shows user and disposal phase of product life cycle create highest impact. Energy consumption is highest in washing, drying and ironing. Energy prices are highest at 90 degree wash at 39 Euros, compared to 8 Euros at 30 degree wash.

„A.I.S.E. „Washright“ Campaign & relevant consumer information, since 1998.

Golden Rules for Drying & Ironing - tips formed.

- "Federal Action day for Sustainable (Dish-) Washing" every year. Patron representative from political environment, 150 voluntary organized activities all over Germany, with competition. Translation of information to public is key (how much is 4kg of laundry). Provide professional training for voluntary stakeholder workshops. Yearly report, school projects.

- Media response.

Conclude: Open & trustful dialogue of controversial topics, avoiding inefficient public discussions.

How are you measuring you're impact (to Forum Waschen)? Initially asked questions. Market research with AAEZ. Noticed how few people know how to wash efficiently.

Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Ms. Sabine Peters-Halfbrodt, KRAFT, Europe

Sustainability of Commodities Side. Large brand portfolio. Kraft committed to sustainability because of the population growth - a growing product demand but a decrease in resources.

Goals: energy use reduced by 25%, plant water consumption reduced by 15%, plant energy CO2 emission reduced by 25%, reduced packaging. Goals set until 2010. Potential savings of \$150M.

Coffee Project in partnership with Rainforest Alliance started in early 90's. Found decreasing yields and reduction in quality of beans. Aim to ensure quality and good commodities.

Chose **Rainforest Alliance** - as share 3 main priorities in social, ecological and environment focus .

Building Sustainability into:

Coffee; Kenco - Connecting consumers with the farm education programme. 100%Raw Materials sourced from Rainforest Alliance Certified farms by 2010. Coffee grounds burnt for energy >30% Reduction in energy use since 2000. Eco Refill pack. AFH Cup Recycling. FSC sourced outer packaging and POS.

Cocoa, project started in 2005 with Rainforest Alliance. Project Cote d'Or, 3 year project. 70% plus cocoa premium dark chocolate, d'Or now contains at least 30% from Rainforest Alliance Certified Farms.

Aims for 2012 for all cocoa to be sourced from Rainforest Alliance Certified Farms, for two major chocolate brands in Europe; Cote d'Or and Marabou.

Other Initiatives include; Bill & Melinda Gates Foundation, WFC, STCP and ECHOES.

Creating partnership for making more impact

C) How to engage with business to mainstream sustainable products and services?



Report back

Unilever & Kraft - Team up with environmental NGO offering communication tool of certification. Showed what difference it makes for tea producers. Certification gives credibility and good communication tool. Serious company commitments through supply chain, to 2011.

Rainforest Alliance - food context. Not only CSO - business relationship, also network and cooperate with other NGOs. Can link business to consumers.

Forum Waschen - 37 stakeholders look at washing detergent, Create synergies to motivate and concrete tips. Action Day each year - understanding translated to action.

Certification has to be credible, transparent and independent.

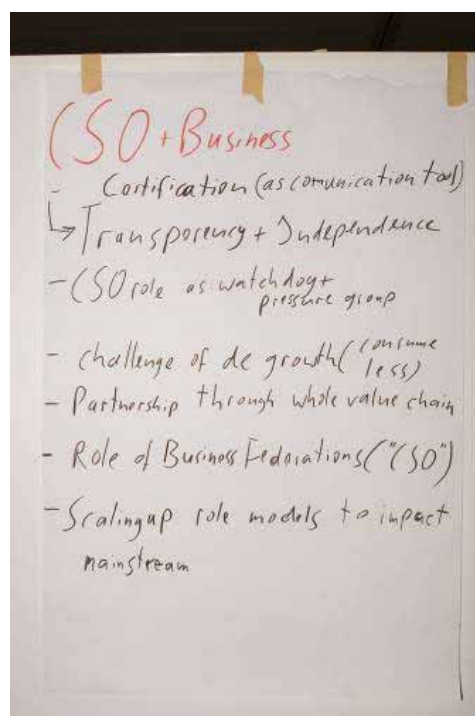
CSOs have a role as watchdog. Business welcomes this and wants help to improve.

Degrowth offers contradiction is proposing less consumption - not role of business to consume less. Should consume differently.

There should be partnership through the whole value chain.

Role of business federation - may be blockage.

Role models may be scaled to impact the mainstream.



How to create good partnerships between CSOs and Business?

Partnerships depend on win-win relationships. Write your messages for what is needed from Business and from Civil society to have good partnerships which really make an impact.



From Business to CSOs

From CSOs to Business

What can I offer to CSO partners?	What do I expect?	What can I offer to business partners?	What do I expect?
Expertise	Open view on cooperation	Solutions	Commitment
Possibility to make an impact	Pragmatic approach	Leverages on positive performance	Accountability and transparency
Communication platform	Result oriented	Communication tools and ways	Cooperation in decision making on corporate policy
Transparency	Trustful dialogue	Credibility through certification provides communication tool (e.g. seal)	
Credible communication			
€			

Tools for effective implementation



Three interactive workshops:

A) Who can invest in actions towards SCP?

B) Stronger sustainable consumption: next steps and the emerging „De-Growth agenda“

C) SCP and media: successful communication



Tools for effective implementation

A) Who can invest in actions towards SCP?



Moderator: **Ms. Eva Csobod**, REC, Hungary

Participants

Ms. Eva Csobod, REC, Hungary: *How to use the EU structural FUnd for colaborative SCP actions?*

Ms. Zsuzsa Laber, SPAR International, Hungary: *Business sector involvement for SCP actions*

Mr. Siegmar Otto, Institute for Ecological Economy Research, Germany: *Innovative tools; creativity and communication in the EU*

Tools for effective implementation

A) Who can invest in actions towards SCP?



Ms. Eva Csobod, REC, Hungary: *How to use the EU Structural Fund for colaborative SCP actions?*

Funding opportunities:

- EU - DG Research FP-7; DG Environment; EU Structural Fund
- National resources: governmental, business, other Local Funds

• **Example from Hungary:** Promoting health and environmental awareness of the Hungarian consumers – 'Greening the retailers' (130 000 EUR, 1 year)

- Frame for the project: National SCP Action Plan 2006-2015

Outcome:

- Promoting health and environmental awareness of the Hungarian consumers.
- „Greening” the retailers for better and more sustainability related information for the consumers.
- Suggestions for the government on new initiatives.

Tools for effective implementation

A) Who can invest in actions towards SCP?



Ms. Zsuzsa Laber, SPAR International, Hungary: *Business sector involvement for SCP actions*

Significant changes in the CEE region in the last 10-15 years for retailers, among these: food safety and healthy products became an important innovation in the product performance.

SPAR system gives more opportunity for local producers.

The Business Strategy of the SPAR has environmental and social priorities integrated in the main objectives of the strategy.

Organic food which is free of chemicals is continuously expanding since the “Natur*pur” own branded labelling was introduced in Hungary in 2006.

The SPAR Vital labelling and additional information to consumers provides assistance to achieve a balanced diet and supports a sustainable lifestyle.

The website (www.spar.hu) was renewed in 2008 with new communication strategy supporting sustainable and healthy lifestyle.

Within its CSR activities SPAR organizing educational events in schools and information days for consumers on bio and healthy food products.

The **barriers for working with environmental issues**: low awareness level of consumers on sustainable consumption patterns and waste sorting.

Tools for effective implementation

A) Who can invest in actions towards SCP?



Mr. Siegmund Otto, Institute for Ecological Economy Research, Germany: *Innovative tools; creativity and communication in the EU*

Main conclusions of the ASCEE and BALANCE projects:

- Information is not enough, consumers need options
- Habits and routines – they are very hard to change, opportunity could be: targeting critical life events – child birth, job change – when old habits and routines do not work any more.
- Public debate about ecological issues has lost its momentum (since the 1980's), now the debate should be on SUSTAINMENT concept. One of the main points: **use positive emotions!**

CORPUS, a new FP7 project:

- It is a knowledge brokerage project on SCP which will start in 2010.

Questions and models: How to communicate SCP to different target groups and what are the media tools for this?

Conclusion:

What is innovative communication for SCP? There are always new combination of media and content about SCP - even with low budget! And even more room for creativity!

Tools for effective implementation

A) Who can invest in actions towards SCP?



Discussion

Mia Crawford (Baltic 21): *Having EU funds for SCP is great but we should start thinking of how to stimulate more funding in the next financial programming period (2013-2019)*

Éva Csobod (REC) : *ERA is a good forum for this.*

Nora Brüggemann (CSCP): *Talking about companies' CSR activities - to what extent could we say CSOs are involved, is it a real involvement?*

Mia Crawford (Baltic 21): *We can not really communicate SD or SCP in an effective way as there is no ETHICAL FRAME. Who should consumers trust? And why?*

Otto Siegmar (IOEW): *The SCP topic is getting clearer and clearer, so it is time to start to communicate. For a broad audience we should not communicate the concept and scientific frame but small, practical things.*

Tools for effective implementation

A) Who can invest in actions towards SCP?



Report back

1. SCP: incorporate into all relevant strategies;
 - real political action
 - ensure coherence
 - ensure funding mechanism.
2. SCP&SD to be highlighted in the 2013-2019 programming period.
3. CSO participation in EU programmes (I-II.)
4. Sufficiency
 - bring it into SCP agenda
 - fund somehow
5. Focus on audience-specific communication, CSO involvement and cooperation between experts, CSOs & the media.

Tools for effective implementation

A) Who can invest in actions towards SCP?



Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Moderator: **Mr. Chris Church**, ANPED

Participants

Ms. Sylvia Lorek, Sustainable Europe Research Institute (SERI), Germany: *Towards strong sustainable consumption governance*

Mr. Chris Church, ANPED: *How do those working on SC engage with wider political issues and what are the opportunities within the „De-Growth“ idea?*

Ms. Leida Rijnhout, ANPED, Belgium: *De-growth – opportunities and challenges of a rising debate*

Ms. Elke Pirgmaier, SERI, Austria: *Following up – next de-growth events*

Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Ms. Sylvia Lorek, Sustainable Europe Research Institute (SERI), Germany: *Towards strong sustainable consumption governance*

What is the understanding of SC: 3 aspects (household consumption, economic private and public consumers, resource consumption). SC is important for poverty and development. It is about minimising the use of resources, about the well-being of people. The SCP debate is concentrating mostly on the technological, goods and services in terms of commodities (increases in the market share).

I = P x A x T formula: the impact needs to decrease and population is growing. All hope relies on technology, but we do not know if the technology can solve it. A strong SC policy affects affluence and the underlying de-growth paradigm. How to use land?

To bring the micro actions up to macro level and structure policies. Strategies need to be sharpened by CSOs. Strengthen governments' responsibility, they need to follow the policies to make sure that they are implemented. The sense of urgency needs to be communicated.

De-growth needs to be reorganised and sharpened in a smooth way.

Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Mr. Chris Church, ANPED: *How do those working on SC engage with wider political issues and what are the opportunities within the „De-Growth“ idea?*

Three positive reasons why this de-growth is a good idea:

More free time, real issues are confronted, the approach is holistic, access to resources for future generation, equal access now, peace, meaningful life, dematerialise the economy, saving the resources for future generations, avoid social instability, avoiding climate crisis, creating a positive attitude to living.

Three big problems about de-growth:

How to deal with social security and finance, having change behaviour, scaring people, human greed, having to change the economic paradigm, no economic model that works without economic growth, population growth, (no-one knows if the population will increase?) explaining the concept to people, not just an economic problem.

Three things that you find really confusing about this:

Innovation is linked strongly to economy, something needs to grow and something needs to decrease (what?), new models. Change of the energy mix a industrial revolution is possible, but not just improvements (we will never achieve the efficiency change which is not possible). Which influence will it have on society (work)?

Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Ms. Leida Rijnhout, ANPED, Belgium: *De-growth – opportunities and challenges of a rising debate*

There are limits to ecological capital and this is a reality. Within this there is the social and the economic capital. No a pillar approach anymore! The capital approach is all economic activities need natural resources, the rebound effect (the real saving in energy is not that big). The solutions that are existing are not enough. We want a social and fair economy. Over-and under consumption is a large phenomena, not only between south and north parts of the world.

Contraction and convergence - the right to growth in some countries and some not. The reality is that in Europe we are already de-growing. The GDP de-growth is not the goal. Stop the growth obsession.

We need future scenarios considering the scarcity of natural resources. There is a collective denial believing that the resources never end. Let's be realistic, there is one earth. It is a threat to our democracy if we come to a war economy and this lead us to social dramas.

The challenges are:

- To design a planned and guided de-growth path.
- Based on future scenarios of economic activities, to realise social and environmental possibilities and desires.
- De-growth strategies with participation of civil societies.

Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Ms. Elke Pirgmaier, SERI, Austria: *Following up – next de-growth events*

Rethinking economic growth: Towards an international degrowth network

- 12 January 2010, London

Growth in Transition project. An Initiative of the Austrian Environment Ministry in cooperation with 15 partners [<http://www.growthintransition.eu>]

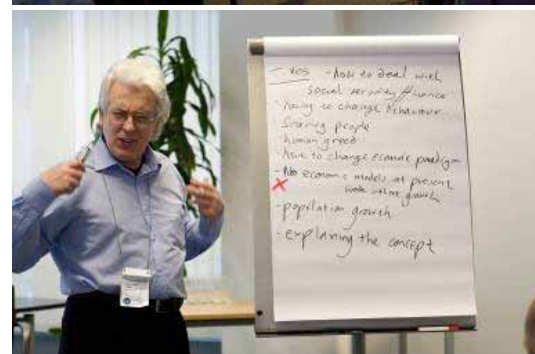
- International Conference 28 and 29 January 2010, Vienna

- Scientific Workshop 27 January 2010, Vienna

Degrowth 2.0 [<http://www.degrowth.net/-Barcelona2010>]

- 26-29 March 2010, Barcelona

Needs ways to communicate and stay in touch regarding the events.



Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Discussion

1. How do we explain better? We need to work on more realistic models (broader, with economists). Information is missing about it.
2. Impact on how we live and work (clearing understanding).
3. Clarity in what we want (vision)
4. What do we do next? Do we need to create a space to discuss to de-growth?
 - Is „Growth“ natural?
 - Understand links between population growth and growth (www.tellus.org > scenario).
 - Conceptualise how to reduce our growth.
 - Purpose: a good life. Achieved by: working bottom up and challenging GDP.
 - Need a macro-economic response.
 - Diversity of models (not only economic).
 - Balanced living instead of de-growth.

Conclusion: We need to conceptualise and pursue one planet living/balanced living, there is still this issue of challenging vs. creating. Where is the equity?

EXPLAIN CLEARLY - ADDRESS CHALLENGE - CREATE NEW

Tools for effective implementation

B) Stronger sustainable consumption: next steps and the emerging “De-Growth agenda”



Report back

There is an lot to play for - climate change, peace justice, more free time.

Need to explain and promote understanding of the issues.

Need to challenge what is happening now. Weak SC is eco-efficiency, but this is not enough. Considering GDP as unacceptable, we need new measures. Need a positive vision of what de-growing society looks like. How should development be balanced?

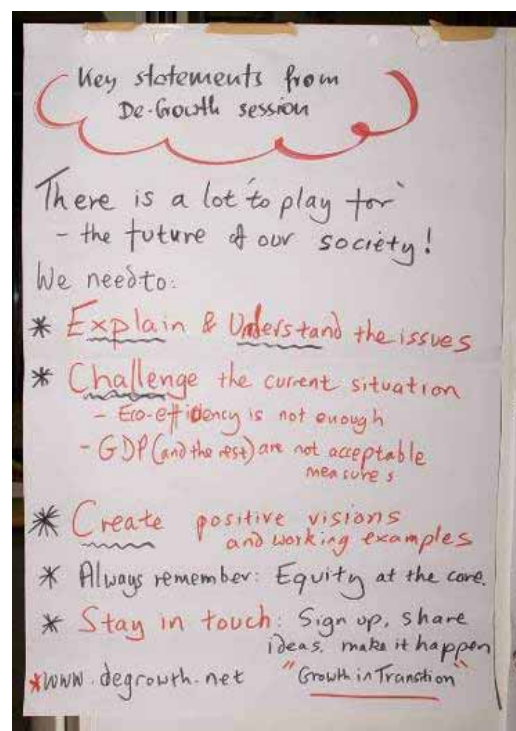
Create positive visions and working examples.

Remember equity is a guiding principle.

A lot going on already. Going from academics to the real world.

Stay in touch through www.degrowth.net and www.growthintransition.eu. Sign up, share ideas and make it happen.

Launch of de-growth movement in London on 12 Jan.



Tools for effective implementation

C) SCP and media: successful communication



Moderator: **Ms. Nadine Pratt**, CSCP, Germany

Participants

Ms. Sarah Lubjuhn, Institute for Communication Studies, University of Duisburg-Essen, Germany: How to promote SCP topics in media?

Mr. Lorenz Weber, German Watch/ECOFILM, Germany: „The Invoice“



Tools for effective implementation

C) SCP and media: successful communication



Ms. Sarah Lubjuhn, Institute for Communication Studies, University of Duisburg-Essen, Germany: *How to promote SCP topics in media?*

Entertainment formats are well suited to reach mainstream. What are forms and conditions of collaborating between sustainability experts and TV media?

Media and sustainability topics. Media is important for promoting sustainability to public. 73% use media for getting pro-social information. 2/3 of US entertainment viewers learn from messages. How can people be reached best? **Different media strategies.** Consider target group. Cognitive-oriented messages are well suited to middle and higher socio-economic groups. Affective-oriented strategies are well suited to addressing middle and lower socio-economic groups. A theoretical foundation helps - it comprises formative and summative (effect; changes in knowledge, attitudes and behaviour) research on pro-sustainability messages. Rather untypical for CSOs.

1st example used theoretical foundation. *Echt Elly* prime time reality show broadcast to 2/3 NL (2008) – showed guidance for Elly in her daily life, to show what is possible and challenging - designed for mainstream consumer. TV, CSOs, political stakeholders collaborated. Involved celebrity. CSO provided learning. Political stakeholders did formative and summative research. Good networking. Summative research depends on asking viewers before and after. 7% learnt a lot from *Echt Elly* and changed. 49% said quite interesting and adapted behaviour for small issues.

2nd example, *Carrotmob* is a consumer network organised through Web 2.0, rewarding producers making socially responsible decisions. Communicated also through SMS etc to focus buying at *Eve and Adams* in Berlin on 24 Oct'09.

3rd example; WWF organised 1000 ice sculptures to show symbolic time running out. Many media reported. No research.

Reflections. Strengthen sustainability information exchange and network activities - with media user. Offer sustainability material which fits media need for storytelling (need mutual understanding). Clearly define target group of sustainability media format. Fostering research activities - see which studies exist. Fostering debates and discussion on framework conditions for sustainability media collaboration practice - notably legislation. To transfer to other countries, first find out about target group and then see how group fits to different strategies. Few long term studies (1 study asking viewers before, 3 weeks and 6 weeks after)

Tools for effective implementation

C) SCP and media: successful communication



Mr. Lorenz Weber, German Watch/ECOFILM, Germany: „The Invoice“

EcoFilm: Produces short films; social spots for non-profit and environmental organisations, NGOs. Tend to under-estimate impact of film, if it is well placed. The Invoice is a practical case study. Completed June 2009 and started on YouTube (100000 hits). Became a pre-film. Also shown at film festivals. Linked on hundreds of blogs from 12+ countries. Many requests for DVDs from schools and educators, which is very welcome.

Message about impacts of 3 peoples' holidays. The people living in the 100 countries most affected by climate change contribute only 3% of global emissions.

Uses humour for viewers to approach a difficult subject. Good dialogue to make it realistic. High quality cast to get high recognition with audience. Good entertainment.

Development phase. German Watch put a call for scripts online. Collaborated with author. Awarded 3 scripts but minimal funding. German Watch applied for additional funds from German Ministry. 5 weeks pre-production. 1 day for shooting. 2 weeks of post-production. Promoted on internet, Yahoo, conferences. German Watch applied for funds to increase distribution (26000 Euros). Multiplex cinemas reached 45000 viewers. 5 independent cinemas showed at no cost. 90% budget to distribution.

Could improve in development phase to make earlier application for funding. This film is however a best case scenario. German Watch film selection avoided the cost of advertising. EcoFilm collaboration streamlined (1 point of contact). All parties passionate about project. Plan on working together. Learned a lot from the project.

NGOs compete for attention with large companies. Shocking advertising might be more successful if giving alternative.

Film increased traffic to GermanWatch website and raised their profile.

Can approach with a more positive angle e.g. we really don't need oil, coal. (US example 'The we generation')

Tools for effective implementation

C) SCP and media: successful communication



Report back

Considered *How CSOs and media can work together.*

2 presentations. Examples of collaboration that worked and reached mainstream and measures of effects.

Watched short film called 'The Invoice', a collaboration between GermanWatch and EcoFilm.

Which different perspectives do CSOs and media organisations have when looking at SCP? What might be barriers for effective cooperation between CSOs and the media?

Media focus on money and business. CSOs focus on values. Media on facts (bad news). Lack of understanding of media world. Media focus on stories, CSOs want complex messages. Traditional media reflects culture.

What is needed for effective collaboration between CSOs and media?

Platform to find contacts, funding, share best practice. Green shopping channel. Work with media owners. Explore new media opportunities.

Looking to the future



Moderator: **Mr. Michael Kuhndt**, CSCP, Germany

Participants

Ms. Eva Csobod, REC, Hungary

Mr. Martin Charter, CfSD, United Kingdom

Mr. Rajan Gandhi, Society in Action Group, India

Mr. Pawel Kazmierczyk, EEA, Denmark



Looking to the future



Ms. Eva Csobod

CSO Platform is a strong platform of CSOs, business, researchers, government people and EC (DG Research).

The Platform is developing and improving.

There are positive aspects arising from the platform, but still a challenge to get more CEE members involved. Good to participate with people from, for example Russia, Ukraine - centralised systems, so need to work on smaller scale and need to help them.

The research part is also important.

Need to talk more about alternatives and change, fitting to different regions in Europe. Good to share and discuss.

Need some personal reference points and discuss steps in organisations and with peers & community. Your personal example will help.

Mr. Martin Charter

Sustainable consumption is the elephant in the room.

Civil society is within or outside the system.

CSOs have the trust vote - can say things that others cannot. CSOs can play a role in new visions and solution development - may need to recruit new capacities e.g. economists.

Creativity is emerging; mapping, social networking, video.

Met objectives - just started to get critical mass and the project ends and we get to the exit strategy. It helps to have the NING platform and longer projects.

Many CSOs are small and have survival mindset - helps to get into their real mindset.

There is opportunity from entrepreneurial responses to resource challenges - maybe look at entrepreneurial schools for CSOs. Need vision for sustainable society.

Globalised interlinkages need to be understood.

Looking to the future



Mr. Rajan Gandhi

We cannot talk about de-growth (to governments and business), but we can talk about *different* growth using examples from developed countries e.g. EU as role models. Some of the Marrakech Task Forces did not take off – a lost opportunity to engage in Africa and Asia, emerging economies.

Some ideas are common human values, some are not.

How do you preach sustainable consumption to someone who has nothing. Villagers have seen first 100W light bulb - how ask them to reduce energy consumption.

Should have a wider participation and exchange between fully developed, emerging and undeveloped countries.

Interesting to learn from European discussions what the future could look like. Should India arrest development, or adopt another model.

Mr. Pawel Kazmierczyk

Interesting discussions as the EU Environment Agency is a bridge from science to policymakers – to consider how change can happen over time and shine positive examples.

Be careful to get linked with climate change actions but not swallowed up, as SCP is different.

Channels of communication - new ways - barcodes, green maps, video used for podcasts in Croatia.

CSOs can say many things that economists cannot say. The CSO community can warn of consequences.

CSOs can have a better way of operating than some politicians, through their standing on the ground.

The Platform has role in articulating civil society views to policy making.

This is an organic long term process which should not be cut short.

Looking to the future



Discussion

DG Environment: In 2012 the evaluation of SCP Action Plan is due - have to bring discussion into form that can be easily reproduced. E.g. CSO leadership initiatives.

DG Research: Compare what is modern society in 2020, 2050 e.g. through living lab. Use civil society as a distributor for models.

Baltic 21 network is happy to involve SCP stakeholders – help them keep in touch.

A side event on upcoming UNEP meeting in May (?) – opportunity to share experience and learn.

Would be good to include Ukraine and SCP in EU neighbourhood policies.

How should communication tools work – are they effective? May need better tools.

2.5bn need to consume less, 2bn need to consume more.

SD is about meeting needs – need to deliver by the best means.

Civil society does add value, trust, awareness. Civil society has the big picture. Civil society is much wider than NGOs e.g. religious groups.

Malaysia, for example, received the message of de-growth well, as it provides space for the southern hemisphere countries to grow. CSOs and business do not want to make the same mistakes.

De-growth needs work.

So far we have talked little about social impacts, we should couple economic development with social aspects.

Looking to the future - Next steps in the project



Ms. Satu Lähteenoja, Centre for Sustainable Consumption and Production (CSCP)

The CSO Platform has shared many ideas - see www.scp-dialogue.net

Conference results will soon be online; photos, videos, cases and ideas, presentations, conference report.

Booklet and workshop will follow in January.

Discussion continues online for at least one year through <http://csoplatform.ning.com>. Please share ideas if it has value to your work.

Action Town - Research and Action for SCP project continues to strengthen cooperation between researchers and CSOs.

- Completed review and 3 guidelines - see www.action-town.eu .

- Also; survey (knowledge gaps), national networks, workshops, actions, match-making, roadmap development.

Please follow our work and feed your work back.

Final conference in Sep/Oct/Nov 2010 – we hope to share results with you.

A successful conference! Thank you!



www.scp-dialogue.net
<http://csoplatform.ning.com>