



Sustainable Consumption & Production (SCP) and Green Jobs



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UNEP



UNEP is the designated authority of the United Nations system in environmental issues at the global and regional level.

UNEP's mandate is to **coordinate the development of environmental policy consensus by keeping the global environment under review and bringing emerging issues to the attention** of governments and the international community for action.



The aim of SWITCH-Asia is to **promote Sustainable Consumption and Production (SCP)** in Asia. To achieve this objective, the Programme **supports capacity building, formulation and implementation of SCP-related policies.**



Definition of SCP

- Simplest and most comprehensive is (UNEP 2011)
SCP is a holistic approach to minimising the negative environmental impacts from consumption and production systems while promoting quality of life for all"



SCP, Green Growth, Green Economy

1. Principles of SCP not really different from Green Growth, Green Economy, Low-carbon path.
2. Green growth and Low-carbon path refer to pathways to sustainability.
3. Green economy invites attention to financing of sustainable consumption & production and investments needed.



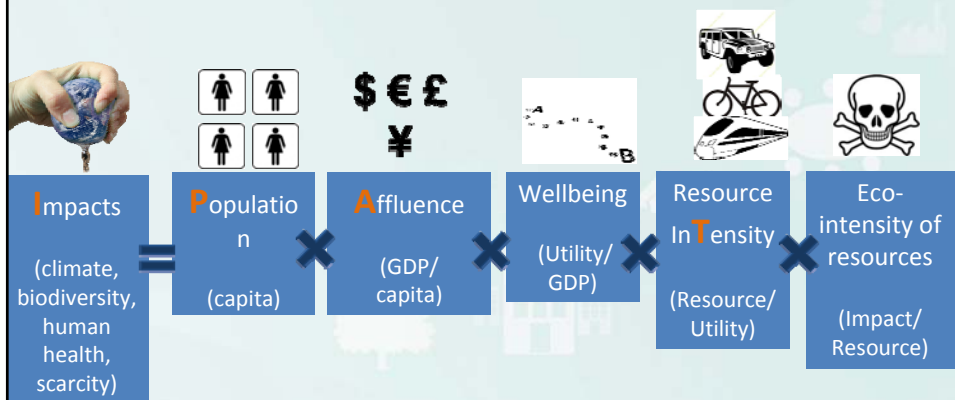


Outline

- **Understanding socioeconomic drivers of impacts to find socioeconomic solutions**
- Enabling conditions for SCP:
 - Societal goals aligned with sustainability
 - The next innovation wave
 - SCP policy framework conducive to green jobs



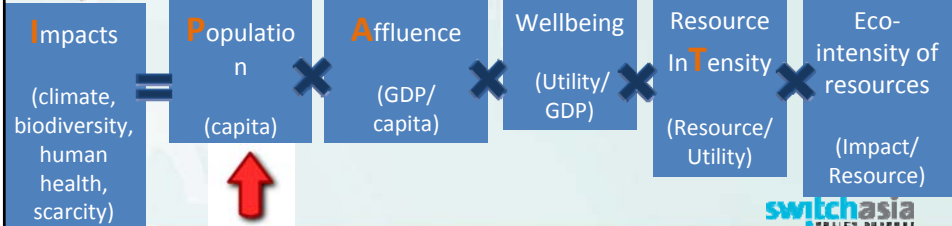
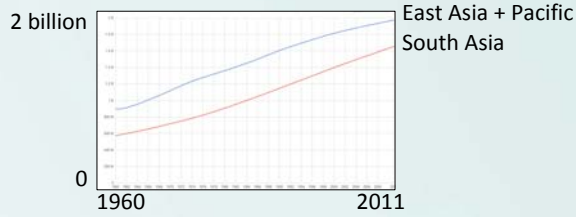
Understanding socioeconomic drivers



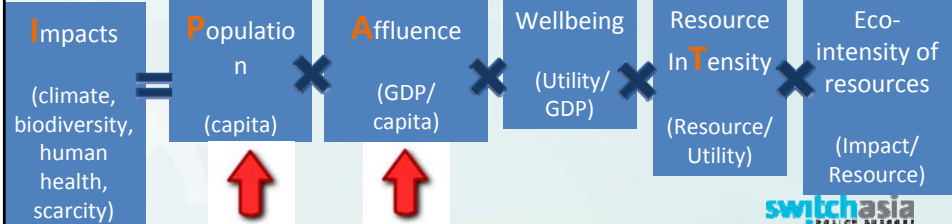
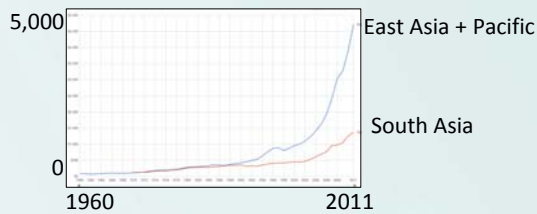
Adapted from Azar et al, 2002

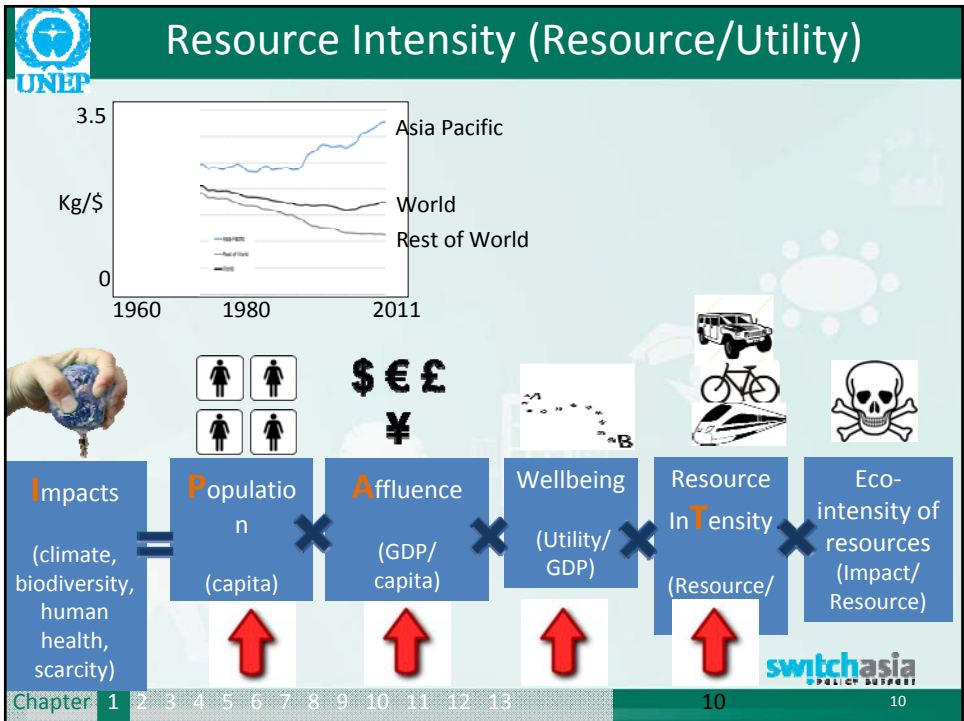
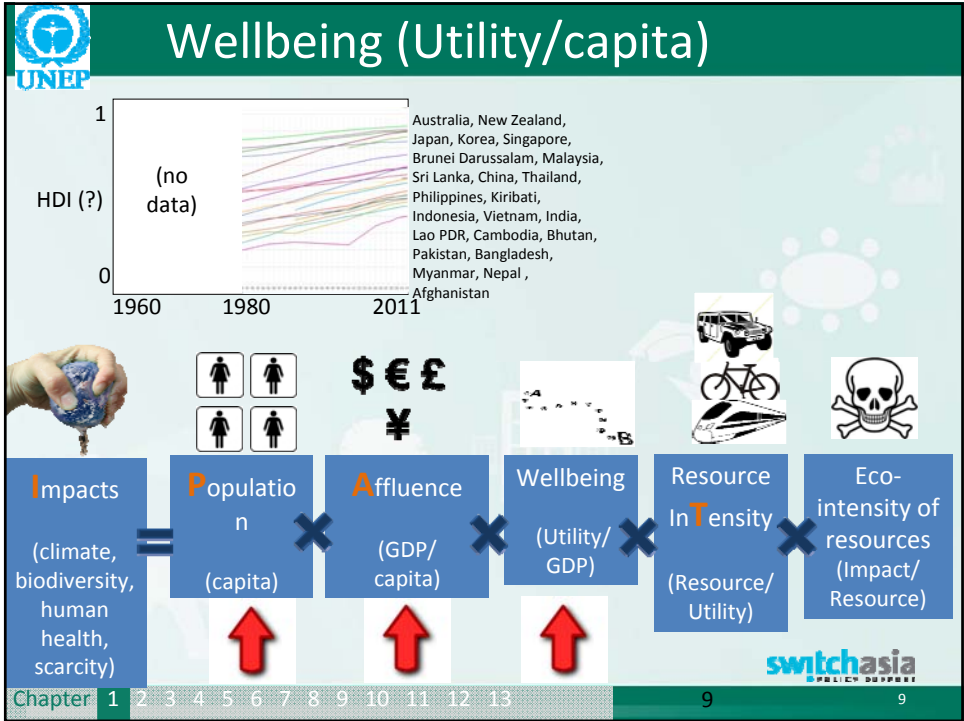


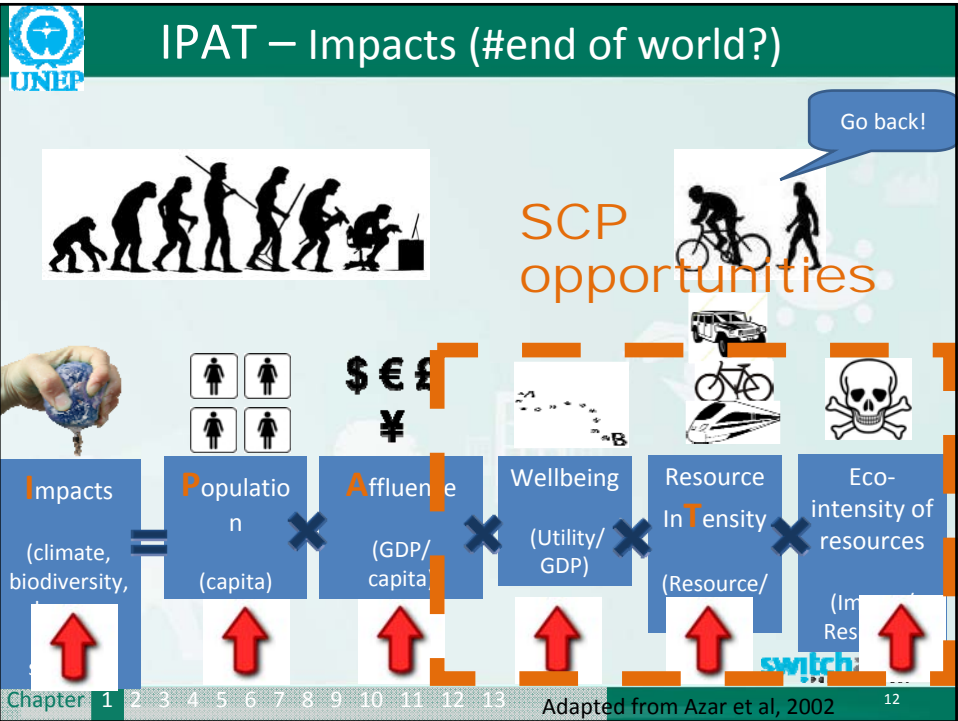
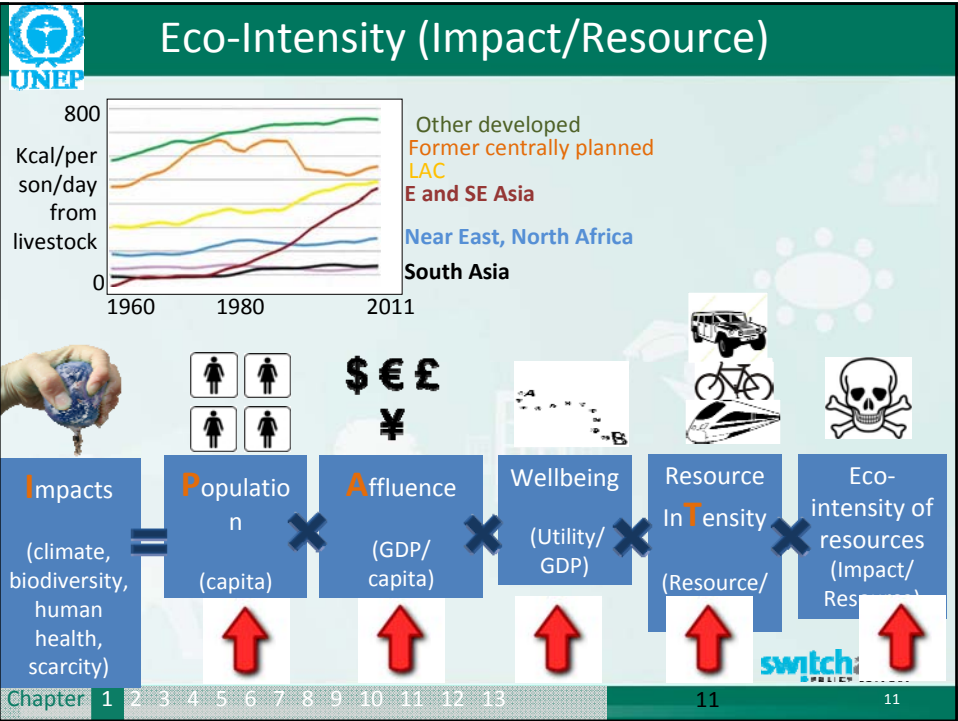
Population (capita)



Affluence (GDP/capita)

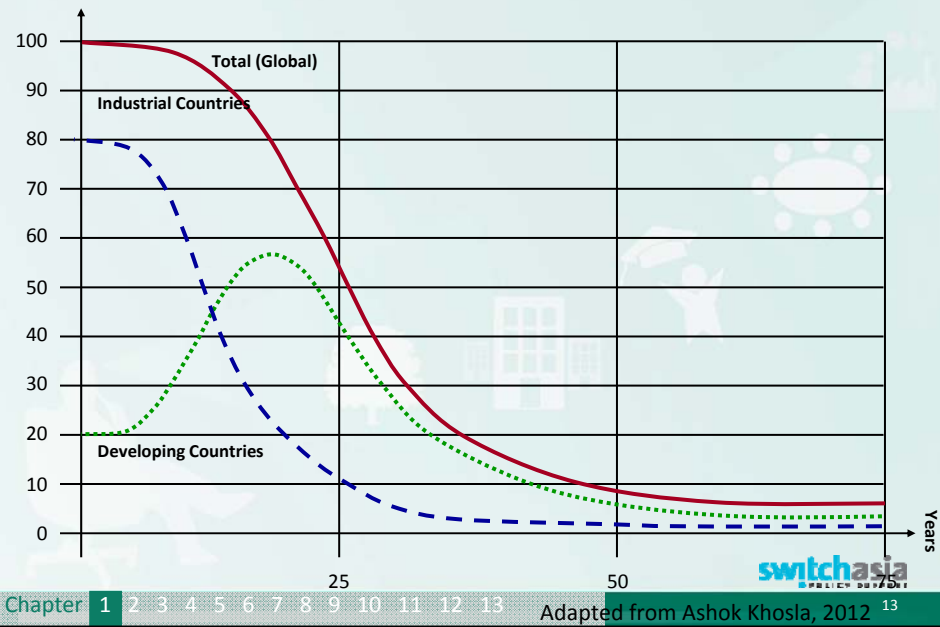








Consumption of Materials



Outline

- Understanding socioeconomic drivers of impacts to find socioeconomic solutions
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1. Societal values - Which development path?



Developing Countries:	Copy Cat?	Piggy Back?	Leap Frog?	Horse Jump?
Developed countries:	Business as usual?	Fine Tuning?	Transforming?	
Societal Choices	Technology	Strategy	Objectives	Lifestyle/Values



Chapter 1 2 3 4 5 6 7 8 9 10 11 12 13 Adapted from Ashok Khosla, 2012



1. Societal values - Which development path?

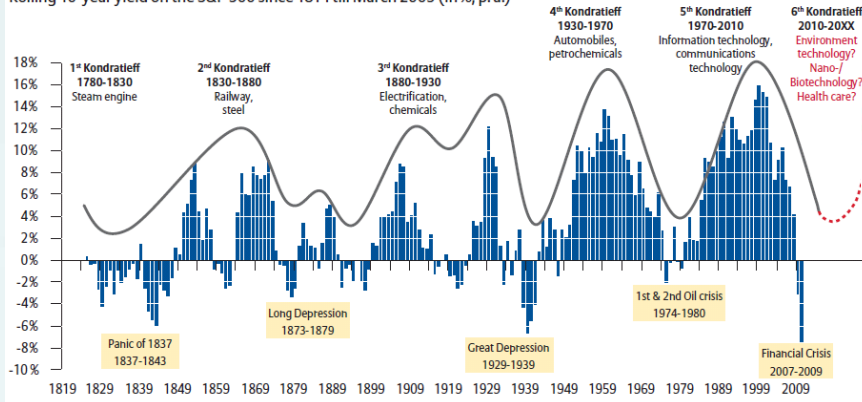


Path:	Copy Cat?	Piggy Back?	Leap Frog?	Horse jump?
Models?	Obsolescence	Miniaturize/ Durability	Share economy, collaboration	Rethinking wealth
Manufacturing	Hardware	Mini hardware	Sharing, Rental	Biomimicry
Construction?	Cement, Steel, Concrete	Lightweight Elements	Recycled Materials	Industrial Wastes
Waste?	Dumping, Incineration	Sep. Toilets, Composting Recycling	Biogas, Reuse, Repair, Redistribute	Refuse, Redesign
Transport?	Car, Airplane	Fuel efficient cars, two wheelers	Public Transport, Bicycle	Zoning, IT Internet
Lighting?	Incandescent	CFLs	LEDs	Daylight



2. The next innovation wave!

Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis

James Bradfield Moody, World Resources Forum 2012, www.sixthwave.org



Resource efficiency



Old mode of operation
—
Harvesting resources that
are plentiful and cheap



New Mode of Operation
—
Managing resources that
are scarce and valuable

Adapted from James Bradfield Moody, World Resources Forum 2012, www.sixthwave.org





The sixth wave



- **Markets:** Waste = Opportunity
- **Institutions:** Sell the Service, not the Product
- **Technology:** Digital and Natural Converge
- **Systems:** Bits are Global, Atoms are Local
- **Integrating:** If in doubt, look to nature

TIME names Collaborative Consumption as one of the “Permaculture – stunningly productive agriculture systems



PRODUCT SERVICE SYSTEMS

Adapted from James Bradfield Moody, World Resources Forum 2012, www.sixthwave.org



3. Policy tools

- SCP Policy tools serve to shift consumption behavior and production patterns in a sustainable direction:
 - Phase out undesirable products and behaviours
 - Expand market for more sustainable products
 - Provide incentives for more sustainable behaviour



Regulatory Tools: Command & Control



Economic Tools: Market-based Instruments



Information-based Tools: Enabling Informed Choices



Voluntary Agreements: Negotiated Target-setting





Conclusion

- Green jobs should be part of a strategy to mitigate drivers of impacts.
- Aligning societal goals with sustainability will help set up the right policy frameworks to enable green jobs.
- Early SCP adopters will benefit in the next innovation wave.



Thank you!

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