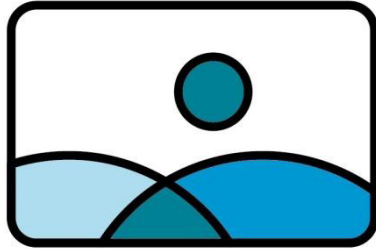


Action Town



Research and Action for SCP

SCP Policy Instruments, Assessment tools and Indicators

Guidelines for Civil Society Organisations

Presented by:

Satu Lähteenoja

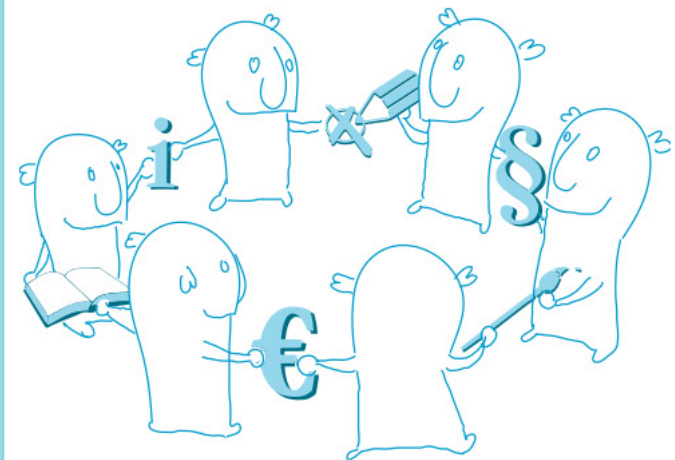
UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production

Action Town - Research and Action for SCP

(CSOContribution2SCP)

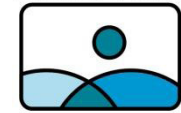
The objectives of the three guideline booklets

- To provide a quick, hands-on overview of selected instruments, assessment tools and indicators
 - To provide information on the instruments, assessment tools and indicators that are most relevant for CSOs
 - To suggest areas where CSOs may be able to contribute to more effective implementation
- Give resources for CSOs for effective action towards SCP



- Develop and publish challenging evidence
- Undertake consumer focused campaigning
- Lobby government
- Engage with communities
- Engage in business partnerships
- Network and create coalitions
- Convene multi-stakeholder processes
- Build alliances

ACTION	Description	Example
Develop and publish challenging evidence	Identify and understand the issues of SCP, fill the knowledge gaps by conducting own research projects to develop and publish challenging evidence.	Finnish Association for Nature Conservation, FIN-MIPS Household project: (http://www.environment.fi/default.asp?contentid=194683&lan=en) Ecological Budget UK http://www.ecologicalbudget.org.uk/
Undertake consumer focused campaigning	Run campaigns with a focus on consumers	Friends of the Earth campaign "Consume less, live more" http://www.foel.org/en/get-involved/livemore/
Lobby government	Lobby governments by playing an active role in political and research discussions, ideally to re-define or challenge the agenda (e.g. lobbying SCP National Action Plans, lobbying for new legislation, etc.).	EEB Blueprint paper for the EU SCP Action Plan: http://www.eeb.org/publication/general.html (May 2009)
Engage with communities	Engage at a grassroots level with community groups to achieve behaviour change and grow political pressure.	London 21, Mapping change for sustainable communities: http://www.london21.org/page/79/project/show/mcsc
Engage in business partnerships	Build CSO – business partnerships to create examples of best in class sustainability practices by business.	WWF Global Forest and Trade Network: http://gftn.panda.org/
Network and create coalitions	Network with other CSOs to create common opinions and get the message heard more effectively.	The Sustainable consumption network of Finnish NGOs has 20 member organisations and has already been active for more than 20 years. Website www.nu-uksuuskko.fi (in Finnish and Swedish)
Convene multi-stakeholder processes	Convene multi-stakeholder processes with a diverse group of stakeholders to create the space to develop, test and implement sustainable innovations.	The Finance lab of founded by WWF-UK: http://www.thefinancelab.org/index.html
Build alliances	Build political alliances with partners who share the same purpose and have aligned objectives in order to influence political or societal decision making processes for SCP.	Rainforest Alliance providing an eco-label: http://www.rainforest-alliance.org/



Strengths, weaknesses, existing good cases



Strengths

High visibility

Collective movements are visible to the public and therefore highly recognisable to people.

Quickly organised

Because of their nature, collective movements can be quickly organised through networking activities and are therefore one of the best policy instruments to spread a new message.

Weaknesses

Appearance – focused

Collective movements can, at times, focus too heavily on appearances at the expense of their main message and consequently might lack evidence and accuracy.

Refreshing needed

Collective movements may lose their efficacy after a short period if they are not updated and refreshed with new events.



Case:

Civil society in Action, Carrotmob

Carrotmob is a method of activism used to leverage consumer power so that the most socially and environmentally responsible business practices become the most profitable. It believes that using incentives, or positive 'carrots', is much more effective than using traditional boycotts, or negative 'sticks'. Businesses compete with one another to see who can do the most environmental good. A large 'mob' of consumers subsequently buys the winning products as a reward to the business that showed the strongest commitment. The strategy, which is the opposite of a boycott, began in the US and uses Facebook, MySpace

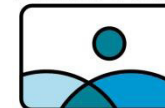
and blogs to build local and virtual communities. It has spread rapidly to other countries where the "mobbing" has mostly been targeted at restaurants, supermarkets, cinemas and bars.



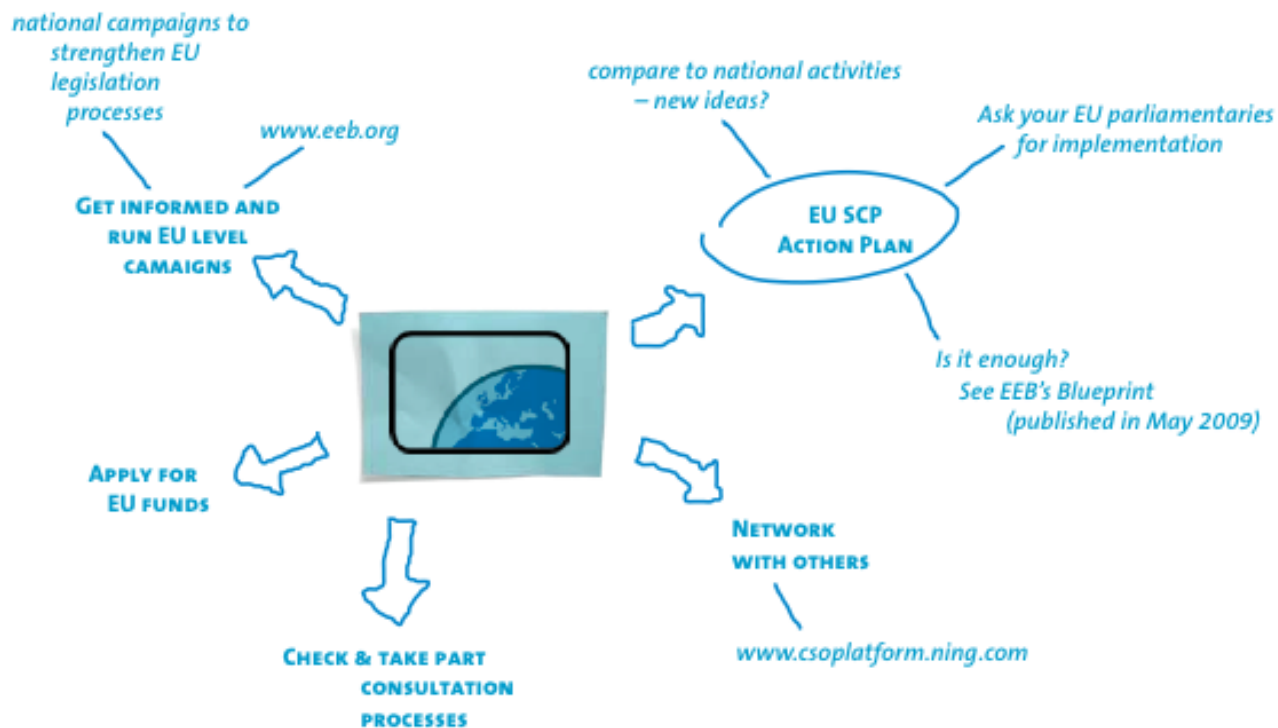
The current versions are still drafts.

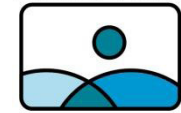
Comments and ideas are welcome!



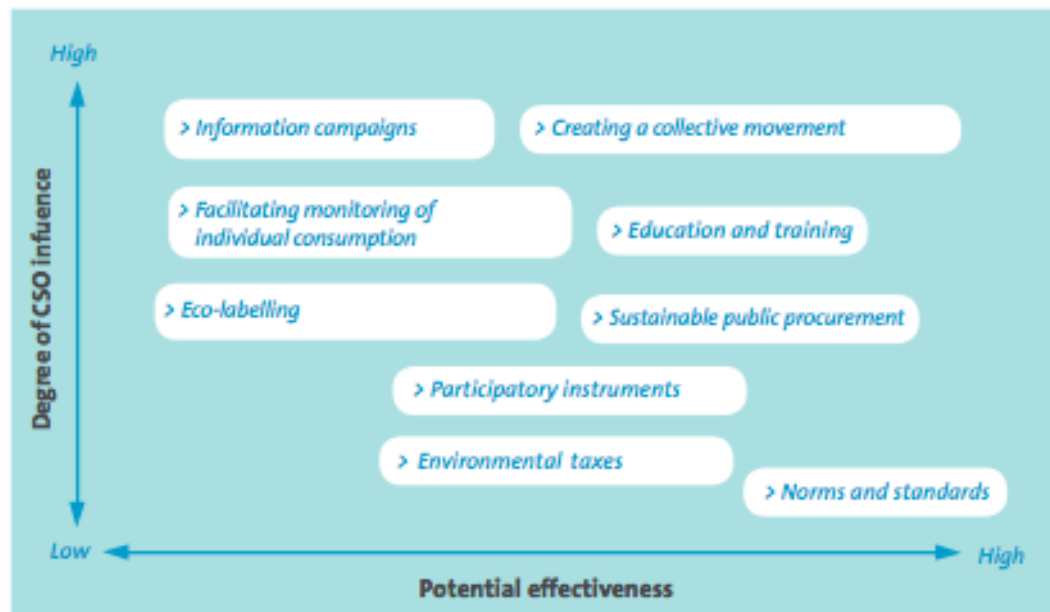


How to promote SCP at different policy levels?





Policy instruments for SCP



Regulatory instruments

- > Norms and standards
- > Environmental liability

Informational instruments

- > Information campaigns and websites
- > Eco-labelling
- > Environmental quality targets
- > Information centres

Economic instruments

- > Environmental taxes
- > Environmental fees and usercharges
- > Sustainable public procurement
- > Subsidies
- > Bonus systems
- > Emission trading

Creative instruments

- > Creating a collective movement
- > Innovative technology

Research & educational instruments

- > Education and training
- > Tools for monitoring individual consumption

Participatory instruments

- > Urban planning
- > Environmental Impact Assessment

Some key messages

- Not one single instrument: policy mix is needed
- Timing of policy processes: when to get active?
- Different levels of CSO possibilities:
 - Regulatory and economic instruments: processes mostly lead by governments
 - Research, education, information: more freedom
- How to create new strategies and more efficient instruments?



Assessment tools

A Guide for
Civil Society Organisations

Assessing the Impacts of Consumption and Production

*A Guide to Assessment tools for
Civil Society Organisations*



for sustainable consumption & production

- tools to analyse sustainability
- systematic steps
- identify, analyse and evaluate environmental & social impacts
- impacts of consumption and production
- single products/activities → larger scale

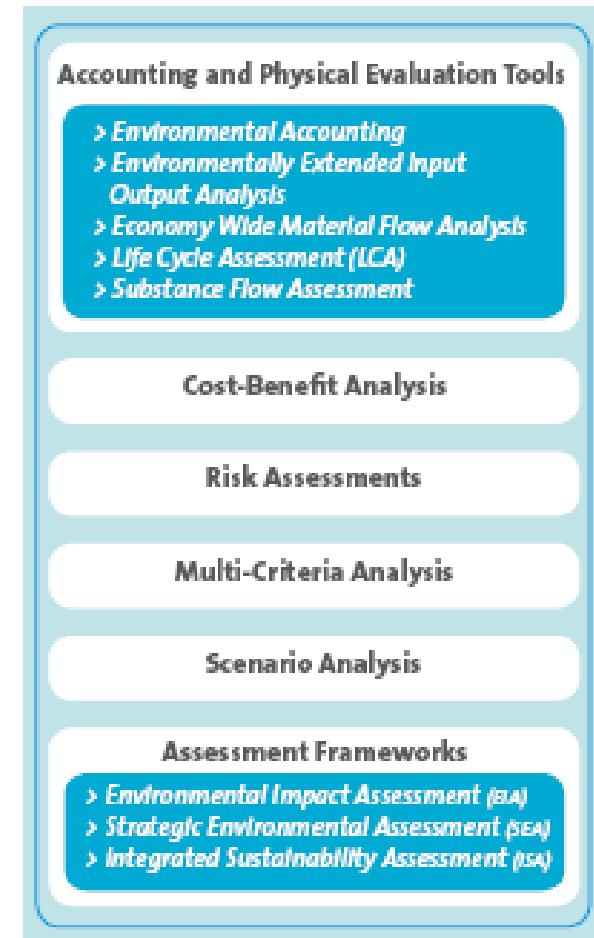
Contents

Tools included

- accounting & physical evaluation tools
- cost-benefit analysis
- risk assessments
- multi-criteria analysis
- scenario analysis
- assessment frameworks

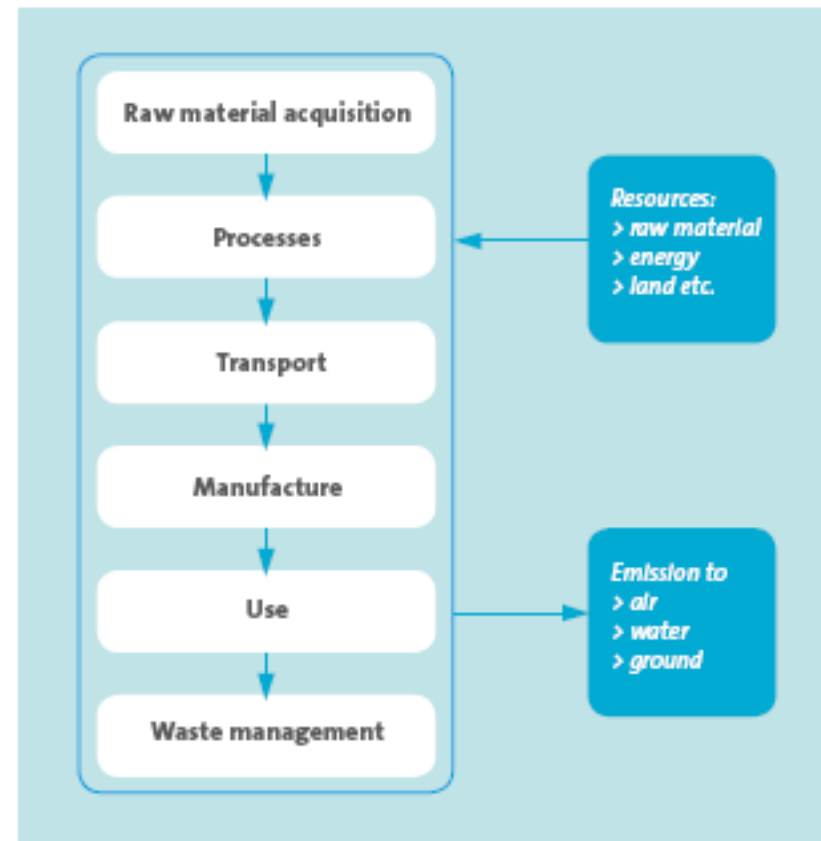
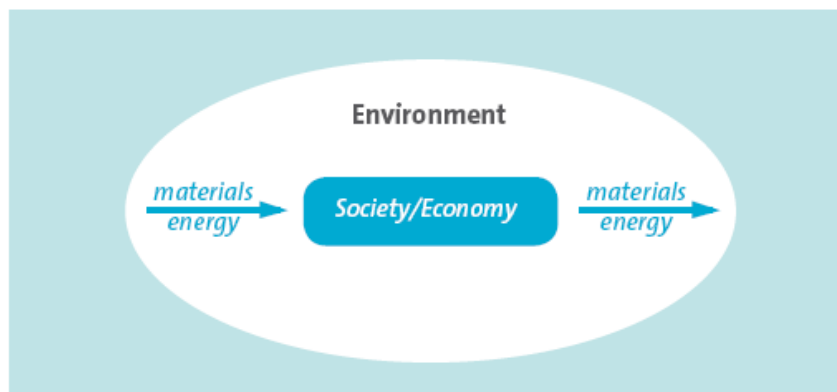
For each of the tools

- Definition, objectives & mode of operation
- Strengths & Weaknesses
- How you can take action
- Case study
- Learn more & get inspired



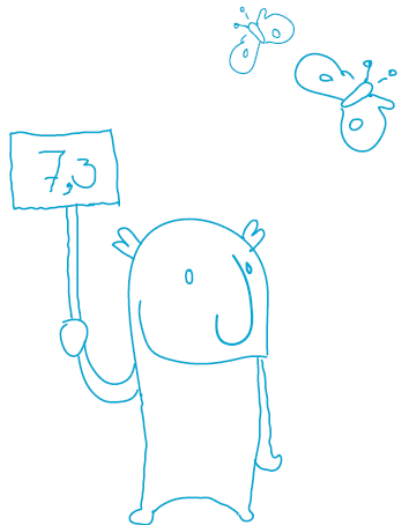
Accounting & physical analysis tools

- environmental accounting
- environmentally extended input output analysis
- economy wide material flow analysis
- life cycle assessment (LCA)
- substance flow analysis



Cost-benefit analysis

- identify advantages and disadvantages of a proposed project
- assign advantages and disadvantages monetary values
- compare costs and benefits



Risk assessment

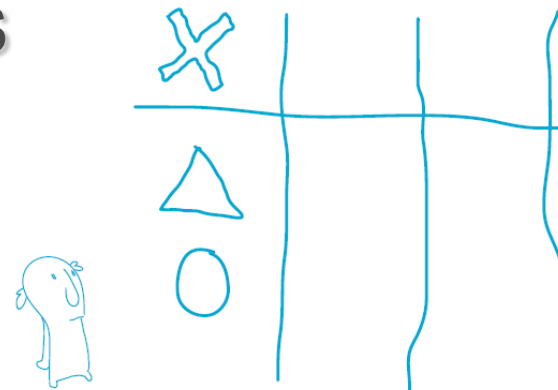
- hazard identification
- effects (dose-response) assessment
- exposure assessment
- risk characterisation

Scenario analysis

- description of step-wise changes
- driving forces
- base year
- time horizon and time steps
- storyline

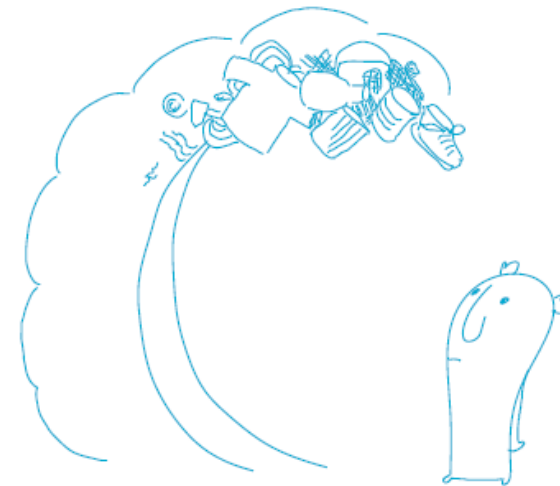
Multi-Criteria Decision Analysis

- define criteria
- assign weights
- assign scores
- combine weights and scores



Assessment frameworks

- Environmental Impact Assessment (EIA)
- Strategic Environmental Assessment (SEA)
- Integrated Sustainability Assessment (ISA)



Conclusions

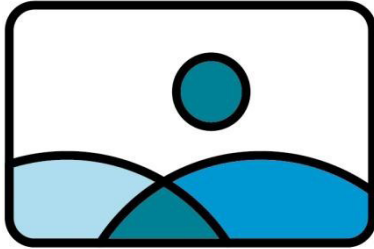
- tools measuring social impacts still quite limited
- difficult to find practical examples of use of some of the tools
- several ways for CSOs to include assessment tools in their strategies
- not only the result of applying the tool itself but also the process that can be of importance

Questions

- Are the relevant tools described?
- Are the tools well described?
- Are the tools relevant for CSO strategies?
- Are the CSO strategies well described or could some more be included?

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Action Town



Research and Action for SCP

Measuring Performance towards Sustainable Consumption and Production

Types of Indicators and Indicator Sets

Presented by:

Eva Burger

Sustainable Europe Research Institute (SERI)

Action Town - Research and Action for SCP

(CSOContribution2SCP)

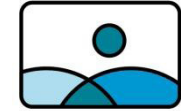
Why is measuring important?

INDICATOR

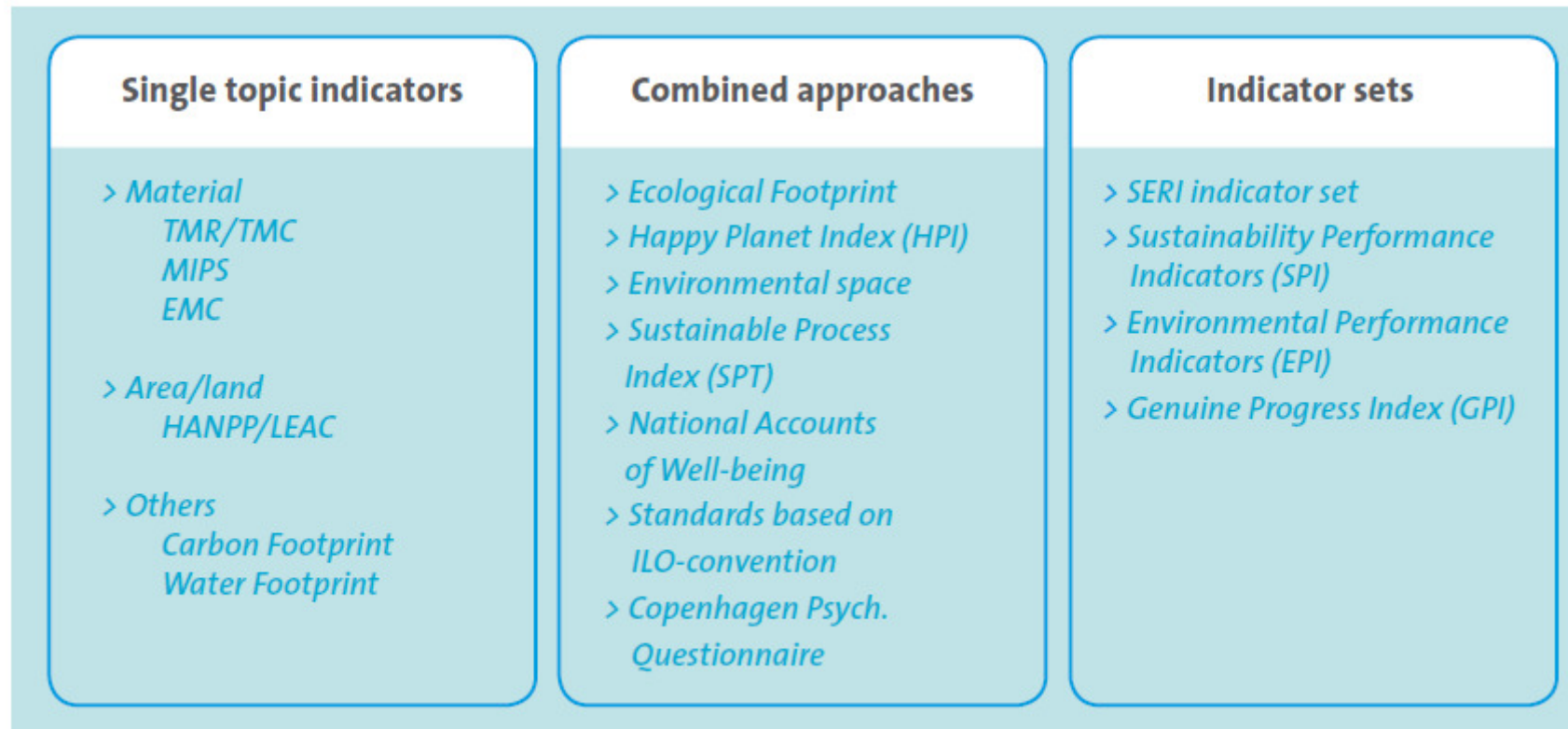
- offers depth of understanding
- can be related to policy
- is sensitive to policy
- is of high quality (grounded in theory, reliable)
- is valid, meaning it avoids relying on proxies
- is comparable across domains, between countries and population groups and over time
- is communicable
- provides an overall sense of direction

“You can’t manage what you can’t measure.”





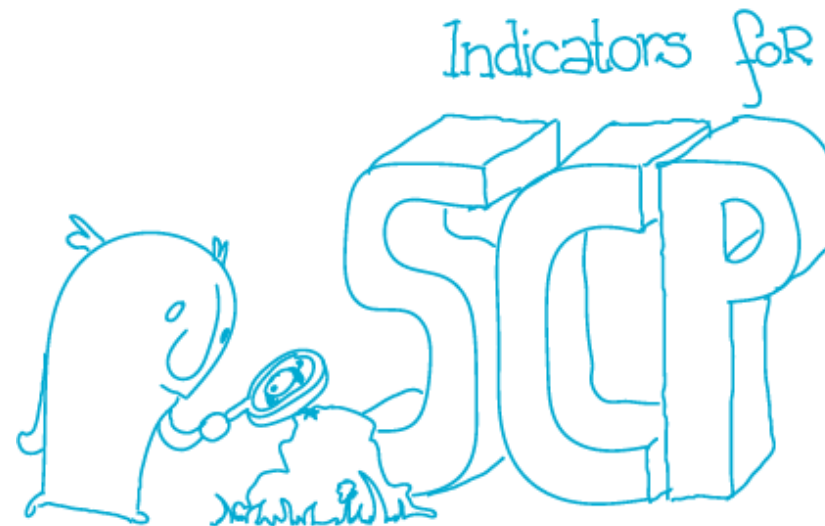
Categories of SCP indicators



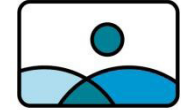
These (set of) indicators cover social and environmental aspects of sustainability.

How to read the guideline

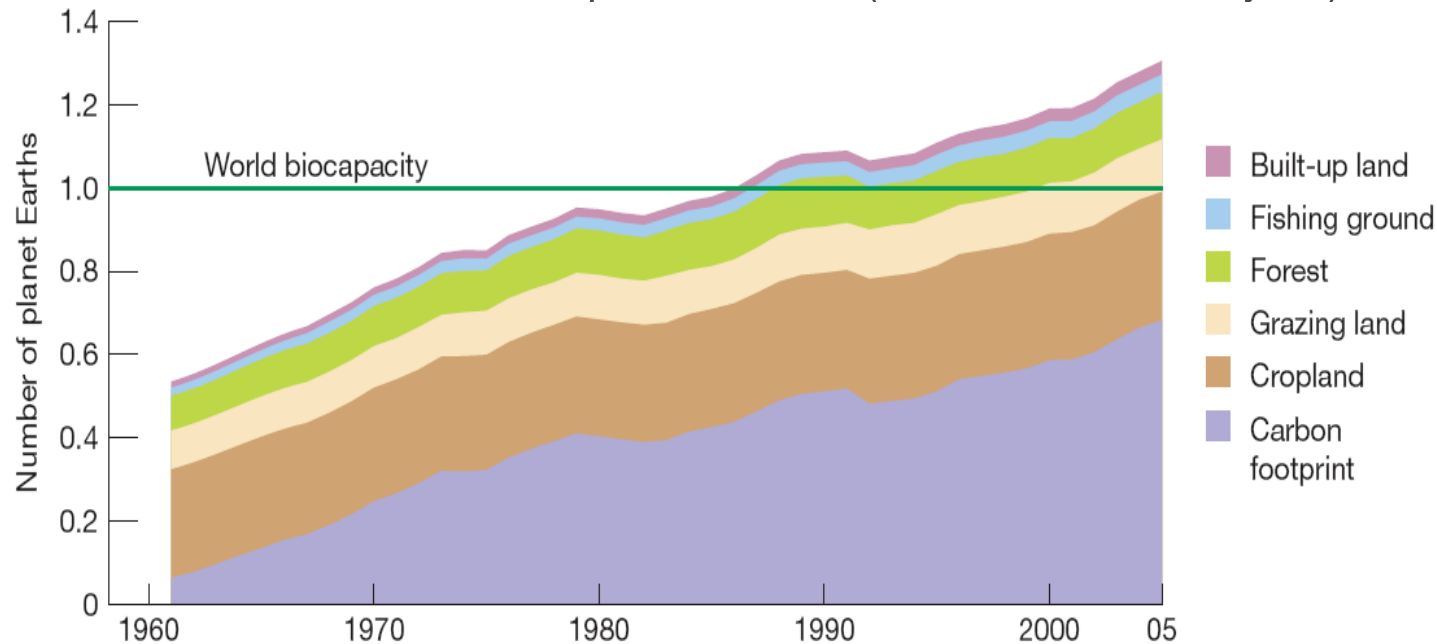
- Definition, objectives and mode of operation
- Strengths and weaknesses
- How CSOs can use them to take action
- Case study



Ecological Footprint (EF)



- EF measures how much biologically productive land is required to provide the resources consumed, and absorb the wastes generated, by a population for a certain period of time (in most cases one year).



Source: WWF et al., 2008

Thank you very much for your attention!