

## Why Action Town?

Sustainable consumption and production (SCP) offer many exciting challenges for the present and the future. To make SCP happen, both research and action are needed. In this sense, civil society organisations (CSOs) and research institutions play important roles:

- CSOs have the unique capability to bring a variety of actors together and convince them to take action for more transformational types of change.
- Research can give important insights to different stakeholders and increase their SCP knowledge base.

The “Action Town – Research and Action for SCP”<sup>\*\*</sup> project focusses on enhancing the effectiveness of CSO activities promoting more sustainable consumption and production patterns, and on making better use of the unique contribution that CSOs working in the field of SCP can give to the sustainability research agenda.

## What we offer?

### Preparing guidelines for CSOs



Three guidelines on policy instruments, assessment tools and indicators for SCP suggest ways for CSOs to foster SCP by giving practical examples and proposals on how to take action.

### Identifying gaps in CSOs' work on SCP

A survey gives insights on SCP strategies used by CSOs, their impacts and gaps, as well as ideas on how to become more effective.

### Selecting new CSO partners

Four selected European CSOs become project partners and are provided with know-how on SCP in support workshops.

### Discussing new CSO strategies

Action Town discusses with a select group of leading thinkers how to provide better knowledge and capacity for more effective CSO strategies.

### Offering project information online



The project website reflects the work and offers all project deliverables as download. Come and visit [www.action-town.eu](http://www.action-town.eu).

### Implementing small SCP projects

To demonstrate how to increase the efficiency of activities and how research can support CSOs in their work, the new CSO partners conduct exploratory actions on SCP, assisted by the Action Town research partners.

### Creating a roadmap for new strategies

A roadmap document prepared in cooperation with other European actors aims to influence research agendas and induce funding programmes to support more effective CSO and NGO strategies.

### Establish National Focal Points

The four new CSO partners act as National Focal Points on SCP within their countries.

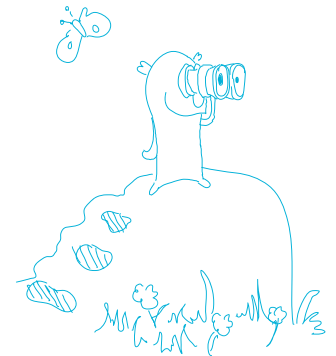
### Organising a “Researchers-meet-CSOs” event

A conference in early 2011 presents the results of the project such as the CSOs' exploratory actions and the launch of the Action Town Roadmap.

## What results do we expect?

Through the occasions created for researchers and CSOs to directly meet, exchange ideas and discuss collaboration options, the project is expected to create partnerships between them, promoting long-term opportunities for further development of collaborative relationships.

For CSOs the project will contribute to a better knowledge on how to use research outcomes. For researchers it will improve opportunities to understand the research needs of organised civil society in view of their policy and advocacy goals.



## Who are the Action Town project partners?



UNEP/Wuppertal Institute  
Collaborating Centre on Sustainable Consumption and Production GmbH (CSCP)  
[www.scp-centre.org](http://www.scp-centre.org)



Northern Alliance for Sustainability (ANPED)  
[www.anped.org](http://www.anped.org)



Stockholm Environment Institute (SEI)  
[www.sei-international.org](http://www.sei-international.org)



Sustainable Europe Research Institute (SERI)  
[www.seri.at](http://www.seri.at)



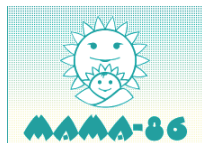
WWF – UK  
[www.wwf.org.uk](http://www.wwf.org.uk)



Fundación Ecología y Desarrollo (ECODES)  
[www.ecodes.org](http://www.ecodes.org)



Green Liberty  
[www.zb-zeme.lv](http://www.zb-zeme.lv)



MAMA-86  
[www.mama-86.org.ua](http://www.mama-86.org.ua)



Technology Development Foundation of Turkey (TTGV)  
[www.ttgiv.org.tr](http://www.ttgiv.org.tr)

## How to learn more about Action Town\* and how to engage with us?

**Visit:** [www.action-town.eu](http://www.action-town.eu)

### Contact the project coordinator:

Nora Brüggemann  
Project Manager  
UNEP/Wuppertal Institute  
Collaborating Centre on Sustainable Consumption and Production  
Hagenauer Straße 30 . 42107 Wuppertal  
Germany  
Tel.: + 49 . 202 . 45 95 8 - 17  
Fax: + 49 . 202 . 45 95 8 - 30  
[nora.brueggemann@scp-centre.org](mailto:nora.brueggemann@scp-centre.org)



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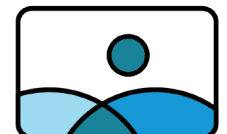
*Project description*



\*The Action Town is an FP7 project and kindly funded by the European Commission. Its official name is CSOContribution2SCP.



## Action Town



Research and Action for SCP