



UNEP/WUPPERTAL INSTITUTE COLLABORATING
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

Sustainable Consumption and Production:

What is the evidence of a growing demand for more sustainable products?

Presented by:

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Head of

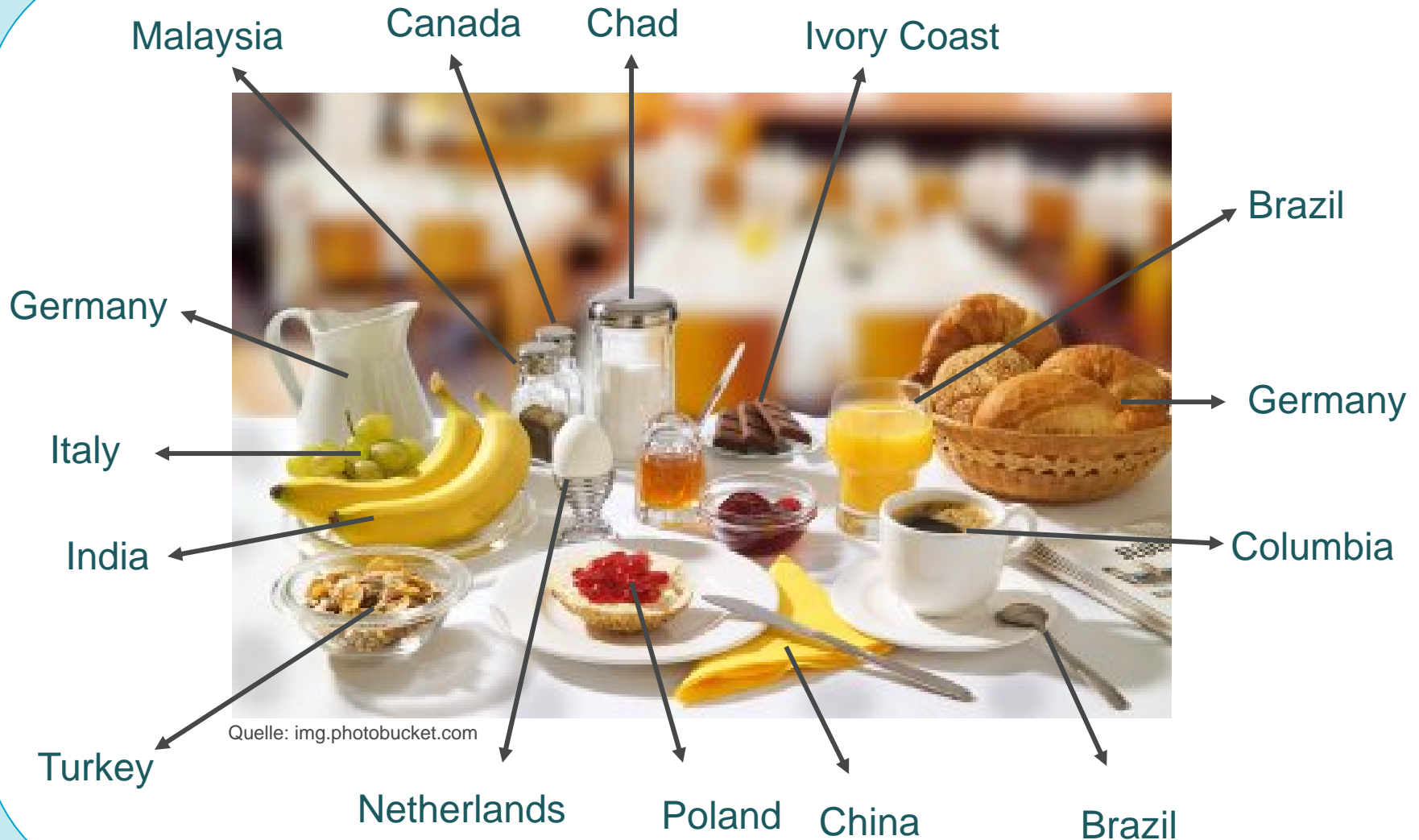
UNEP / Wuppertal Institute Collaborating

Centre on Sustainable Consumption and Production



We consume and produce globally.

The global economy in the morning





We consume and produce globally.

Lifestyles in developed and developing countries



Germany

80t

per capita and year



Bhutan

0.5t

per resident and year



We consume and produce globally.

Lifestyles in developed and developing countries



Japan
40t

per capita and year



China
8t

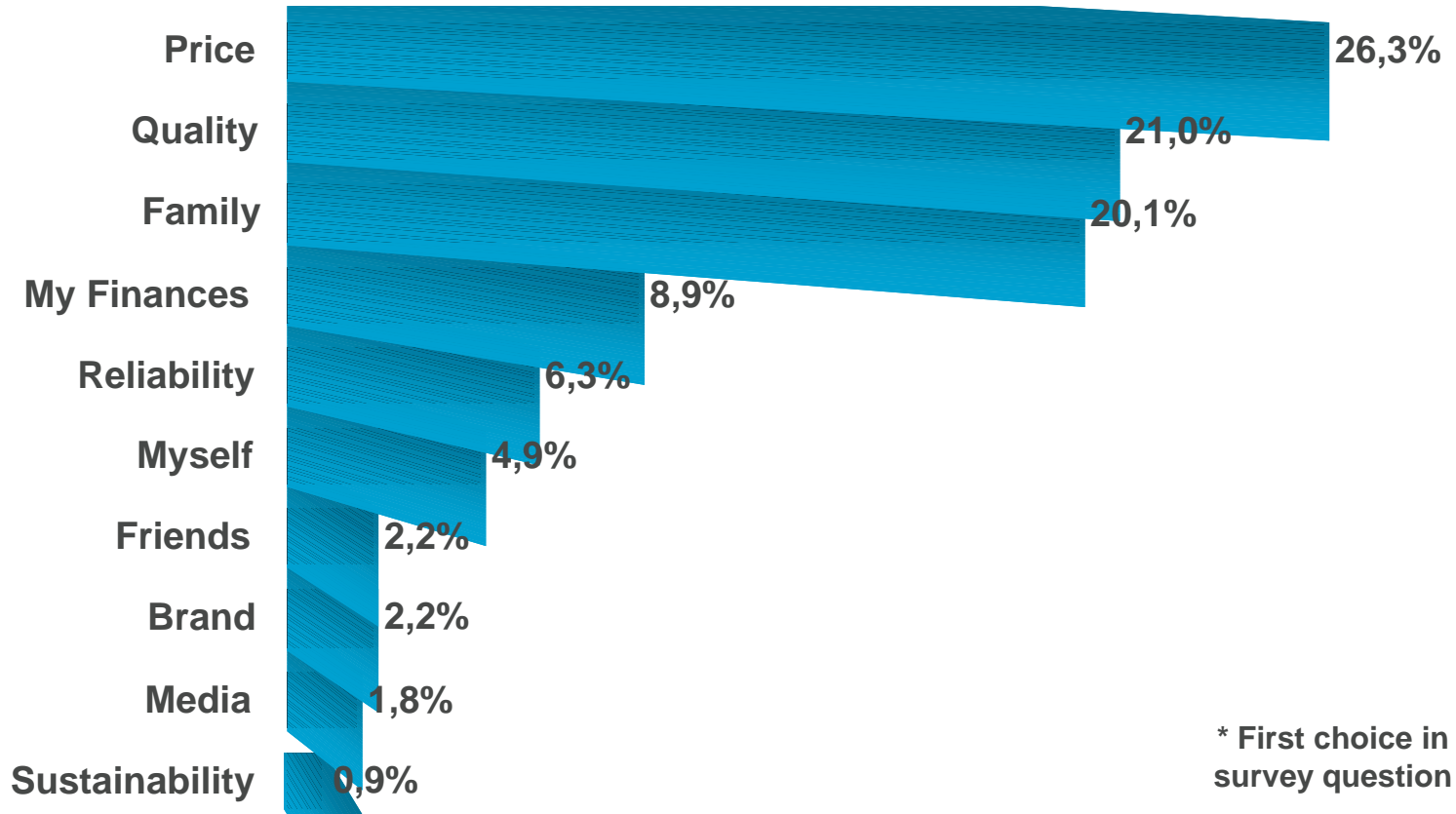
per resident and year



Our actions can make a difference.

What drives purchasing decisions?

What influences you on consumption?*



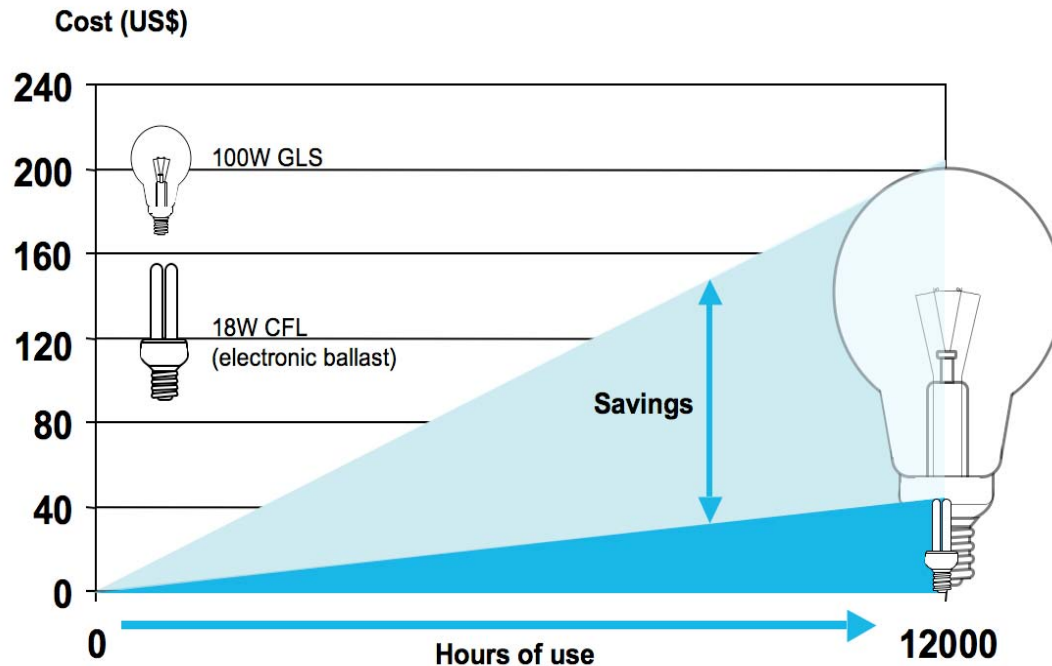
Source: Fien, Bentley, Neil - Young People as Agents of Change



Our actions can make a difference.

How consumers can benefit from sustainability

A comparison of life-cycle cost between a incandescent lamp and a CFL



While the purchasing costs of energy efficient lamps is 5-20 times more than regular lights, they do not only **save immensely in electricity costs**, but have a much **longer lifespan** and therefore need **less maintenance**.

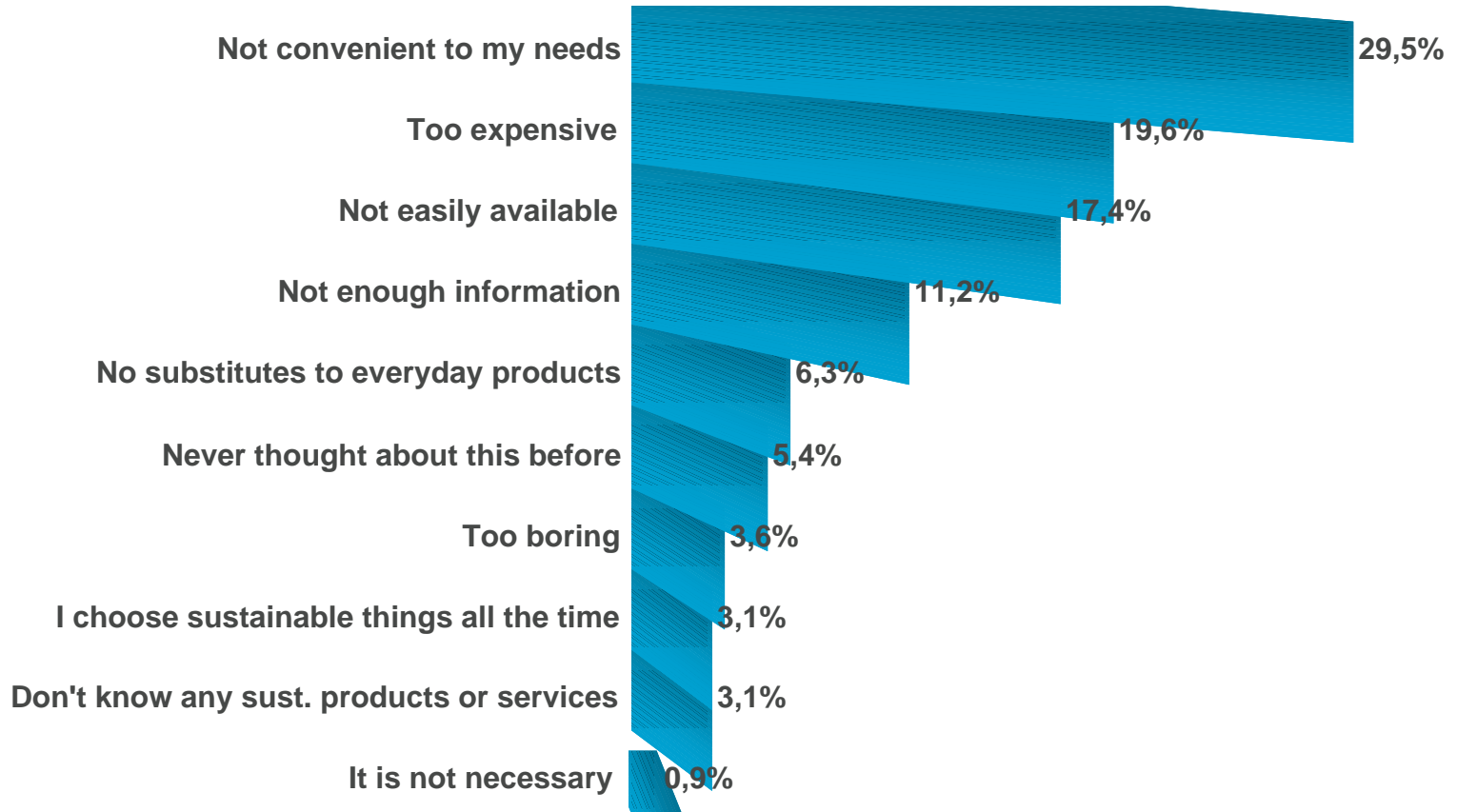
Source: Energy Saving Trust (2006) *Energy Efficient Lighting: Guidance for installers and specifiers*, London.



Our actions can make a difference.

What drives purchasing decisions?

Barriers and Enablers



Source: Fien, Bentley, Neil - Young People as Agents of Change



Opps! Product information is 'spam'ed.

Too many messages, often confusing & overwhelming...

Green, Eco, Bio, Fair,
Sustainable, Safe Clever,
Pure, Earth Friendly

The carbon footprint
highlights simply one
aspect of a product's
impact...

The carbon footprint is the
most important aspect of a
product's impact...

Many label focus solely on
the environmental
dimension!

MSC, FSC, Bio, Blue
Angel, Best Alliance,
...



Oops! Product information is 'spam'ed.

Too many messages, often confusing & overwhelming...





Is business well positioned...

...to provide the right product choices and the right messages?

Retailer - Manufacturer Consumption Opportunities

**better quality
choices & high
value product**



What to buy

**improved
experience of
product use**



How to use

**after-sales and
end-of-life
services**



How to discard

Consumers' Choice



Supporting “what to buy” decision

The strategy of Choice-editing

Choice-editing means:

- Pre-selecting the particular range of products and services available to consumers.
- Choice-editing is seen by consumers as increasingly desirable as they look to others to organise the choices that they face.



Which retailers practice choice-editing?

- B&Q edits out non-sustainable wood and sources only FSC labelled wood.
- Sainsbury’s now only sells fair trade bananas
- Marks & Spencer only sells free-range eggs
- MEMO, German office supplier screens and lists best in class products available.

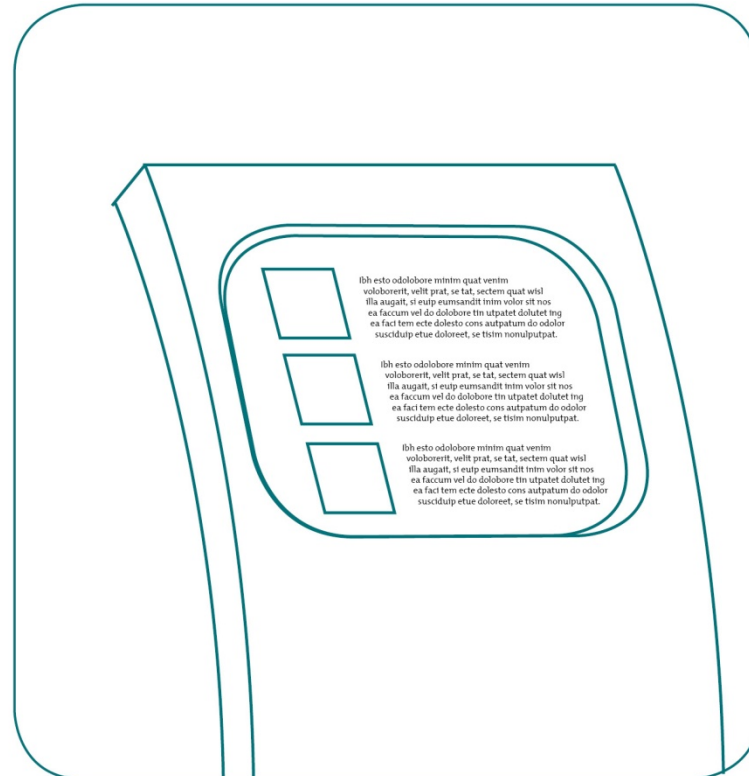
Choice-editing was first mentioned by Sustainable Development Commission of the UK in the “I will if you will” Publication



Supporting “what to buy” decision

How to put choice-editing in place? Consumption side

- ▶ Product Display
- ▶ For trade exhibitions or at a retailer store

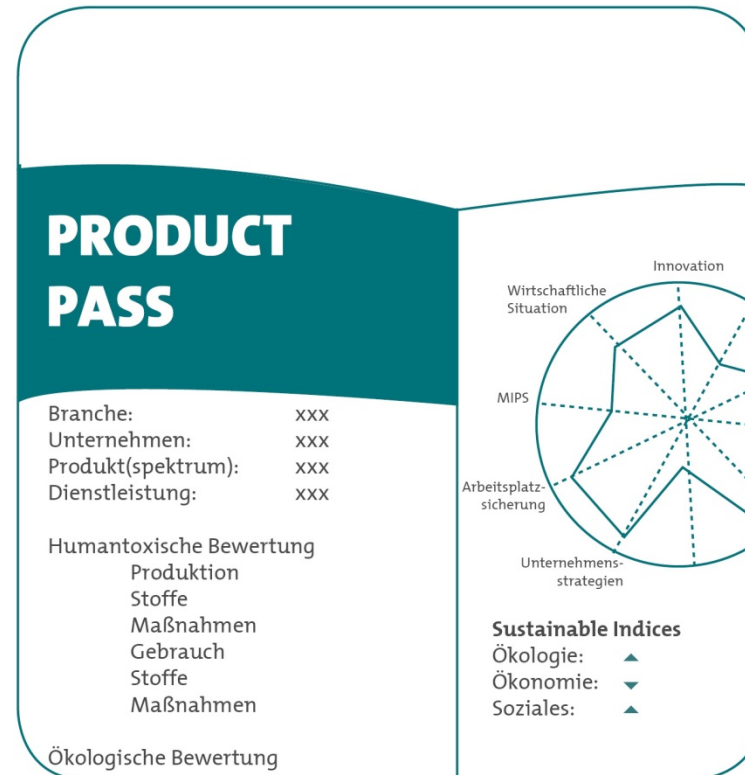




Supporting “what to buy” decision

How to put choice-editing in place? Production side: Product Pass

- ▶ Product Pass
- ▶ Short information about the product
- ▶ Link to Product Wikis and Product Databases





Supporting “what to buy” decision

How to put choice-editing in place? Consumption side: Product Report

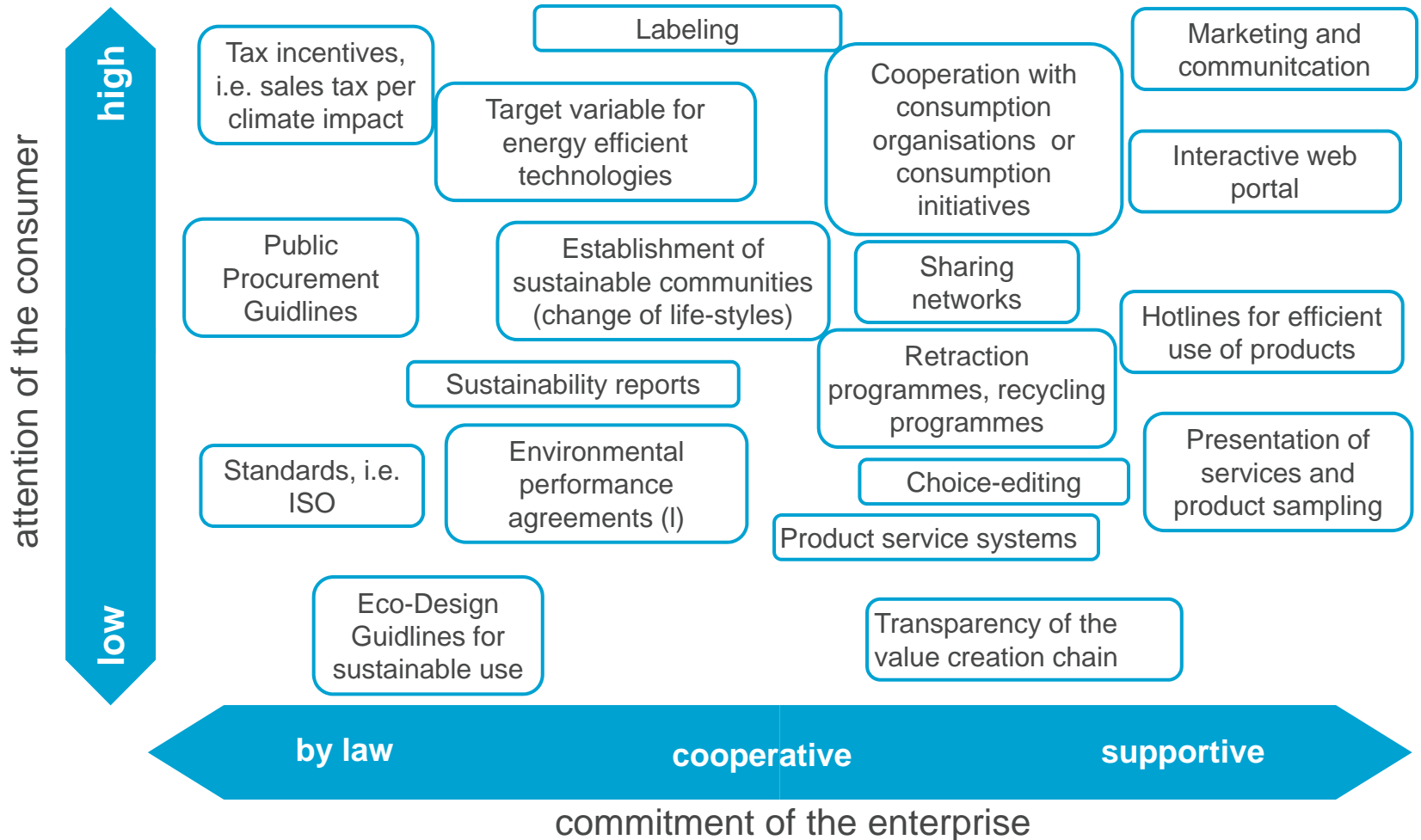
- ▶ Product Report
- ▶ In addition to a corporate report





Joint actions can make a difference.

Toolbox of sustainable consumption



Quelle: Matrix adaptiert von CSCP, WI, GTZ (2006)



www.onedidit.com

Receive tips
for everyday actions.

The change has begun.

onedidit | DO profile | DOs and DIDs | Things to DO | Info

Test

- General
- Housing
- Food & Beverages
- Traffic
- Consumer Goods
- Energy

Consumer Goods

Electronic appliances in your house

100 kpl | 100 kpl | 100 kpl

100 kpl | 100 kpl

Buy clothes / month: -----

Buy second hand clothes: -----

Pieces of jewellery:

Test your backpack ... the consumption
of natural resources.

Team up and compare yourself!



Thank you!

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What is sustainable lifestyle?

The lifestyle depends on...

Balance between basic material standards, meeting basic needs, and non-material aspects of welfare.

VALUES

GENDER

ECONOMY

HABITS

EDUCATION

CULTURE

SOCIAL BELONGING

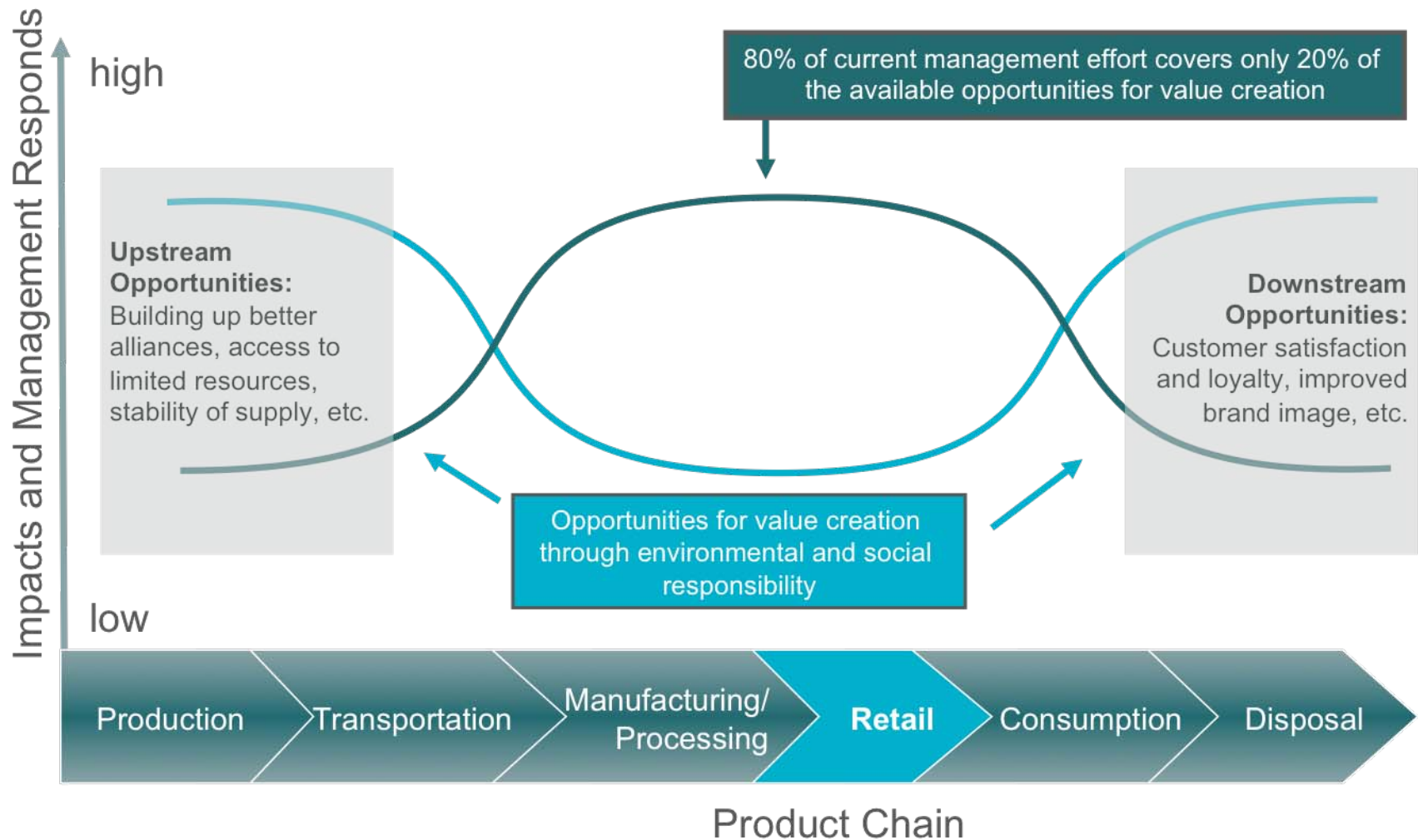
ATTITUDES





Is business well positioned...

...to provide the right product choices and the right messages?



Source: Adapted from WWF-UK 2003



Supporting “what to buy” decision

How to put choice-editing in place? Production side

- ▶ Product Check
- ▶ Link to Product Wikis and Product Databases

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