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
Chapter 1

Population (capita)

<table>
<thead>
<tr>
<th>Year</th>
<th>South Asia</th>
<th>East Asia + Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>0</td>
<td>2 billion</td>
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</table>

Affluence (GDP/capita)

<table>
<thead>
<tr>
<th>Year</th>
<th>South Asia</th>
<th>East Asia + Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>0</td>
<td>5,000</td>
</tr>
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</table>

Adapted from Azar et al., 2002
Wellbeing (Utility/capita)

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
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<tr>
<td>1980</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2011</td>
<td></td>
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</tr>
</tbody>
</table>

Impacts (climate, biodiversity, human health, scarcity)

Australia, New Zealand, Japan, Korea, Singapore, Brunei Darussalam, Malaysia, Sri Lanka, China, Thailand, Philippines, Kiribati, Indonesia, Vietnam, India, Lao PDR, Cambodia, Bhutan, Pakistan, Bangladesh, Myanmar, Nepal, Afghanistan

Resource Intensity (Resource/Utility)

<table>
<thead>
<tr>
<th>Year</th>
<th>Asia Pacific</th>
<th>World</th>
<th>Rest of World</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Impacts (climate, biodiversity, human health, scarcity)
Chapter 1

Eco-Intensity (Impact/Resource)

- Impacts: (climate, biodiversity, human health, scarcity)
- Population (capita)
- Affluence (GDP/capita)
- Wellbeing (Utility/GDP)
- Resource Intensity (Resource/Utility)
- Eco-intensity of resources (Impact/Resource)

- Graph: Kcal/person/day from livestock over 1960-2011

Chapter 1

IPAT – Impacts (#end of world?)

- Impacts: (climate, biodiversity, human health, scarcity)
- Population (capita)
- Affluence (GDP/capita)
- Wellbeing (Utility/GDP)
- Resource Intensity (Resource/Utility)
- Eco-intensity of resources (Impact/Resource)

- SCP opportunities

Adapted from Azar et al, 2002
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
### 1. Societal values - Which development path?

<table>
<thead>
<tr>
<th>Developing Countries:</th>
<th>Copy Cat?</th>
<th>Piggy Back?</th>
<th>Leap Frog?</th>
<th>Horse Jump?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed countries:</td>
<td>Business as usual?</td>
<td>Fine Tuning?</td>
<td>Transforming?</td>
<td></td>
</tr>
<tr>
<td>Societal Choices</td>
<td>Technology</td>
<td>Strategy</td>
<td>Objectives</td>
<td>Lifestyle/Values</td>
</tr>
</tbody>
</table>

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#### Path:

<table>
<thead>
<tr>
<th>Models?</th>
<th>Copy Cat?</th>
<th>Piggy Back?</th>
<th>Leap Frog?</th>
<th>Horse Jump?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Models?</td>
<td>Obsolescence</td>
<td>Miniaturize/ Durability</td>
<td>Share economy, collaboration</td>
<td>Rethinking wealth</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Hardware</td>
<td>Mini hardware</td>
<td>Sharing, Rental</td>
<td>Biomimicry</td>
</tr>
<tr>
<td>Construction?</td>
<td>Cement, Steel, Concrete</td>
<td>Lightweight Elements</td>
<td>Recycled Materials</td>
<td>Industrial Wastes</td>
</tr>
<tr>
<td>Transport?</td>
<td>Car, Airplane</td>
<td>Fuel efficient cars, two wheelers</td>
<td>Public Transport, Bicycle</td>
<td>Zoning, IT Internet</td>
</tr>
<tr>
<td>Lighting?</td>
<td>Incandescent</td>
<td>CFLs</td>
<td>LEDs</td>
<td>Daylight</td>
</tr>
</tbody>
</table>
2. The next innovation wave!

Resource efficiency

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

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

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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

i 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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