

Sustainable Consumption and Production:

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

Presented by:

Michael Kuhndt

Head of

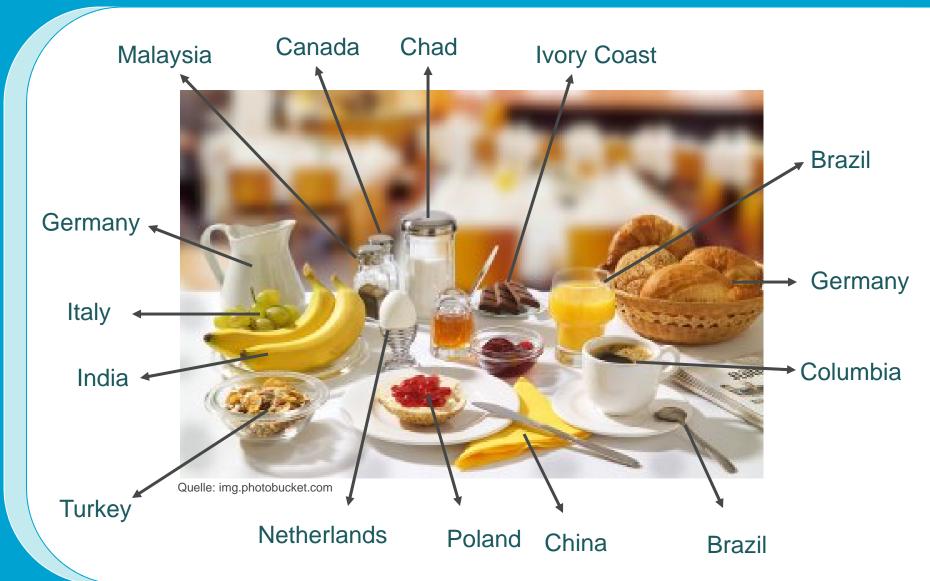
UNEP / Wuppertal Institute Collaborating

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





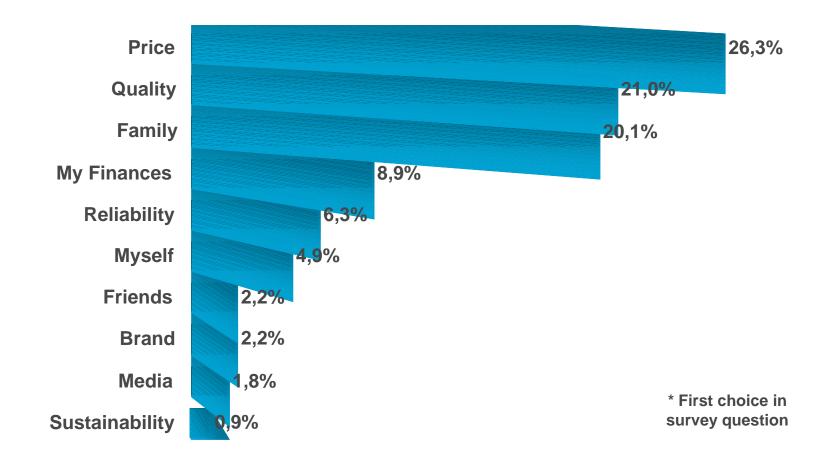
Japan
40t
per capita and year

China
8t
per resident and year



Our actions can make a difference. What drives purchasing decisions?

What influences you on consumption?*



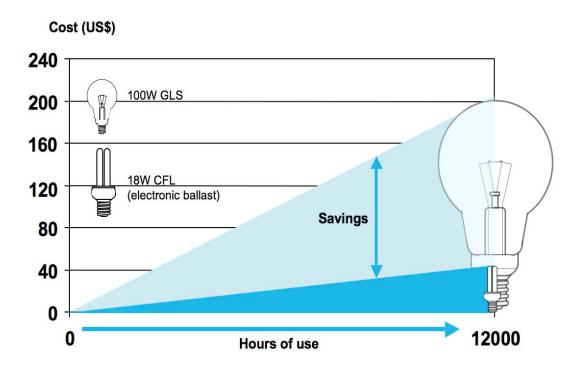
Source: Fien, Bentley, Neil - Young People as Agents of Change



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



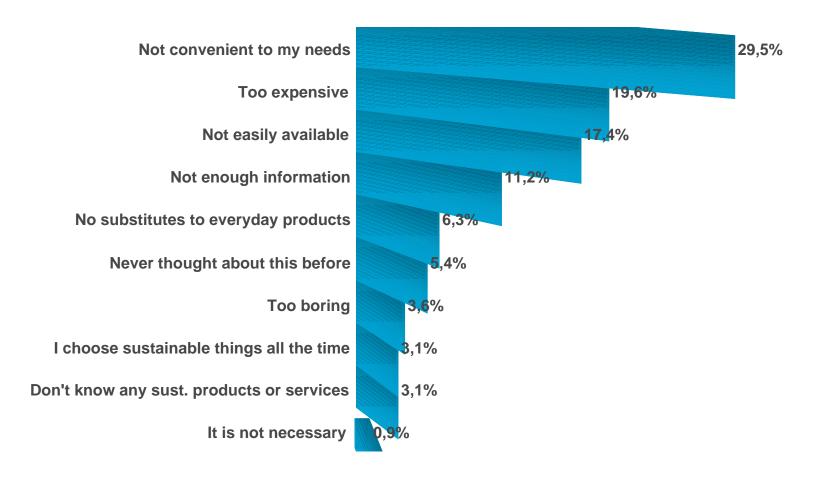
While the purchasing costs of energy efficient lamps is 5-20 times more than regular lights, they do not only save immensely in electricity costs, but have a much longer lifespan and therefore need less maintenance.

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

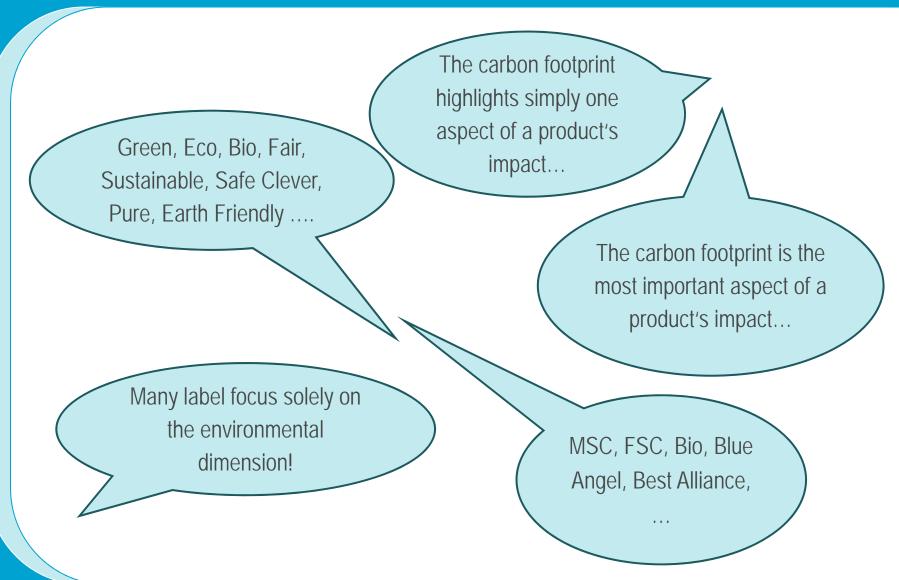


Source: Fien, Bentley, Neil - Young People as Agents of Change



Opps! Product information is 'spam'ed.

Too may messages, often confusing & overwhelming...





Opps! Product information is 'spam'ed.

Too may messages, often confusing & overwhelming...









































WWF







Best Alliance













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?

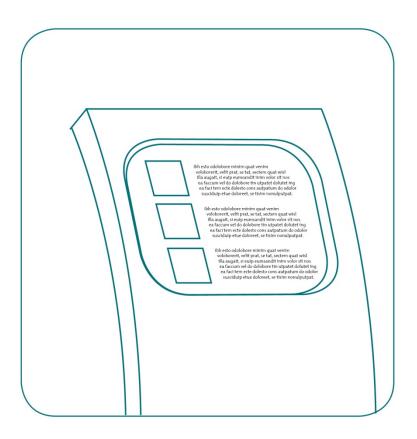
- B&Q edits out non-sustainable wood and sources only FSC labelled wood.
- Sainsbury's now only sells fair trade bananas
- Marks & Spencer only sells free-range eggs
- MEMO, German office supplier screens and lists best in class products available.

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

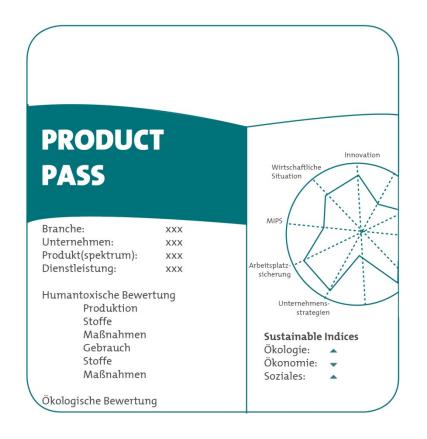




Supporting "what to buy" decision

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

Product Report

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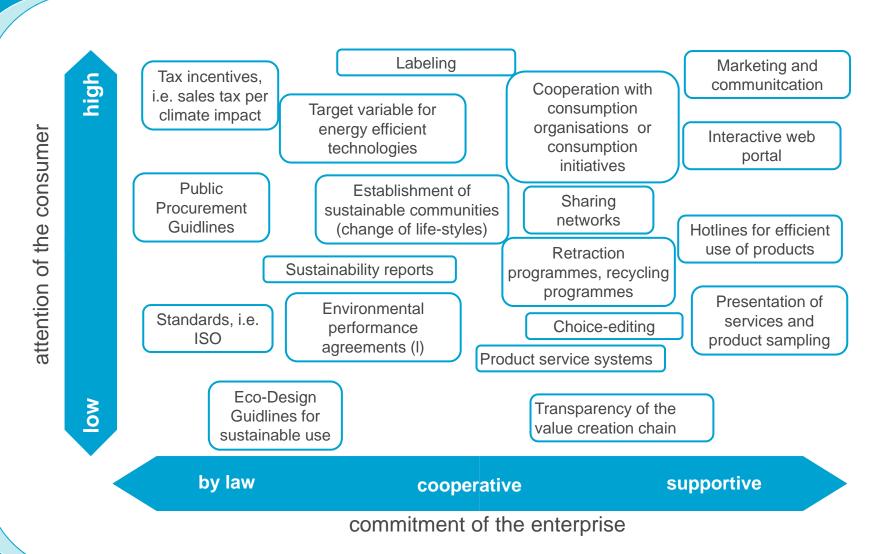
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Joint actions can make a difference. Toolbox of sustainable consumption



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



www.onedidit.com

Receive tips for everyday actions.



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. **ECONOMY GENDER VALUES**

HABITS EDUCATION

ATTITUDES

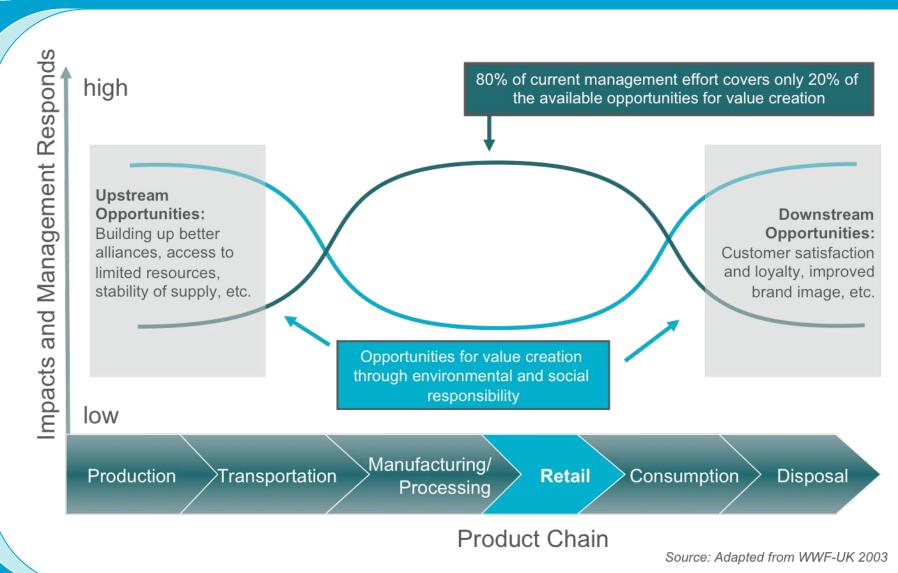
CULTURE

SOCIAL BELONGING



Is business well positioned...

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





Supporting "what to buy" decision

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- Product Check
- Link to Product Wikis and Product Databases

