

# SUSTAINABLE CONSUMPTION AND PRODUCTION IN THE MEDITERRANEAN

CONCLUSIONS AND RECOMMENDATIONS OF THE FIRST MEDITERRANEAN  
ROUNDTABLE ON SUSTAINABLE CONSUMPTION AND PRODUCTION



Regional Activity Centre  
for Cleaner Production

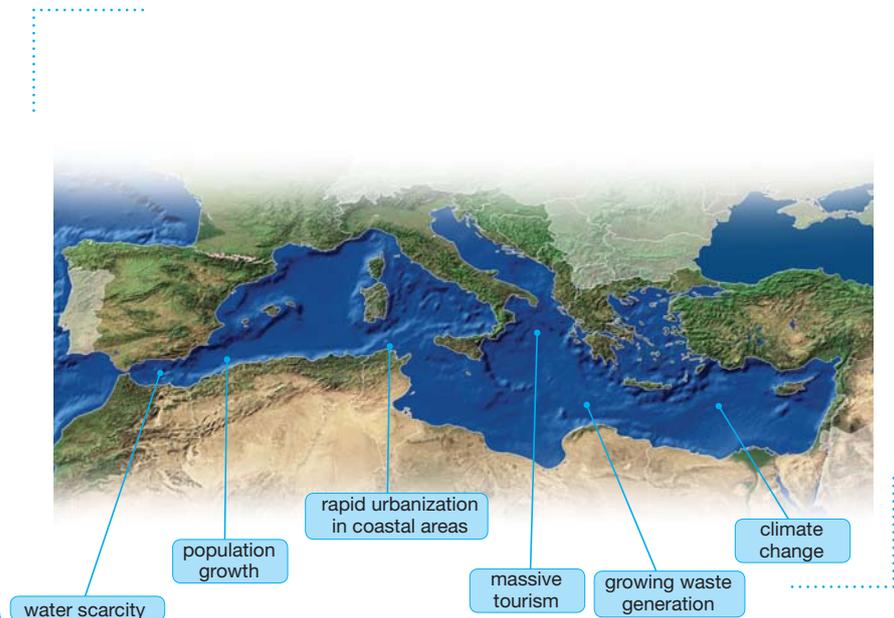
## SUSTAINABLE CONSUMPTION AND PRODUCTION AND THE MEDITERRANEAN

Sustainable Consumption and Production (SCP) rejects the erroneous assumption that environmental problems can be solved by just combining actions mitigating pollution and making production processes more environmentally-friendly.

Qualitative environmental improvements in terms of production are being offset by the quantitative increase in consumption (UNEP).

Economies cannot be sustainable if efforts to make economic sectors more environmentally-friendly are not accompanied by a society-wide shift to sustainable consumption patterns.

In the Mediterranean region, shifting to sustainable consumption and production becomes an urgent need due to the pressure that the 21 regional countries are exerting on the local environment.





## FIRST MEDITERRANEAN ROUNDTABLE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

### What?

- 3 days of keynote presentations, thematic panels and working groups sessions, that reached conclusions and drew up recommendations about SCP in the Mediterranean

### Where?

- Barcelona, Spain.

### When?

- From 5 to 7 November 2008.

### Who?

- Organizer:  
Regional Activity Centre for Cleaner Production (CP/RAC) with the support of UNEP's Division of Technology, Industry and Economics (UNEP/DTIE)
- Attendance:  
130 delegates from 30 countries
  1. experts from public administrations
  2. civil society
  3. business and industrial sectors
  4. universities
  5. Mediterranean Action Plan Components components
  6. international agencies

### Why?

- To create discussion on the need to shift to SCP in the Mediterranean region.
- To report on the main SCP initiatives.
- To facilitate discussion on the links between climate change and consumption and production.
- To identify the main challenges for implementing SCP and the related mechanisms.



# CONCLUSIONS AND RECOMMENDATIONS OF THE ROUNDTABLE

## Combating Climate Change through SCP

The working group discussed the links between consumption, production and climate change. Particularly, it debated topics such as what priorities should be considered when defining action in the region; how the consumption-based approach can be introduced in the Mediterranean countries complementary to the production-based approach, as that would enable analysis of how consumption patterns affect the generation of GHG; what particularities exist in the Mediterranean region, and possible cooperation between countries with different development models.

### Main conclusions

- Both adaptation and mitigation are important for the Mediterranean region.
- Linking sustainable consumption and production to policy and action can facilitate success in combating climate change.
- Consumption-based approaches allow a deeper understanding of the drivers for emissions and can be useful to help design relevant adaptation and mitigation policies for the Mediterranean region.
- The Mediterranean should have a specific space and voice to address climate change issues and be included in international arenas.
- The consumption-based approach to GHG emissions should be raised for discussion at the level of international climate policy.

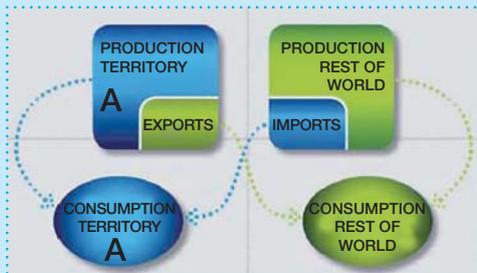
### Recommendations

- To establish an expert group to focus on indicators for climate change impacts and consumption-based approaches.
- To strengthen use of the CDM (Clean Development Mechanism) in the Mediterranean.
- More detailed case studies of consumption-based approaches in the region are needed to identify application in policy making.

### Positive elements of the consumption-based approach to GHG emissions:

- It serves as a communication tool.
- It provides a clearer picture of the common but differentiated responsibility between countries.
- Understanding the economic and environmental trade linkages between countries.
- Identifying hot-spots and priorities for countries.
- It raises the issue of the current focus on GDP growth in relation to climate change.

## THE CONSUMPTION-BASED APPROACH TO GHG EMISSIONS: A STRATEGIC TOOL FOR MITIGATING CLIMATE CHANGE



TO COMPLEMENT THE CURRENT APPROACH THAT CALCULATES A COUNTRY'S EMISSIONS FROM DOMESTIC PRODUCTION, ONE CAN USE A CONSUMPTION PERSPECTIVE TO ANALYSE THE SOURCES OF GHG EMISSIONS RELATED TO CONSUMER GOODS AND SERVICES, PRODUCED EITHER DOMESTICALLY OR ABROAD. THIS SO-CALLED CONSUMPTION-BASED APPROACH TO GHG EMISSIONS PROVIDES A NEW FRAMEWORK TO ANALYSE TRENDS AND SOURCES OF EMISSIONS. USING INPUT-OUTPUT ANALYSIS, IT SHOWS US THE INTERLINKAGES BETWEEN DIFFERENT PRODUCTION SECTORS AND COUNTRIES IN TERMS OF GHG EMISSIONS, AND ALLOWS US TO ASSESS HOW DIFFERENT CONSUMPTION PATTERNS AFFECT CLIMATE CHANGE, INCLUDING TRADE, INTERNATIONAL TRANSPORT, TOURISM AND OTHER ASPECTS NOT PROPERLY ADDRESSED BY THE KYOTO REGIME.

ANALYSING GHG EMISSIONS FROM CONSUMPTION IS KEY TO UNDERSTAND AN EVER GLOBAL ECONOMY, ALONG WITH INCREASINGLY INTERNATIONAL VALUE CHAINS.

# GREEN COMPETITIVENESS, A TOOL FOR MEDITERRANEAN SMES TO SUCCEED IN A GLOBAL MARKET



GREEN COMPETITIVENESS IS ABOUT USING AN ENVIRONMENTAL FOCUS TO RESHAPE THE WAY TO DO BUSINESS. THE OBJECTIVE IS MOVING TOWARDS THE CONCEPT OF "OPPORTUNITY" AND ENCOURAGES COMPANIES TO APPLY GOOD PRACTICES AND THE BEST AVAILABLE TECHNIQUES.

THE REGIONAL ACTIVITY CENTRE FOR CLEANER PRODUCTION (CP/RAC) HAS LAUNCHED THE GRECO INITIATIVE THAT FOCUSES ON BOOSTING GREEN COMPETITIVENESS IN THE MEDITERRANEAN REGION, BY SHOWING THE ENORMOUS ECONOMIC BENEFITS THE ENVIRONMENT OFFERS.

THE GRECO PROGRAM IS BASED ON THE EVIDENCE OF 111 SUCCESSFUL EXAMPLES OF MEDITERRANEAN COMPANIES THAT HAVE ADOPTED CLEANER PRODUCTION TECHNIQUES AND GOOD PRACTICES. IT IS DISSEMINATED AMONG MEDITERRANEAN COUNTRIES THROUGH FORUMS, CAPACITY BUILDINGS, THE GRECO AWARD AND THE GRECO ANNUAL REPORT.



## Main conclusions

The working group discussed on the need to trigger a change in attitude in Mediterranean companies from a reactive to a proactive approach to environmental management and creating the conditions for them to move towards green competitiveness. In this sense, debate focused on the main challenges that Mediterranean companies, especially SMEs, face to move towards green competitiveness and on possible measures to overcome them.

## Challenges

- Lack of political/governmental commitment.
- Absence of awareness in industries and institutions .
- Lack of financing / economic incentives.
- Lack of integration of cleaner production in environmental laws.
- Lack of communication/coordination/information.
- Lack of funds from concerned institutions to promote green competitiveness.
- Lack of know-how / R&D/ knowledge/expertise.
- Legislation and insufficient enforcement.
- Fear of change.
- Change of mentality / way of thinking.



## Measures needed:

- Involvement of local banks / financial institutions by providing soft loans and creation of appropriate financial models.
- Application of appropriate legislation.
- Capacity building, training and awareness raising.
- Dissemination of techniques / effective mechanisms.
- Include CP on university curricula.
- Establish an independent institution to transform challenges in opportunities.
- Enforce and strengthen the role of society decision making.
- More involvement of the consumer.
- Appropriate control of the public authorities.
- Dissemination of information and increase of the role of the media / public relations.

## MEDITERRANEAN SUSTAINABLE PRODUCTS

Discussion focused on the existing initiatives on sustainable products in the Mediterranean region; what role is to be played by public authorities and the private sector in defining effective integrated product policies to boost the production and consumption of more sustainable products; the means to encourage innovation in product eco-design in Mediterranean countries and possibilities to give consumers more information on the environmental performance of products (including increasing awareness of eco-labelling).



### Recommendations

- To compile all the existing initiatives in the region.
- To harmonize criteria for developing eco-labels at the regional level.
- To put various labels in 'roof brand'.
- To exchange experiences.
- Northern countries to support Southern and Eastern ones in promoting sustainable products.
- To strengthen National Cleaner Production Centres' role, as they are crucial agents to promote, coordinate and implement suitable sustainable product initiatives.
- To introduce pilot schemes with the private sector.
- To build national expertise (e.g. universities, consultants).
- To market sustainable products.
- To implement a good communication strategy.
- To choose the appropriate target group (national or international market).
- To use benchmarks to promote sustainable products.

# REGIONAL COOPERATION AND PARTNERSHIPS IN SCP IN THE MEDITERRANEAN

## Conclusions and Recommendations:

Discussion in the working group focused on three key questions:

1. How to increase political commitment for the implementation of SCP in the Mediterranean.
2. Identification of synergies and building cooperation to implement SCP in the short term.
3. SCP priority areas in the Mediterranean.

### a) Increasing political commitment for the implementation of SCP in the Mediterranean

- Existing frameworks for Mediterranean cooperation integrate SCP as one key priority.
- There is a need to increase the political commitment for the implementation of SCP.
- The development of the 10-Year Framework of SCP Programmes (Marrakech Process) will help to bring more political commitment towards SCP and its implementation.
- Mainstream SCP in other ministries and sectors such as energy, finance, transport, tourism, education etc.
- There is a need for a better understanding of the SCP benefits for economic and trade aspects.
- There is a need to integrate the consumption side and the consumer's perspective in the Mediterranean Commission for Sustainable Development.
- The MAP Medium-Term Strategy would be a good input for the development of the 10-Year Framework of SCP Programmes (Marrakech Process).

### b) Synergies and cooperation to implement SCP in the short term:

- The Mediterranean stakeholders are invited to actively participate in the activities of the 7 Marrakech Task Forces.
- The Marrakech Task Forces could also be invited to the meetings of the Mediterranean Commission on Sustainable Development as it would help to build more cooperation and scale up the implementation of SCP in the Mediterranean.
- The Marrakech Task Forces could provide support to MAP components when introducing SCP as a priority in its medium-term strategy.
- There is a need to develop a mapping of existing initiatives, listing objectives, tools, methodologies and also best practices.
- A common understanding/language of SCP should be developed.
- Trust and cooperation between business and consumers should be built.  
Build more cooperation with business organizations.

### c) SCP priority areas in the Mediterranean:

- More work and expertise on the area for sustainable consumption.
- Sustainable public procurement.
- Strengthen activities and implementation at the local level. Investment and infrastructure for sustainable lifestyles.
- Food, mobility and housing as consumption cluster.

## THE MARRAKECH PROCESS



THE MARRAKECH PROCESS IS A GLOBAL PROCESS TO SUPPORT THE IMPLEMENTATION OF PROJECTS AND STRATEGIES ON SUSTAINABLE CONSUMPTION AND PRODUCTION AND THE DRAWING UP OF A 10-YEAR FRAMEWORK OF PROGRAMMES (10YFP). THE PROCESS RESPONDS TO THE CALL OF THE WSSD JOHANNESBURG PLAN OF IMPLEMENTATION TO DEVELOP A 10YFP TO SUPPORT REGIONAL AND NATIONAL INITIATIVES TO PROMOTE THE SHIFT TOWARDS SCP PATTERNS. THE PROPOSAL FOR THE 10YFP WILL BE REVIEWED BY THE COMMISSION ON SUSTAINABLE DEVELOPMENT (CSD) DURING THE 2010/11 TWO-YEAR CYCLE. THE MARRAKECH PROCESS IS NAMED AFTER THE CITY WHERE THE FIRST INTERNATIONAL EXPERT MEETING ON THE 10YFP TOOK PLACE IN 2003. UNEP AND UNDESA ARE THE LEADING AGENCIES OF THIS GLOBAL PROCESS WITH AN ACTIVE PARTICIPATION OF NATIONAL GOVERNMENTS, DEVELOPMENT AGENCIES, PRIVATE SECTOR, CIVIL SOCIETY AND OTHER STAKEHOLDERS.

# INTEGRATING SCP IN GOVERNMENT ADMINISTRATION POLICIES: SUSTAINABLE PROCUREMENT

The working group reviewed existing Mediterranean initiatives on Sustainable Public Procurement (SPP), their results and the obstacles facing a wider implementation of SPP policies in the region. In this sense, national, regional and local experiences in the SPP application processes at the national, regional and local level in different Mediterranean and EU countries, such as Cyprus, France, Germany, Italy (Cremona) and Spain (Basque Country, Catalunya), were exchanged.



## Main conclusions and recommendations

- Studies demonstrating the economic feasibility of SPP should be undertaken.
- The set-up of a regional SPP network could enable Mediterranean countries to benefit from the already existing and varied views and initiatives that have been launched in some of them (ICLEI could be an appropriate framework for Mediterranean local authorities to join).
- Knowledge of the local market is a preliminary condition for launching SPP in a country. In this respect, dialogue with local enterprises and suppliers must be included in the selection process for SPP criteria.
- The creation of partnerships with business associations and/or industrial federations that can perform as intermediaries, providing companies with information, should be promoted.
- The dissemination of SPP success stories should be enhanced.
- There is a need to establish a global database with proven green and social criteria. UNEP could provide assistance with the task.

## GOOD PROCUREMENT IS SUSTAINABLE PROCUREMENT

GOVERNMENT SPENDING CONTRIBUTES TO A SIGNIFICANT SHARE OF THE NATIONAL GDP (BETWEEN 8 AND UP TO 30% IN SOME COUNTRIES); IN FACT A GOVERNMENT IS USUALLY THE LARGEST CONSUMER IN A NATIONAL ECONOMY. PUBLIC PROCUREMENT DISPOSES OF A MAJOR POTENTIAL TO SHIFT TO MORE SUSTAINABLE PRODUCTION PATTERNS, THROUGH SUSTAINABLE GOVERNMENT CONSUMPTION ITSELF, BUT ALSO THROUGH GOVERNMENTS' ROLE-SETTING FOR THE PRIVATE SECTOR AND THROUGH THE CREATION OF NEW MARKETS FOR SUSTAINABLE PRODUCTS.

### WHAT IS SUSTAINABLE PROCUREMENT?

SUSTAINABLE PROCUREMENT IS A PROCESS WHEREBY ORGANISATIONS MEET THEIR NEEDS FOR GOODS, SERVICES, WORKS AND UTILITIES IN A WAY THAT ACHIEVES "VALUE FOR MONEY ON A WHOLE LIFE BASIS" IN TERMS OF GENERATING BENEFITS NOT ONLY TO THE ORGANISATION, BUT ALSO TO SOCIETY AND THE ECONOMY, WHILST MINIMISING DAMAGE TO THE ENVIRONMENT.

*Definition from "Procuring the Future" – the report of the UK Sustainable Procurement Task Force, June 2006*

# COMMUNICATION FOR SUSTAINABILITY: FROM CONCEPT TO PRACTICE



Participants to this working group split up into 3 groups that discussed on the following cases studies for communication strategies:

## GROUP 1:

**Initiative:** a video film for internet on “Daily consumption and Climate Change”.

**Target receiver:** Young adults.

**Objective:** be different and enhance the behaviour change.

**Message:** despite all uncertainties and doubts; you can face and live with them and still you can do something.

## GROUP 2

**Initiative:** a competition for schools via a computer game.

**Objective:** to change consumption behaviour of children at home.

**Message:** consume less, reduce water and energy consumption.

## GROUP 3

**Initiative:** training for Industry.

**Objective:** to raise awareness in industry on cleaner production and eco efficiency.

**Message:** you can improve your competitiveness and environmental performance at the same time

### TEN TIPS ON COMMUNICATION FOR SUSTAINABILITY

1. **ECOPUNCTURE** – RESEARCH YOUR AUDIENCE AND TARGET THEM WITH SPECIFIC, MEANINGFUL MESSAGES.
2. **WALK THE TALK** – MAKE SURE INTERNAL PRACTICES ARE COHERENT WITH EXTERNAL COMMUNICATIONS, AND BE CONSISTENT.
3. **BACK UP YOUR CLAIM** – USE THIRD PARTY ENDORSED AND TRUSTED LABELS & BACK IT UP WITH INTEGRATED SUSTAINABILITY REPORTING SYSTEMS.
4. **BE TECHNICALLY CORRECT** – GET YOUR FIGURES STRAIGHT, USE SCIENTIFICALLY PROVEN EVIDENCE AND PUT YOUR MESSAGES INTO CONTEXT.
5. **USE SPECIFIC, MEASURABLE TARGETS** – SET AMBITIOUS GOALS BUT BE SURE TO MEASURE AND REGULARLY COMMUNICATE PROGRESS.
6. **BE BOLD BE CREATIVE**– TAKE RISKS AND SAY WHAT NEEDS TO BE SAID, USING PUNCHY (BUT NOT SIMPLISTIC) MESSAGES.
7. **UNDERSTAND THE ISSUES** – ANALYZE THE PROBLEM FROM DIFFERENT ANGLES (TEMPORAL, SYSTEMIC, ECONOMIC, PSYCHOLOGICAL, SOCIAL ETC.) BEFORE DEFINING YOUR MESSAGE.
8. **RETHINK COMMUNICATION CHANNELS** – GET TO KNOW YOUR AUDIENCE, USE SOCIAL NETWORKS, PRODUCT PLACEMENT, WEBSITES, CAMPAIGNS, HEROES.
9. **MAKE IT PERSONAL** – SHOW PEOPLE HOW THEY CAN MAKE A DIFFERENCE AS INDIVIDUALS, USE HUMOR AND PERSONAL STORIES.
10. **INNOVATE** – THERE SUSTAINABILITY SUCCESS, THINK HARD ABOUT HOW TO DO THINGS DIFFERENTLY!

SOURCE: BARCELONA CREATIVITY & COMMUNICATION

### Main key issues to succeed in communication strategies for sustainability:

- To research into the target audience to adapt your strategy accordingly.
- To be honest and solid with the message.
- To be optimistic brave and straight.
- To practice what you preach
- To be personal.
- To be creative.
- To be optimistic.

# SUSTAINABLE URBAN PLANNING AND TOURISM

The working group discussed the link between SCP urban planning and tourism and the need to make systematic use of sustainable planning tools in Mediterranean tourist initiatives.



Participants agreed that there are many factors that urge SCP to be applied to urban planning and tourism:

- Urbanization is the ultimate consumer of resources.
- Space is a resource.
- Urban centers consume resources: energy, natural resources, etc.
- Urban centers generate waste.  
Illegal urbanization of the coastal regions of the Mediterranean will continue in the near future.
- The Mediterranean region is experiencing pressure to engage in tourist development in open and undeveloped areas outside of cities (this process is more accentuated in developing countries).
- Tourism is becoming the engine of national economy.
- There is a direct link between tourism and:
  - Environmental quality.
  - Climate change (energy).
  - Biodiversity (inadequate land use).
  - Cultural heritage (social disturbance).
  - Local identity (folklorisation).

Accordingly, participants identified the following needs and recommendations for action:

- Integration of SCP in spatial planning.
- Better definition of the type of cities we would like to have.
- Implementation of the ICZM Protocol as a powerful regional legal instrument in dealing with the issue of tourism in coastal areas.
- Integration of tourism into urban planning.
- Adaptation of the global projects led by the Marrakech Task Forces that are relevant to sustainable tourism and urban planning (France-Finland/UNEP) to the specificities of the Mediterranean.
- Focus, not only on Eco-building, but also on transport, waste, etc.
- Dissemination of guidelines on Best Environmental Practices (BEP) for tourist facilities.
- Better enforcement of national laws.
- Capacity-building programmes

# SUSTAINABLE CONSUMPTION AND LIFESTYLES: EMPOWERING MEDITERRANEAN CONSUMERS TO DRIVE CHANGE TOWARDS SCP

Discussion by the working group focused on defining the way to go about introducing sustainable consumption (SC) in the Mediterranean. The main outcome of the discussion consisted of the identification of the following key messages, entry points, tools as well as the existing initiatives to be taken into account in order to successfully promote SC in the region:

## Key messages:

- International financial institutions must include SCP in the definition of development.
- Producers must be involved as a key part of the solution.
- Education and communication are key!
- To identify creative networks, it is necessary to:
  - Exchange experiences.
  - Provide inputs to formal processes.

## Tools

- Choice editing.
- Corporate social responsibility ratings for companies.
- Debate on radical changes (e.g. degrowth)
- Financial mechanisms (e.g. differentiated product pricing).
- Product background information.

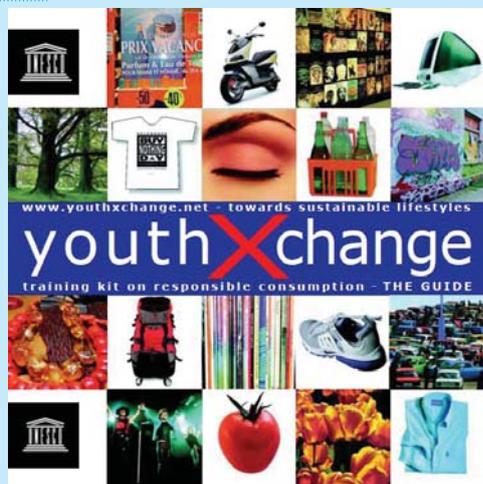
## Entry points:

- Education (in this respect, ESC is part of ESD).
- Media (political and commercial)
- Redefined symbols of success.
- Religion.

## Initiatives

- Partnership for Education for Responsible Living – CCN.
- Task Force on Sustainable Lifestyles – GSSL
- Task Force on Education for SC – “Here and Now”.
- UNEP’s YouthXchange.

## YOUTH X CHANGE



In 2001, UNEP and UNESCO decided to “BRAND” THE IDEA OF SUSTAINABLE LIFESTYLES AS “COOL” RATHER THAN NECESSARY, AS “SMART” RATHER THAN RESPONSIBLE. INITIALLY FOCUSING ON URBAN YOUTH AGES 15 TO 25, THE UNEP UNESCO YOUTHXCHANGE TRAINING KIT ON RESPONSIBLE CONSUMPTION – TOWARDS SUSTAINABLE LIFESTYLES RESPONDS TO THE NEED FOR RELIABLE YET ENTERTAINING INFORMATION ON THE MEANING AND CHALLENGES OF CONSUMPTION AMONG YOUTH. THE KIT IS DESIGNED TO ASSIST YOUTH GROUPS, NGOs, TEACHERS AND TRAINERS IN RAISING AND ACQUIRING AWARENESS OF THE OPPORTUNITIES OFFERED BY THE ADOPTION OF MORE SUSTAINABLE CONSUMER CHOICES IN A YOUTH FRIENDLY FORMAT. IT IS AN INTERDISCIPLINARY, MULTI-METHODOLOGICAL AND HOLISTIC APPROACH TO SUSTAINABLE CONSUMPTION AND CAN BE USED IN FORMAL AS WELL AS NON FORMAL EDUCATION SETTINGS. IT INVOLVES A PARTICIPATORY PROCESS BASED ON INTERACTION AND COOPERATION BETWEEN TEACHERS AND YOUTH, ON DISCUSSION, AND LEARNING FROM EXPERIENCE.

FOR FURTHER INFORMATION: [WWW.YOUTHXCHANGE.NET](http://WWW.YOUTHXCHANGE.NET)





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